

❧ The Fighting Blood ❧

Into the maelstrom of Rosy Thoughts and into the Valley of Dreams
He entered, a youth with a happy heart, to follow life's rainbow gleams;
Ever and ever he looked ahead toward the glare of the beckoning heights,
Toiling and moiling through days of hope far into the fathomless nights;
Alert to the precepts of stern success that thrive in the hearts of men,
Crushed to the earth by the iron hand of fate, he would rise again;
Bruised by adversity, goaded by chance, each day he would grimly smite,
For the blood in his veins was the blood that sustains a man in an uphill fight!

Courage was his as he carved his path sans cheers of his fellow men,
Stemming his way through each turbulent day that closed but to dawn again;
Shoulder to shoulder with mutable luck, undaunted by jests and jeers,
He carried his cross with a patience born of failure throughout the years;
Building his castles and seeing them fall, he builded anew and smiled,
Sounding the depths of his pluck, he knew with faith he was reconciled;
Some day achievement all-infinite would dazzle and blind his sight,
For the blood in his veins was the blood that sustains a man in a fearless fight!

Year after year as his fathers forged he struggled and staggered on
Over the path of the countless throngs where his sanctified betters had gone,
Out of the smoke of each battle fought emerging to war anew,
For the things they had done and the conquests won were naught to the deeds he'd do.
What of the failures of yesteryear, the wrecks of a long-dead day?
Should they serve to swerve him and keep him back from the strife of an endless fray?
Heaven forefend! He would strive to the end with the last of his curtailed might,
For the blood in his veins was the blood that sustains a man in a losing fight!

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.



"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.

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.

Are You In Earnest

about wanting to lay your business
propositions before the retail mer-
chants of Michigan, Ohio and Indiana?
If you really are, here is your oppor-
tunity. The

Michigan Tradesman

devotes all its time and efforts to cater-
ing to the wants of that class. It
doesn't go everywhere, because there
are not merchants at every crossroads.
It has a bona fide paid circulation—has
just what it claims, and claims just
what it has. It is a good advertising
medium for the general advertiser.
Sample and rates on request.

Grand Rapids, Michigan

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 16, 1910

Number 1378

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A BIT OF COLD STORAGE.

The popular literature of the day is given up largely to what we shall eat and what we shall drink and wherewithal we shall be clothed, but most of all to what these things cost. From every point of view have come forth good and substantial reasons for the faith that the writers present and one that hits the nailhead hard is the cold storage presentation. "During the bearing year," the man was a New England Yankee whose "guess" and twang betrayed him, "the old farm had a big orchard, loaded with fruit every other year. During the bearing year there were apples to give away and to throw away and to rot on the ground, but none to sell for nobody wanted to buy any. The next year the fruit from that orchard was worth almost its weight in gold, had there been any, and do what the farmer could there was then no means known to preserve the fruit of the bearing year. All that is now changed and the cold storage comes to the rescue, the surplus is now safely carried over to the tune of fifty million dollars' worth a year and the man with the cold storage takes the cake or the fruit just as you care to put it. With apples at \$1.75 a bushel or in the neighborhood of 4 cents apiece, if chance or mischance should all at once throw the apples in storage on the market, how long would the prices stay up? About as long as you can hold a red-hot darning-needle in your ear! It would be the story of the bearing year right over again; and d—n the cold storage!"

Without reaching that extreme conclusion the same reasoning will be found to apply to other forms of merchandise—eggs, for instance. If the statement is correct the cold storage amounts to-day to 1,800,000,000 eggs. Collected in times of plenty and taken care of "age can not wither them nor custom stale their infinite variety," and a decade from now the customer will buy these for fresh eggs, pay Shylock's price for them—"a good round sum"—and nev-

er once think that the all-producing hen has been beyond cackling and scratching for lo! these many years. Suppose these more than billion eggs should now in midwinter be thrown upon the market, would the price remain at 50 cents a dozen? There are in this same cold storage 20,000,000 cattle, including calves. The country is indulging in a boycott of meats. To these add 25,000,000 sheep and lambs and 5,000,000 hogs and it looks something like the bearing year of the New England orchard, but the boycott was considered necessary to keep the price of these meats in sight although out of reach, for the most part, of the working man, whose muscles are strenuously calling for the nourishment now locked up in cold storage and without which the country as well as the workingman will be suffering sooner or later. Shall we say good luck to cold storage?

A single thought rises here to the surface: Is meat fresh after it has been dead for years? We freeze fish and transport it from one corner of the earth to another; does it come to the table fresh? Is there no difference in value, in taste, in nourishment, in the egg laid this morning and the one laid ten or fifteen years ago? Like Shylock again, "We'll not answer that;" but the consensus of public opinion leans heavily towards the idea that there is such a thing as getting too much of a good thing and that it is barely possible that the cold storage is one of them.

THE CHILD'S ALLOWANCE.

It is proverbial that the rich man's son is a spendthrift; the poor boy who has worked his way up, the future millionaire. In many instances the fault of wasting is not with the child, but commences with the parent. It has been sagely remarked that any fool can earn money, but it takes a wise one to spend it. And while this may seem in direct opposition to the general charge, there is much of truth in the observation.

The child who has all his wants supplied knows little about the relative values of the varied necessities and luxuries; still less does he know of the value of money. The parent who gives him a stated allowance with the distinct understanding as to whether or not his clothing shall come out of this gives him the first lesson in finance. He learns how to plan; how to apportion his resources; how to value money. If he indulges in a luxury in one direction it should be with the understanding that it means retrenchment in another and that the father will not come to the rescue and pay the bill.

It is excellent drill to compel the child to keep a regular account of all receipts and expenditures; to con-

sider the cost of a thing before investing; to compare prices and see where he can make the most satisfactory terms. The small things as well as the large ones require looking after.

This does not prevent an occasional present if prosperity or correct management of funds already entrusted seems to merit it. But do not lead the child to expect presents or help out of a foolish bargain. Teach him self-reliance, as well as accuracy in debits and credits. With training in the management of little things, there will be fewer failures when the weight of the business rests on the shoulders of the junior.

SELF IMPOSED OBSTACLES.

We pride ourselves on any success, and justly; but more do we laud ourselves if we have come to this success in the midst of obstacles. This may be a righteous cause for gratulation or it may be one for condemnation. And if the latter we have lost not only a legal title to honor, but we may have lost much else.

The man who flounders a horse through a snow bank, endangering its limbs if not his own life, would scarcely be called brave, when a few minutes of real shoveling might have first cleared the pathway. The man who lets his wall topple over for the lack of a little cement in the foundation stones is scarcely entitled to commiseration if he does have a scramble in crawling out from the debris. It is too often the case that the great difficulties with which we struggle are placed there or allowed to stay through our own slackness.

If we are slack in the general appearance of the store; if the broom is spared and the dust allowed to accumulate; if clothes are strewn over the counters instead of being neatly folded after a customer is through examining them; if there is general disorder, we but offer a barrier to trade; it is difficult to find what we want and the appearance of the goods is soon such as to repel rather than attract trade.

If we are out of sorts, inclined to find fault with the errand boy or the man who cleans the sidewalks, we are only building up obstacles in front of our door for others to climb over. But depend upon it, they will soon find a more congenial path to the store around the corner.

If we but set out for it, many of the obstacles can be shoveled out, dug around, or torn down, and the climbing dispensed with. The easiest way is not always the best; neither is it best to do things the hardest way when a better and easier one is open to us if we but use a little brains or muscle.

A TURNING TIDE.

Only a trifle over two weeks more and President Taft will have acted as the Chief Executive of our Government an entire year, and already, in spite of a somewhat turbulent experience, there are signs.

Signs not only that much constructive statesmanship may be shown during the remaining three years of his term of office, but that much that he has accomplished during the first twelve months will prove happily disappointing to a great many who began shouting "Wolf!" too early in the game.

Three years constitute a considerable length of time in which to achieve specific results in any department of human endeavor, so that, with an introductory twelve months already to his credit, with his analyses, it is entirely fair to assume that President Taft knows precisely where he is at.

Criticisms of Secretary Knox, Secretary Ballinger, the Postmaster General, the War Department and the Navy were billed to appear before the President was seated in his chair; a sort of chronic resource to be utilized at the incoming of each new administration; a species of teapot tempests certain to befog the beginning of each president's career.

Now that President Taft has told Wall Street the "time of day;" has notified the great traction, industrial, commercial and financial combinations that they must be good or take the consequences and has clearly demonstrated to the people at large that he is no "welcher," things begin to take on a clearer aspect.

That is to say, clearer in all respects except the hoary, persistent and perpetual tormentor—the Tariff; the burr that is on the verge, always, of upsetting civic, industrial and financial progress and peace, both in this country and in Europe.

Let us show our confidence in the President by permitting his advocacy of federal incorporation to work out its own salvation; by awaiting calmly for the fate of the postal savings bill and by leaving the Payne-Aldrich measure where it is for the inevitable solution which must come through the ordinary experience and demonstration of business.

President Taft is a statesman, courageous, fair, thorough in his methods, patriotic in his instincts and can not go far wrong during the coming three years if permitted to utilize the opportunity he so clearly appreciates.

When a man wants to climb over a big commandment he generally talks about the little ones with great earnestness.

How the Young Couple Answered a Serious Question.

Written for the Tradesman.

The house was a double one on Pleasant street. The Weltons occupied one side and the Ashtons the other. The Weltons had just celebrated their crystal wedding and so had reached that period when matters and things in the rounds of life are not subject to sudden and violent changes. Childless, that affection which every home in one form or another has to find expression for the Weltons developed first in flowers and in a kindly regard for their neighbors, so that after becoming acquainted with them their rapidly increasing circle of friends were constantly dropping in to enjoy the blossoms that brightened every corner where a beam of sunshine fell and to go away with that brighter sunshine in their hearts coming duly from the bubbling kindness which the Welton good will was sure to furnish them with.

It was with no little interest, then, that Mrs. Welton saw one fine June day indications that the other side of the house, which had been vacant for months, was to be occupied. First a comely matron and an unusually comely maid, accompanied by a house agent, went up the walk of the next door; the next day the unusually comely maid and a mighty good looking young man came along with the house key and spent no end of time going from room to room and—the partition between the houses was thin—chattering exactly like a pair of blue birds about the hole in the apple tree in the Welton's back yard, and finally, a week later, came a matron and maid and soon after a couple of well loaded vans backed up at the front door and unloaded a lot of first class furniture. Then in due time there was a wedding and straight from the church door to the next house did the young couple come, and so the new home and the new heaven for them began.

Of course there were the same old experiences. As the newness wore away monotony gradually crept in and in time the bride began to come over with her sewing to visit on the Welton end of the veranda, and a great liking for each other sprang up between the women. As time wore away it was easy to see that a cloud "no bigger than a man's hand" was gathering on the edge of the horizon and at last, while there was nothing foreshadowing a coming storm, the young woman candidly declared that there was an Ashton worry and she wished Mrs. Welton would tell her what she thought had better be done about it.

"Arthur's father and mine are both twanging one string in our ears until we are sick and tired of it. Keep down your expenses—expenses—expenses. We are trying. We are doing our level best; but we do not get there. Papa says that we ought to make fifty dollars the limit and under no consideration ought we to spend a single cent more. At first if we ran behind a dollar or two it didn't worry us; we'd square it the next month, but the same thing happens

right along and we don't square it at all. First it's one thing and then another and then both. We are not extravagant, at least it does not seem so, and the best we can do we don't come out even. The price of everything is going up and the things we need most are the ones affected by the rise. Just now neither of us needs clothes and the whole thing seems to center in the table expenses. The monthly accounts read meat and flour and sugar and coffee until they run through my head all day and buzz through my brain all night. Actually I believe I'm getting daft and if something does not happen to stop it I'm going to run away. You've been trying this for a good many years and I do wish, Mrs. Welton, you would be willing to help me. Where does it all go to and how can I manage to change it?"

"Are you in earnest?"

"As much as a woman half distracted can be."

"Well, your garbage pail and mine stand together in the area and you have thrown away enough bread during the week to more than keep both families in that time."

"Why, Mrs. Welton! Nothing but bits and broken scraps that nobody wants to eat have been thrown into my pail."

"It seems so to you, but it only seems. How did you and Mr. Ashton like the griddle cakes Mr. Welton brought you yesterday morning?"

"They were delicious. Arthur said he could eat a pile of them more than a foot high and wanted more."

"Well, that is one way of disposing of my bits and scraps of bread. I cut bread only as we need it and that prevents it from drying up quickly. There will be broken pieces however careful one is and these I keep and dry in the oven until they are thoroughly dried and browned. They are then easily crushed and with mortar and rolling pin I reduce them to meal, which I keep in a jar for that purpose. I made those pancakes of that meal and if you found them good that is one way by which you lessen your flour bill. Mr. Welton is very fond of a certain bread pudding which I make, so that if larger pieces of bread get too dry to eat they are worked over into this pudding, which Mr. Welton can never get too much of. With butter and eggs at present prices—too high anyway for people who are trying to be economical—it is possible to get along without using much of either. An egg in coffee is not an absolute necessity and a dollar's worth of butter is not a very large lump, so that, if one cares, he can manage to live fairly well without butter. We do, and I must say that the saving here gives both of us the greatest satisfaction. Both Mr. Welton's mother and mine were famous New England buttermakers and with the superior, home-made article, never excelled, selling at a moderate price it seems almost wickedness to pay the price now asked for what comparatively is an inferior article."

"Your husband, like most men, can not live, or thinks he can not, without meat and a good deal of it. Men

have found out that a t-bone has a choice bit of meat clinging to it and for that small piece they are willing and want to pay for the big bone with a cube of tender—sometimes—meat on it an exorbitant price. The papers just now are full of condensed wisdom about different cuts, the inferior cut being as good as the superior one, if care be taken in the cooking. That may be so; but t-bones are not to be indulged in by men who find fault with the monthly accounts, and those same fault-finders would find themselves better in body and mind and temper if they would drop oftener the meat item from their daily fare. The fact is they eat too much of it, and now is a good time to impress upon the meat-eating sex the fact that it is too costly for more than a single daily indulgence; and what is true of meat is true of other foods that make up the daily diet. It is an old idea often expressed and a single repetition will do no harm. We eat to live is the common law and a good one, but when 'we live to eat' becomes a substitute for it the result will be anything but satisfactory."

"There, I believe that is all you care for at one sitting, and perhaps when with considerable practice you have reduced the cost of living I may be able to aid you farther," and the bride, happy but anxious, went home determined to do her best and to make a beginning with the wholesome food which she knew had often found its way into the garbage pail.

From the front door to the gate is not a great distance and thought is quicker than physical action, so that by the time Mrs. Ashton had got halfway to the gate her kind hearted neighbors called out after her, "You must not be surprised, Mrs. Ashton, to find that it isn't a mere question of breadcrumbs and don't try to do everything yourself. If you are both in earnest the thing's done and it never'll be done in any other way."

So the little determined woman went home, meditating as she went and long afterwards. There was no more good bread thrown away, you may be very sure of that, but the weekly account of flour was not lessened so very much. Other items were carefully looked after, which in itself was a great gain, but at the end of the month there was the same cloud on the young husband's brow and the same wonder was expressed as to where the income had gone to; and then it was that the anxious brain recalled her neighbor's remark and reflected upon it: "It isn't a question of breadcrumbs and it is a battle for two." Could she mean what papa was so fond of repeating, "It's no use watching the bung if the spigot's open?" and did she mean that Arthur had got to have a hand in this business? So without spying she looked carefully over what drifted into her field of vision and she was not long in locating spigots.

She had no objections, for instance, that Arthur should enjoy to the utmost what comfort there was for him in his cigar, but when by chance his tobacconist bill came in she could not help being surprised at

the amount and, comparing it with what she had saved in utilizing bread crumbs, she laughed and wondered whether the bung and spigot hadn't changed places. This led easily to the cigar question. Arthur was considered an authority and he smoked only the best. Three a day at the least calculation and three times fifteen are forty-five; but he was never seen without his cigar and that meant a bigger multiplier than three. "Crumbs versus cigars," and she laughed at the absurdity of the comparison.

On the heels of this came a complaint from the man at the opposite side of the breakfast table to the effect that that man Baxter would cut his prices or lose a customer. He ordered three shirts, not half a dozen, at two and a half, not three dollars, apiece, and when he said that he might as well give him a couple of neckties he meant "give," and here he had down a half dozen at a dollar and a half apiece. Great Scott! it was no wonder that he couldn't make both ends meet and for the life of him he could not see how things were coming out, and for a few minutes there were some pretty strong statements made about the cost of things and how in the world they were ever going to get on with both dads picking at him good and hot if there wasn't an addition to his credit at the bank every month. The wise little woman let him go on until he had not another word to say and then with him deep in the problem of ways and means she very quietly took the floor, so to speak:

"If there was one thing I was sure of before we were married it was that with the salary you have we could meet every bill and put at least five dollars into the bank the first of every month. We haven't done it once. That surprised me and for a long time I wondered why. Then it occurred to me that I'd better see where the trouble was and the first thing to disturb me was that I was throwing away almost enough to keep us. I didn't want to go to Mama with my trouble and Mrs. Welton, with timely hints and suggestions, has opened my inexperienced eyes and now, with that matter securely in hand, these bills of yours come in to open our eyes. What I want more than I can express is to put that five dollars into the bank beginning with the month and do that every first day from this time on. Let's do that first and make ourselves get along without whatever the money stands for. It looks to me as if it was going to be a matter of stand and deliver and I'm ready for it. I'm ready and willing to make every sacrifice and if you say so we can do it. Why not begin with this Baxter bill? You are not needing any of these things. Let's send every one of them back and put the amount of the bill into the bank. Twenty-seven dollars would be a starter. What do you say? Will you take back the goods and put the money into the bank?"

It took some time for an answer, but it came at last good and strong: "Yes, I will." That eased things up wonderfully and, what was still bet-

ter, in his impulsive way he went right on:

"There's another thing, Bess, that I have been thinking about: I'm smoking too much. While you are trying to save a few cents with bread crumbs I'm burning up that and a good deal more in cigars. At the least calculation I puff into the air myself all of twenty a day and, by Jings! about as many more are smoked by some dear friends of mine. There's that Johnson who's got so that he comes up and helps himself to my cigar-pocket and he'll do that a dozen times a day, which is all well enough only when I get one of his stogies into my mouth the blamed thing makes me sick as a horse; and he's only one. Just for fun let me run over my cigar account for a single day: One after each meal, three; two for the trip to the office and back; a smoke with Ridgley, two, and I guess a dozen more or less at odd times during the day. Say ten—never less—and that makes twenty-seven. I get them by the quantity, but every one of them costs 15 cents. Thunder and guns, Bess, that comes to \$4.05 a day! For a week, six times that, \$24.30, and on Sunday I'm at it all day—fifteen at least—and \$24.30 and \$2.25 foots up—Caesar's ghost!—\$26.55 a week! Bess, you may multiply that by four if you want to—I never learned that fourth table! and while you are doing it I'll step into the backyard and kick myself for the biggest fool in the country! A hundred and twenty-six dollars and twenty cents. Your saving in bread crumbs

amounts to \$106.50, because I am going to be generous and throw a nickel into your savings to encourage you!

"Well, now, Bess, this is going to stop. I'm going to have a talk with Dr. Blanchard and he's going to tell me the cigars are to be unsmoked or I'm to be ruined. Of course he and I mean financially, but we'll say it mentally; and we'll make the bank account \$50. How does that sound to you, my lady?"

"The amount is all right, but, Art, I don't like the idea of my"—she bore down a little on that—"husband's sneaking behind an adverb. Why not come out man-fashion—that's one of manhood's comforts!—and say you can't afford it and you are going to stop it. Then you can have a cigar three times a day, the bank account can be monthly increased, the daddy on both sides will rejoice and the monthly five dollars plus, I hope, will show that we are living within our income."

"Do you think that I'd better stop smoking now or wait until this box is used up?"

"Stop now. You have made up your mind and after that the sooner the better. 'Delays are dangerous,' you know. Do not take any cigars with you. Keep them to smoke at home with me, and if you'll promise me to smoke only then we've made our point and the thing is done. Will you promise me that, Art?"

"Yes, with both hands up!" and the thing was done.

It is hardly necessary to add that in spite of the hard times and the in-

creased cost of living the tide of prosperity set strongly in so far as the Ashtons were concerned. In the kitchen there continued the careful looking after the crumbs and the haberdasher and the tobacconist came reluctantly to the conclusion that that man Ashton was going back on them. By these changes the monthly saving of \$5 was largely increased and when one morning the President of the bank, his father-in-law, congratulated Arthur on his first \$1,000 saved, the young man answered, "You're not half so glad as Bess and I are, and it goes to show that even in bread crumbs there is a fortune if you have a wife sharp enough to see it."

The story of the crumbs followed and with that for the main idea we leave the thoughtful reader to his reflections. Richard Malcolm Strong.

Are You in Business?

Do you have every day the idea strongly in your mind that you are going to make the most of that day's opportunities? Do you study your work, do you study those around you, do you study those you meet with a view of making the most of what they can bring you? Do you realize that the world is ready to do a plenty for the one who shows willingness to help others?

Did it ever strike you that the way for you to get most out of your life is to do lots of things for other people and thereby get others to do a great deal for you? Don't do things for others in an ungrateful, grudging manner, but do them wholesomely

and with all your heart, honestly and cheerfully. Then those you do for will like you, will show a cheerfulness and a willingness to help you and will enable you to get what really is yours.

Every one of us ought to have good things, but every one of us will get just what we deserve in proportion to what we have done for others.

You can call this selfishness or unselfishness, just as you please—they work to the same end—but, if you are going to call it selfishness you will have to be supremely selfish in the broadest adaptation that you can.

You will find that when you have done something for others you have advanced your own interests and that when you have done something for yourself, disregarding others, your own interests have taken a step backward.

You can not leave the other fellow out of your progress in the world; he is necessary to you and you are necessary to him, and until you get that ground into your fiber you are not going to realize, or see, or get half that this world holds for you.—John L. Hunter in Notions.

A pious eloquence is not always an eloquent piety.

Ideals live only as we strive toward them.

ELECTROTYPES
DUPLICATES OF
ENGRAVINGS & TYPE FORMS
SINGLY OR IN QUANTITY

A DOUBLE PROFIT

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

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

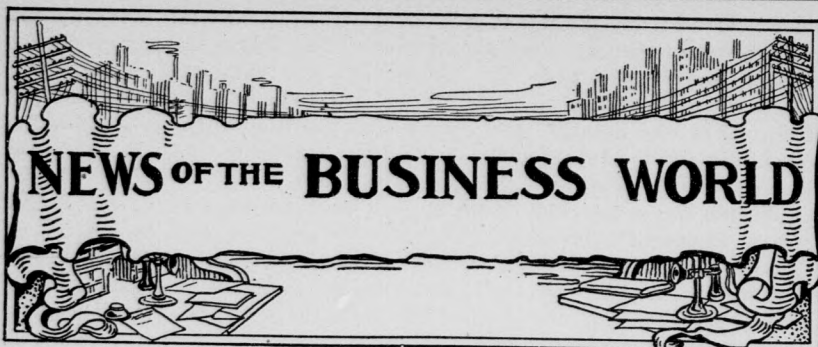
1. A baking powder for 45c a pound and make a profit of 5c or 6c or,
2. A baking powder for 10c a pound and make "20 per cent. profit," which means only 2c actual money. Which choice should you take?

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

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

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

ROYAL BAKING POWDER CO., NEW YORK



Movements of Merchants.

North Alamo—C. W. Bennett is installing a feed mill here.

Escanaba—The Peterson Co. has engaged in the meat business here.

Vermontville—J. B. Lamb, of Lake Odessa, has moved his stock of shoes here.

Benton Harbor—Maynard Teed has engaged in the meat business here.

Rapid City—Mr. Huff, of Kalkaska, succeeds M. E. Whiteman in the meat business.

Buckley—The Purdy Hardware Co. succeeds J. S. Harris & Son in the hardware business.

Elk Rapids—A. B. Dibble succeeds E. E. Cooper in the baking and confectionery business.

Harriette—The Stanley Hardware Co. has dissolved partnership and is closing out its stock.

Detroit—The Bacon China Kiln Co. has changed its name to the Ideal China Kiln Co.

Beulah—Charles E. Moody has sold his stock of hardware to J. S. Harris & Son, recently of Buckley.

Menominee—The Central West Coal Co. has decreased its capital stock from \$25,000 to \$15,000.

Kalamazoo—The Ezy Payment Suit Co. has changed its name to the Stamm-Shinberg Tailoring Co.

Owosso—J. W. Swarthout, of Ovid, has purchased a half interest in the Brooks & Austin grocery stock.

Jackson—George Watkins, of Lansing, has opened a coffee and spice store on North Mechanic street.

Pellston—A. C. Tiffany has sold his stock of drugs to A. M. Morrow, who will consolidate it with his own.

Fremont—Fred Vandenbeldt has been admitted as a partner in the firm of G. Bode & Co., dealers in shoes.

Flint—The Sample Shoe Stores Co., of Detroit, has opened a branch store here under the management of D. E. Sweeney.

Big Rapids—Leo Morrissey has sold his stock of shoes to E. J. Darling & Co., who will consolidate it with their own.

Carson City—Frank Miner has purchased the interest of his partner, H. J. Wilson, in the cheese factory of Wilson & Miner.

Manton—Swanson & Monger have sold their stock of general merchandise to La Bonte & Ransom, who will consolidate it with their own.

Cassopolis—C. O. Harmon has sold his stock of cigars and tobacco to Roy Rench, who will continue the business at the same location.

Cadillac—Johnston & Kaiser, bakers and grocers, have sold the bakery branch of their business to Anthony

Nieuwkoop, who for more than a year has had charge of the baking for the firm.

Holland—The Bos-Bolhuis Lumber Co. has dissolved partnership and been reorganized with D. W. Jellema and Frank Bolhuis as owners.

Kalamazoo—J. Hobart Babcock has gone into voluntary bankruptcy with his drug stock. The liabilities are given as \$2,685.15, with assets of \$1,117.49.

Durand—The Durand Furniture Co. has engaged in business here and will buy and sell second-hand furniture as well as carry a line of new goods.

Quincy—Mrs. Gertrude Powers has sold her stock of clothing to her brother, Arthur W. Blackman, who has been a salesman in the store for several years.

Kent City—H. Morley is closing out his stock of dry goods, having sold his stock of shoes to David Morgan, who will continue the business at the same location.

Adrian—Cutler, Dickerson & Co. have merged their business into a stock company under the style of the Cutler-Dickerson Co., with a capital stock of \$30,000.

Eaton Rapids—Maurer & Spencer, dealers in bazaar goods, have uttered a trust mortgage to Harry A. Eberline, as trustee, who took possession and closed the store.

Corunna—Morris Ormsby, who has been engaged in the grocery business here for many years, has sold his stock to J. P. Ruedisueli, who took immediate possession.

Pellston—Tiffany & Co., dealers in dry goods and groceries, have dissolved partnership and Robert Devine, of the old firm, will continue the business under his own name.

Battle Creek—Charles E. Blood & Co., dealers in dry goods, have dissolved partnership, Charles E. Blood having sold his interest to D. G. Henderson and Charles W. Centner.

Hudson—William Fidler and Andrew J. Meredith have formed a co-partnership to engage in the butter, egg and poultry business under the style of the Hudson Produce Co.

Flint—Will Devereaux has taken a position with the Durant-Dort Carriage Co. and his place in the grocery store of Devereaux & Son will be taken by Otto Sterer, of Owosso.

Butternut—Z. D. Rule has purchased the interest of his partner, F. R. Willet, in the recently acquired M. A. DeHart & Co. general stock and will continue the business at the same location.

Milan—A. E. Putnam, who conducted a department store here for

many years, has removed his stock to Sigourney, Iowa. This leaves a good opening for a stock of general merchandise here.

Stanwood—Waddell Bros., F. W. Chilson and Thomas Mitchell have formed a co-partnership under the style of Waddell Bros. & Co. and purchased the general stock of Mitchell & Thurston.

Coldwater—J. W. Hamilton, who is connected with the Denna Gracia Candy Co., of Battle Creek, is conferring with the business men of this place with the view of starting a candy factory here.

Rapid City—J. M. McFarren & Co., implement dealers, have dissolved partnership, A. C. Williams retiring and J. M. McFarren and Charles Armstrong continuing the business under the same style.

Bancroft—C. E. Jillson, of Ovid, will move his stock of dry goods here and consolidate it with the John Watson stock of general merchandise, having recently purchased an interest in the same.

Hartford—F. W. Hubbard has purchased the interest of his partner, Milan Wiggins, in the general merchandise stock of F. W. Hubbard & Co., and will continue the business under his own name.

Dowagiac—The Schmitt Bros. Hardware Co. has sold its stock to Leon L. Fellows, recently of Schoolcraft, who will continue the business at the same location under the style of the Fellows Hardware Co.

Monroe—E. M. Battdorf, who has conducted the grocery business in the A. W. Bair department store for several years, has leased the Elmer building and engaged in the grocery business on his own account.

Lansing—Charles F. Poxson is remodeling his store building at 111 South Grand avenue. The store when completed will be occupied by Whitmore & Rogers, dealers in harness, who will add a stock of implements.

Lansing—Egeler & Krieger, dealers in hardware, have dissolved partnership, J. C. Krieger having purchased the interest of his partner, F. A. Egeler, who will continue the business under the style of the Krieger Hardware Co.

Dimondale—C. A. Johnson and Edward Nelson, successors of J. Nelson & Co., have leased the first floor of the Maccabee building, which they will occupy as soon as shelving can be put in with their stock of general merchandise.

Kalamazoo—G. W. Castner, of the firm of Walter & Castner, hardware dealers of Marcellus, has disposed of his interests there and will come to the Celery City to accept a position with the Edwards & Chamberlin Hardware Co.

Battle Creek—I. J. Putnam, recently connected with the Weickgenant Furniture Co., has formed a co-partnership with F. E. Buck, of Grand Rapids, and purchased the stock of new and second-hand furniture of F. A. Allen.

Stockbridge—The father of Frank P. Glazier and the father of Irving Latimer, who is serving a life sentence in Jackson for slaying his moth-

er, were at one time business partners. They conducted a drug store and bank at this place.

Portland—Leon Hixson, who has been assisting John H. Webster in his jewelry store for some time, has purchased James Webster's stock of shoes, located in the same store, and the two stocks have been consolidated. The firm will be known as Webster & Hixson.

Detroit—The Great Northern Stores Co. has merged its business into a stock company under the style of the Great Northern Department Store, with an authorized capital stock of \$15,000, which has been subscribed, \$400 being paid in in cash and \$5,636.42 in property.

Highland—Audley M. Ostrander, who has been engaged in the lumbering business, has merged his business into a stock company under the style of the Audley M. Ostrander Lumber Co., with an authorized capital stock of \$5,000, which has been subscribed and \$4,990 paid in in property.

Detroit—The increase in the capital stock of the Wayne County Savings Bank, authorized last December, amounting to \$600,000, has been disposed of, half going to the undivided profits of the Bank and the other \$300,000 being taken by stockholders pro rata. Not only is the capitalization now \$1,000,000 but the surplus fund and the shareholders' liability each amount to \$1,000,000. Savings deposits now amount to \$12,500,000.

Petoskey—There have been no new developments in the Levinson failure for some days. The Tradesman recently stated that the annual report of the Levinsons to the Secretary of State a year ago showed \$25,000 assets and \$500 liabilities. As a matter of fact, the report showed that the liabilities were \$5,000 instead of \$500, but, in the meantime, the liabilities have increased to nearly \$38,000 and the assets are now appraised at \$19,381.59.

Detroit—The Ways and Means Committee of the Detroit Retail Grocers' Protective Association has made arrangements for the entertainment of the delegates and friends of the Retail Grocers' and General Merchants' Association of Michigan convention, which is to be held in this city May 24, 25 and 26. The feature of the programme will be an excursion on the Steamer Tashmoo Thursday afternoon, May 26. All the delegates, their friends and the retail grocers of Detroit will be entertained at a luncheon on the outing. On the previous Tuesday evening a smoker and vaudeville entertainment will be held.

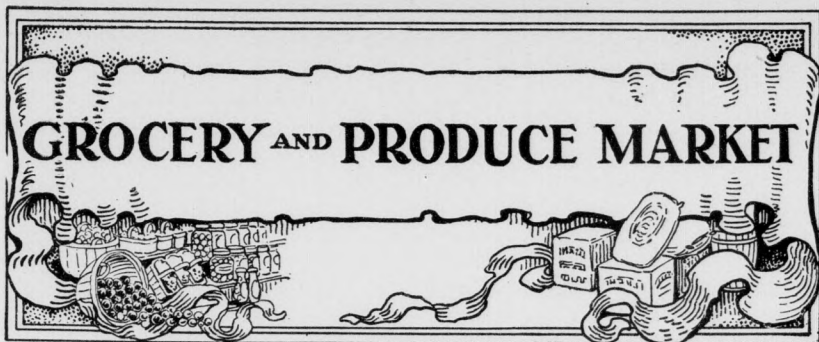
Manufacturing Matters.

Detroit—The Detroit Picture Co. has changed its name to the Pringle Furniture Co.

Marquette—The Beaver Iron Co. has been incorporated with a capital stock of \$500,000.

Marion—The Marion Woodworking Co. has been incorporated with a capital stock of \$6,000.

Bay City—The Bay City Swing & Ladder Co. has increased its capital stock from \$20,000 to \$40,000.



The Produce Market.

Apples—\$3.25@3.50 per bbl.

Beets—\$1.25 per bbl.

Butter—There has been a decline of 1c per pound in the higher grades of butter during the past week, due to the reduced demand. The make is about normal for the season and the quality of the current receipts is fine. Since the decline there has been some improvement in the demand and the present situation is unsteady. Local dealers hold creamery at 28c for tubs and 28½c 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—\$1.50 per box.

Cranberries—\$3 for Late Howes.

Cucumbers—Hot house, \$2 per doz.

Eggs—There has been a considerable increase in the production of fresh eggs, and as a result the market for the week shows a decline of 3c. The demand has become much reduced in consequence of the general campaign against high food prices, however, and it is not increasing now as fast as the supply. The market is now steady with the receipts cleaning up fairly well each day. The immediate future of the egg market depends on the weather. Local dealers are paying 23c f. o. b. shipping point to-day, holding candled at 24c and fancy candled at 25c.

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. Cuban is 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@2.75; Floridas, \$2.25 for 76s and 200s and \$2.75 for 150s.

Potatoes—The market is dull at 20@25c at outside buying points and 40c in a small way at this market.

Poultry—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.

Hubbell — Transacting a business that has now increased to more than three-quarters of a million dollars annually the Tamarack Co-operative Association is the biggest retail mercantile institution in Upper Michigan. It is a Copper Country enterprise, with a store in the Calumet district. Interested in it, either as patrons or as holders of stock, are nearly 2,000 persons. This month there will be paid the nineteenth annual dividend. This calls for a disbursement of 8 per cent. on the capital stock and a rebate of 13 per cent. on the past year's purchases. The total amount paid out will exceed \$101,000. Practically every shareholder is a patron of the establishment. Miners make up the bulk of the owners of stock. With no losses due to bad accounts and with the big volume of business transacted the Association is in a position not only to sell goods at reasonable prices, but to pay handsome returns. The sales the past year have increased \$128,400 over those for 1908, and it is expected that this year the gross receipts will approximate a million dollars.

Newberry—Dollarville, the lumber village near here which was threatened with extinction when the Danaher Hardwood Lumber Co. concluded operations and sold its plant, is to be preserved. The entire village has been purchased by the Detroit Cedar & Lumber Co., including the Danaher mill site, yards and all the houses, together with 523 acres of land. The Detroit concern will use Dollarville as a concentrating center for the handling, grading and sorting of lumber, logs, shingles, poles and ties for market, and will give employment to quite a number of men. It is also said to be the intention of the Detroit company to erect a large wood-working establishment at Dollarville, so that the prospects of the village, which for a time appeared doomed, are brighter than ever and with its new lease of life a genuine boom is expected.

Detroit—A new company has been organized under the style of the T. H. T. Motor Car Co. to manufacture, buy and sell automobiles, parts and accessories, with an authorized capital stock of \$100,000, of which \$50,000 has been subscribed and \$10,000 paid in in property.

The Grocery Market.

Tea — The demand is principally confined to small lots for immediate consumption and there is no special improvement noted. The market, however, remains steady in tone and prices for the entire list remain quotably unchanged, the trend being rather firm for medium and low grades. In the event of an increased demand an upward movement is looked for. At present about the only enquiries being made are for Formosas and low grade Japans.

Coffee—There has been some fluctuation in options, but not much, and practically no change in actual Rio and Santos, with very light demand. Mild coffees are in fair demand, especially Bogotas and Maracaibos, which are firm. Java and Mocha are unchanged and moderately active.

Canned Goods—It is confidently predicted that a stronger market for canned tomatoes will develop early in the spring, if not before then. Packers base this on the decreasing stocks of these goods and on the naturally increasing consuming demand as the year advances. A good demand is being had now, but it is improving. Corn is firm and tends to become firmer as stocks shrink. Already they are very light in the hands of packers and conditions promise a very strong, if not a higher, market. Peas are in demand at firm figures. Best grades are scarce, with medium qualities held stronger by the canners. String and lima beans are firm and in very good demand. Canned kraut is in demand, also pumpkin and the leading varieties of canned vegetables. The price situation as a whole is a strong one. California canned fruits are firm and in good, seasonable request. Peaches, apricots and pears are selling very well. Salmon is one of the firmest lines of canned food at present, owing to the limited stocks and the prospect for a big demand as soon as warm weather comes. Sardines are selling seasonably at steady prices for domestic and firm for imported. Cove oysters are in fair demand; no change in the price. Lobster and shrimp are firm.

Cheese—The market is steady on the present basis. The consumptive demand is light, owing to prevailing high prices. Stocks are also light and the outlook is for a steady market for some little time.

Dried Fruits—Currants are seasonably active at unchanged prices. Fard dates are scarce, firm and in fair demand. Other grades of dates are dull and unchanged. Citron and figs are unchanged and dull. Prunes are unchanged both on the Coast and in secondary markets. The demand is light. Peaches are in fair demand at steady prices. Apricots are unchanged on the Coast, but slightly easier in secondary markets. The demand is light. Raisins are still weak and dull.

Olives—Market continues strong and active. Seville reports a firm market prevailing there for Queens and Manzanillas. Spot stocks of olives are small and prices firmly held.

Syrups and Molasses—Glucose is without change. Compound is selling seasonably well at unchanged prices. Sugar syrup is absorbed as fast as made at steady to firm prices. Molasses is not in particularly active demand but firm as to high grades.

Fish—Cod, hake and haddock are unchanged in price and in fair demand. Salmon shows continued firmness, speaking particularly of Alaska and Sockeye grades. The demand is keen. Domestic sardines show no change and rule at steady prices. Imported sardines are quiet at ruling figures. Small mackerel, particularly Norway 4s, are scarce and firm. Prices show \$2@3 per barrel advance within the last two months. The demand is active. Other sizes are in moderate demand at unchanged prices.

Provisions—The demand for smoked meats is very light, partly because prices are very high. Light stocks are reported in the West and the outlook is not very encouraging for lower prices. Both pure and compound lard are steady at about ¼c decline. The consumptive demand is light for both grades. We are going into a season, however, when the demand will improve and prices will probably at least remain where they now are. Barrel pork is unchanged and in fair demand. Dried beef and canned meats are in slow sale and firm.

Annual Dinners of Business Organizations.

White Cloud Board of Trade—Feb. 17. Address by E. A. Stowe.

Fremont Board of Trade—Feb. 21. The speakers will be F. E. Jones and John R. Ross, of Muskegon, and E. A. Stowe, of Grand Rapids.

Sand Lake Business Men's Association—Feb. 24. Address by E. A. Stowe.

Lansing Retail Grocers Association—Feb. 24.

D. H. Bethard, President of the National Wholesale Grocers' Association, has been in the city several days, accompanied by his wife and niece, purchasing furniture for their new home at Peoria, Ill. Monday noon they were entertained at the Peninsular Club by Frank D. Montelius. Tuesday noon they were the guests of William Judson at the Golf Club. Tuesday evening they were entertained at dinner by Mr. and Mrs. Judson at their home on Lafayette street. Mr. Bethard is greatly interested in the work he has undertaken at the head of the wholesale grocers' organization and is proving a worthy successor to our illustrious fellow townsman, William Judson.

Detroit—At the annual meeting of the Michigan Copper & Brass Co. a resolution was adopted to increase the capital stock \$200,000, preference in the sale to be given present shareholders. The Board of Directors was increased from nine to eleven members by the addition of George H. Barbour, Jr., and William A. Livingstone. There are sufficient orders on hand to keep the plant running two months and new orders are constantly coming in.



WINDOW AND INTERIOR DECORATIONS

The New Rough Silks for the Vernal Season.

Some of the new rough spring silks, for instance rajahs, pongees and shantungs, are seen both in large swatches wound gracefully around papier mache forms and made up into natty shirt-waist suits, worn in the windows by neat-looking dummies.

These serviceable silks come in all the new shades and, as they are perfectly suitable for many occasions, they are even developed in evening gowns, which are also being exhibited in windows of "get-there" merchants. Some of these coarse silks have a shiny finish and are beautiful indeed. They come quite high in price, retailing around \$3.50 per.

Foulard silks are also having a large sale. These are an old-fashioned silk that has come into style again. As long ago as our grandmothers' days they were immense favorites. Every woman who cared to be thought in style compassed one and many had more than one foulard in their wardrobe. No bride regarded her trousseau quite complete without its numbering at least one foulard.

Foulard silks come in both single and double width and in many designs. They wear well, gracefully cling to the figure, are reasonably priced and it is impossible not to be suited with some one of the hundreds of handsome printed patterns.

Shot taffetas or glaces are employed for the interlining of foulards. The former are also promised to be popular for suits and gowns. Fancy tussahs are good and messalines will prove a leading fabric for evening wear and fancy frocks. Messalines, not being appropriate for torrid days, will be limited to the time between now and the Easter Festival.

Natural-color pongees and tussahs are being shown in State street windows made up into coats that are belted in the back, these coats falling to the hem of the dress. They are made on the simple tailored lines similar to those of the cloth wraps. Low rolling collars trim the neck. The front of the pongee and tussah coats is rather closely fitted.

* * *

Satisfaction Merchandise

Is
What
You
Buy
When
You
Buy
Here
Don't

Go
By
And
Buy
Somewhere Else

The
Right Idea
For
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To Have Confidence
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Long and Honorable
Dealings With You
Should Be
A Sufficient Guarantee
That
We Treat You Right

Correctly Cut
Well Tailored
Easy Wearing
Stunning Looking
Price Within Your Pocketbook
What More
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and
Let Us Fit You
To
The Nicest Suit
You Ever Bought

I Love
You Love
We Both Love
Fair Dealing
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We Both Love
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Moment
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You Enter Our Establishment

Women Don't Love
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An Article
Simply Because It's Cheap
If
It Has no Merit
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That
Our New Spring Styles
Are Dependable

New and Different
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Spring Separate Skirts

Be Wise
To
Your Opportunities
This Year
Easter
Comes
Four Weeks Earlier Than Last
But
We Are Prepared
To
Supply Everything Needful
From
Your Shoestrings
To
Your Easter Bunnet

"They Say"
That
95
Per Cent.
Of
The Grocers
Are
Failures

We Belong
To
The
Meager Minority

If
You Eat
Don't Eat
Dirt
!
We Keep Clean
What We Have
For
You
To
Eat
Eat
At
Our
Fountain Lunch Counter

Madeira
Eyelet Work Embroidery
Is
Extremely Good This Season
So
Are
Our
Pies
Like Mother Used To Make

The Procession.
Cook—I'll be lavin' yez, mum."
Mistress—Very well, Bridget. Keep
to the right. Incoming cooks keep
to the left.
Oily people make most of life's
friction.

TRADESMAN COMPANY

ENGRAVERS PRINTERS

FURNITURE CATALOGUES COMPLETE

STEEL STAMPING FOR STATIONERY

TRADESMAN BUILDING

GRAND RAPIDS MICHIGAN

Women Always Their Own Support.

The modern woman must come to what women in every age have done, support herself and help support the family. That she does this to a larger degree than any one not familiar with statistics of women in employment is already a matter of record, but it is deplored, apologized for, denied in many cases and almost nowhere gloried in. Everybody seems to think it a derogation of the modern man that women have to go to work in such numbers.

"The husband of to-day is getting more and more worthless." I have heard that remark, just as you have, a hundred times when the question of divorce is under discussion. So many men leave their families, and so many untrained women have to go to work to support children. The man is execrated. No one has a word for him. Yet I think there is much to be said for him, and I would say it in this way, that as long as we women do not recognize that we are living in new times, and must adopt new manners, so long will the problem of supporting the family be too great for many men.

Women must recognize, it seems to me, that they have always supported themselves, and that under the changed conditions of to-day, when their industries have gone out into the world, it is no derogation to the manly dignity of her husband for the wife to go out into the industrial field and support herself there.

It does not follow that all women must take up office work, or factory work, or a profession. There is a place for the domestic woman under the new regime. I heartily believe that when all women—of course leaving out rich women, whose problems are not ours—recognize that it is not only their privilege but their duty to increase the family's cash income, new vocations and pursuits will spring up that will give plenty of likable work for the domestic woman, so-called.

Since no matter how much she saves she can save up only to a certain point, and no matter how hard she works it is still cheaper to buy than to make most articles of use and wear, it is clear that the wife most useful to her family is likely to be the one who brings in money. If she is content to live in idleness, or, if not content, is willing to live in discontent with herself and surroundings, she must limit her family. Whereas if she will accept the truth—or notion, it may be—that she must help support her family just as her mother did in other times and different manners, she can have her family and yet not see them sink into poverty, or break the husband's back trying to carry them on the one salary.

The logical carrying out of this belief would involve many changes in housekeeping methods—co-operation, combinations, the employment of expert services. Domestic women are needed. A larger development of child rearing arts is a crying demand. Doesn't every woman you know with a young infant long for the services of those splendid \$10 a week nursery

maids who can take a child from birth and make a healthy, well regulated human being of it, with a stronger lease on life and happiness than the average baby of an overtaxed mother?

Doesn't the poor housekeeper long to understand the art by which her neighbor runs a family more effectively on a much smaller salary, and doesn't the poor cook wish that her friend, Mrs. Jones, would communicate the secret of her delicious cakes and biscuits?

Despite man's belief to the contrary, no woman is a born cook, housekeeper, seamstress, nurse, and all that. They have forced themselves, many of them, up to a certain degree of expertness, but given a choice every one of them would be found specializing all the time. This one would like to do nothing else but cook, this one to manage the house and change the furniture about and shop, and so forth, and this one would like to mind the baby all the time.

My belief is that if their joint partnership in supporting the home under the new order were preached to women, and there was no feeling in the man's heart or the wife's that it cheapened him to have her work, there would be much more contentment in the home. Women have it preached to them all the time that it is because they have extravagant ideas and won't live on a poor man's income that all this rushing to business of women takes place. Men in their hearts believe this to be true. But is it?

In the first place, isn't it absurd to expect a woman to sink back to primitive tastes and needs simply because she has married a poor man or a man whose salary won't support a big family? Could the man do that himself—lose all the steam, energy, initiative that have come to him through the generations just because he has fallen in love and would like a certain person for his life's companion? Isn't it more logical to allow the woman to spend this energy on a chosen work which will return her money with which she can help, as her grandmother and the mothers of all her race did, support her offspring?

Get women to thinking independently, get them educated to understand their own needs and the possibilities of their situation, and we will have the big families of an older generation and the contented heads of households that our female predecessors were. They had enough to do that was vital to the safeguarding of the race.

We haven't anything to do, most of us, but try to content ourselves and forget our loneliness during the long days and the years that Billy is busy downtown and Frieda is busy in our kitchen. Mary O'Connor Newell.

Fireless.

"Have you a fireless cooker at your house?"

"U-m-m, well, something like that; we are all afraid to discharge her."

The fad of one can not be the faith of all.

Why Woolen Fabrics Are Superseding Worsteds.

The re-introduction of woolen fabrics in the shape of velour and smooth cassimeres and cheviots, and the new line of colors, largely running to grays, and black and white effects, are full of suggestion for the retail clothier, and some cautions may be timely and valuable.

It is like the American people to go rapidly from one extreme to another, and on women's garments and millinery it is expected, almost with regularity, that one season shall be an entire change from the previous one in styles and materials. In the men's wear line it has never been so to any great extent, and yet with the rapid development of the fancy worsted industry one has seen the so-called "staple" end of the business gradually diminished until it is no longer the principal factor.

The blue serge, it is true, has held its own and bids fair to do so until something takes its place as a standby. But it looks to many observers as if this winter was the last good season on fancy worsteds of medium quality as the fabric of fashion for the bulk of the business, at least for some time. The change to smooth cassimeres and rough cheviots and to fancy gray overcoatings has been so sweeping and so sudden that it has come as a surprise to all in the trade, even to those who wished for and welcomed it. Some say that in all their experience there has never been such a sudden overturn of established ideas; and it is not yet realized, in many quarters, how much of a change has come to pass. Some large dealers go so far as to say that where the proportion of purchases was, say 20 per cent. woolen and 80 of worsted suitings, these figures will be reversed on their fall purchases for next season.

Now what does this mean for the retail clothier? First, he has to consider his own stock. If he puts too much stress on the new cloths he makes all his worsted clothing in stock "back numbers," and the loss will be greater than the gain, for they will sell only at slaughter prices. Here it is well for him to know that, fabric for fabric on former price levels, the worsted is much better value, a more serviceable and better wearing cloth all round.

It is questioned in some quarters

whether the enormous advance in price in pure worsted goods has not had a great deal to do with the change to woolens. This is doubtful; the change probably would have come sooner or later. But when an all-worsted cloth jumps up 20 or 30 per cent., and a satisfactory all-wool woolen cloth can be had at the former price of the worsted, it is not surprising that the latter is put in its place by those who are making popular or medium-priced clothing—and the more so when style tendencies are pointing in that direction and patterns and colors coming into vogue that can not be made satisfactorily in medium-priced worsted.

But let no one be deceived into thinking that all this apparent gain is real. A good wearing piece of soft woolen goods can not be made at the price at which worsteds were sold two seasons ago and do the same service. The worsteds were hard twisted, mostly two-ply thread, at least in the warp, and after a season's wear could be cleaned up and made to look "half-way decent." A woolen cloth, to do good service, must be equally well made and will cost nearly as much, quality for quality, on to-day's market. But a woolen cloth is readily manipulated; an appearance of fineness and durability can be simulated in a way that is utterly impossible in a worsted.

So let no one think he is getting something for nothing! Honest fabrics in strictly all-wool cloth can be had, but they will not be cheap. Price here will stand for quality, as of old—only more so. It has been said in another connection that a cheap coat means a cheap man, and it behooves the retail clothing merchants of our country to see to it that next season we do not have a cheap-looking set of men going about our streets, following a fashion that should not be imitated except in quality and durability to stand the tests of time and wear.—Apparel Gazette.

There never was an argument equal to an affection.

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E. A. STOWE, Editor.

Wednesday, February 16, 1910

ANOTHER EARTHQUAKE.

This time it is a moral shake-up. Berkeley, a town within the borders of the Golden State, seems to have been reflecting upon its delinquencies and, shocked by its depravity, has determined upon a new order of things and profanity is a vice to be no longer indulged in. In itself there is little occasion for surprise. Cities as such are only so many gatherings of individuals and each as a unit is easily moved by the same motives as the individual, so that it is no wonder when Berkeley found that it was swearing too much it decided to swear off. The noteworthy feature remains to be told: It was no movement in church circles. The Y. M. C. A. has apparently nothing to do with the latest earthquake. The policemen of the town are the movers in the matter and in order to carry out their intentions they have organized themselves into the Anti-Profanity League and so far as heard from they are doing good work and meeting with a commendable amount of success.

So far, so good; and now that Berkeley, California, has for its own good made a move in this direction, it is a matter of much concern whether other cities and towns and even villages from ocean to ocean and from the Great Lakes to the Gulf could not with profit to themselves and to the country at large follow the example of the Berkeley police force and check if they can not stop the profanity which is getting to be altogether too common among us, and whether, if the policemen have found that, they are not better officers and so better citizens by a strict obedience to the requirements of the third commandment.

To the casual observer it does not seem strange that humanity at a time of excitement should find relief for its emotion in the strongest expletive at his command. It relieves him to make use of the strong, mouth-filling oath and, therefore, no great harm is done if the man in his passion "swears like a trooper." Granted. That being so humanity is justified in swearing when it pleases; and yet

nothing would so shock that passion-shaken man as to hear his wife and that maiden daughter of his repeat the profanity that has so relieved him. There is no need of asking why or of answering the question. The fact is swearing is a bad habit, as wicked as it is common. Heaven has put its ban upon it and mankind of its best sanctions the ban. Society signs it with the seal of its approval and the trend of popular thought is strongly in the line of keeping inviolate that third law of the decalogue.

Too much stress can hardly be placed upon the fact that the police are making the effort at self-improvement. With possibly no reason for it this in itself will occasion no surprise. The idea is a general one that the police, as a body, are inclined to be indifferent to commandment-breaking and when they of their own accord form themselves into a league with this one end in view, the hope is created that other men in other positions both public and private may be led to follow the policemen's example and so bring about a change in public opinion in regard to a habit that marks the indulger of it as one not to be classed in every respect among the world's best.

The Berkeley police have formed a league before unheard of. Would such a league have any show anywhere among business men? It has been said with considerable earnestness that by such an organization the business men would do the world more good than they could in any other way and with that for a fact let the league be formed at once.

A SERIOUS QUESTION.

A wave—a tidal wave—of anxiety has engulfed the country. The constantly rising prices for everything has brought Hamlet's soliloquy to the minds of many and they are wondering whether to "bear those evils we have than fly to others that we know not of." Food, raiment and shelter are getting beyond us, and with no brightening prospects ahead despair settles the question and "the bourn from which no traveler returns" is apparently the natural result. It seems so and yet there are two sides to even that. Grant that it costs all humanity can get and something more to live, how does dying help the matter? Putting suicide, a sneaking way out of trouble, as something not to be thought of no thoughtful man will contemplate his final taking off without counting the cost, and if he has already concluded that he simply can not afford to live he is going to find to his utter amazement that the cost of dying is utterly beyond his means.

A preliminary sickness is the customary programme, and this means no income from the weekly wages. Attendance is not to be avoided and the homeforce can not be long depended on for that without detriment. Then comes the doctor with his daily call and his exorbitant bills and the patient goes from his work to his reward; but the real expense of dying has just begun. Then comes in the last man we have or want to

have anything to do with, the undertaker, and when he has seen us safely under the sod from the drawing of the last breath to the "ashes to ashes and dust to dust" there comes an itemized bill which proves a regular hair-lifter. Then comes the memorial and be it slab or shaft the whole amounts to a good round sum and utterly discourages the idea that it is cheaper to get out of the world than to stay in it.

An instance, stated as a fact, illustrates this idea: Hard luck came suddenly down upon an unfortunate, but having the right stuff in him he braced himself for the coming storm and was weathering it as a strong man should until he lost his position when the rising prices began. This he met with protruding chin and stiff upper lip, when sickness seized him. That was the last straw and, weak and wan, he had made up his mind to yield to the inevitable when the expense of his taking off became a matter of calculation, and calling for a pencil and tab he began putting down item after item of the gloomy account. He had not proceeded far when an eye-glance summed up an amount that astonished him, and with, "Great Scott! this isn't going to do!" he announced his determination to "stop that sort of nonsense," and he did. Later events proved the wisdom—or the unwisdom—of his decision and when, wholly recovered, he was led to speak of his close call his reply was to the effect that it was merely a matter of compulsion. "Heaven knows that I couldn't afford to live, but that is so much cheaper than a trip to the graveyard that I simply couldn't stand it. So here I am!"

Of two evils he chose the lesser, a condition which possibly accounts for the few deaths so far traceable to the increased cost of living as a mortuary reason.

GET OUT THE PAINTS.

There are many little jobs of inside work that can be done now with no danger of freezing and no trouble from flies. With the general renovation of spring there is no method that will give such great returns for so little labor and expense as a fresh coat of paint. While modern finish brings out the beautiful grain in the wood, there is much of the work in houses of less recent structure which requires paint. With the excellent prepared paints now on the market there is no reason why any one can not be his own painter if he so desire.

Not every one knows that a most excellent finish for the kitchen wall is paint over the plaster. If it is hard finish no special preparation is necessary. If not, a sizing of thin paste should be first applied. And if it has ever been whitewashed the lime must first be removed by washing with vinegar and water. Two or three coats of paint will then give a lasting finish which can be readily wiped off when soiled. It is cheap, easily applied, easily cleaned, and strictly sanitary.

Soft wood floors are now painted and covered with rugs rather than

using the dust-collecting carpets. Show your color card in some prominent place, and call the attention of the public to this more sane method of keeping house. Where the plan has been tried it takes little talk to effect sales. Where it is new, take pains to explain the plan to the more enterprising housewives.

Barn paint and paint for coating buggies and farm tools should also be pushed. Half the life of implements and vehicles is gained by keeping them well painted. Good paints, after a single trial, sell themselves, but it is up to you to get them out as a gentle reminder.

MISUSE OF SHOW WINDOW.

Good window trimming is one of the best possible advertisements; medium work is still much better than no work at all; but there are some violations of the art which are worse than nothing. Better leave the space blank than to create a false impression.

Thus, a dealer filled his entire window with canvas gloves. They differed only in size, and as they were thrown in in a promiscuous mass, with no attempt at grading or systematic arrangement, the collection was not in the least attractive. The price mark, 10 cents a pair, gave no indication that there was a bargain offered, although there was one promised. With this as the highest price for this style of gloves, and frequent chances for securing the same article at half the price, the effect was but to turn people from the door, believing, with just cause, that this was a high priced store.

Yet the entire window was taken up by goods neither attractive in themselves, attractively arranged, nor attractive in price. They might have been easily grouped in a simple yet a pleasing design. A pyramid horseshoe covered with the white gloves might have been substituted for the scattered pairs. Add to this a price that is what it pretends to be, a bargain, and the entire matter is transformed. As it now stands, the proprietor has simply used his own goods to cut his own throat. He has offered as bargains articles which are not cheap, but dear.

There appears to be a misunderstanding in the minds of some people as to the necessity of filing reports with the collectors of internal revenue, as required by the new law passed by the last Congress, providing for an income tax. Some are under the impression that if a corporation has no taxable income it is not necessary to file a report. This theory is not in accordance with the law, which provides that all corporations must file reports whether they have taxable incomes or not. The time for filing these reports expires on Feb. 28. The penalty for failure to file reports in accordance with the law is from \$1,000 to \$10,000.

One form of pious gymnastics is to walk one way and point the other.

Much preaching is attempting to get water by polishing the faucet.

"A STITCH IN TIME."

It may be wisdom to rely on the fact that sufficient unto the day is the evil thereof, but it may be equally depended on to be all ready for the evil when it gets here. The welcome let-up in the winter weather has brought to windows having a southern exposure some big lively specimens of the bluebottle fly. True to a characteristic it has in common with humanity, it can not let well enough alone and after being comfortably warmed and cheered by the untimely sun it leaves its window quarters for a season, however brief, of its old-time hilarity. After a circle or two in midair to see if its machinery is in good working order, it drops with a thud upon the paper before us with a cheery "Here we are again" and waits for the extension of the right hand, which humanity is sure to present. We don't hit him of course and with the laugh on us he goes bumping back to the sunny window.

With that for the fact we are ready for the stitch in time and here it is: "Kill that fly." Let it never leave that sunny window alive. Where there is one there is very liable to be its fellow and do your duty to yourself and to humanity by killing it. As an incentive let it be remembered that, while the proverb provides for a saving of nine stitches to one, fact in regard to flies makes the proportion of one to a number far into the millions; so that, unless business is unusually pressing, it will pay to pause long enough to kill that—something bluebottle and its countless descendants which only a hyphenated adjective can with accuracy describe.

It will be easy here with all the odds against the "cuss" to lower the upper sash and say with Tristram Shandy, "Go, poor devil, get thee gone. Why should I hurt thee? This world is surely wide enough to hold both thee and me;" but don't you do it. The world isn't wide enough and on that theory this death-dealing pest since time began has been killing off the human race by tuberculosis, leprosy, typhoid fever, cholera and other diseases which it is needless here to mention. What sort of record is this which the dirty, filthy-carrying fly has written down against it? There are billions of them here, there and everywhere and every one of them carries around on its feet one million two hundred and fifty thousand bacteria, which are known to be deadly poisonous, because they are conceived in filth and are filth and corruption themselves. There is more, but this will serve, and leads easily to the one idea that the bluebottle in the window should be looked upon

"As a serpent's egg,
Which, hatched, would, as his kind,
grow mischievous,
And kill him in the shell."

Therefore, thus early the fly-killing should begin. The south windows should be the place for the winter carnage and so long and so often as the sun allures the detestable insect from its winter quarter just so long and just so often may it meet

with the reception it deserves. Let the storekeeper especially be ready for the fight long before the hot weather begins and if screens and fly-paper are undesirable things to look at, when the worst comes to the worst it may with truth be said that better he screens and fly-paper by all odds than doctors' bills and the undertaker's hearse at the front door. "You pays your money and you takes your choice" and for that reason the screens and the fly-paper have it more than a hundred to one. In the meantime kill the flies.

FATE AND TRIFLES.

The statement that trifles are just trifles and that's all there is to it may be all right so far as it goes, but there are ideas connected with it which it is well enough to consider. A fact, standing alone, is simply isolation; taken in connection with its surroundings it may be found anything but that. A cipher is just nothing, but it makes a great deal of difference where it is. On the right side of the digit one it makes ten; on the other side it means something else, and what is true of figures in this connection has its counterpart in other fields of thought and endeavor.

In this commercial age where everything is turned to practical account a trifle may be found to be anything but that and only a little investigation will show what the trifle has to do to-day with the life and living going on around us. A very ordinary matter it is for women to sew and for husbands to watch them. Both have done that sort of thing time out of mind since sewing was hit upon; but when Elias Howe, watching the gleam of steel between his wife's busy fingers, went from watching to wondering why a machine could not accomplish the same thing, the trifle assumed an importance in the industrial world which has never been surpassed and that world without a sewing machine now suggests a condition of things hardly conceivable and shows convincingly that, a trifle to start with, it remains no longer among the useless things of life.

That the success of the invention depended upon a trifle is a matter of history now. Somehow "the thing didn't pan out." The inventor did not quite see the point, but when at last he saw just that and located there the eye of the needle, the task was done and the sewing machine ever since has been singing not only "The Song of the Shirt" but of every other garment from head to foot that a happy humanity wears. It was a thing simple enough and a trifle, if that word pleases best. That it had everything to do with the fate of the machine and the fate of millions is a fact which is gainsaid nowhere to-day.

Everybody knows the law of falling bodies. No school boy flunks to-day if the examination depends on why bodies fall down and not up, but it was not always even generally known. A trifle fixed it, and that trifle, it will be remembered, existed in an English garden. Sir Isaac New-

ton sought relaxation and rest under an apple tree. His nap was disturbed by a falling apple which, hitting him on the head, resulted in a train of thought, crystallizing at last into the well-known law—a series of trifles, in fact, which settled the question of the revolution of the celestial bodies and a question which science certainly does not consider a trifle.

How about business? It is the same old story. One instance will serve—petroleum. The Indians dipped it first from pools and strained it with their blankets. A dirty oil oozed from the ground. Many saw it, a few rubbed their rheumatic joints with it; but it was nothing and amounted to nothing. Then came Col. Drake and then came the Standard Oil Company, and in the face of the stupendous results of such comings he would be looked upon as little less than a lunatic who would call the primitive oil well in the Pennsylvania wilderness a trifle.

The fact is the trifle is something worth looking after, and he will be found wise who considers it and wrings from it the advantage to be derived from no other source.

MAN WITH LIMBER TONGUE.

Taking everything into account, there may be a bigger nuisance, but, as a general thing, it is conceded that the man with a limber tongue takes the cake. Politics and business and social life all acknowledge him and while they do not all despise him, he is often the occasion of profound regret. With ability, with discernment and many times with tact they find themselves in positions of responsibility which they seem fit in every way to fill and yet consternation and disaster are often the result of their inability to restrain their nimble tongue. Unfortunately examples are not wanting and for the few which are mentioned here the reader, equally unfortunate, can furnish numberless instances of his own.

Too recent to be forgotten is the provoking affair of the United States Minister to China. It was an important position and the President's glass was turned in every direction to find the right man. Chicago claimed him and to that city's credit as well as the man's own he seemed in every way the nonpareil. Everybody was glad, the City by the Inland Sea especially so, and off for his responsible position started the man of men, only to be recalled almost at the moment of embarkation. In an unguarded moment the Ambassador played the woman with his tongue, the fat was in the fire and Chicago received again her own, "tearing mad." It was

the unguarded tongue that did the business.

Only the other day a business man was in here "mad as a March hare." He isn't able to understand why it is that men nowadays have to blab. "Here's a case of a man who has been with us for years and we have just found out that he doesn't know enough to hold his tongue. I can't account for it. The transaction was a little out of the usual with him and it seems to have completely upset him, and cuddling down with one of his chums of the road the temptation is too great, in the strictest confidence he unloads and the result is a call-off. Discharge him? Oh, no. Now that we know our man, there will be no trouble like this hereafter; but it's too bad for there was no need of it. He will be the main sufferer in the long run; but why men in middle life will let their tongues run away with their judgment I have never been able to understand. They will do it, however, and there is more than one business house that will say the same thing. There are too many business houses bothered with the man with a limber tongue."

It is the social world that show up the same idea best, and one of the greatest blunders common there is that the nimble tongue is feminine. Women do talk. As the phrase puts it, "Women, generally speaking, are—generally speaking;" but a he-busy-body, in times lively or dull, is frequently met with. He is supposed to confine his activities to the gathering of cronies at the country store, but only supposedly so. The country by no means claims him as its own. Town and city alike tolerate him, and always and everywhere his limber tongue is a mischievous one. "Did you know—" "Have you heard about—" and then follows the "tale told by an idiot, signifying nothing."

What's to be done with him? Nothing. Toleration answers the question best. The busy world, knowing him and taking his measure, gives him no heed and is in no way disturbed by him. It takes all sorts to make a world and he is one of many. He has his place somewhere in "Nature's vast designs." "God made him and therefore let him pass for a man."

Religion must be a rowboat to many, because they are not sure they are headed for Heaven unless they are facing the other way.

When a man's heart is drying up in the desert of conceit he tries to comfort himself by looking at the size of his head.

A FIFTY THOUSAND DOLLAR ESTATE

Cost of administering, \$600.

If \$25,000 of this were real estate the charge would be \$350.

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



THE MICHIGAN TRUST COMPANY



GOOD ROADS.

Why Country Road System Should Be Adopted.

In President Roosevelt's message accompanying the report of the Commission on Country Life, sent to Congress one year ago, he summarized the conclusions reached by the Commission and stated that as a result of its investigations three great general and pressing needs of country life stand out prominently:

First. Effective co-operation among farmers to put them on a level with the organized interests with which they do business.

Second. A new kind of country school, which shall teach the children more outdoors than indoors, so that they will be better prepared for country life and not, as it is at present, be trained largely for a life in the town.

Third. Most important, better means of communication, including good roads and the parcels post, which the farmer who is alive to his own best interests will insistently and unanimously demand.

Nothing in the world would help as much to the realization of the first two of these needs as the building of good roads in every farming district. It is a self-evident proposition that co-operation among farmers is difficult, if not impossible, so long as dirt and sand roads, which are almost impassable at certain times of the year, are the only means of communication between them.

It is generally admitted that the establishment of centralized schools, which would give the farmers' children the advantages of a graded school and a high school, would be a great advantage to the millions of children now growing up on the farms of the country.

Schools of this kind have been, and are being, established in those sections of country where good roads make it possible to transport the pupils of an entire township daily from their homes to the schools, but it is not possible to adopt this system generally until the country roads are very greatly improved over their present condition.

The third need pointed out by the President's message is to the farmer by far the most important of all: "Better means of communication, including good roads and a parcels post." Good roads would make co-operation, central schools and a parcels post practicable and comparatively easy of accomplishment. I hold that the building of good roads is the thing which should enlist the most serious attention of the farmer, because the improvement of the country roads is the first great step in the improvement of living conditions on the farm.

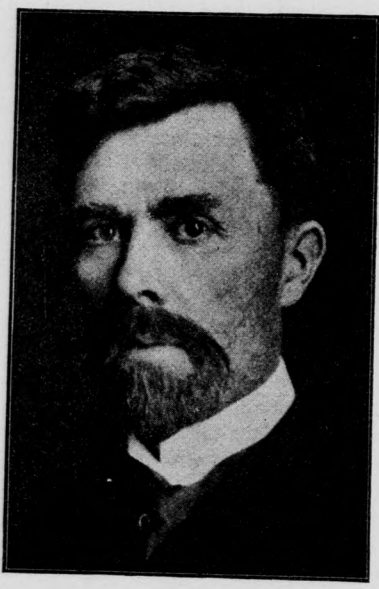
The ordinary country road, especially in Michigan, is a stumbling-block to all real progress, and the one reason above all others which makes country life so objectionable and which draws so many of the young people from the country to seek employment in the cities.

In an address made not long ago before the Bankers' Association at Chicago James J. Hill, the great rail-

road builder, attracted the attention of the entire country and the civilized world by his warning that unless our agricultural population and its product are increased it will not be long until we find ourselves facing the grave question of a deficient food supply for our people. He stated present conditions as follows:

"In spite of the warning of economists, the amelioration of farm life, the opening of new and attractive employment on the land through the spread of irrigation and the growth of the fruit industry, the encouragement of public men and the wider dissemination of agricultural education, the percentage of our population who work on the farm is constantly declining. If that proceeds too far it is as if dry rot had eaten through the timbers supporting some great structure.

"A stationary or declining farm product, a soil becoming annually



less productive, a revolt against the life of the farm and a consequent rise in farm wages amounting, with board, since 1895, to 55.6 per cent., has compelled such a rise of all farm prices that it bears ruinously upon town and country life alike. Our real concern is not so much to save the home market from the inroads of the foreigner as to keep it from destruction by an enlarged city life and a neglected country life."

While I do not entirely agree with Mr. Hill that there is any immediate danger of our being forced to the position of a food-importing nation, yet I feel that it is imperative that some action be taken to make farm life more agreeable and remunerative, and I ask you, Is there any better way in which the movement from the country to the city can be checked than through the establishment everywhere of good roads systems? I venture to assert that if the energy expended in preaching the doctrine of "Back to the Land" were devoted to advancing the good roads movement the condition to which Mr. Hill refers would soon be altered and the flow of population would be from the city to the country.

Someone has said that land without man is a desert; man without

land is a mob. The workers for good roads, by helping to bring the landless man out to the manless land, are, it seems to me, aiding in no small degree in the solution of one of the most perplexing problems of our times.

We are hearing a great deal these days about the increased cost of living. The United States has been developing for agricultural purposes an area as large as the whole of Europe, while its population is but little larger than that of any one of several European countries. So much have fashion and sentiment had to do with this agricultural development that many of the lands, particularly in the Eastern and some of the Middle States, have been practically abandoned, so far as profitable agricultural use is concerned, by the shifting and moving of our agricultural population into new regions in which lands are purported to be cheaper and in which the advertised inducements have been proportionately large. With the rapid extension, also, of our industrial life and the opportunities offered in business and in the professions the cities have called upon the country for clear brains and vigorous bodies to such an extent that large areas have become so depopulated of active and vigorous minds and bodies that the stock is insufficient to repeople the country districts. The result has been that some of the most fertile lands right here in Michigan, some of the most fertile lands of the world, have been left in a condition of practical if not actual abandonment, and the price of provisions has increased for the simple reason that there are not people enough to actually work the soil and to raise the crops necessary to feed the non-producing population of the cities.

If every part of this State were easy of access by means of good roads it would go a long way to remedy this condition of things, for not only would the farms then be occupied but the price of the land would be materially enhanced.

After all, the question resolves itself into one of education. It is strange to me, though, that on no question pertaining to his calling does the ordinary farmer manifest so great a misconception as upon the subject of good roads. It is pretty generally admitted that the farmer, like the rest of us, is after the dollar. I am therefore convinced that if the farmers can only be shown that better roads are to their pecuniary advantage and that they benefit them not only financially but politically and socially more than any other class of our people, then they will all be converted and we who are considered good roads cranks will have plenty of disciples.

For years the Government of the United States has maintained a Bureau of Good Roads under the Department of Agriculture. The statistics of the Bureau show conclusively that the localities where good roads have been built are becoming richer, more prosperous and more thickly settled, while those which do

not possess these advantages in transportation are either at a standstill or are becoming poorer and more sparsely settled.

Some years ago the Department caused an investigation to be made concerning the cost of hauling farm products to market or to shipping points in European countries. They have macadam roads over there. These statistics are interesting and will serve to show the enormous pecuniary benefit of a good road over a bad one.

In England investigations were made within the various consular districts and covered the items of expense from the various towns to the market town or main shipping point. The cost is from 6 to 12 cents per ton per mile, according to the character of the roads. For instance, in the Leeds consular district the roads are somewhat hilly, but are of the very best. Here the average load for two horses is 4,480 pounds—the average trip being ten miles to station each day and return—at an average cost of only 6 cents per ton per mile, while in the Sheffield consular district, where the roads are not so good, the average length of haul to the market towns being only six miles, the average load being the same, the average cost is from 8 to 12 cents per ton per mile. Touching the excellent roads around Leeds, the report says:

"Except for these good roads and cheap transportation these Yorkshire farmers could not compete in their farm products with the products of foreign countries brought so cheaply by ocean freight."

In France the statistics cover only dairy and garden products. It is not unusual to find one-horse hauling two tons over the roads of France. The average length of haul in the districts reported is 12 2-5 miles and return, the average cost, counting two horses and one man to a wagon, being 9 cents per ton per mile. In one instance the report was very detailed and showed that the transportation directly from the field to market cost one-half a cent per ton per mile more than from barn, the difference arising on account of having a road from the barn, while across the field there was no road.

In Germany we find the most detailed or itemized statement of all: The average cost over a turnpike is a little less than one-half the average cost over the country road, the average load for two horses being two kilograms or 4,408 pounds, while the average haul to the Berlin markets is 9.3 miles. The German farmer arrives at his cost by allowing for wages and board of driver, the number of pounds each of hay, grain or straw which his horse eats, the cost of veterinary surgeon, for drugs, for shoeing, for harnessmaker, for wearing out of stable utensils, together with 10 per cent. on the cost of the bedstead of the driver, 10 per cent. on the cost of the bedclothes of the driver, 10 per cent. for wear and tear on the wagon, 4 per cent. interest on the cost of the wagon (the original cost being about \$100), 10 per

cent. wear on two horses, 4 per cent. interest on the cost of these horses, 10 per cent. wear on the stable building, 10 per cent. for repairs on the stable building, 4 per cent. interest on the cost of the stable building, insurance on stable and stock, for traveling expenses and toll tax. After allowing for all these items we find the average cost of transportation of the various commodities to the Berlin market to be as follows:

Grain, 10 2-5 cents per ton per mile; potatoes, after deducting two marks (47½ cents) for wear out of bags, on each load of two tons, 12 2-3 cents per ton per mile; hay, 20 1-3 cents per ton per mile; milk, a little over ten gallons, 1 cent.

But we are not without statistics in our own country. The Department of Agriculture has compiled figures on the cost of transporting the products of the farm over our country roads, showing the average cost per ton per mile on dirt roads in bad condition, 39 cents; on wet, sandy roads, 33 cents; on dry, sandy roads, such as we have in Michigan, 64 cents. But, considering all the roads, the average cost per ton per mile which it has cost the farmer to move the annual crops, etc., over our present roads is 25 cents per ton per mile. Now, that you may appreciate what this means to the farmer, let us apply it more directly. The master of the National Grange stated before the Good Roads convention at Buffalo that there are hauled over our country roads from the farms to the markets or shipping points nearly two hundred million tons of staple farm products annually; in addition to these there are hauled back from the towns to the farms products consisting of fertilizers, feed, coal, lumber, hardware, etc., which the farmer must have, amounting in quantity to at least fifty million tons annually, making a total of two hundred and fifty million tons which the farmers transport annually over our country roads.

Bad roads are a source of loss in other ways: The statistics prove that they make farming unprofitable; they cause fruitful farms to be abandoned and rich lands to lie in waste; they are largely responsible for the isolation and growing dissatisfaction with country life, which, of all manner of living, should be the most healthful, the most truly helpful and free; they increase its solitude by preventing that freedom of visitation and social intercourse which, as between neighbor and neighbor, as between country and village, should create a sparkle and brightness in a relation already too somber.

It is generally admitted that the building of good roads increases the value of farm lands, but in order to impress this fact on your minds I will take the liberty to quote from a speech made not long ago by the Director of the office of Public Roads as follows:

"It is a general rule that the suitable improvement of a highway within reasonable limitations will double the value of the land adjacent to it. The people have taken up the question and every state in the Union now has her

good roads advocates and organizations. Lands have increased in value and so anxious are the people for improved highways that in many sections they are bonding their counties. One instance will sufficiently illustrate: One of these object-lesson roads was constructed in Tennessee. The authorities bonded the county for \$90,000 to extend the system. Lands adjacent to it rose from \$8 and \$10 per acre to \$15 and \$30 per acre. The benefits were so great that the county made a further issue of bonds amounting to \$186,000, and sold them at a premium of \$24,000. The settlement is rendered more desirable, the population is attracted. With the increase in population come increased demand for food and farm products and the consequent rise in farm land values. With the increase in population the demand for products must necessarily increase. The area of the land can not increase. It remains the same. There is an increased demand for its use. There are more markets for its products. The farmer finds his choice of markets. The price of his products necessarily goes up. He transports them at a minimum cost to the highest market and hauls back at a minimum cost his feed, coal, lumber, etc. He is affected by a lowering of cost and an increase of gains.

The statistics of exports from this country for the ten years prior to and including 1906 show that more than 59 per cent. of the total exports were farm products. In money this amounted to over eight billions of dollars that the farm products brought into this country. How much of that did the farmers get? How many millions of these dollars did the farmers bury in the mud and sand between their fields and the market?

I wish there was something I could do or say which would remove the misconception and prejudice on the question of good roads, to which I have just referred. Since the county road system went into effect in Kalamazoo county the prisoners have been employed building roads, which not only effects a great saving to the county, but is better for the prisoners physically, mentally and morally.

We should always keep in mind the fact that county roads are built with money raised on every dollar's worth of assessed property in Michigan. We can readily see that farmers, while neglecting their own roads, are largely engaged in the foreign missionary business—paying taxes toward the State reward road fund, which is being spent where the wise ones, with their good money, are building roads in the counties under the County Road System. The counties which have adopted the County Road System are building four times as much good road as the counties which are not under it.

Isn't it high time, therefore, as our friend Horatio Earle would say, for every county to become a fisherman in the State fishpond, the township in the county pond, the farmer in the merchant's pond and the merchant in the farmer's pond to the mutual benefit of everybody? Jno. I. Gibson.

Evolution of the Whip Business in Westfield.

Written for the Tradesman.

What of the whip, the ordinary whip?

We are all of us familiar with the picture of Helius and his heroic wielding of the whip over his snow white, winged horses; we all know of those potent birchen rods which once upon a time were so familiar in the district school; of the stinging gad cut hastily and in a temper from the wayside thicket by the impatient teamster. Shakespeare's Mercutio tells us that Queen Mab, the fairies' midwife, wielded "her whip of cricket's bone, the lash of film."

But there are few, indeed, who know much of the methods of to-day by which the modern whip has been evolved; few are able to make contrasts between the making of a whip to-day and the old time practices. How worked the man who made the whip used by Ben Hur in his chariot? Who conceived the cat-o'-nine-tails, the dreadful multiple of the single lash, and how came it that Russia developed her cruel knotted knout? We do not know. We know that the standard whips of this period are strong, graceful and simple, but how did it all happen? The use of the whipping post has been abandoned in nearly all civilized countries and it is easy to imagine why, but what was the immediate ancestor of the goads with which our Saviour was scourged?

We do not know. We simply know a whip when we see it and let it go at that. In all likelihood not to exceed 10 per cent. of the population of the United States know that there is one American city of about 15,000 inhabitants in which are located forty-one whip factories; that one of these establishments averages a daily product of about 22,000 whips; that the forty-one factories in question manufacture a majority of the whips produced in this country each year and that this output aggregates about six million dollars in value.

When we consider that the retail prices of whips range from 25 cents upward until one hundred or more dollars is paid for a single whip—although the making of highly ornate and expensive whips has decreased tremendously the past few years—there comes appreciation of the fact that millions of people must buy and use whips each year.

Westfield, Mass., is the great center of the whip industry in this country and that interest is one which had its beginning in 1808, when a resident Yankee farmer named Joseph Jokes, having an abundance of good hickory growing on his wood lot, began making hickory stocks for his neighbors, who, as a rule, made their own lashes. Presently Jokes became possessed of the idea that he could make lashes of strips of horsehide and fasten them to a hickory stock by a "keeper." So was developed the first whip complete and made for sale in Westfield. Jokes' whips became locally noted and he made some money, but others began improving on the stocks by boiling the

wood in oil and coloring matter, each innovator guarding his recipe for boiling and coloring most jealously.

About 1812 braided lashes began to make their appearance, strands of cowhide or horsehide, green and plaited by hand, with a piece of leather, bevelled and rolled round, placed in the center of the lash to produce the swell. Thus braided and shaped the lash was then rolled between blocks and varnished—each process being by hand.

In 1820, with hickory, rattan and, best of all, whalebone, being used for stocks, experiments not entirely successful were made in plaiting the stocks with a cotton thread cover, but as handwork still dominated the efforts were not commercially profitable. Two years later Hiram Hull—the real father of the whip industry—established the first whip factory in Westfield and used a whip plaiting machine he had invented. This device was a barrel shaped cylinder—indeed it was called a "barrel." The whip to be covered was suspended vertically down in the barrel, with many threads fastened at the top of the whip but hanging down over the edge of the barrel and held in place by a weight at the end of each thread. These weights thrown in opposite directions, back and forth, made it possible to plait a stock with surprising symmetry and neatness, although the process was somewhat slow. Still, the women who worked the barrel attained great skill and no little speed in their operations.

When whalebone was first utilized for whips the entire stock was made of that material, but because of the cost of the bone and the other fact that it was possible to cover the stock with thread the use of whalebone was confined to the making of the "drop." A drop whip is a combination of the stock and lash, covered its entire length and doing away with the old style "keeper" or loop.

The drop-whip, serviceable and popular for many years, at last gave way to the long, slender, pliable and strong whip that is perfectly straight when made and is called the bow or trotting whip. In 1855 a self-plaiting machine, operated by turning a crank, was evolved—an American invention—and the volume of the whip industry increased over 33 per cent. in five years. Other improvements came rapidly so that in 1865—twenty-two years after the advent of Hiram Hull's "barrel"—Westfield produced about half a million dollars' worth of whips.

C. H. Seymour.

The Scapegoat.

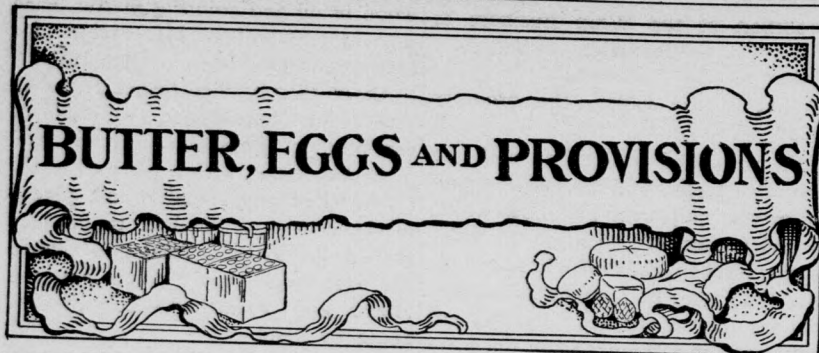
Teacher—I shall not keep you after school, Johnnie. You may go home now.

Johnnie—I don't want ter go home. There's a baby just come to our house.

Teacher—You ought to be glad, Johnnie. A dear little baby—

Johnnie (vehemently)—I ain't glad; Pa'll blame me—he blames me for everything.

When you bury your sorrows do not water them; forget where you planted them.



LINE OF DEMARKATION.

It Should Be Clearly Established In Oleomargarine.*

In speaking upon the subject I shall have no quarrel with any of the fundamental principles underlying the enactment of the pure food laws, so called, nor shall I lay down any principles as correct that have been declared otherwise by the judiciary. The subject which I am to discuss is oleomargarine and that commodity, as considered from the standpoint of the statutes of this State, is an oleaginous substance not made wholly from pure milk or cream of the same. As considered from the standpoint of the revenue laws of the United States it is defined by Section 2 of the Act of August 2, 1886, as follows:

"That for the purposes of this act certain manufactured substances, certain extracts, and certain mixtures and compounds, including such mixtures and compounds with butter, shall be known and designated as 'oleomargarine,' namely: All substances heretofore known as oleomargarine, oleo, oleomargarine oil, butterine, lardine, suine, and neutral; all mixtures and compounds of oleomargarine, oleo, oleomargarine oil, butterine, lardine, suine and neutral all lard extracts and tallow extracts; and all mixtures and compounds of tallow, beef-fat, suet, lard, lard-oil, vegetable oil, annatto, and other coloring matter, imitative or semblance of butter, or when so made, calculated or intended to be sold as butter or for butter."

It will be noted that the definition above quoted of oleomargarine is from the National Law and it defines the substance from the standpoint of the purposes of the act, namely, an act to collect revenue.

Pure Food Laws.

The pure food laws enacted by the several states and by the National Government, more particularly the State of New York, provide against the sale of adulterated food products practically in the following manner: Foods are defined, and then an adulterated food product is defined and prohibited and then an exception is made to the prohibition by providing that an adulterated food product may be sold providing it contains nothing harmful, with the further proviso that if it be a mixture, compound, imitation or blend its constituents must be named on the label, carton

*Address by Geo. L. Flanders, Assistant Dairy Commissioner of New York, at annual convention New York State Dairymen's Association.

or wrapper enclosing it. It is safe to say that this general principle is the fundamental principle of each and all the pure food laws of this country, varying a little, for instance, some of them provide not that the constituents shall be named but that the package shall be labeled with the word "Compound" or "Mixture," something that will notify the consumer of the nature of the commodity that he is getting. Underlying this is the principle that has been for a goodly number of years gaining recognition, namely, that the consumer himself is entitled to know the nature of the substance or the commodity which he is taking into his stomach; that it is not sufficient for the man who vends the product, and on the sale of which depends his financial success, to assure the consumer that the commodity is wholesome and healthful without giving further information. It is too often the case that the vendor of a product in his anxiety to conserve his financial interests put himself behind a bulwark or fancied bulwark of his right to be protected in not divulging what he is pleased to call his "trade secret" irrespective of the effect of the perpetration of that trade secret upon the consuming public. He flatters himself at first that he has a commodity that is healthful and wholesome and that its manufacture and distribution to the public are a benefit to the public and that in so manufacturing and producing he becomes a public benefactor. When once fully convinced that such is the case he commences a propaganda of attempting to convince the public that he is a great benefactor; that to accept his product on faith not asking any questions for conscience's sake, is their attitude and that they should have a due appreciation of his philanthropy in so doing. This may seem a little strong when viewed from the standpoint of the non-observant of these methods, but with those who have had experience I feel the conviction will carry that the picture is not overdrawn. In none of the pure food laws that have been enacted, that I am aware of, is there any statement recognizing or tending to recognize the right to sell one commodity for another or under the distinct name of another or to impose upon the consumer one substance in place of another substance, nor do I know of any principle of equity or ethics that would sanction such an act. Yet out of this tendency, born out of what is apparently recognized as one phase of commercial enterprise, has grown the sentiment

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that has finally forced the passage of laws, both state and national, to protect the consumer against the ravages of this so-called business or commercial enterprise.

Going directly to the consideration of the substance known as oleomargarine, I would state briefly the history of the struggle necessitated, as above indicated. I would call attention first to the fact that oleomargarine is not a natural product; that it is not a fixed product. It is a product in which there are a few substances that are commonly or normally present and in which there are several variable substances. It is an artificial product and as such does not have ingredients that are natural to it although its ingredients may be natural products. But I would not assert that all of its ingredients are natural products. An examination of the patents recorded in the Patent Office at Washington discloses the fact that there are a number of patents for the manufacture of this substance, numbered and designated respectively as follows, and each patent having different mixtures and ingredients as follows: I give to illustrate extracts from twenty-two of those patents:

747301 Neander N. Cronholm, Chicago, Dec. 15, 1903. Albuminous egg-batter, four parts; oleo-oil, five parts; neutral lard, seven parts; butter, one part; salt, one part.

722276 Andrew Bergman, Chicago, March 10, 1903. Fifty per cent. pure lard; thirty per cent. of eggs, twenty per cent. of tallow.

265833 Henry Laufert, New York, Oct. 10, 1882. Sal-soda, deprived of its water; ten gallons of milk; two hundred pounds of oleomargarine oil in a cold liquid state; eight ounces of prepared sal-soda; coloring; salt.

267637 Henry R. Wright, Albany, Nov. 14, 1882. One hundred pounds of creamine or butterine; twenty parts, by measurement, of sweet cream; sixty parts oil of tallow; fifteen parts oil of lard; ten parts oil of butter; five parts of any of the vegetable oils; ten pounds of salt; one-half gill of annatto, annatoine, or other suitable butter coloring matter flavored with sugar and saltpeter.

264714 Henry Lauferty, New York, Sept. 19, 1882. Milk or cream, sour, oleomargarine, flavoring, coloring matter, salt, churning the mixture.

263199 Nathan I. Nathan, New York, Aug. 22, 1882. Oleomargarine oil, thousand pounds; five to fifty per cent. of purified or deodorized lard; milk, sour cream or both; dissolved sugar; coloring matter; salt.

236483 Otto Boysen, Buffalo, Jan. 11, 1881. Eighty pounds oleomargarine; twenty pounds water; eight ounces bicarbonate of soda; butyric acid one dram to every hundred pounds.

264545 Geo. S. Marshall, Everett, Mass., Sept. 19, 1882. Eight parts of water; twelve parts of sterine; five pounds of fine salt; one-half pound of orris-root.

910827 Paul Kolesch, Stuttgart, Germany, Jan. 26, 1909. Cocanaut oil; palm oil; nut oil; alcohol.

489814 David W. Hudson, et. al., Los Angeles, Cal., Jan. 10, 1893. One pound of pure or ordinarily churned or made butter; three-quarters of a pound of sweet milk; fifteen drops of cocanaut oil; coloring matter.

166955 Wm. E. Andrew, New York, Aug. 24, 1875. Oil obtained from beef-suet or caul-fat; coloring matter; salt; milk or cream.

430536 Delia McGregory, Los Angeles, Cal., June 17, 1890. One pound of good dairy butter; three-quarters of a pound of pure rich fresh milk; a yellow substance of the yolk of one egg; salt.

258992 Sam. H. Cochran, Everett, Mass., June 6, 1882. Compound to be used in the place of butter for cooking. Caul and kidney beef suets; refined cotton seed oil or any equivalent oil; slippery elm bark; beef sterine.

266777 Oscar H. Coumbe, et. al., Washington, D. C., Oct. 13, 1882. A substitute for butter called "butteroid." Cotton seed oil; caustic soda; corn starch or other wholesome farinaceous flour; salt; water; coloring matter; churn in the usual manner, flavoring with butyric ether.

173591 Garret Cosine, New York, Feb. 15, 1876. Oleine and oleomargarine obtained from animal fats, fruits and vegetable fats with lactic acid and loppered cream or milk; coloring matter; salt.

611495 Mathias Eugen Oscar Liebreich, Berlin, Germany. Improvement in the manufacture of artificial butter. Fats of certain fruits, such as cocoanuts, almonds, hazel-nuts, etc. Add this mixture to the fats generally employed in the manufacture of oleomargarine as heretofore practiced.

10171 Sam. H. Cochran, Everett, Mass., Aug. 1, 1882. Compound for use in place of butter. Beef-suet oil; slippery elm bark; purified and flavored with cotton seed oil and its equivalent oils; beef sterine.

266568 Geo. W. Webster, Chicago, Oct. 24, 1882. Leaf lard; coloring matter; cold brine; salt; buttermilk; clarified tallow pepsin.

266777 Oscar H. Coumbe, et. al., Washington, D. C., Oct. 31, 1882. Caustic soda; farinaceous flour; salt; coloring; flavoring.

266580 Wm. H. Burnet, Chicago, Oct. 24, 1882. Lard, 50 to 60 per cent.; butter 30 to 35 per cent.; beef-suet, 5 to 10 per cent.; glycerine, 1 to 2 per cent.; salt and water, together, 5 to 10 per cent.; annatto or other coloring matter in the quantity to give the desired complexion to the product.


263042 John Hobbs, Boston, Mass., Aug. 22, 1882. Vegetable sterine or margarine; animal oleomargarine; milk, cream or other watery fluids.

262207 Sam. H. Cochran, Everett, Mass., Aug. 8, 1882. Cotton seed oil; prepared swine fat; beef sterine; slippery elm bark.

For one having read or heard read the number of patents and the ingredients as prescribed in the different ones, it would be hardly necessary to enter into any extended argument to show that the commodity



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form that it would not know the difference from butter and thereby reap a harvest. The thought was father of the act and this result followed: The commodity began to appear upon the markets looking like, smelling like and tasting like butter and it appeared as and for butter, was sold as such and consumed as such and in such cases sold at a butter price. Such procedure did not commend itself as equitable when the person who was considering it was not personally interested in the financial benefits resulting therefrom or when such person allowed himself to consider the question uninfluenced by benefits to be derived. The American people are both a busy and tolerant people. These two facts have a tendency to favor unduly the continuation of the perpetration of such fraud, so until about the year 1884 nothing of importance was done by the people to correct the evil then existing. At that time New York passed a law to prevent this deception, but, unfortunately, put it in such form as to be an absolute prohibition of the sale of the commodity as a substitute, overlooking the essential feature that the thing to be done was to stop the perpetration of the fraud. At that time there was no National law on the subject and no other states in the Union were enforcing any such statute. The law of New York was declared unconstitutional and in the year 1885 the act was amended to prohibit the manufacture and sale of the commodity in imitation or semblance of butter, the product of the dairy. Since that time most of the states of the Union have passed acts to regulate the sale of this commodity or traffic and, while they have varied in their wording and to some extent in their intent, their prohibitions have been mostly along the line of preventing fraud in the manufacture, sale and use. One or two have varied by attempting to enact that the commodity should be colored a distinct color, such as pink. New Hampshire passed such a law as this and it was declared to be an unconstitutional act; that it was beyond the power of the legislature to say that the commodity should be colored a specific color, the reason being to the effect that if the legislature had a power to say that it could be colored pink, it would also have the power to say that it could be colored green or black or any more or less repulsive color, which would be tantamount to a prohibition. In effect the decisions of the courts have been that it is within the scope of the police power of the State to prohibit the commodity being so manufactured as to resemble a given commodity when such resemblance or imitation would be conducive to the perpetration of a fraud, but that it was beyond the police power to say that it shall be made in a specified form when such power might be so exercised as to make the commodity so repulsive as to amount to a prohibition. In other words, the distinction is that the police power of the State may say you shall not come within the province of a well

known substance and assume its appearance, leaving open to the manufacturers of the product the entire field outside of that, which is vastly different from saying that they shall be confined in their manufacture to a particular color or form.

The National Government has no police power, but in the year 1835 the attention of that Government was attracted to the conditions then prevailing relative to the sale in this product. In 1886 a law was passed taxing oleomargarine 2c per pound as a revenue measure. Records were kept and in the year 1887, 21,513,537 pounds of the goods were made on which the Government received a revenue of practically three-quarters of a million dollars. The manufacture of the goods increased in quantity from that time until the year 1900, when the quantity produced was 107,045,028 pounds, on which the Government received a revenue of \$2,085,273.02. At this time it became apparent to the public that great frauds were being practiced in the sale of these goods and a sentiment arose to the effect that this fraud should be stamped out; an equitable sentiment as to every fraud. As a result, Congress amended the laws of 1886 by the act of 1902 in which the tax on oleomargarine was changed so that oleomargarine containing artificial coloration should pay a tax of 10c per pound and oleomargarine not containing such coloration, which causes it to look like butter of any shade of yellow, should pay a tax of 1/4c per pound.

In the original draft of the National measure the 10c tax was to be paid upon all oleomargarine that was manufactured of any shade of yellow in imitation or semblance of butter. In the progress of the bill through the U. S. Senate a senator from Ohio objected at a time when objection was serious to that wording, and finally succeeded in changing it so it read that a tax of 10c per pound should be paid upon all oleomargarine except it was free from artificial coloration. It was believed that it was necessary to make this compromise in order to pass the measure but it has produced a result that is far from desirable and has a tendency to devalue it as a fixed or staple one, or to show that it is not a commodity identical with butter, the product of the dairy. In the definitions given at the start of this paper it will be noticed that they are extremely broad, covering almost any substance that is oleaginous which is not made from pure milk or cream of the same.

History.

In brief, the history of the substance is that it was enacted in the hour of an emergency, the conception having been born of a necessity among a besieged people. Mege Mourier, a Frenchman, conceived the idea of making this substance as a substitute for butter and he it said in honor of his integrity that his intention was to imitate as near as he could from a mechanical standpoint the processes of nature in producing his article. He produced a substance intending it to be sold or exposed

for sale under its true name. After he had succeeded, so-called "business enterprise" reinforced by that "ingenuity which keeps pace with greed" saw the opportunity of placing a material before the consumer in such feat the end sought, which was that all oleomargarine that was any shade of yellow which caused it to resemble butter should pay 10c per pound, whereas the Government in order to collect the 10c tax must find that the goods contain artificial coloring matter. The means by which the manufacturers of this commodity evade the 10c tax and still have a substance that is of a shade of yellow that resembles butter is by manufacturing it out of substances some one or more of which so impart to the oleomargarine the desired shade; the substance thus used, being a commodity that contains no artificial coloring matter, does not bring the commodity within the realm of the 10c tax. It is alleged that many dealers and, I presume from the statements made this refers to retailers, defeat the tax proposition in ways which they have discovered by exercising that ingenuity heretofore mentioned. The method is simply as follows: a tub or package of oleomargarine upon which there has been paid the 10c tax and which bears such tax certificate is purchased and placed underneath the counter and the oleo is sold from that to the customer. When the tub is nearly empty white oleo is purchased by the retailer with which there is given to him coloring matter to color his goods. This white oleo is bought at a price something like 9 3/4c per pound cheaper than would be paid for the colored goods. The dealer then colors the product clandestinely, places it in the tub bearing the 10c tax certificate, which is not quite empty, and on which consequently the tax certificate has not been mutilated or erased and thus the same old tub can be used indefinitely so long as it is not entirely empty for the sales of oleomargarine imitating butter on which a tax of 1/4c per pound has been paid. It has been estimated by those in a position to know that at least 90 per cent. of the oleo sold was an imitation or semblance of butter and that not more than 10 per cent. of it pays a 10c tax. This is indicated by the fact that in 1901 on 101 million pounds of oleo manufactured something over two million dollars revenue was paid, while in 1907 on sixty-eight million pounds only \$675,000 was paid. The figures would seem to indicate that our oleomargarine friends discovered this method of doing business as early as 1903 for in that year 71 1/2 million pounds of oleo manufactured paid an income to the National Government of \$446,500 while in the previous year 123 million pounds paid into the treasury \$2,406,000. But our oleomargarine friends are not satisfied with this condition of things. They still desire to amend the law by reducing the tax of 10c per pound on oleomargarine containing artificial coloration. They will not, without doubt,

admit by any kind or reasoning that the words "oleomargarine containing artificial coloration" should be changed to the words "oleomargarine in imitation or semblance of butter." It has been rumored for the last year or two that a determined fight was to be made ultimately by the oleo people to remove this tax. Some of them are now threatening that unless this is done a bill will be introduced in Congress to put a tax upon butter which contains artificial coloring matter. It would seem that in one sense our oleo people seem to maintain a determination, namely, to tax "artificial coloration" wherever it is found. They do not view the case from the standpoint of the man who would prevent deception by putting a burden on in such shape as to maintain the line of demarkation between the two products in such a way and with such distinctness that it would be impossible to deceive anyone as to the nature of the commodity from the manufacturer down to the final consumer, whether he eat at his own table or at a table where the public are entertained. It is fact for consideration that the oleo people desire at all times to have their commodity so resemble butter, the product of the dairy, that it would take an expert to detect the difference. It is a further fact that under the National law that will permit such imitation by the payment of a splendid tax these people are exercising their ingenuity to provide means whereby the coloration can be produced at a given stage, before it reaches the final consumer, and in such a way as to avoid the payment of that tax. It is a further fact for consideration that manufacturers of pure butter do not attempt to imitate oleomargarine in manufacturing their product in any sense whatever nor do they attempt to sell it as and for oleomargarine, but desire their product to go to the consumer as and for what it is.

This is exactly what the oleomargarine people ought to desire to have done with their product and is exactly the thing that the rest of the people should demand to have done whether they desire it or not. In view of the fact that the oleo people are taking the initiative in demanding a change in the statute, it would not be unbecoming on the part of the butter people to examine with some care the statute as it now stands for the purpose of ascertaining in what way it should be amended, and if their views do not coincide with the views of the oleo people, then the question to be considered should be laid before the entire consuming public for its consideration and representations should be made to the legislative branch of the Government showing or tending to show the desires of the people as to such legislation. The personal views of the writer are to the effect that if the tax is changed so as to make a uniform tax for all oleo whatever it may be that legislation should be accompanied by the further provision in the statute that no oleomargarine should be allowed to be manufactured in

imitation, or semblance of butter of any shade of yellow of the product of the dairy. This is for the purpose of maintaining clearly and distinctly a line of demarkation between the two commodities in the interest of the consumer and of mercantile integrity.

People Create Own Standards.

The last few years have shown the greatest strides in the industrial and commercial life the world has ever known. In one century the growth of manufactured products has increased more than 200 per cent. and our exports have increased more than 430 per cent. Nowhere are this growth and prosperity more evident than in the large retail stores. They represent wonderful achievements over the small country store where people went both to shop and gossip.

Prof. Metchnikoff a few years ago wrote a book on the social head, showing that it is the elite in society, art and science who create standards. That this is true in business is well illustrated by methods of trading that are still carried on in certain parts of Africa and South America. One trader stands on one bank of a narrow stream and another on the other ready to exchange their wares—a different procedure from entering a handsome store with many large doors and aisles, fine show-cases, beautiful goods and plenty of salespeople to serve one. This wonderful transformation is largely the result of public opinion—buyers demand these comforts.

These demands do not end here, as customers expect telephone service, waiting rooms, credit accounts, exchange desks, quick delivery and many other comforts.

Public opinion has changed the system as much as the structures in which business is conducted. Before owners and managers appreciated the value of public opinion they had different prices, according to the liberality and wealth of their trade. This principle continues in certain small shops in Europe to-day where they depend largely on tourists for trade. John Wanamaker was one of the first men in this country to see that public opinion means much in the success of any large business house. He told his employees and other retailers: "Customers want one price, not two. Our times demand higher business standards. We must give the best goods for the least money. We must try and eliminate error and work to please as well as to market our wares." A firm as well as the individual needs character. The average customer demands good service. As applied to merchandising it has come to include every detail from the designing of goods, the making and distributing, to the seeing that goods are carefully delivered. Successful managers and buyers know the tastes of their customers as well as a society woman knows those of her friends.

Shoppers want more than good stock, carefully arranged. They demand intelligent and tactful salespeople. As a merchant says, "We can

buy the goods, but we must depend on our salespeople for a proper handling of them. The large houses are spending thousands and thousands of dollars training their salespeople how to meet their customers. We want men and women to see how the comforts of our patrons are being slighted and how they can better these conditions."

William Markson.

More Men of the Kind Needed.

Men who do harm are not rare. Men who do good are more common still. And men, who, preaching against wrong, preach that good may be done, are numerous and, in many cases, of value to the rest of us. But in every ten thousand such men quite nine thousand, nine hundred and ninety-nine are slaves of a master more powerful than their goodness or their desire to do good; master that does not interfere with their virtue—does not hinder them from being negatively good. That master is Custom. And he who has the strength of will and the courage to rise above that master, following the promptings of a warm heart, and irrespective of decreed propriety or impropriety, is the solitary one in all those ten thousand who deserves the unlimited eulogies of mankind. His is The Voice. His walk in life is broad. He is often condemned; often maligned; seldom really understood, and never appreciated as he should be. But we catch an occasional glimmer into a soul that teaches us he is not ordinary. There occasionally flashes from him a Truth that we may reject because we are slaves to that which is below him. It is not his voice that makes him superior to us. His life, his actions, his regard for his brothers—not flaunted by him with egotistical cant, but learned from those who know him best—these tell us of the man. Why can we not have more such men?

Geo. F. Butler.

Merchant's Advice To Clerks.

I have been asked to say something about economy and running into debt. In my opinion a person that is disposed to be economical and wants to save money never runs into debt.

Never mortgage the future. It is much better to deny yourself now, even to suffer some privations.

Pay cash and accumulate a little fund, and you will be surprised how much better you will feel—how much better that suit of clothes will look on you, or that hat, when you can say to yourself, "Well, it's paid for." Then, suppose you are taken sick, or something happens to you, how bad off you will be without the ready cash.

I never in my life went into debt for articles for personal use, and there are quite a number of employees who are following this plan.

So many young people spend their money, as well as anticipate the future, recklessly, without a regard to future wants.

The money you are going to earn next week and next month you will find plenty of use for.

D. B. Loveman.

SEVERE TEST

Which Prospective Census Enumerators Recently Faced.

Written for the Tradesman.

A fortnight ago about 300 men and women, young, middle aged and old, white, black and red, native born and alien born—nearly every European nation being represented—were given an opportunity, limited to three hours of time, to demonstrate their fitness for appointment by the Government to the position of census enumerator in this Fourth Congressional District of Michigan; the examination taking place in McLachlan's Business College under the direction of representatives of the Census Bureau.

Every applicant for such position who was present had been notified to equip himself or herself with pen, ink and pencil and upon reaching the examination rooms each one—when the assembly had been called to order—was provided with a blank population schedule sheet and a second sheet containing a narrative embodying in a variety of forms typical presentations of facts as they are or might be given orally to a census enumerator as he goes from house to house seeking the information desired by the Census Bureau.

Naturally those forms of replies to the enumerator's questions were as various almost as are the different human temperaments and degrees of intelligence, so that each form required an individual analysis by the enumerator, who, in turn, was required to enter the many items in their proper form and in the column assigned to each particular feature in the population schedule.

In addition to the notification that they must complete this examination within three hours the prospective enumerators were advised that every necessary bit of information for meeting the required examination successfully was contained in "the printed narrative that had been distributed" and that "no questions must be asked by any of the applicants."

The examination bore not the slightest relation to any city, village nor township in Michigan nor the North Central States.

In fact, all names of streets and the city and township, of men and women, were strange and, of course, the kinship or social and business relations to each other were strange to all present. Here is an example:

In the dwelling house on the south side of Watkins avenue, No. 326, lives Mrs. Jane Campbell with her daughter Julia, who married a Frenchman named Louis Desnoyers, a native of Paris, who came to this country in 1898, a youth of 17 years, and who was employed at the time by the Central Delicatessen Co. Desnoyers has taken out his first papers. Mr. and Mrs. Desnoyers were married in Trenton, N. J., the bride's birthplace, as well as that of her mother, on June 12, 1902, when the bride was 19 years old. They have had two children, Paul, 6 years old, and Louise, who died in infancy. The husband is now the chef for the Down Town Club, where he has been em-

ployed four years. Mrs. Campbell, when 22 years of age, was married June 12, 1882, to Gordon Campbell, a native of Glasgow, who arrived in this country in October, 1870, aged 14 years. Immediately upon his arrival he took out his first papers and in due time received his naturalization papers. He died while working at his trade as a machinist in 1898. Mrs. Desnoyers is a stenographer and typewriter and acts as accountant for her husband, who speaks and reads English indifferently, but reads, writes and speaks French. Mrs. Campbell owns the house and was for years a saleswoman in the retail dry goods store of J. W. Perkins & Co. She has not been so employed during the past six years.

Or the narrative proceeds as follows:

On the third floor of a house, 326 Watkins avenue, lives a negro, Sam Broglin, who is a native of Georgia and says he is 66 years old. He was married in 1866 to a 19-year-old mulatto woman in Baltimore, a native of that city, where her parents were also born. The husband does not know where his father was born, but his mother was a native of the State of Georgia. Broglin has been employed the past three years as janitor in the Dartmouth apartment house and his wife goes out washing and scrubbing. They have had two children, both of whom are dead. Broglin can read English fairly well and his wife can both read and write.

Fancy taking fifteen or twenty such "stories," analyzing them and distributing in their proper columns the multitudinous items of detail that go to make up a complete census report for each individual; writing it down in ink and in one's own handwriting.

A few of the candidates—a very few—completed their examination inside of two hours, many had finished their work in less than three hours and quite a considerable number were not able to complete the test in the time specified. The result of the examination will be made known sometime before April 15. L. F. Rand.

Getting a Raise.

A year ago a manufacturer hired a boy. For months there was nothing noticeable about the boy except that he never took his eyes off the machine he was running. A few weeks ago the manufacturer looked up from his work to see the boy standing beside his desk.

"What do you want?" he asked.

"Want me pay raised."

"What are you getting?"

"Tree dollars a week."

"Well, how much do you think you are worth?"

"Four dollars."

"You think so, do you?"

"Yes, sir, an' I've been t'inkin' so for t'ree weeks, but I've been so blamed busy I ain't had time to speak to you about it."

The boy got the raise.

A Happy Thought.

"Let's go to the theater."

"I've nothing to wear."

"Then we'll go to the opera."

THOMAS D. GILBERT.

Incidents of His Long and Interesting Career.

Written for the Tradesman.

During a considerable part of his residence in Grand Rapids the writer enjoyed the confidence and friendship of the late Thomas D. Gilbert. It is not my purpose to review the life of this busy, useful man, but to recall a few incidents that came to my knowledge from time to time that reveal the character of the man. Mr. Gilbert engaged in various kinds of business during his life and by the exercise of prudence, good judgment and honesty in all his dealings won a large measure of success. He served the State ably as a Representative in the Legislature and for many years as a Regent of the State University and to the city of Grand Rapids he gave much of his valuable time while a member of the Common Council, the Board of Education and the Board of Public Works. He was for several years a member of the Board of Directors of the Board of Trade and the confidential adviser of men in various business activities. He ever evinced a keen interest in all enterprises affecting the welfare of the city and in a quiet way exerted a strong influence in shaping local legislation at Lansing.

Twenty years ago he favored the abolition of the office of Highway Commissioner and furnished the facts which aided our Representatives in the State Legislature in passing an amendment to the city charter to place the care of the streets and sewers in the charge of the Board of Public Works. The Senator representing the city in the Legislature opposed the passage of the bill through the Senate for political reasons, and it failed to become a law on that account. Mr. Gilbert rendered material assistance in shaping the dock line bill, over the provisions of which a long and heated contest was carried on at the State Capitol. In this matter he sought to protect the interests of the city. While the bill was pending action by the House of Representatives Mr. Gilbert visited the State Capitol and one morning, greatly to his surprise, business was suddenly suspended and he was invited to address the legislators from the desk of the Speaker. A committee escorted him to the rostrum and, when he had been introduced, Mr. Gilbert, in a few well chosen remarks, expressed his appreciation of the honor tendered by the House, a majority of which was opposed to himself politically. He referred to his membership in the House of 1861 and the weighty measures presented for consideration during the session, under which the troops were organized, armed and equipped for service in defense of the Union. The State was but sparsely settled in 1861 and there were but three lines of railway in operation within its borders. The means of communication were limited and slow and much valuable time was necessarily lost in preparing the troops for marching to the field of battle. Mr. Gilbert was a member of the Committee on Ways

and Means which prepared the appropriation bills.

Mr. Gilbert was often solicited to take stock in corporate enterprises, but to the promoters of such he turned a kindly but unresponsive ear. From the late James G. Beecher, who lost his life in the fire that nearly destroyed the Houseman building ten or twelve years ago, the writer learned the following: "With Judge Holmes and others I became associated in organizing the Tontine Life Insurance Co. We needed more capital after a few months of operation and decided to employ a noted promoter of such enterprises to assist us in selling additional stock of the company. When the promoter arrived he investigated the condition of the company, studied our prospectus and, giving his approval to the plan, remarked that the work assigned to him would be quickly and easily accomplished. 'Just to show you how easy it will be to sell this stock,' the promoter remarked, 'present me to the hardest man to interest in a stock proposition in the city. I will guarantee to get his signature in fifteen minutes.' With the aid of the phone," continued Mr. Beecher, "I made an appointment with Mr. Gilbert and at an hour named on the following day when we called at his office the promoter explained the prospectus and the plan for distributing the new stock in detail.

"Mr. Gilbert listened to the gentleman patiently and when the 'bait' for one had been prepared especially for his benefit, was exposed he checked the speaker with the remark: 'This proposition does not interest me. I have made it the rule of my life never to place my money where it would be beyond my control. If I were to subscribe for stock of this corporation Mr. Beecher and his friends would control the money so invested. You must excuse me if I adhere to my rule in regard to the disposition and use of my money.'

"The arguments of the promoter availed nothing and when we retired the promoter could only exclaim: 'Mr. Gilbert is a remarkable man—a truly remarkable man.'

For a time Mr. Gilbert was the President of the Peninsular Building and Loan Association. It was a small corporation, but Mr. Gilbert took as much interest in it as if it had \$1,000,000 of capital. He did not value house property very highly. "If you own houses besides the one you live in," he advised the writer, "get rid of them as soon as possible. Owning houses for rent is an unprofitable business." With this estimate of the value of house property, which amounted to a conviction in his mind, he advised the Board of Directors of the Building and Loan Association to dispose of such property taken over by the Association by assignment or mortgage foreclosure as soon as it might be possible without too great a loss.

Mr. Gilbert was the soul of honor and dealt squarely with all with whom he entered into business relations. He exacted the same fairness and punctuality he conceded to others. He

was very much surprised and annoyed after picking up his newspaper one morning upon finding in the proceedings of the Common Council a statement made by one of the aldermen that the Gaslight Company, of which he was, from the date of its organization until a period shortly before his death, President, had rendered bills for a larger amount than the service rendered by the company entitled it to receive from the city, and that the bills had been paid. Mr. Gilbert threw aside the paper and hurried to the office of the Gaslight Company, where he vigorously and nervously studied the company's account with the city. After satisfying himself that the statement of the alderman was true, and that the overcharge was due to carelessness on the part of the book-keeper, he caused a check to be drawn for a sufficient amount to cover the overcharge and delivered the same personally to the City Treasurer. This mistake greatly mortified the pride of Mr. Gilbert.

Over thirty years ago Conant, a famous artist then living in St. Louis, was invited to come to Grand Rapids for sittings with a number of business men. He was delighted with the invitation, as he had formerly resided in this city. He accepted the invitation and shortly afterward came here and painted life-like portraits of Judge Withey, Rev. J. Morgan Smith, Mr. Gilbert and others. The artist studied his subject closely and very happily decided to paint Mr. Gilbert's facial expression when he was in a cheerful mood. Ordinarily Mr. Gilbert's

face wore a stern, earnest expression, but when telling stories his eyes twinkled, the hard lines softened and the face was illuminated by the kindly spirit within. Mr. Gilbert was an accomplished story teller and while the artist was busy with his crayons and brushes he encouraged Mr. Gilbert to continue the relation of jokes, incidents and uncommon experiences, making the hours given to the sittings enjoyable for both. This picture, which I presume is in the possession of Mrs. Gilbert, represents the best view of a man who was an honored member of the business and social community of Grand Rapids for one-half of a century. Arthur S. White.



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

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.

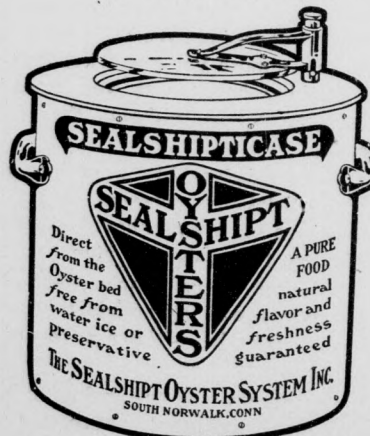
The question always is, how to get more good customers without such expense as will eat up all the profits.

The answer is: Become a Sealshipt Agent.

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

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Oyster System, Inc.**

South Norwalk
Connecticut



Industrialism Needed As Teacher.

Industrial education promises better living and improved chances of earning a living, through employment in manufacturing industries mostly, for, although the land turns out raw materials from mine, farm, and forest, and transportation and commerce relate to both finished and unfinished products, yet complete industrial activity is dependent upon factories in operation, so that it is really the factory which opens or closes the circuit of modern business.

It is true that a few experiments in industrial education are now going on over the country owing to the efforts of sincere workers in the extensive field; still it has become manifest that the movement can not fitly proceed in any large way unless industrialism itself joins heartily and helpfully in the complicated task. By "industrialism" is here meant, collectively, the producers, and a producer can be a capitalist, a thinker, a laborer, or all three in one.

Let it be agreed that the right kind of industrial education will help the business of making and selling goods, since it is self-evident that the factory boss will not hire industrial graduates for other than business reasons, then it follows that the schools must furnish the kind of wage earners that there is a demand for, from time to time as wanted, preferably at factory centers.

Clearly, again, all kinds of labor facts, as they exist at varying times, must be fairly reckoned with; hence, a practical thing would be the creation of some form of volunteer contingent, a trained and efficient reserve, as in militarism, from which the regular army of wage earners could be adequately recruited for the benefit of all concerned, including the public at large.

That fellowship certificates, benefit associations, and pension list inducements should enter into this system is a matter of the commonest kind of common sense.

Factory co-operation in factory centers with all kinds of schools, secular, sectarian, consular, public, private, high or low, or even with boys' clubs and with libraries, in some method of providing students with object lessons for information about raw materials, and what can be done with raw materials, would quickly give industrial education its largest chance, inside and outside of school.

Permanent, set exhibits and cut and dried rules are not wanted, and text books would be of little use at first in this case, but suggestion has the highest possible value, because suggestion stimulates invention and fosters independent thought.

Small, exchangeable traveling exhibits, with simple descriptive matter, are the elements of the system here proposed, such as can be fitted up at light expense by specific industries, as required, to show what each kind of factory needs, and to direct teachers and students alike into locally profitable channels, in accord with fashion, demand, expediency.

It is proposed that associations of manufacturers take a hand, at first in showing school boys something about the pure elementary materials that go to make up factory products; next the first stages of converting raw materials into available materials, and so on through all the processes and grades to the finished products.

It is easier to teach a boy the right thing than it is to teach a man the right thing after he has learned the wrong thing, and the idea is that a system of utilizing in schools the flexible practice of factory, avoiding musty, wearisome theorizing, will help the school first, second the factory, and finally create more of the manly kind of wage earners.

To reduce the proposition to the simplest terms, it may be stated in this form:

Let the school ask the factory to supply samples of the raw materials and the finished goods the factory is turning out for sale, so that the school can show the student what the factory wants to produce.

The manufacturer can furnish these at little expense, while the primary student can be interested more effectively in vocational affairs by what he can taste, smell, feel, and see than by what he hears of and reads about only; and once the habit of independent, volitional reference study is formed in the young, that habit must determine the character and usefulness of the grownup, consciously and unconsciously.

No immediate revolution in national educational methods can reasonably be expected, but traveling exhibits can be devised at once which will answer the purpose of quick action locally.

Frankly, it may as well be admitted that the kind of industrial education which will answer the requirements of this conspicuously industrial age can not be efficiently taught nor learned from books, nor by the methods now in general use in our public schools; however, no concession is asked of the teacher in any grade when industrial object lessons are offered for reference study and general information.

Permanent museums and libraries do much for the intellectual life, but the contention herein is that little exhibits of industrial crude and finished products, which could be passed around from school to school, would do more to fit boys for wage earning, and this is what industrial education proposes to do for boys.

The rising generation need have no apprehension about arriving too late upon the scene, for "the practical interests of human life" are tumbling over each other in the need of solution, and more portentous necessities are coming in swarms as population increases.

No amount of argument can disprove the facts of evolution which show the dependence of a sound mind upon a sound body, and we have accumulated statistics enough during fifty years past to prove that healthful, continuous occupation is a means of salvation for young and old, poor or rich.

"The world is always tormented with difficulties waiting to be solved," and a list of small improvements and inventions, to say nothing of the greater ones, needed in American factories would serve to humble the jingo patriot some.

G. Edward Fuller.

No Need To Worry.

The professional point of view is rarely that of the humanitarian. A passenger on a London omnibus calls out to the conductor:

"Ere, there! Whoa! There's an old chap fallen off the 'bus!'"

"All right," responds the conductor, cheerfully. "'E's paid his fare!"

It is always easier to straighten out the truth than it is to line up with it.

Will Not Freeze

**Very Strong
Dissolves Instantly**

Manufactured only by

**Jennings
Flavoring Extract Co.**
Grand Rapids, Mich.

See Price Current

**Klingman's****Summer and Cottage Furniture: An Inviting Exposition**

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

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

Klingman's Sample Furniture Co.

Ionia, Fountain and Division Sts.

Entrance to retail store 76 N. Ionia St.

Karo

The Syrup of Purity and Wholesomeness

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

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

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



**CORN PRODUCTS
REFINING COMPANY**

New York

IDEMA'S INCREASE.

Genial Banker Should Be Satisfied With Record.

It is apparent from the recently published bank statements that Henry Idema ought to have been fairly well satisfied with the year 1909. The Kent State Bank's surplus and undivided profits increased from \$156,435.57 on Feb. 5, 1909, to \$204,676.42 on Jan. 31, 1910. This is a gain of \$48,241, or 30 per cent., equivalent to 9.65 on the capital stock of \$500,000. During the year the bank paid four 2 per cent. dividends, a total of \$40,000, making the total earnings \$88,241, or 15.65 per cent. on the capitalization. The bank paid the taxes in addition to dividends, and this called for probably \$10,000, or 2 per cent. more. A few more as good years as 1909 proved to be and Henry Idema will have the Kent State Bank in the "honor" class, with surplus and profits equal to or in excess of the capital.

E. D. Conger, of the Peoples Savings Bank, is also entitled to a feeling of satisfaction. The Peoples is \$17,583 more to the good than a year ago. This is 17.58 per cent. on the capital of \$100,000, and the bank dis-

It takes nerve to write off a loss—the same kind of nerve that takes a man to the dentist—but it is good banking and it is the general policy in this city.

There has been a strong demand this season for bank stocks, but the offerings have been small and scattered. Some of the stocks are in greater demand than others, but any of them will be grabbed up quickly if the present holders indicate a desire to let go, and at quotations considerably above the "book value." A few shares of the Kent State changed hands recently at 201, while the "book value" is only 1.41. This quotation, however, is amply justified by the showing of 17.65 per cent. earnings made last year. It may be interesting to know what are the "book values" of the different bank stocks. The figures are given below.

The Michigan Trust Company, with \$200,000 capital, has surplus and profits of \$346,927 and a book value of 273.4.

At the annual meeting of the Grand Rapids Clearing House Association last week James R. Wylie was elected President, Dudley E. Waters Vice-President, Clay H. Hollister Secretary, Robert D. Graham Treasurer,

	Capital	Surplus and Profits	Book Value
Old National	\$ 800,000	\$ 569,769	1.712
National City	600,000	232,484	1.387
G. R. National	500,000	185,247	1.370
Fourth National	300,000	222,900	1.743
G. R. Savings	150,000	115,360	1.769
Kent State	500,000	204,676	1.409
Peoples	100,000	95,257	1.952
Commercial	200,000	29,748	1.148
City Trust and Savings	100,000	50,245	1.502
S. Grand Rapids	25,000	3,750	1.140
	\$3,275,000	\$1,709,440	1.522

tributed 10 per cent. in dividends to the stockholders beside.

The consolidated statement shows that the banks made a total gain in surplus and undivided profits of \$136,459, or about 8.7 per cent., equivalent to 4.1 per cent. on the total capitalization. The total surplus and undivided profits are \$1,709,440, or 52.2 per cent. on the capitalization. The banks paid a total of \$261,500 in dividends, or 7.9 per cent. on the capitalization. The net earnings of the banks were \$397,957, or 12 per cent. on the capitalization—which can not be regarded as so very bad.

Two of the banks, the Fourth and the Commercial, show undivided profits at a slightly lower level than a year ago. This does not mean that these banks did not have a successful year, for both did well, but it is the Wm. H. Anderson policy to write off any paper that becomes in the least doubtful. The bank does not by any means cease in its efforts to realize, but the doubtful paper is not carried as an asset. Often the doubtful stuff becomes good again, or there is some salvage from the wreck, and then there is a nice little jump in the surplus and undivided profits account.

E. H. Hunt Manager. Members of the Clearing House Committee, Wm. H. Anderson, Chairman, Henry Idema, Dudley E. Waters, Chas. W. Garfield and Jas. R. Wylie. It is customary with the Association to pass the offices and honors around. Mr. Anderson had been President two years and as this is the limit he moved on.

In this era of many banquets it is almost a relief to note that the Clearing House Association held its annual without six courses and the cigars around the mahogany. The bankers in this city are on friendly terms and are cordial in their co-operation, and when the need for it arises are often in conference, but they seem to be able to be and do all this and still not endanger their digestions.

Not Particular.

"What kind of a man would you like for a husband?"

"O, either a bachelor or a widower. I'm not particular which."

The fact that you are fighting for the truth does not excuse you from practicing it once in a while.

Heaven sends some burdens just for ballast.

Kent State Bank

Grand Rapids, Mich.

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

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.

Credit Advices and Collections

MICHIGAN OFFICES

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

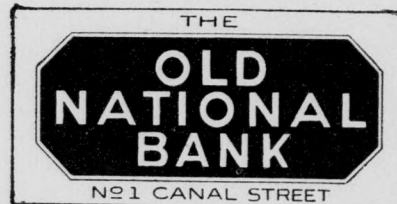
General Investment Co.

Stocks, Bonds, Real Estate and
Loans

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GRAND RAPIDS

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

Capital
\$800,000



Resources
\$7,000,000

THE NATIONAL
CITY BANK
GRAND RAPIDS

WE CAN PAY YOU

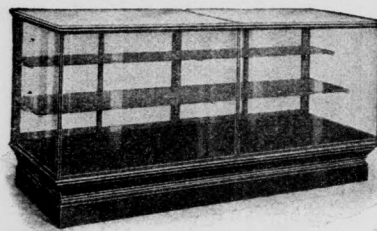
3% to 3½ %

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

49 Years of Business Success

Capital, Surplus and Profits \$812,000

All Business Confidential



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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.

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We Solicit Accounts of Banks and Individuals

The Old-Time Hired Man on the Farm.

Written for the Tradesman.

Just now no end of investigation is going on to find the cause of the high cost of living. A Congressional Committee, several state legislatures and countless newspapers and magazines are right at it. Everybody, from the day laborer to our big President himself, is intensely interested in the subject. Millions of us are carrying on investigations of our own to find out whether in our individual cases there is any satisfactory way of making one dollar do the work of two. In these last few of us have reached results that we care to make public.

The increased cost of production is the reason invariably given for higher prices. In other words, the reason it costs us more to live is because it costs everybody else more. We handle considerable money, but it seems to be increasingly hard to make any of it stick to our fingers.

It is generally agreed that the high prices of food stuffs are responsible for the greater portion of our woes, but the farmer is quick to resent any insinuation that he is getting too much of the money. If pressed with enquiry he probably will admit that he receives good prices for what he has to sell, but straightway he will declare that he has to pay out most of what he gets to his hired men.

The farm help problem has of late years become a serious one. Owing to the uncertainty of getting help when they most need it, and the high prices they have to pay at all times for farm labor, many owners of land have seeded down their farms and otherwise reduced their operations to a smaller scale than formerly. Of course this puts up prices.

The hired man on the farm is now, as someone puts it, "a salaried employe." He very likely owns a horse and buggy, and the free keep of the horse is one of the perquisites which must be allowed in order that the man's services may be retained. This modern hired man can in some cases dictate, and in all cases have considerable "say" as to his hours of work, holidays, food, lodging, etc.; while the wages which are paid him would have seemed to his predecessor of forty or fifty years ago a fulfillment of the wildest dreams of avarice.

We hear a good deal about scientific farming, and how, as a result of research and the application of the knowledge obtained, the tiller of the soil is able to work to far better advantage than formerly. This is good as far as it goes, but all the agricultural colleges and experiment stations from Maine to California, and all the professors thereof, never have taught one farmer how profitably to raise low-priced products with the labor of a high-priced hired man, nor are they likely to impart, or even to secure, this greatly-to-be-desired information.

Every agriculturist will tell you that if he could hire his help at the same rate his father hired his, then, with the present prices of products, there would indeed be "money in farming." But with the prevailing high prices of labor very many farmers contend that

they have as hard a time to make both ends meet as do other people.

Time was, and not so very long ago, when a good strong farm hand could be hired for sixteen or seventeen dollars per month from the time work opened in the spring until corn husking was over with in the fall. Very likely he stayed on through the winter, receiving no wages but doing chores for his board. In those days profitable agriculture consisted largely in the intelligent direction and utilization of the labor of these men. But times change, a striking proof of which is furnished by the better pay now received by the average farm laborer and the marked improvement of the condition under which he lives and works.

If we could have back again the old farm hand at the old price we should not be up against this increased-cost-of-living problem as we are now. Still, it does not seem that his successor of the present day gets too much. Rather is it true that he of the former time got too little.

The farm hand of the past! We can not now recompense him for his poorly paid services, but we can recount his many virtues and great usefulness and shed a grateful tear over the recollection.

So here's to the memory of the old-fashioned hired man on the farm, who rose, if not with the lark, then considerably ahead of him, his matin slumbers being disturbed by the stentorian voice of his employer calling the crew of hands so as to get an early start with the long day's work; the hired man who toiled all day in the field and then, after supper at night, fed the horses, milked the cows, folded the sheep and carried the swill to the squealing shoats, being thankful if he could finish his chores before 8 o'clock; who plowed, sowed, hayed, harvested, tended corn and dug potatoes in our behalf; who subsisted on salt pork (then not as now a luxury for the rich, but a staple for the poor) and potatoes boiled with the jackets on; who was content to sleep in the attic, or on hot nights in the hayloft, and who was well satisfied if he could get away for Fourth of July and take in one circus during the summer.

We recked not of thy many excellencies until thou wert gone from us irrevocably! Did we sometimes regard with ill-concealed derision thy bucolic mirth, thy uncouth garb and thy plodding gait, acquired by tramping endless weary miles over soft ground? Let sincere penitence and deep contrition be upon us for these our sins of ridicule. Blind ingrates that we were, we knew thee not for what thou wert, an Atlas bearing the heavy world upon thy rugged but oft-times weary shoulders! Quillo.

Consistency.

"It seems to me that your husband is not of a very even temper."

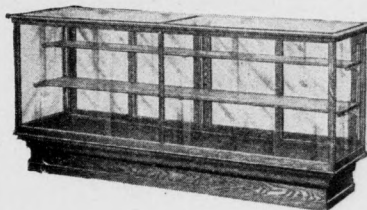
"Oh, he certainly is. He growls the whole time."

Often the clock that strikes loudest is farthest off the time.

People who are rich in heart never put their money there.

The Best Show Cases Bear This Trade Mark

Wilmarth
THE CASE WITH A CONSCIENCE



The above show case is the original Knocked Down receding base floor case. No better case can be built at any price. This is one of twenty different styles of floor cases that we build. We carry a large stock on hand ready for immediate shipment at all times. Complete catalog and prices on request.

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To send for catalog showing our line of

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LIBERAL TERMS.

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

A HOME INVESTMENT

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

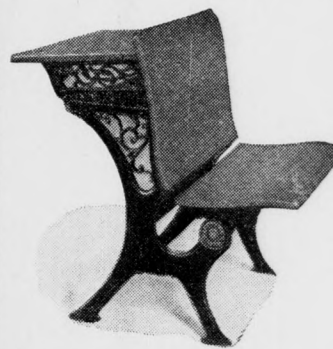
HAS REAL ADVANTAGES

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.

More School Desks?



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

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

We can also ship immediately:

Teachers' Desks and Chairs

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Our Prices Are the Lowest

We keep up the quality and guarantee satisfaction.

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

American Seating Company

215 Wabash Ave.



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PHILADELPHIA

Are you looking for a chance to go into business for yourself?

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.

THE PASSION PLAY.

The Best Way To Visit the Place of Presentation.

Rome, Italy, Jan. 22—If we do not gauge the pulse of the American public incorrectly, then we are right in our supposition that a great interest is attached to the world-renowned "Passion Play," given decennially at Oberammergau, Germany; and inasmuch as this is the season when it is given, and that we mentioned it in our last letter, we have assumed that some particulars regarding the same may be read with considerable interest by your readers generally and especially by those who are contemplating a visit to Europe this season, when two great attractions offer themselves to the traveler.

Let us first give directions to get to this village that has gained so much celebrity:

It lies south by east of Munich, a distance of sixty-one miles, forty-six and one-half of which are to the village of Murnau, where a change has to be made from the steam to an electric car, unless one cares to continue on the steam train until Obergau is reached—another ten miles—and here take an omnibus to Linderhof, where a change to another 'bus line will bring you to Oberammergau in a little over four hours at an added cost of \$2. The ride on the electric car from Murnau to Oberammergau takes one hour and ten minutes and costs 25 cents. Baedeker, the official guide for Europe, and whose book is very largely used by travelers while here, describes Oberammergau in the following manner:

"Sixty-one miles from Munich, 2,745 feet above sea level. Hotels, Wittelsbacher Hof, Alte Post, Bahnhofs Hotel, Osterbichl, Lamm. Pensions, Veit and Edel.

"A large village celebrated for the Passion Play performed here every ten years (1910, etc.). Wood and ivory carving are the chief occupation of the inhabitants. About one-fourth hour's walk to the west, on a hill at the north base of the Kofel Mountain (4,405 feet), stands a colossal group of the Crucifixion in sandstone, executed by Halbig and presented by King Louis II. in 1875."

The booklet issued by the firm of Gg Lang sel. Erben, which we have before us, gives the following interesting and necessary particulars for the benefit of those whose intention it is to attend:

Dates of the Performances.

May 11 (last rehearsal), 16, 22, 29.

June 5, 12, 19, 24, 26, 29.

July 3, 10, 17, 20, 24, 27, 31.

August 3, 7, 10, 14, 17, 21, 24, 27, 31.

September 4, 8, 11, 18, 25.

All to be given in the theater.

The performances all begin at 8 a. m. and last until 6 p. m. At noon there is an intermission of two hours.

If the theater can not accommodate all the guests present on the days fixed for performances the play will be repeated, with the same actors, on the day following. Timely announcement of such repetitions of the play will be made by placards in the vicinity of Oberammergau and in Munich.

The Guido Lang House is, in accordance with the family custom, thrown open to the visitors of Oberammergau during the weeks of the Passion Play.

In it will be found postoffice, telegraph and telephone station. Cable address: Langs Erben.

The long-established reputation of the house and the standing of the Lang family are sufficient guarantee for the excellence of board and lodging.

It offers its guests all the conveniences of a comfortable and well-appointed home and will be found satisfactory, even by the most exacting. It undertakes to fill all orders for lodgings and tickets and for the performances of the play. It has repeatedly had the honor of entertain-

ing, during former years when the play has been given, some of the most distinguished visitors, both from Germany and foreign countries. It is situated on the main square of the village, only three minutes' walk from the theater. It has an extension terrace, spacious balconies, an enclosed sun parlor, modern drawing rooms, places at the disposal of visitors and thirty-nine rooms and fifty-seven beds.

There are also two dependencies, Villa Sanct Gregor, eighteen beds, and Waldhaus Sanct Gregor, eighteen beds. Both of these villas are situated in a natural park on the border of the forest and are fifteen minutes walk from the main square of the village. One can have river baths or air and sun baths. The views are charming and there are easy walks to

commanding points.

Sanct Gregor serves as the place of rest for Oberammergau during the Passion Play. It is a peaceful valley enclosed by hills and shut away from the noise and bustle of the great crowds which will visit the village.

The stranger, tempted by the unusual and interesting life of the place to make a prolonged stay in Oberammergau, can enjoy the idyllic peace of the mountains and at the same time study close at hand the unrivalled flood of international life which the Passion Play always brings with it.

For only a few decades have visitors been offered any but the most primitive accommodations. There were formerly a few houses belonging to the more well-to-do and there were the cottages of the carvers. All



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Have Telephone Service

If you are in Business, Telephone Service will mean a new and wider door—more and better customers.

For your Residence, your household, social and other duties will be lightened. Shoppers get quicker and better attention if they

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Michigan State Telephone Company



of these threw open their doors with hearty hospitality and offered the best they had; but since that time there have come into being the pretty villas for which Oberammergau is known to-day.

Cottages have been enlarged and embellished and the introduction of modern improvements has met satisfactorily aesthetic and hygienic demands; hence the exacting traveler is no longer compelled to shorten his sojourn in the place which can now provide him with all the comforts he has a right to expect at the present day. The stranger should not be content with a hasty visit to this beautiful district.

Oberammergau has much to offer: The mystical, moving power of the Passion Play, which arouses emotions never to be forgotten, an interesting people whose world-famed skill in carving is as worthy of study as the Play itself, and the awe-inspiring mountains in the immediate vicinity, which are incomparably rich in the wonders of Nature.

The visitor should not make his stay so short as to prevent him from enjoying at least the more important of the attractions which the place has to offer, and to this end the following programme for a five day visit is suggested:

First Day—A walk through the village, the Museum, showing the development of the carvers' art, the monument of the Crucifixion, a visit to the workshops of the carvers, the school for wood carving, interesting old houses to be seen.

Second Day—Excursion to Gar-nisch and to Hellent (or Partnachklamm) or to Badersee and Eibsee.

Third Day—Mountain climb, which is not difficult nor exhausting, to the Ettaler Mande (station of the Austro-German Alpine Club), where there is a magnificent view over the plain to Munich and over the mountains as far as the Oetztaier Firn and the Stubai Firn, or in place of this a trip to the Aufacker, also presenting a splendid view.

Fourth Day—Drive to Linderhof, the favorite castle of King Ludwig II. The drive touches Ettal, the famous Benedictine Abbey, with a fine church of the best Baroque period, which has frescoes by Knoller and Zeiler and sculptures by Roman Boos; also a very ancient wonder-working image of much interest to the historian of art.

Fifth Day—The Passion Play.

The visitor is advised on his departure to take the following tour:

Carriage drive into the Tyrol, over Ammerwald and Plansee, as far as Reutte (a typical Tyrolean village); thence to Neuschwanstein, the castle on the crag, built by Ludwig II.

From Neuschwanstein the traveler usually turns southward to the Valley of the Inn—to Innsbruck, the jewel of the Tyrol—or westward to the Algaen Alps. The routes indicated above may be followed by the pedestrian also.

Various means of transportation are to be had, diligence (omnibus), post, automobile, carriage and private motor car.

As a rule the shortest stay in Oberammergau for which guests are taken is two days. Comparatively few rooms with but one bed are to be had. The prices given comprise the best of board, lodging and service and are as follows:

Board and lodging, per day and per person, in the main building:

From 16 marks upward during the months of May and June.

From 18 marks upward during the months of July, August and September.

In the annexes:

From 14 to 16 marks during May and June.

From 16 to 18 marks during July, August and September.

A mark is figured at 25 cents.

Orders must be placed as early as possible—at the very least ten days before the performance in question—and each order must be accompanied by an advance payment of 25 marks person.

Information as to countermanded orders must be in their hands at least five days before the performance concerned, otherwise the money is not refunded.

Prices for a long stay are reduced by special agreement.

The traveler who wishes to avoid the crowds to be expected in midsummer is advised to make his visit in May, June or September.

The guests who stop with the Langs, the promoters of this enterprise, will receive, without any increase of price, the tickets for the

performance allotted by the Committee.

The reader will understand that if he desires to go on his own responsibility, not making any arrangements that are suggested, the various hotels given in the fore part of this article are open for them the year round; but in case they are used he will have to look after the tickets to the Passion Play after arrival there, taking chances of securing same.

The rates at hotels usually are about \$2.50 per day, all included. Pensions, about \$1.75 per day.

The distance from London to Munich can be covered in about one day, and about five hours less from Paris can be reckoned. These are the particulars so far as we can think to give them, and at that we realize that the admission price to see the Passion Play has not been given; yet we find none mentioned on the circular pamphlet sent us, the contents of which we have given above. However, the reader will discover that, in all probability, the admission fee is included if he stops at the Guido Lang House and pays them the rates asked, which seems about the only safe way to do to ensure one's accommodations in seeing the world's most celebrated play—the Passion Play.

Chas. M. Smith.

Some men believe you can not enjoy life's berries unless you eat its briers.

Religion is a poor thing if you never enjoy it until you get into trouble.

Four Points

of the

Square Deal Policy

No
Direct Sales to ANY
retailer. The little
grocer owns our goods
just as cheaply as the
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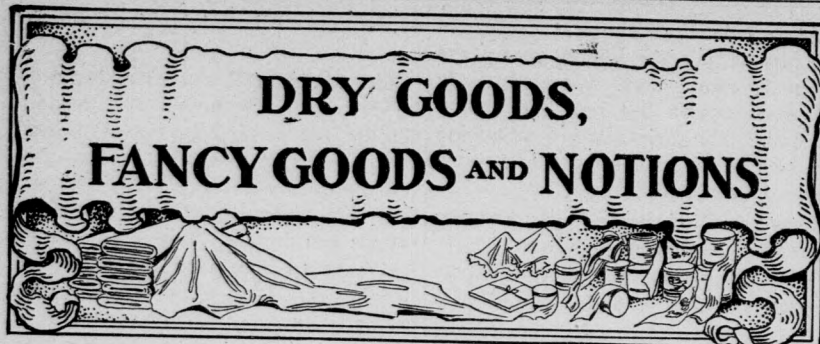
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Nothing upsets the
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"free deal." He buys
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You know the rest.

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



Some New Things in Ladies' Hand Bags.

Written for the Tradesman.

Bags and bags and bags and then some will be the rule the coming spring and all of the approaching summer season.

Time was when every woman did not carry a bag, but that time is long since past. Bags of every size, for different purposes and for use on various occasions, are so handy that few women forego the convenience of their mysteriously pocketed and more or less capacious depths. Certainly shoppers and women who are employed downtown in offices, stores, etc., can not do without them. It is really surprising what an amount of stuff even a moderate sized one will hold and the biggest ones are a veritable boon for the reception of small parcels.

Bags now come in every shape, in every leather and in every color and shade of color, with linings and all the delightful appurtenances perfectly appropriate to these details—and are priced accordingly!

For the approaching season medium tones of blue, green, lavender, cerise and gray will be extremely fashionable, but red and brown will also be very good. Black bags are always in style. Along in the summer the different sorts of patent leather finishes will be well liked.

Enormous bags are now "all the go," but the probability is that size will not cut so much of a figure in the future. Women—most of them—will not take kindly to this trend of the models, for they are fairly wedded to the bag of generous proportions.

The trimmings on the bags of elegant leather and sumptuous interiors are marvels of beauty. Some have the trimmings all of leather, the same as on the outside, while others have these in rose-finished gilt and sterling silver, the frames of metal sometimes showing bands several inches in depth, these being plain, embossed or pierced in fancy designs.

Some New York merchants in the retail line are displaying in their windows small tasty leather bags and books in the envelope shape. Most of these have encountered a sea voyage. One of these pretty imported conceits has Dresden enamel pieces on the flaps. Where these flat bags fasten with a snap that, also, is formed of the Dresden enamel.

A few rather large suede leather bags have a heavy gilt bar at the top, to which is attached a thick double cord with a tassel where the cord encircles the bar. These cords

either match the bags exactly as to color or harmonize with the shade or contrast in tint. The cords being more dressy than the leather handle, a bag with this embellishment can not be used so "common" as one with the substantial handle made of leather like that of the bag.

Another novelty is made up in saffian or auto leather. In place of metal the frame is composed of horn. The indications are that this odd bag will take well with devotees of the whiz wagon, as its material (walrus or pig skin) will be durable, the handle stout and the lines simple, all of which are features demanded for automobiling, no matter what the object may be.

Manufacturers are faithfully promising that, on account of advances in both labor and raw material, prices of bags are to experience a considerable rise—and when manufacturers make this promise so emphatically as they are doing their word may be quite implicitly relied upon.

Jessica Jodelle.

Season of Elaborate Decoration at Hand.

Written for the Tradesman.

Laces for spring are something more than laces; they are tinselled, beaded and bugled to an extent hitherto unknown.

The background of the laces is white, black and colors and the designs are being carried out in metallic effects. As a consequence, they are employable for many purposes where an exact matching in shade or color is not strictly necessary nor desirable.

So popular will these new fancy laces become that it is confidently expected by manufacturers that they will be unable to supply the demand.

As these new trimmings are expensive to make, there will not be the excessive duplication in appearance that follows cheaper goods; the fine things will go to the well-to-do and their likeness not be seen on every little ragshag and bobtail on the street. This fact will commend itself to those desiring to be exclusive.

The spring and summer will see a profusion of lovely laces for lingerie garments. These will be used mostly in combination with fine embroideries. Business is extremely satisfactory in embroideries. English openwork patterns in galloons, medallions, flouncings and all-overs will come into play with all kinds of white cottons and linens. The "eyelet" and the "teardrop" are likely to experience great favor. Ladies' and children's muslin underwear was never so belaced and

DON'T FORGET

That we carry a very large and complete line of men's and boys' negligee and laundried overshirts, overalls, pants, jackets, boys' waists, etc., in fact everything in boys' and men's clothing (with the exception of suits.)

It will pay you to look at our line before placing orders.

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

EDSON, MOORE & CO.

DETROIT, MICH.

Grand Rapids Office and Sample Room, 28 S. Ionia St.

Displaying a Complete Sample Line of
Dry Goods, Notions, Furnishing Goods, Etc.

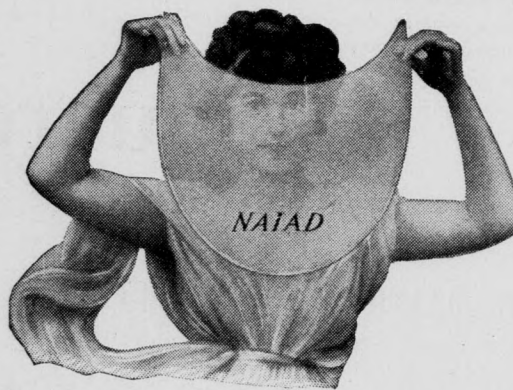
*Let us "Reason" with you
Inspection cordially solicited*

J. M. GOLDSTEIN, Representative

Will be glad to give you his personal attention by appointment

"The Crowning Attribute of
Lovely Woman is Cleanliness."

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Odorless

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DRESS SHIELDS

Supreme in Beauty, Quality and Cleanliness

Absolutely free from Rubber, Sulphur and
Poisonous Cement

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

At the stores or sent on receipt of 25 cents.

The C. E. CONOVER CO., Mfrs.

101 Franklin Street

New York City

embroidered as now. The Sex Feminine seems to have gone fairly wild over the lace idea.

Light net laces, especially Chantilly, are a marked feature with new spring costumes. The drapery style in gowns is largely responsible for the call for these varieties of lace. Brussels, filet and point d'Alencon are greatly preferred by women of refinement.

But the light laces are not to have everything their own way. The bold-patterned heavy ones—Venise and Irish—are to the front as well, so say the French modistes.

Cluny and other rich old lace collars, capes and scarfs will be brought out of cedar treasure-chests and on many occasions feel the air of Heaven in their meshes.

A great many octagon and Oriental nets will be seen in conjunction with wash dresses. German Val is well liked on account of its standing well the wear and tear that inevitably accompany the laundry. Both imitation and genuine Val are always pretty for delicate tub dresses. Wide bands with gathered lace on the edges will be well liked for sleeves, neck and cuffs, also to use for paneling.

In frock trimmings American manufacturers are able closely to duplicate the product of the Europeans, in many cases far outstripping them in beauty of detail.

The "hook-and-eye" designs, fringe effects and pendant ornaments are to play a prominent part among the spring novelties, there being an endless variation of these. Little fancies in bands are joined with straight-edge braids. Soutache braids in silver and gold are bought largely for spring. The so-called one-side loop fastenings will be much in demand for both suits and separate coats. They come generally in black, but are soon to be brought out to match colors for gowns.

The coming six months may certainly be designated as a time of embellishment.

Silk Linings For Lingerie Gowns. Written for the Tradesman.

As an evidence of how one style affects another may be mentioned the fact that delicate materials like chiffon cloth and veilings and chiffons themselves could not be worn without some sort of foundation having considerable more body to it than is possessed by these diaphanous goods. So soft taffetas have received a tremendous impetus for the purpose of rendering gowns of this description less slimy.

The items of shimmer and color are also to be taken into account, for it makes all the difference in the world what color or shade and what texture of silk are used underneath these clinging fabrics. An expensive piece of silk may be ever so beautiful in itself as to tint and quality of fiber and yet under a thin cloth it may look like dull paper cambric—much worse than 30 cents!—while on the other hand, a shiny piece of 75 cent China silk under grenadine or dainty white goods may fairly glorify it.

Sometimes one would imagine that silk of exactly the same shade as the delicate over-goods would be the thing par excellence to put with it, whereas such is far from the correct shade.

The other day, in a large dry goods establishment, where every shade and shadow of a shade may be drawn on for experiment, a clerk and lady were trying different tints of yellow with some of this lovely dress chiffon that goes through all the shades of deep orange to white in the space of a yard or a yard and a quarter. The customer had brought with her a two-yard swatch of handsome changeable pink and buff taffeta.

"First we will try your own silk and then we will put different silks with the chiffon," said the clerk. "I think I know what is needed to produce exactly the right effect, but, as I say, we first will try your sample and all the other shades that might go with the chiffon."

The clerk spread out the lady's beautiful piece of taffeta, laid the shaded orange chiffon over it, gathered it together in the middle and stood the silk up in the shape of a section of a cone, with the goods draped in carelessly-careful folds from the apex to the base. The arrangement was fine, but somehow the color effect was anything but pleasing—it was what you might call muddy. Then pearl white taffeta, cream white, deep orange and a warm buff were attempted, the same painstaking essay being displayed by the clerk with all four of the combinations. But something was the matter with each. The pearl white and the cream white and buff were all lacking in tone as a lining, while the orange was crude. Then the clerk tested a soft lemon yellow with the chiffon and her patience was rewarded. Instantly the shaded chiffon took on the loveliest tints imaginable.

"That's it! That's the one!" cried the lady. "Ah! you are indeed, an artist!" she exclaimed rapturously.

The clerk's bright eyes took on an added luster and her cheeks flushed with pleasure at the enthusiastic praise of the lady.

Of course, you might make the statement that the skill she exhibited in this instance was no more than should be expected, but, notwithstanding the fact that a silk clerk is looked to to assemble correct colorings, still a great many of them have not the requisite knowledge of colors and shades nor the perseverance necessary to accomplish proper results.

Bargain Counters.

A bargain department or counter run simply for the purpose of getting rid of dead stock would soon be deserted and abandoned by buyers. There is no part of the store that calls for such careful assortment and pricing of its stock. The values must be what the name of the department indicates, bargains. If the prices belie the name there will soon be no one who will patronize it. The average shopper has a good nose for a bargain and nothing short of the real thing will satisfy. The uses of the bargain counter are to make a profit

upon its own goods, to bring in people who will make other profitable purchases outside of that line and to help unload slow sellers in other lines.

Suede Gloves in Fashion.

Smart women seem to have laid aside the white glove in camphor. Suede is the thing. It is worn for street in its heavy texture, with wide stitching on the back, and is worn in the evening in the pale golden tones that are very becoming to the arm and hands.

The Compliment Feminine.

"Do you like my new hat?" asked Mrs. Brooke.

"Yes," replied Mrs. Lynn. "I had one just like it when they were in style."

"Graduate" Clothes for Young Men

"Viking System" Clothes for Boys

Made by

BECKER, MAYER & CO.
CHICAGO, ILL.

We are manufacturers of

Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

20, 22, 24, 26 N. Division St.
Grand Rapids, Mich.

Ideal Shirts

We wish to call your attention to our line of work shirts, which is most complete, including

**Chambrays
Drills
Sateens
Silkeline
Percales
Bedford Cords
Madras
Pajama Cloth**

These goods are all selected in the very latest coloring, including

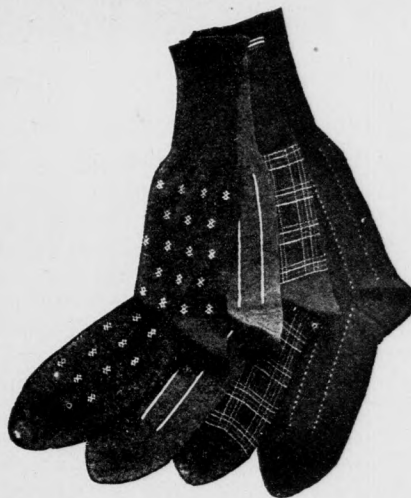
**Plain Black
Two-tone Effects
Black and White Sets
Regimental Khaki
Cream
Champagne
Gray
White**

Write us for samples.

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

Hosiery and Notions

Ribbons, Laces, Embroideries, Ladies' Neckwear, Side Combs, Back Combs, Barrettes, Hair Rolls, Handkerchiefs, Lace Curtains, Window Shades, Brass Rods, Etc.



Our aim is high grade merchandise at popular prices

We Invite Dry Goods and General Store Merchants

to look over our stock and compare values. Salesman will be pleased to call with sample lines.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Mich.

MEN OF MARK.

Wm. R. Roach, Head of the Roach Canneries.

In the biographies of strong men of the United States one finds that in the majority of cases their origin was lowly and that the boyhood of each was one of hardship, deprivation and strenuous labor, generally for mere subsistence. In numerous instances the start was made on a farm, often in a new country where conditions were as hard, as laborious as can be conceived. In the older countries of Europe the boy reared to such a life is apt to become stupefied and ambitionless under the influence of his very surroundings, and some apparently have no motive to rise above these. In this country it is different—or was in respect to the generation that is now in the saddle. If one should spend a year or more in reading the biographies of the men of America who have made their mark in business and the professions he would find a monotony of origin on the farm, in the workshop or among the laboring poor who have no recognized status in the community at large.

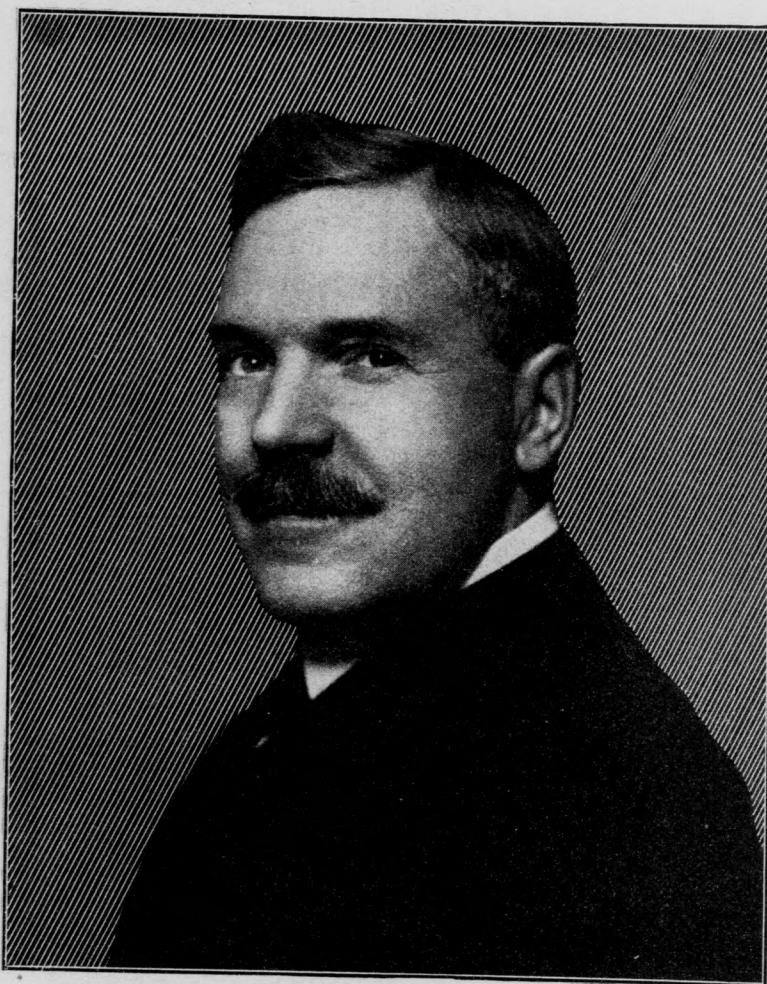
The query then arises, What motive or impulse has made American boys of lowly origin so different in respect to aspirations from the youth of the corresponding class in Europe? Evidently the answer to this question can be found in the genius of our Government, which precludes class privileges and gives one individual as good an opportunity to forge to the front as another. No matter how humble one's origin, he can by education and the acquisition of wealth and the distinction and power that wealth confers reach the highest position in the land and take his place with the most exalted in the community. Our system of education, beginning with the free schools and ending in the universities, which encourage the ambitious young man or woman, is a strong incentive for the young to rise from a lowly to a higher and broader station in life.

Still, the privileges and opportunities of the young American would be of little avail in the development of character and career without an ambitious trait in the youngster, "bred in the bone" as it were, that impels him forward and upward. It is a noticeable feature that so many farmers' boys have early been seized by the notion that the first step in their coveted rise from physical drudgery must be by the means of education. That, they rightly think, is the way that leads to positions in which men live and thrive by practice in the professions, in trade and as engineers, architects and in the higher mechanical arts. No doubt the general prevalence of the common school has furnished the inspiration that has impelled thousands of our youth to get away from the humble life on the farm, with the object of reaching success in what they consider a higher and more refined calling.

William Robert Roach was born on a farm near Pierpont Manor, Jefferson county, New York, September 5,

1862. His father and mother were both natives of the North of Ireland, but were married after becoming residents of America. William worked on the home farm until he was 24 years of age, attending district school at such times as he could be spared from the farm work. At the age of 24 he went to Iowa, locating in Powshiek county and engaging in the growing of vegetable seeds for himself. He continued this business five years with very satisfactory results, when he headed eastward and secured employment as traveling salesman for the Jerome B. Rice Seed Co., of Cambridge, New York. His territory included the entire United States. As soon as he struck his gait he increased his sales to \$500,000 a year, which was a larger volume than

disheartened, he formed a copartnership with Robert P. Scott, of Cadiz, Ohio, and purchased from Seager Bros., of Hart, their canning factory at that place, paying \$30,000 therefor. He spent the winter of 1901 in Old Mexico and the following spring took charge of the business, which he has worked up to remarkable proportions. He is now the largest pea packer in the world and packs a full line of other goods as well. He purchased the interest of his partner last year and still retains 70 per cent. of the stock in his company. He has branch factories at Kent City, Lexington and Port Austin, Mich., and Crafalga, Indiana. He employs from 600 to 800 people in his cannery at Hart on an average of four and one-half months a year and about 1,800 people alto-



Wm. R. Roach

has ever been attained by any three seed salesmen before or since.

About this time Mr. Roach conceived the idea of forming a gigantic combination of all of the pea canning establishments in the country. Forming an alliance with W. G. Rouse, of Belle Isle, Maryland, he secured options on 65 per cent. of the canning plants and also an option to purchase the Chisholm-Scott viner, which every packer had to have in order to carry on his business successfully. Mr. Roach succeeded in enlisting capital for this project to the amount of \$10,000,000 and would, undoubtedly, have carried his plans into successful execution but for an unfavorable decision in one of the Federal courts, throwing doubt on the validity of viner patents. Disappointed but not

together. His goods are known from ocean to ocean and are found in a conspicuous place on the shelves of the best grocers in the country.

Mr. Roach was married June 1, 1904, to Miss Olive Nott, of Adams, New York. The union has proven to be an exceptionally happy one. Mr. Roach has never held any public office, but he is a 32d degree Mason, a Shriner and Knight Templar, a Knight of Pythias and an Episcopalian from way back. He was elected a vestryman of the Episcopal church of Pierpont Manor when he was a very young man and his interest in the church of his adoption has never waned.

Mr. Roach attributes his success to hard work, close attention to duty and

a disposition to give the other fellow a square deal.

The world is full of men bubbling over with big ideas who experience difficulty in holding down even the most inconsequential positions.

There are office men in plenty who seldom think in less than six figures—unless it be when they draw their pay—and complain continually because they are kept in the background while others less gifted mathematically pass them on the road to success.

None of these would prove world starters if they lived for a century. They have big ideas, but they are living refutations of the assertion quoted regarding those elements that have enabled Mr. Roach to gain the front rank in the business world.

Mr. Roach has big ideas, it is true; and it doesn't matter a particle whether it requires four or six or eight figures to represent what they involve.

But he is not content with thinking. He puts those ideas into concrete form, and stays with them until they have been carried out successfully or their incorrectness has been demonstrated. For unlike the Scotchman of the story, who asserted that he was always open to conviction but added proudly that he had never met a man who could convince him, Mr. Roach does not doubt the ability of others to demonstrate the error of his way if he is in the wrong.

This attribute has played no small part in winning the success which has been his portion in a life still young when counted by years. It also accounts in a large measure for his popularity among those with whom he comes in contact and the absolute loyalty pervading every nook and corner of the big institution whose destiny he shapes.

He realizes that all the brains are not monopolized by one man. A janitor in any of the Roach plants is just as free to stop the head of the concern wherever they happen to meet and suggest a change in his department or anything else having to do with betterment of service as the highest salaried expert about the place. If it proves worthy of adoption he will be pecuniarily benefited through a system of awards prevailing in the factory, but above all else there will be a consciousness of having done something worth while. If the idea is not practicable he will probably be told why. For Mr. Roach is a shrewd Irishman who knows that the surest way to get the best out of those around you is to meet them as man to man, irrespective of rank.

He gets it—quickly, too. There is scarcely a man in authority in the big institution but can recall the time when, having received instructions from the head of the firm, almost before the door was closed Mr. Roach reappeared on the scene to enquire whether those instructions had been fulfilled. There are no nagging, no fault finding, no criticism—provided always that no unnecessary time has been wasted. The seemingly undue haste is occasioned not by a desire

IF YOU WANT A
DRAWER OPERATED
 (All Total Adders. All Tape Printers)
CASH REGISTER

Let us sell you the BEST MADE
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IF YOU WANT AN
Autographic Attachment

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 we will furnish it for

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This cut shows our \$115.00 Register with Autographic Attachment

1c to \$59.99, one registration. Five Special Keys. Same Register without Autographic Attachment, \$100.00

The National Cash Register Co.

Salesrooms: 16 N. Division St., Grand Rapids
 79 Woodward Avenue, Detroit

Executive Offices, Broadway and 28th St.
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ALL SECOND-HAND REGISTERS SOLD BY US FULLY GUARANTEED

to figure as an industrial slave driver, but by the prodigious energy of the man and his ability to dispose of matters almost before others have begun their consideration. There isn't a man about any of the Roach plants—and this statement is made without fear of successful refutation—who can hit the terrific pace set by his chief. If he could he would not be in the employ of others, but would be heading an undertaking of his own.

Mr. Roach has little time or inclination for details farther than those involved in formulating a plan of action. He is chief of the strategy board, placing the conduct of a campaign in the hands of trusted lieutenants and holding them responsible for results. He picks a man for a certain duty because convinced that he is best qualified for that position; and, having once settled that point in his own mind, he keeps his hands off until it becomes apparent that he is wrong. Then there is no hesitancy about making a shift. Mr. Roach has plenty of sentiment without being sentimental. He has the kindest feeling for the men associated with him, and if one of them fails to measure up to the standard he is told so as much for his own good as for the welfare of the company. He pays liberally for results—but he insists upon getting results, and if the man entrusted with a task proves incapable of making good someone else gets his place, after he has been given every chance.

Mr. Roach never forgets. When a line of action has been decided upon and the work assigned he keeps track until it has been carried out. Of course, to trace every step in its entirety would be a physical impossibility even for a man of such unbounded energy. But his fingers are constantly on the pulse of the giant organization. He knows before anyone else whether results are what they should be, and if not where the weak link in the chain is located. There is no interference so long as matters are moving smoothly. Every department head is not only given full authority in regard to matters that come under his jurisdiction; he is required to work out his own salvation, always, of course, keeping in view the general policy in conformity with which he must shape his course. "That is your problem," is the

kindly but firm answer vouchsafed to one seeking assistance before he has exhausted every agency at his command—an answer that sends the man away with a new sense of responsibility, a knowledge that his judgment is being fully relied upon. He determines to conquer or die—and the mortality rate at the Roach plants is exceedingly low.

This ability to delegate work to others and while strengthening their friendship and loyalty make them understand clearly what is expected is not prompted by any desire to shirk responsibility or avoid labor. Mr. Roach has always had to do things for himself, to make his own way in the world, and he believes every man should do the same.

"I would rather have a man who makes mistakes than one who does nothing," is one of his maxims. "The man with energy enough to make mistakes, and sufficient intelligence to discover them, is bound sooner or later to stumble on something worth while, whereas he who does nothing is always a dead weight."

His intuitive power, either natural or cultivated through years of activity, is such that it enables him to grasp the full significance of a problem almost before it has been presented. He is usually about three laps ahead of the other party or parties to a conference and, before the last word has been uttered, the last argument advanced, has formed an opinion and is ready with an answer.

The Value of Civic Pride and Civic Spirit.

Written for the Tradesman.

A citizen of Atlanta, while staying a few days in Savannah, met a traveling salesman and in the course of a conversation that followed the Atlantan asked: "Have you visited my city recently?"

"Yes," responded the salesman. "I spent two days in Atlanta a month ago. It is a great city."

"A month ago?" continued the Atlantan. "Say, you ought to see it now."

The late Julius Houseman visited Vancouver, B. C., years ago, when it was so small and its business interests were so insignificant that it was hardly entitled to a place on the map. His visit was made before the

Canadian Pacific Railroad had selected Vancouver as its Western terminus. In speaking of the town Mr. Houseman said: "It was the most undesirable place for business or for residence in the world. The harbor was its sole natural advantage. The streets were dirty, buildings poorly constructed and the population seemed to be made up of poor, ignorant and vicious people. I met, rather unexpectedly, an old friend in the town—a man I had known in my youth in Europe. 'Schmidt, how can you stand it to live in such a God-forsaken hole as this?' I asked. 'I have lived here a long time and like the place. It is my home, you know.'"

Thomas Crane, who formerly lived in Grand Rapids, now a resident of Springfield, Mass., while spending a few days in this city a short time ago boasted of the citizenship, the natural and developed beauty, the climate and the business interests of his home town. "Civic pride runs high among our people," he remarked. "A year or two ago the citizens decided to purchase grounds for a new park. Barney & Berry, the skatemakers, headed a subscription list with \$50,000. Washburn, another manufacturer, added \$50,000 to the fund. Every business man in the city—I might say every resident of Springfield—considered it a privilege to add something to the fund. Even the poor Polish laboring men working on the streets came forward with contributions of fifty cents or less. I speak of this merely to show you how we do things in Springfield."

There is no connection in the above paragraphs, but considered jointly they serve to emphasize the value of civic pride. Grand Rapids needs the enthusiasm of the Atlantan, the love of home of the Vancouveran—Schmidt; the boastful spirit of "Tom" Crane—the spirit that would make all persons residing in our beautiful Grand Rapids pull together for a larger, a cleaner and a better city in which to live. Arthur S. White.

Elevators a Triumph in Engineering.

Skyscraper problems do not include the elevator. In the highest office building of the world passengers are transported directly in a single car to the forty-fourth story, or a distance of 586 feet, a distance which only a

few years ago was deemed all but impossible. And the elevator engineers assert that a type of elevator has been developed that will serve for any height of structure that the architect will essay.

Rapidity of travel and the handling of passengers is more important than large capacity in a passenger elevator except under such special conditions as at a subway or elevated station. So that powerful machines and large sized cars are less useful in office buildings and large shops than a larger number of smaller cars.

In hydraulic as well as electric elevators auxiliary devices are available for increasing the lifting capacity when it is necessary to raise office safes or heavy furniture. In the Metropolitan Tower and Hudson Terminal buildings several of the elevators are provided with safety lifting arrangements which enable a load of 5,000 pounds to be handled. American machines have more than a foothold and are unrivaled in all countries of the world.

On the Eiffel tower, in the underground railways and tubes of London, in tunnels under the Elbe at Hamburg, and under the Clyde at Glasgow, and in literally every city of the civilized world may be found "lifts" of American manufacture working successfully at a wide variety of duties and in many kinds of buildings. Its maker has made habitable a portion of the upper air and has caused the equivalent of two buildings to grow where only one grew before.

Hot Graham Muffins

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

Wizard Graham Flour

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

Wizard Graham is Made by
Grand Rapids Grain & Milling Co.
L. Fred Peabody, Mgr.
Grand Rapids, Michigan

Barlow's Best Flour

Barlow's Old Tyme Graham

Barlow's "Indian" Corn Meal

Barlow's Fancy Cake Flour

All of these are **Choice Michigan Products** and we are exclusive owners of these very popular brands

JUDSON GROCER CO., GRAND RAPIDS, MICH.

FIGHT FIRE WITH FIRE.

Turn Mail Order Weapon Against Mail Order Houses.

On the last day of October, 1907, a fire broke out in a large shoe store on State street, Chicago. The greater portion of the stock was damaged.

A month later a fire sale was held. So big were the crowds that came to buy that the police had to be called out to preserve order, and instructions were issued to admit but fifty persons at a time. This was kept up for days. Many people waited an hour and a half for the doors to open in the morning. The bargain-seekers, mostly women, were drawn from every class of the community.

There would not have been the slightest difficulty in disposing of ten times as much stock as was injured by the fire.

Reference is made to the foregoing incident to prove how deeply rooted in the breast of the average buyer is the love of bargains.

It might be argued that it does not pay on general principles to purchase bargains; that the principle of buying a thing merely because it is cheap is a vicious one; that the people who are continually seeking bargains are usually undesirable buyers. Let all this be admitted, the fact still remains that the houses which cater to bargain-seekers—mail order concerns as well as retail firms—make big profits.

The man who would successfully combat mail order competition must force himself to understand the motives which induce his competitors to offer bargains and the results which accrue from this action.

The average individual is not a deep thinker nor reasoner. If he can purchase at a certain house for 75 cents an article ordinarily sold for a dollar, he is apt to conclude that he can buy everything else proportionately cheap at that house.

It is needless to say that he can not. The loss incurred by the shrewd concern on one article is very much more than made up on other articles. But the bargain offering brings the customer into the store.

It is on the principle of continually offering bargains that the big mail order firms and huge department stores have built up enormous successes.

On each page of the catalogue of one of the mammoth catalogue houses is always to be found one undeniable bargain; but on the same page you will find advertised ten to twenty other articles which yield a handsome profit.

The retailer who would successfully combat mail order competition must follow the lead given him by his rivals. He, too, must offer bargains—genuine ones—and make a bid for the trade which gets away from him merely because he has not known how to hold it. If he does this he will find out two things: The first is that the people who are attracted to his store through being able to buy one article at a very low price will buy enough other things to much more than make up his loss on

the one article. Secondly, he will discover that the ordinary buyer is not a good all-around judge of merchandise. He is keen on buying goods of known values; but when it comes to buying articles of which he can of necessity know little, he buys of the man who sells cheaply merchandise of known value. He reasons—as before stated, falsely, of course—that because a firm's price is low on one article it must be correspondingly low on everything else. He is not so accurate in his reasoning as a trial lawyer.

It is hardly possible to lay too much emphasis on this point. The science of losing money to make money has been very highly developed in many lines of business. The drug stores get business through offering a few well known medicines at much below the ordinary selling price. The 5 and 10 cent stores occasionally put articles in their windows for which they have paid 25c each, with labels offering them for 10c. Wise cigar dealers know how well it pays to make a leader of a certain cigar on which they clear no profit, merely to get the trade of the smoker in certain other lines.

It is a fact that if the mail order merchant averaged up his prices and asked the same profit on each article sold, his trade would at once take an enormous slump. It is questionable whether he would not in a short time be put out of business.

The men who have made fortunes in the mail order business have not succeeded because they averaged to sell more cheaply than competitors, but simply because they understand better the art of selling—know more of human nature. If the retailer doubts this statement let him reflect that the highly successful mail order merchant of ten to thirty years ago started out in most cases with next to no capital. Obviously he could not buy in large quantities at the beginning of his career, and yet as he went along he gradually made enough money to erect huge buildings, issue huge catalogues and do huge amounts of business. If he had really been forced to sell at the commencement of his career at less than a living profit, he would have gone bankrupt. The simple truth is that all along the mail order merchant not only managed to make as much profit as his competitors on the goods he handled, but that he made, on the average, a larger profit.

Catalogue houses have reduced advertising to a science; they have been able to inspire confidence through their "money back" proposition; they have led people to believe that they can sell more cheaply than retail store keepers. They have been persistent, to an abnormal degree, in "going after" trade; they have never been foolish enough to appeal for trade on a sentimental basis.

The man who succeeds in everything is the man who is able to recognize facts. The retailer who would make headway must put aside his prejudices, likes and dislikes, and go after business along practical, common sense lines. He must adopt up-

to-date merchandising tactics. He must not employ selling machinery which has long since been thrown on the scrap-heap by successful competitors.

That he can succeed in overcoming mail order competition, if he will go the right way about it, has been proved in innumerable cases. All over the country are store keepers who have successfully combated it. One big wholesale house has a list of hundreds of merchants who have sought advice and are now no longer troubled by the catalogue problem. Every one of them was scared to death by the mail order houses until he learned that the best way to fight fire is to use fire himself.—Salesmanship.

A Family Trait.

"I see there's some talk upon the question of abolishing capital punishment. Would you vote to abolish it?"

"No, sir; capital punishment was good enough for my ancestors, and it's good enough for me."

High Tension.

"My husband was a very high-strung person."

"Yes. I've heard he was hung on Pike's Peak."

A Matter of Time.

"How much does it cost to get married?" asked the eager youth.

"That depends entirely on how long you live," replied the sad-looking man.



Sad, But True

It is true that there isn't enough good flour made to supply everybody, but there is enough made to supply all of the wise folks—both grocers and consumers.

It might be well for you to take advantage of the fact that a great many people lose their share of good flour by not knowing.

Then you'll be in a position to supply all of your customers with Crescent flour, thereby doing your duty to the discriminating customers and a decided favor to the others.

VOIGT MILLING CO.
GRAND RAPIDS, MICH.



A Trade Winner

And a Trade Holder is

NEW PERFECTION

"The Faultless Flour"

It is now building a permanent and profitable flour business for hundreds of Michigan dealers.

Won't you let it work for you?

A postal brings our proposition.

WATSON & FROST CO., Makers
GRAND RAPIDS, MICH.

TATTLING TONGUES.

They Have No Place in Good Neighborhood.

Written for the Tradesman.

Every town that thinks kindly of itself has a Washington street and that is where this story is located. The well-to-do almost always live on Washington street and that is where the Kincaids live. Reynolds Kincaid's handsome house stood in the middle of the block with its wide walk from the curb to the stately steps leading to the comfortable and so hospitable veranda and any drive about the city with strangers was sure to include Washington street and the Kincaids. Whether the architect had it as his central thought when he planned the house or whether the genius that furnished it and made a home of it no one can tell, but certain it is that the visiting stranger invariably looked back after going by and wondered what there was about the place that suggested the idea of complete rest from turrett to foundation stone.

This idea of rest and peace seemed to centralize in the southwest window, for there in the afternoons, especially at this season of the year, a very handsome woman was accustomed to sit sometimes with her book, sometimes looking contentedly out into the winter landscape that stretched its contented length from the window to the street.

A beautiful picture Mrs. Reynolds Kincaid made as she sat in that southwest room. "A daughter of the gods, divinely fair," she betrayed her parentage in everything pertaining to her. Imperious Juno and Venus lived and reigned—there was no doubt about that—but the wisdom of Minerva was there to influence both, the happiest combination that womanhood can crave; and it was evident that, just now, Minerva was getting the upper hand. There was need enough of it. Juno for a good while now had been making prominent her nominative case, and her assertive "I" had come to be not only tiresome but absolutely repulsive, and, if the truth must be told, Mrs. Reynolds Kincaid, yielding to her goddess ancestor, had been making the same impression among the people of her immediate neighborhood. The "I," nominative case, first person singular, was getting to be much too prominent and the result naturally exerted an influence not altogether pleasing upon that same immediate neighborhood. Mrs. Douglas McCrabb, for instance, whose veins were throbbing with the blood of Scotland's best, resented the imperative look and manner that were getting to be too common with Mrs. Kincaid, and Mrs. Wilson Montgomery, the acknowledged beauty of Washington street, was highly offended to learn that Mrs. Kincaid had spoken disparagingly of Mrs. Montgomery's claims to loveliness, and a coolness had in consequence materialized between them. These were two instances, and there were others; so that on this particular afternoon when book and sewing-work had been pronounced "flat, stale and unprofitable," the lady in question, with her

hands resting upon her lap, sat silently looking out of the window and wondering.

As a central figure of rest and peace she was not a success and the fact seemed to be slowly dawning upon her. The neighbors were getting to be unbearable. Take that Mrs. Douglas Montgomery, a pure case, of there ever was one, of the possessive case—my or mine. She was pretty—nay, she would be generous—she was beautiful; but, dear me! the possessive case was not wholly hers. There was Mrs. Robert St. Clair, whose gentleness and grace of manner added to her beauty a hundredfold, and there was Mrs. Richard Standhope, whose charming voice, "an excellent thing in woman," made her, with a trait wholly hers of never speaking ill of any one, the most delightful woman among women; and yet for some reason, wholly unknown, right there was a pause, and so, as I have said, she sat, her hands upon her lap, thinking about that "wholly unknown." Was it exactly that—wholly unknown? Or was it possible for her, Mrs. Reynolds Kincaid, to make an accurate guess why these ladies, all of them charming women, were not as friendly as they used to be and were beginning by look and manner to let her see that she was losing favor with them.

That was the time when my Lady Reynolds Kincaid was so busy with an instance of intense introspection that she saw nothing of the winter scene from her parlor window, although her retina pictured only that. Nominative—she would be true to herself, although the heavens fell—Mrs. Reynolds Kincaid; possessive—yes, Mrs. Reynolds Kincaid; objective, Mrs. Reynolds Kincaid! There, the truth was out at last and the objective case was the summing

up of the whole matter. That was the trouble from beginning to end. She had been "it" from first to last, a sort of trinity, as it were, a three in one business, something in the line of home manufacture that made her ashamed of herself.

Having reached this point there was no stopping her thought. "Have I been discreet enough to hold my tongue?" She knew that she had not. That nominative singular, first person, I, stood out before her, a letter of living light. She knew that "many a time and oft" that I had had a forceful predicate and that the Juno in her had not been modest in asserting herself. As she reflected more than once did she blush to recall what she had said about this one of her friends and about that one, not always with that in her voice which could be called kind. How silly it was, when Eleanor McFay dragged in the frazzled fact that her great-something came over in the Mayflower, for her, Mrs. Reynolds Kincaid, to snap out something to the effect that it was a great pity that that famous shipload hadn't sunk in mid-ocean. What particular pleasure did she find in saying, when Nan Griswold came out in her new sealskin, that the garment didn't seem to her strictly first-class and that she never felt she was getting what she paid for in trading at that establishment? And was it exactly nice for her to listen to and repeat the gossip about young Hilliard and Mrs. Walter Fairweather? And—and—all along the line had her tongue been free from evil and her lips from speaking guile? What was the matter with her anyway, and what had come over her all at once to say such things about the best friends she had in the world and by improving every possible op-

portunity to turn these friends into the bitterest enemies?

"All at once" she seemed to be breaking out in a new place. Was it "all at once?" Did I—do people generally, do anything like that in just that way? The men who are said to wake up in the morning to find themselves famous have, I suspect, a pretty fair idea of what's coming when they go to bed the night before and—I'm—afraid—that I—know where the trouble lies and exactly what it is. It is the objective me. That's what it is and where it is, and, Madam, Mrs. Reynolds Kincaid, what there is great need of your doing is to do a little resolving without waiting for the first of the year and have it read thus: "I will think no ill of my neighbors," and then insist on keeping the resolution, let come what will.

It might be well enough to go on with this self-condemned woman's soliloquy, but I guess not. Each reader, if he be at all interested, can go on with it for himself. When the time comes for self-reproach, be it much or little, we can best measure out the desired or the deserved quantity, as the case calls for, without any danger of overdoing, the main idea in any case being the keeping in subjection the "thinking no ill," which the resolution is designed to make strong. That, just then, was what was claiming Mrs. Kincaid's particular attention. Could she do it? How? And the woman, sorrowing in her heart over the conditions she thoroughly deplored, watched the daylight fade from the sky's western windows and wondered whether a single star would lighten the gathering gloom.

That is exactly what did happen. Through the dense gloom of "envy, hatred and malice and all uncharitableness," struggled and finally emerg-

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ed the piercing beams of self-conviction and the queen of the women on Washington street without a quaver marked, heeded and inwardly digested the state of affairs as they really were and made up her mind to do something about it. She was the one and only cause of discomfort. She was the objective me in the bad, unsavory business and that same objective—a decidedly objective case—must do what she could to repair damages and more than all to correct a fault that was more and more settling into a confirmed habit, "and there's this about a bad habit: you've got to break it or it will break you. The fact is my carelessly guarded tongue has been getting the better of me, and worse than that—oh, a great deal worse than that—the thought, the thinking part of me has been allowed to run loose and here I am a reproach unto my neighbors because I have been thinking ill of them."

After that the thinking went on just the same, but the tongue didn't feel called upon to keep up with it, much less to tell about it, and only the tapping of the lady's tapering left middle finger on the luxurious arm of her easy chair indicated that while she was very much at home she was at the same time tremendously busy—too busy just then to attend to anything except the very important matter in hand. Then with an earnest, "It's just and right if it be humiliating," she went to the telephone and calling up one after another of her nearest neighbors asked each, as if she were the only one, to "come over at 4 o'clock the next afternoon 'for cookies and tea.'"

It had been so long since such an invitation had come from that house that everybody invited came and it was not long before everybody with the cup that cheers but not inebriates was "stirring it and sipping it" and talking and evidently having the time of their—everybody's—lives. Finally, when the novelty of the occasion had worn off, Mrs. Kincaid proceeded to business: "I find," she said, "much to my dismay, that instead of being a good neighbor I have been anything but that. I have been conceited, arrogant and overbearing, the first person, singular number, all the way through of a complex, declarative sentence. Then, under the influence of that all-centering I, I have said things about all of you, I am afraid, which I am ashamed of and thoroughly sorry for. Some of you have heard of them, have given me 'a Rowland for an Oliver,' not once too often, and so a thing of evil, right in the heart of the neighborhood, I have been the center, if not the stirrer up, of strife, and all because I did not see that I was getting to be a busybody; what anybody human is sure to become if only a little they indulge in thinking ill of their neighbors. Miss McFay, when I said that it was a great pity that the Mayflower with your ancestors aboard ought to have been sunk, I was spiteful and I beg your pardon for giving way to it. Miss Griswold, I made a nasty remark about your new sealskin. It is better than mine and I knew it when I said

what I'm ashamed to repeat. Forgive me and I promise to make no more remarks of that sort, and if any of you have heard of my repeating gossip, harmful or unhelpful, do pretend that you didn't hear any such thing, because I'm going to try not to do it any more. It all comes from the same old plague-center, a willingness to think ill of my neighbors, and that is something that I am determined never again to do; and I wonder if there isn't some plan we can hit upon that will help me in what I fear is going to be the greatest trial of my life. All of you show that you forgive me for the mischief I have done by standing by me and encouraging me."

Naturally all began to talk at once. The informal cookies and tea had been the best introduction to the outburst that followed and the open-hearted candor of Mrs. Kincaid, who without let or hindrance had blamed only herself, resulted in restoring her to the place in their hearts she had until lately held; and they hastened to assure her that she was not the only sinner among them; that all of them had basely improved the opportunity to talk back; that by-gones had better be by-gones and that the best thing for them, the women of that particular neighborhood, to do was to take Mrs. Kincaid's idea and work it out to the betterment of every woman among them. Then Heaven—I guess it was Heaven; it is Heaven's own work anyway—put it into Mrs. Fairweather's head to say that right then and there was the psychological moment for starting a neighborhood society, the one idea of which was to be to "think no evil of my neighbors," each member having the privilege to extend the limits of the neighborhood as she should think best—a remark which for some reason or another brought a smile to every one present. Then there were another tea-drawing and another consuming of cookies—the best they had tasted in years—in making way with which the organization of the new society was completed, when some dozen of the finest women in the city went home with an aim and a purpose in their hearts they had not felt before, all the better and all the kinder from the fact that they were working together for their own and for a common good, the results of which were seen at once to be extended in proportion to the earnestness and the zeal of all who had at heart the interests of the society.

Then happened what always happens: To think no ill of my neighbors, like the leaven in the meal, leavened not only the society and the members of it but that neighborhood and then other neighborhoods. The blessing—it could be nothing else—proved as catching as a contagion. It was a contagion and showed that health and wholesomeness are as rapid as disease in spreading. There was little talk about it; but it was observed that tattling tongues were at a discount; that the sneer and the slur at another's expense received no attention and no encouragement and that backbiting belongs to the lost

arts, irrecoverably so. Best of all that Washington street and other Washington streets have taken to carrying out the idea and it is safe to say that there are other Mrs. Kincaids who have found by experience that one good method of showing themselves good neighbors is to resolve and keep the resolution: "I will think no evil of my neighbors."

Richard Malcolm Strong.

Train the Reason of the Child.

To train the reason rather than the memory is the plan of Julian Chase Smallwood, who insists that during his education the modern schoolboy is like a keg with a funnel in its bung-hole to receive the liquid poured into it. He is in a passively receptive state, taking no active part in the proceedings except that he supports the funnel. He is made to remember facts. When he has passed his examination more facts are poured in, largely displacing the old facts.

Mr. Smallwood wishes the student to think independently and develop or create habits of mental investigation and analysis. There is lack of consideration of the ability to reason, and there is a tendency to treat men's minds as a machine for carving wood treats the rough product fed to it without regard to grain or texture.

Students in every course should be classed according to their abilities and the quality of their minds, and each class or squad taught separately. There should never be required a demonstration of a theorem or repetition of text. But the process of

thought by which such demonstration is made should be rigidly exacted. When a formula is to be deducted the student should never be required to repeat the deduction, but to give the process involved.

The student should have free use of text books in examination and should be asked questions that appeal to his intelligence, not to his memory. If he has no judgment he can not answer with a cartload of books at his elbow. If he has not knowledge time forbids his acquiring it during examination and also answering the questions with satisfaction.

One trouble with the gravestone ticket to glory is that it is printed too late.



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THE CANNING INDUSTRY.

Rapid Growth During the Last Few Years.

The National Canners' Association met in annual convention at Atlantic City last week and according to the newspapers it was largely attended. The canners complain that their goods are misrepresented to the public, that the popular impression is strong that chemicals and drugs are used as preservatives, and that as a consequence the demand for canned goods is not what it ought to be. Government inspection of the canning factories was suggested as one remedy for the prejudice against canned goods. The adoption of an official trade mark or stamp for goods that come up to certain standards was urged by other speakers, this stamp to be a guarantee of quality. The advisability of raising a fund to conduct a campaign of publicity was also discussed. The publicity campaign will probably be taken up regardless of what may happen to the other ideas. The plan will be for the canners to contribute to a fund to be used to advertise, not any particular brand of goods, but the merits of canned fruits and vegetables in general, their wholesomeness, the scientific method used in putting them up and their cheapness. This publicity will be of an educational nature, designed to remove prejudice that may exist and to encourage the demand and consumption.

The canning industry in this country has grown greatly and the growth has been especially rapid in recent years. The latest figures are contained in the census of 1905 and the progress made is shown by the following comparative statistics:

	No. of establishments	Value of product
1905	2,261	\$78,142,022
1900	1,813	56,427,412
1890	886	29,862,416
1880	411	17,599,576
1870	97	5,425,677

In number of establishments the canning industry has increased about twenty-five fold in thirty-five years and about fifteen fold in the value of the product—which it may be remarked is growing some. What the totals will be in the census to be taken this year can not be guessed, but a substantial increase over those of 1905 may be looked for. The figures given are only of fruits and vegetables, and do not include fish and oysters, nor is meat taken into consideration.

The canning industry has taken firm hold in Michigan and has attained to proportions that few appreciate. As good an authority on canning interests as Charles N. Remington estimates the number of canning establishments in the State at about twenty. R. J. Prendergast, of the Lemon & Wheeler Co., who may also be regarded as well informed, can count up fifteen or eighteen establishments that he knows about, and then to be on the safe side will throw in a dozen more as the measure of the industry in this State. The census of 1905, however, makes a showing

of 114 establishments, with a total capital of \$1,307,940, using \$1,045,541 worth of materials and with products valued at \$1,747,981. This was an increase from ninety-seven establishments in 1900, more than three times the capital and double the value of materials used and product. This is a nice showing, but compared with some of the other states Michigan is "small potatoes." In canned vegetables Michigan ranks thirteenth among the states, Maryland coming first, then New York, Indiana and Illinois, and even bleak Maine leading us. In canned and dried fruits, however, the Michigan showing is better, with fourth rank as to canned fruits, California, Maryland and New York leading in the order given, and in dried fruits Michigan is headed only by California and New York.

In the great staples Maryland and Indiana are at the head of the columns for tomatoes and Michigan in twelfth place; Iowa and Illinois for corn, with Michigan ranking thirteenth; New York and Wisconsin for peas, with Michigan fifth, and for peaches Michigan is led only by California and Maryland. The Michigan pack of tomatoes in 1904, according to the census, was 113,670 cases. This sounds like a lot of tomatoes, but as a matter of fact it is only a little more than 1 per cent. of the total pack of the country. Of corn Michigan put up 66,379 cases and this was only about one-half of 1 per cent. of the total. Of peas the pack was 263,423 cases, or about 6 per cent. of the total, and of peaches 68,209 cases, or 5 per cent. In apples, however, Michigan made a better showing with 68,454 cases, or about 18 per cent. of the total, New York alone making a better record.

Just what Michigan did put up in cases and value is shown by the following:

	Cases	Value
Tomatoes	113,670	\$188,429
Corn	66,379	103,751
Peas	263,423	471,613
Beans	31,273	53,335
Pumpkin	8,828	10,076
Other vegetables	23,795	44,941
Peaches	68,269	179,838
Pears	3,900	17,686
Apples	68,454	103,419
Cherries	12,684	44,801
Plums	37,020	51,227
Raspberries	6,298	19,946
Blackberries	9,077	20,537
Strawberries	8,900	32,758
Other fruits	13,428	30,886

Of dried fruits Michigan put up 3,632,781 pounds of peaches, worth \$177,343, and other products to a value of \$195,058, making a grand total of \$1,747,981. The census to be taken this year will undoubtedly show a very large increase in these figures, especially in fruits. Michigan, however, will not become a great canning State until the production is much larger than it is now because the market is so good for the fresh fruit and vegetables. The canneries take up the surplus, but especially in fruits there is not often so very much of a surplus to be taken up. No state in the union produces such quality peaches, apples, cherries and plums

as Michigan, and when the consuming public has taken all it wants of the fresh fruit there is not much left for the canners, and the price also is much higher than in the states where the markets are difficult of access. The Michigan industry is growing at a very satisfactory rate, and the Michigan goods stand high in the trade, and in fruits will compete with the fruits of any other state on their own ground. Michigan peaches, for instance, sell in California—and it is quality that carries them.

It is generally agreed in trade circles that the consumption of canned goods has increased enormously in recent years, and the indications are that this growth will continue. Our grandmothers used to can, preserve, pickle or dry the summer surplus for winter consumption, but the trend of modern life is to the city and the city lot yields little of fruit or vegetables. If the fresh stuff must be purchased, it is about as cheap to wait until winter and then buy what is wanted already canned, and this saves much work for the housekeeper. The home canning industry has declined with the rise of the commercial canneries, and some day it will be just such a tradition as that of apples strung on strings on the rafters to dry. While the canneries give the people all the year around fruits and vegetables almost at summer prices, they are of tremendous benefit to the farmers and add thousands of dollars to the rural income. Before the Thomas cannery was established in this city there would be days when strawberries would be a glut on the market, with the price sagging down to 25 or 35 cents a case—not enough to pay for package and picking. Now when the price drops to a certain figure—last summer it was 75 cents—the cannery will buy all that are offered. If the farmer can get more outside he is welcome to do so, but there is always the cannery to go to should he get "stuck" and the price offered is sufficient to yield him a profit. It is the same with peaches, plums and cherries and with the vegetables. The cannery "sustains" the market and the farmer prospers. The canneries located in the smaller towns, at Hart, Fremont and a score of other points, have added much to the prosperity of the farmers in their vicinities. No longer are the farmers compelled to raise a few staple crops, such as grain and potatoes, but they can go in for peas, string beans, tomatoes and the small fruits, and they have a market at hand instead of being obliged to ship away and give the railroads and the commission dealers a big share of the proceeds.

The canning industry is not only growing in volume but the quality of the goods is improving. The processes in principle are the same as when canning first began in France about a century ago, but in the methods of application there have been many improvements. Peas which used to be picked and shelled by hand are now mowed and run through a machine which picks the pods and shells them; the peas are graded by

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machinery and put into cans by machinery and human hand never touches them at any stage. Corn is fed into a machine which cuts it from the cob and no hand touches it on the way to the can. Tomatoes are handled only when being peeled. Apples are pared, cored and quartered by machinery. The other fruits are necessarily handled some, but the handling is reduced to a minimum. The cooking and canning are all done by scientific rules and under the pure food laws, neither preservatives nor coloring matter can be used. The well established canneries are models of neatness and cleanness, and while the product, especially the fruits, may lack the home made flavor, they do not lack anything in wholesomeness or purity. They do not, of course, come up to the fresh stuff, but they make an excellent next best, and the statistics indicate a steadily growing demand.

Business the Best Place To Apply Religion.

One of the worst features of our age is the worship of success by itself and apart from the means by which it has been attained. To be successful is enough, no matter how achieved. A man is measured according to the ratio of his prosperity. Many men feel this bitterly and they have a reason to feel it, for it is a principle cruel and immoral.

There is a success not worth the having and there is a failure more to be desired than success. What we call success in business, in literature, in society, in politics and horrible as it is to say it, what is called success in church life, is sometimes purchased by the crushing of conscience and the concealment of conviction, which have made so many religious leaders hateful to their fellow-men.

Business itself gives little chance for getting religion, but it affords many opportunities to exercise it. A business man was accosted one day by a newsboy: "Don't you want to gimme a dime and set me up in business?" He told how a streak of bad luck had left him strapped and how many papers he could buy for a dime and what his profits would be. The man gave him a quarter. "Shake for luck," demanded the boy, and the fastidious man shook the dirty hand. That was the beginning of a jolly relation between the bright newsboy and his "pardner."

True Meaning of Religion.

That is what I call bringing religion into business. An ounce of kindly deed like that in practical life is worth more than a whole ton of tall talk in church. If you can answer again and again with a sweet smile a worried woman's questions; if without being ruffled you can show a counter full of goods and not make a sale; if after the worries of trade downtown you can wear the courtesy of a gentleman at home; if you can turn for a moment from your own anxious annoyances and weary worries to listen to a brother who is down; if the question of expediency will always be dominated by right and you ask not, "What salary can

I afford to pay this employee?" but "What ought I to pay him?" this is carrying religion into business and building up the marshes and smoothing the asperities of life's road.

The only Bible the world reads is the Christian. It is not what you say, but what you do that tells. It is better that good wages should be paid than that an office prayer meeting should be established.

The business into which you can not carry your religion is one you had better get out of. I have little faith in the religious employer who lives in a palace while those who work for him live in filthy abodes. I have only contempt for the religious professor who feeds on venison while his workmen have to eat 10 cent meals.

All other things being equal, the man in business, imbued with a sense of his accountability to God, has immense advantages, even as regards his worldly prospects, over the man who throws conscience to the winds.

Legitimate Business Honest?

When a young man proposed to conduct his business on Christian principles and declared on that basis he would succeed, an old merchant assured the young man that he would have little competition in that line. Business men have frankly declared to me that to conduct business successfully on the principles of absolute honesty was harder work than they were willing to undertake. I do not believe that that is true of any legitimate business.

Never justify yourself on the ground that somebody else must do the business you are in. Let somebody else take that responsibility.

It is easier to acquire cash than character. The man who has no money may be poor, but the man who has nothing but money, or the man whom the money has, is the poorest thing in all the world. Collateral can never take the place of character.

The guilt of dishonesty is not lessened because your name is on the church book. Church membership does not increase your duties, but should help you to perform them. You ought to understand distinctly that you can't mate an unfair bargain and a Bible and that you can not be pious on Sunday and on Monday sell goods that wash out, pile inferior fruits upon false bottoms nor keep knaves out of jail by law quibbles.

After a great revival during which a merchant was converted, a woman in his store asked him: "Is this real English lace?" He answered: "It was, madame, previous to the revival, but it isn't now. It is simply imitation."

No Apology for Trickery.

We hear men apologizing for their tricks in trade that a man must live. "For a piece of bread that man will transgress." Yes, a man must live—forever.

Never adopt the motto: "All is fair in trade." I have seen men inflexible in principles, upright and square, who have gone under, but came up again from all their losses and failures with a conscious integrity, sustained by the testimony of their associates that, although unfortunate, they were never dishonest.

When Chicago burned down and the earthquake destroyed San Francisco, the business men could go right ahead without cash capital, because they had acquired character-capital. A good man can not be burned out and the earthquake can not destroy him.

When any one complains, as the famous Diogenes did, that he has to hunt the streets with candles at noon-day to find an honest man, we are apt to think that his nearest neighbor would have quite as much difficulty as himself in making the discovery. If you think there is not an honest man living, you had better, for appearance's sake, put off saying it until you are dead yourself.

There is a legend that a traveler

over a great desert who was nearly perishing with hunger came upon the spot where a company had lately encamped. Searching about for some article of food, he found a bag which he hoped might be a bag of dates. Opening it, he discovered that it contained silver coins. Throwing it down in bitter disappointment, he exclaimed: "Alas, it is nothing but money!" A single date would have been worth more to him than a chest full of gold.

There is a time coming to many a successful man when he would gladly surrender the whole world for the reputation of being an honest man. For "the honest man, tho' e'er so poor, is king of men for a' that."

Madison C. Peters.

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MAIL ORDER COMPETITION.

Overwhelming Advantage the Retail Dealer Enjoys.

One of the live questions to-day in the retail and the wholesale world is the retail mail order house. Commercial travels about the country will tell you that many dealers complain bitterly of the mail order competition. Other merchants assert that since the retailers have taken steps to meet it, this competition is hardly felt by them.

A few big retail mail order houses have made a phenomenal success in selling; they have created the impression that they are of much public benefit in selling goods much cheaper than they can be sold by retailers.

Are their claims exaggerated and do they really sell on the average cheaper than the country merchant?

It seems necessary to get the truth about these matters before ascertaining how the wholesaler can help the dealer to combat this competition.

In the first place, to clear the ground it may be stated that the mail order house is, after all, nothing but a retail concern. Instead of selling across the counter, it simply takes orders through the mails and forwards the shipments by mail, express or freight, as instructed.

It is a fact that the big mail order house does buy on the average about 5 per cent. cheaper than the average retailer. But against this is to be set a much greater selling expense.

The catalogue and advertising expense of the mail order concern is enormous. The mail order house has all the other usual expenses of a big business house in addition—except the cost of salesmen.

The selling expense is well over 20 per cent. of the sales. Many articles the mail order merchant sells at from 50 to 100 per cent. profit. He often sells single articles at cost, or even below cost, but always with a purpose. He charges higher prices on other articles to make this up. On the average he can not sell a whit cheaper than the ordinary retail dealer.

The truth is that the mail order man is simply a better salesman than the retailer in many instances. He usually is a better advertiser, a better "suggestor." He does not really sell more cheaply, but he has the ability to make people believe that he does.

Further, the total volume of mail order business done in the country is not nearly so large as it is supposed to be. One of the two biggest houses in the country, which has been doing business for over thirty years, sells about half a million dollars' worth of merchandise per week. The third largest mail order house does a business of but five million dollars per year. Altogether, taking the large and small mail order concerns, the total volume of business done by them within a year amounts to little more than a dollar for each inhabitant of the United States, say at the outside \$100,000,000. Against this is to be set the fact that the three hundred thousand retailers of the country do three billion dollars' worth of

business within twelve months. In other words, retailers do thirty times as much as mail order men.

Probably the greatest service the wholesaler can render to the retailer is to make him acquainted with the true facts of the case and disseminate information as to how other dealers have overcome such competition.

It has well been said, that a man afraid takes a distorted view of his opponent. The merchants who suffer most from mail order competition are the ones who dread it most, who really know less about it and who base their beliefs mainly on what the catalogue people themselves assert.

The wholesaler can best aid the retailer by telling him the exact truth about the matter. He can assist him by collecting and disseminating reliable data, by publishing a house organ to the trade, in which his retail customers and prospective customers are given an opportunity to discuss this matter and help one another by relating their individual experiences. He should collect and outline for retailers business-bringing plans, directly intended to combat mail order competition.

If it is impracticable for the wholesaler to get out a weekly house organ to his trade, he can issue a fair sized booklet on the subject and supplement this later by sending out circulars, letters or other printed matter at regular or irregular intervals.

It is usually a good plan for the wholesaler to create in his business a separate department to deal with mail order competition. At the head of this department preferably should be a man with a large amount of country store experience. He should know the ins and outs of the problem from the bottom up. Guesswork, theorizing, taking other people's opinions, etc., will not do. In addition to this, the head of the department should have a first class knowledge of retail advertising. He must know just what kind of a "copy" gets the dealer the largest amount of results. Preferable he should have been advertising manager for a country store, and also have worked on a country newspaper. Above all, this man must have a mind of large grasp. He must be able to write logically, convincingly and inspiringly. He must be able to sift truth from falsehood; know how to gain information from dealers who visit the wholesaler's establishment and keep in constant touch with the road salesmen so that he will be acquainted with the exact state of affairs all the time.

Such a man should be permanently added to the wholesaler's staff. If it is found later that all his time is not taken up with helping retailers to overcome the mail order problem, he can be given plenty of other work to do—for instance, in the advertising department.

This kind of help will be eagerly welcomed by the firm's trade and prospective customers.

Hardly too much stress can be laid upon the importance of having the salesmen collect data from retailers they visit. They should be required

to make this a part of their daily duties, and when they are away from the house for considerable periods they should be asked to send in weekly reports of all the new information they have acquired.

Incidentally this will help the salesman very much in securing orders. For, if he reads the booklets and house organs his firm issues, and supplements this by getting data at first-hand, he will be a welcome visitor in any country store on account of his knowledge.

The head of the department combating mail order trade must also keep in constant touch with dealers who are engaged in fighting this competition. From this source he will gain much practical data. When he receives a full report from the retailer of his situation, he must be able to send him a working plan to enable him to overcome the competition.

This means the opening of what might be called an Expert Service Bureau.

If the dealer wants assistance in his advertising, that aid must be granted. If he complains that he can not put up a sufficiently strong line of talk to his neighbors about the subject, it will often be necessary to study his case and write him several pages of advice. At the same time he can also be shown how to open up a mailing list of his own, how to feature bargains, how to dress windows, open bargain basements, etc.

It may be necessary to make a nominal charge for giving this assistance. There should be no aim, however, to make profit out of this specific assistance. The charge should be as nearly as possible the exact expense to the wholesaler.

The point that the wholesaler must most strongly impress upon the retailer is the fact that nobody can help him as he can help himself. No plan will work itself. The retailer must be instructed that he must exercise his own judgment, and use his personal influence to the utmost.

Right here is where the dealer is strongest. He is on the spot. He

knows the people in his neighborhood. The catalogue house is often a thousand miles away. It operates all over the country. It can not make the specific appeal for trade that the dealer can. It can not know the needs of the neighborhood and cater to them as the country merchant can.

If the country merchant goes right after trade in a businesslike manner and shows beyond the shadow of a doubt that there is no reason for people to buy away from home, he will surely "win out" against the mail order man. But he must regard mail order competition in the right light—not using invectives or giving people the impression that he is in any way afraid of the mail order people.

The overwhelming advantage the dealer has over the mail order merchant is that he can show his goods. One country merchant saw what a great advantage he had here. He advertised extensively a Morris chair in the papers, and then when people came into the store to see it he said he would not show it, he said that was selling as cheaply as the mail order people, and was entitled to the same privileges as they. He said he would send it on approval provided it was paid for in advance. The farmers who came in immediately saw his point, and after laughing heartily, admitted the force of his contention. This dealer had next to no difficulty in overcoming mail order competition.

John Olson.

The First Garden.

"And how are the tomatoes coming on?" asked Mr. Younghusband of his little wife.

"Well, dear," began the lady, nervously, "I'm rather afraid we shall have to buy them after all."

Mr. Younghusband frowned.

"But, my dear Maria," he expostulated, "I distinctly understood from you a couple of months or so ago that you had planted a whole row!"

"That's quite right, dear," exclaimed Maria, "but I've just remembered that I forgot to open the tins!"

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

UP HILL WORK.

Difficulties John Widdicomb Met and Surmounted.

One incident in John Widdicomb's struggles to regain his footing in the business world has not been told: When he retired from the Widdicomb Furniture Company in 1896 he was "broke." He scraped together the remnants of his resources, borrowed all he could and purchased the Mantel plant on Fifth street, which since the panic of 1893 had been idle. The plant was already equipped. He purchased or, when he could, got trusted for a few loads of lumber and such other material as he needed; then came the hardest pull of all: In the manufacture of furniture the seed is sown and the harvest of dollars comes in about six months later. How to bridge this six months was the problem. Not many men were employed, but they had to be paid and in cash. Some of the men out of loyalty or friendship for John Widdicomb and having confidence in him accepted part pay, but even these had families to support and needed all they could earn. Mr. Widdicomb managed to keep things going for several weeks, but at last reached what looked very much like the end of his rope. Not another dollar could he scrape together, and the blasting of his last hope seemed at hand. It occurred to him at this crisis that some of the New York material men with whom he had dealt in more prosperous days might give him a lift, but how to reach them was the problem. He confided his trouble to the late Willis Hall Turner, then manager of the Press. Mr. Turner furnished him with newspaper transportation to Buffalo and return. Mr. Widdicomb started for New York with just money enough in his pocket to pay his fare from Buffalo to New York. He did not take a sleeper. He was fortunate in finding without delay the men he went to see and laid his case before them. They agreed to advance him the funds necessary to keep the factory going until the new line was out. And Mr. Widdicomb had to borrow money from them to buy his dinner and to pay his way back to Buffalo. Mr. Widdicomb was never profuse in his expressions of gratitude, but those who helped him in this crisis and at other times never had reason to complain of his lack of appreciation.

The John Widdicomb Company is capitalized at only 5,000, which amount, no doubt, looked mighty big when the company was organized. All the stock except a couple of shares was held by Mr. Widdicomb or his immediate family. A statement made last summer showed that although the capital was \$5,000 the surplus and undivided profits amounted to \$498,000. Last fall's business undoubtedly added between \$50,000 and \$100,000 to this amount. With no outside capital enlisted this surplus represents the accumulated profits of thirteen years.

The Fuller & Rice Lumber Company has a capitalization of only \$15,000, but its surplus and undivided

profits amount to something over \$600,000. A pleasant feature for the stockholders about the small capital and big surplus is the size of the dividends that can be paid. With either the John Widdicomb or the Fuller & Rice Company annual dividends of 100 per cent. would be scarcely missed from the small change.

An industry new to this city starts this week. It is the American Box Board Co. It occupies the plant of the old Felt Boot Company on Godfrey avenue. The plant has been entirely remodeled for the new purpose to which it is put, and with the equipment the cost has been in the neighborhood of \$250,000. The paper machine is 250 feet in length and its weight is estimated at 900 tons. The paper to be made is boxboard and the raw materials are old newspapers, rags and some pulp. The raw material is first soaked, whipped and thrashed into pulp and the pulp is fed into the big machine, whose numberless rollers do the rest. The first rollers gently squeeze out the superfluous moisture, the next rollers give it a tighter squeeze and over, under and around about a hundred more rollers it goes to be dried. The final squeeze is to give the paper a surface. The mill will have capacity for about 30 tons of boxboard daily and the product will be used by the American Paper Box Co., whose stockholders are the same as in the paper company. The new industry will bring seventy-five or 100 skilled workers with their families into the city from other papermaking points. Local labor will be employed, but the local labor will be beginners and will have to work up.

It is the history of most industries that one established and successful brings others of a similar nature, and this multiplication of plants is of advantage to all as it improves labor conditions. With only one plant of a kind in town there is only one place the skilled worker in that industry can hope to get a job, and the situation does not look good to him. With every new plant comes added opportunity for labor and labor is naturally attracted. The best furniture workers in the country and more of them are found in this city, and the reason for it is that there are forty-four places where the worker has a chance to find a job. A few years ago we had only one knitting factory and there was constant trouble to find skilled operatives; now there are five of them and skilled workers are plenty. The new paper mill is the first of its kind and no doubt this concern will have its troubles in securing and holding good men, but its success financially will invite others to venture along similar lines, and Grand Rapids will become a good place for the papermaker to come in search of work, and when an experienced worker is needed the mills will not have to send off to other towns for help.

That there is a fair degree of prosperity in the fruit industry seems to

be indicated by the demand for spraying apparatus. D. R. Parish, Godfrey avenue, has been working all winter on spray tanks and has many orders ahead. The tank is to hold the spray solution, and is placed on a wagon platform. With it goes a gasoline force pump. A platform for the operator to stand on covers the pump and oilcloth curtains protect it on the sides. When in use the outfit is drawn through the orchard by horses, and the spray is applied to the trees by means of a hose attached to a fish pole. A few years ago the fruit growers attributed their orchard misfortunes from pests to Providence and endeavored to reconcile themselves to misfortune; now they fight these pests, and from all accounts are winning handsomely. The weapon in the battle is the tank and force pump, and the ammunition is various sprays, some for fungus enemies, some for the chewing bugs, worms, beetles and flies. The spraying outfit costs from \$250 to \$300, but experience has taught that fruit growing can not be successful without it, and all the progressive farmers seem to be providing themselves. The spraying season will soon be at hand—with the opening of spring. The spraying for fungus is done before the leaves come out. The spraying for codling moths and similar pests is done just before and just after the bloom; later comes spraying for the pests that eat the leaves. Successful fruit growing has, in fact, become a matter of spraying and the spraying is done before the pests have had a chance to make headway.

The manufacture of furniture is this city's chief industry, giving employment to more labor than any other and possibly more than all the others combined, and it is a strange coincidence that in all the years that Grand Rapids has been a furniture center, a period covering forty years or more, only once have we had a furniture manufacturer for Mayor. Lathrop C. Stow, then of Stow & Davis, was elected in 1896 and served two years. Aside from Mr. Stow, twice only during this long period have we had furniture men even as the unsuccessful candidates. The furniture men certainly do not lack in ability nor have they ever been accused of wanting in public spirit. Perhaps their modesty has restrained them, perhaps they have been too busy to have political aspirations—whatever may be the reason the records do not show the furniture men as holders of high places in public affairs. We never have a furniture county official nor congressman nor a furniture State official. Their names will not be found even among those who have served as aldermen. There have been no lack of factory hands in office, but the heads of the institutions seem to have almost unanimously kept out of politics. In the campaign this spring O. H. L. Wernicke, Robert W. Irwin and Geo. G. Whitworth have been mentioned as men who would make good executives for the city, but the chances that either of them will get into the game—this year—are exceedingly remote.

BUICKS LEAD

CARS \$1,000 AND UP

BUICK MOTOR COMPANY

Louis and Ottawa Sts. Grand Rapids Branch

Fur-Lined Overcoats

Our Fur-lined Overcoats are noted for their style, fit, warmth, durability and price. The special values which we have to offer mean dollars to your business in this line. They are made by some of the best coat factories in this country, and all skins are beautifully matched and thoroughly deodorized. If you want to get all the Fur Coat trade in your vicinity, get in touch with us.

Our line of Fur Coats, Cravettes, Rubber Coats, Blankets and Robes are noted for their durability.

Better investigate!

BROWN & SEHLER CO.

Grand Rapids, Mich.

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?



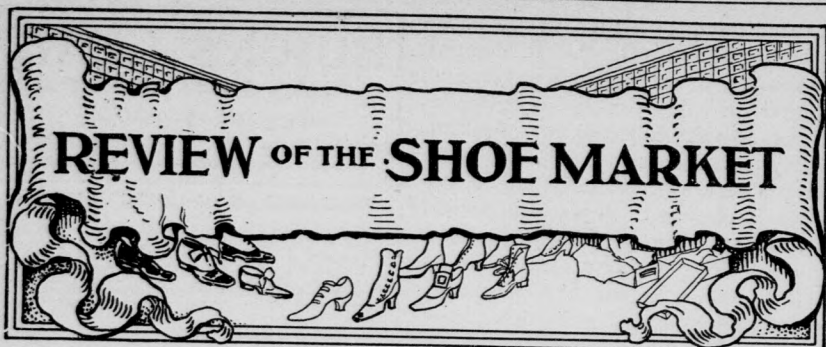
The G.E. Tungsten

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



Improving Business During This Dull Month.

February is a Clearance Sale month; under ordinary conditions it will be a dull month to those merchants who do not make an effort to bring trade to their store. We believe, however, that there are very few who are not trying to keep their business up to normal, but even to do this you can not sit idle.

Shoe dealers all over the country have this year postponed clearance sales and are now making preparations for a grand, grand final wind-up the last two weeks of this month. It will probably cost more to get business this month than any other month in the year, still most merchants have a lot of winter shoes on hand that ought to be disposed of, even if very little profit is realized.

Convert Winter Shoes Into Cash.

To carry strictly desirable shoes over would mean a loss anyway next winter, besides having the money tied up for six or seven months. It is not likely that any live retailers will do that. The earning power of your money ought to be much more than any price concessions that you might make on strictly winter shoes. From the number of clearance sales and clean-up sales that are coming to us we judge that a great many merchants are alive to the necessity of making a strong effort to close out the remainder of winter goods before March 1. It is a mighty good idea to dispose of all such stock by that time. The weather in the Middle and Southern States precludes the selling of heavy goods after that date.

Prepare Advertising Carefully.

But in your desire to get out a hurry-up advertisement for the clearance sale do not neglect the general appearance of the store. It should be as carefully, if not more carefully, planned than the advertisement for the busy season. Besides the necessity for having plenty of strong bargain items the advertisement should be typographically strong. It must be attractive enough to command attention before you can reasonably expect a person to read it. If you are not making an effort to do business now, do not blame any one but yourself if you find that at the end of February your sales have not made the showing they should.

Are Showing Spring Styles.

The large city stores are good examples for the country dealers to follow; of course, you can not do things on as large a scale, but their methods are as near correct as you could hope to find. The men at the head of these stores are usually men of

wide experience and keep in close touch with everything worth while in the mercantile world.

The St. Louis stores have already started to talk about and to show spring shoes. This shows a keen rivalry which exists among them to be the first to do things. While, of course, you would find it almost impossible to sell oxfords and slippers while there is snow on the ground, there is a prestige to be obtained by the merchant who is first to show the new styles of footwear in his town.

It would be an excellent idea to devote a prominent space in your clearance sale advertisement to a hint of the new styles. This same thing applies to your window display, which is also an advertisement. You are receiving the spring styles now and are in a position to talk intelligently about them.

To Get the Reader's Eye.

In the preparation of any advertisement one of the difficulties which confront every merchant is that of being sure that his advertisement will be read carefully.

Attractive typography is almost sure to attract the eye of those whom it reaches. But how shall he be sure that the reading, if done at all, shall be done comprehendingly?

The mere reading of a printed article does not by any means indicate that the reader has grasped the meaning and significance of it. Experienced proof readers know that one may read galley after galley of proof, marking errors as they are found, and at the end have not the slightest conception of the sense of what has been read. So it is not enough to secure the reading alone of an advertisement.

Encloses Money in Envelopes.

There are various methods by which people may be induced to look at a piece of advertising matter, and the experiences of a certain retailer may be of interest to those who have similar projects in mind. This man purposed to circularize the town with a four page circular announcing the annual clearing sale. One suggestion was to enclose the circulars in envelopes and to print on the outside of the envelopes a paragraph stating that in each of five envelopes mailed out a dollar bill had been placed—or perhaps an order on the store for a dollar's worth of goods. This would have made it almost certain that whoever got hold of one of the envelopes would look inside, but it was decided that since only five persons would find what they sought, the others would be disappointed and be likely



In the Shop or On the Farm

Hard Pan shoes of our make are the best there are to stand hard service where the conditions of wear are unusually severe on shoes.

Our Hard Pan, built solid through and through out of good old-fashioned bark tanned leather, has been the standard in its class for over thirty years.

Our trade mark on the sole guarantees the wearer better than the price he pays in long wear and foot comfort.



Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.



For the Man Who Goes on the Most Fashionable Footing

You need the

BERTSCH SHOE

For the business man, a line that fits easily all over.

For the man who wants service, they have the extra wear.

Business and profit makers from the day you stock them.

As a matter of fact, Bertsch Shoes are replacing a lot of higher priced lines with vastly increased profit to the dealer.

You'll want a lot of these shoes before the season is ended.

We can ship you any quantity you need at any time, but if you want the big lot business you'll get in your order right now.



No. 979 Box Calf
No. 990 Gun Metal
One of the best sellers
of the season

Herold-Bertsch Shoe Co.

Makers of the
H B Hard Pan and Bertsch Shoe Lines

Grand Rapids, Mich.

to drop the circular unread, or possibly consider it a fake.

Omitting Certain Letters.

Next it was suggested that one letter should be dropped from certain words in the text, and that the missing letters when identified and properly arranged should form an advertising phrase. A prize was to be given the first person bringing in the correct answer. This would have increased the reading of the circular, undoubtedly, but it was not new, and was therefore dropped.

Misspelling Certain Words.

The next suggestion was that the press should be stopped just before the last five sheets were printed, and some errors in spelling intentionally made in several words; that the prices on several articles be changed so as to make them practically free gifts. The heading of the bill was to explain that five out of the entire lot would be printed as indicated, and that the persons lucky enough to receive these five bills would be given prizes, in the first instance, or the privilege of purchasing the goods intentionally underpriced at the figures given. The latter variation seemed the better one and it has worked out that way.

On five of the circulars a man's shoe of well-known make was fully described and the price placed at 35 cents; on all the rest the price was \$3.50. It is practically certain that no one glancing carelessly over the bill would be able to say that any of the figures was the one he sought unless he read and understood each paragraph descriptive of the goods. On reading them his own sense would estimate whether or not the price was unreasonably low, and if it was, he would be very likely to conclude that he had one of the five bills and was therefore entitled to buying a \$3.50 pair of shoes for 35 cents.

An elaboration of the idea would be to misquote the price on say one-half dozen items, giving the finder the privilege of buying any one of them at the price named. We do not know the results of this scheme, but venture to say that these advertisements were carefully read if the idea was given enough prominence. February is one of the best months of the year for putting on such a scheme. —Shoe and Leather Gazette.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Feb. 12—It is argued by jobbers that when retailers' stocks of coffees become depleted they will buy with more freedom. Isn't that a gem of thought? Meantime, it is evident that buyers are not coming up to the scratch as it was thought they would a month ago and the coffee market this week is dull and sagging. The fact that Santos shipments have stopped until July will, of course, eventually have an influence in strengthening the market, but for the present the best that can be is that prices are steady. In an invoice way Santos No. 7 is quoted at 83½c. In store and afloat there are 3,740,556 bags, against 4,035,264 bags at the

same time last year. Mild coffees are reported by some jobbers as being in a little better request and quotations are steady on last week's basis. Good Cucuta, 10½c.

The tea market is "quite upset" this week, and while stocks are not large there seems to be an ample supply to meet all requirements. Pingsueys are said to be sustained with some strength, but for all the rest there is certainly room for the improvement which it is thought will set in shortly "for keeps."

Sugar of the refined sort has been in light movement, with an average rate of 4.95c less 1 per cent. cash prevailing over a large part of the market.

Rice is quiet, although there is, of course, something doing all the time and quotations can be called fairly firm. More business is certainly to be hoped for and it may come a little later. Prime to choice domestic, 5½@5¾c.

In spices twenty-five tons of ginger were sold, but the general situation is not particularly interesting. Quotations remain as last noted.

Molasses is steady and dealers are, apparently, quite well satisfied with the volume of business transacted this week—a short week, as Saturday is generally observed as a holiday. Syrups are unchanged.

With many canned goods brokers away this week the situation has lacked interest. The enquiry has been moderate for any one thing and probably this will be the case until March 1. It is still intimated that 62½c will buy real standard 3s tomatoes, but the rumors always lack something. They indicate a market that lacks strength and no one seems to have a great amount of confidence in the future. Corn is said to be doing better and some sales of futures—Southern pack, Maine style—are said to have been made at 65@67½c. New York State at 72½@75c seems to offer little inducement. Other goods are moving moderately.

At the close butter is showing some improvement. Creamery specials are quoted at 28½c; extras, 27½c; firsts, 26½@27c; held stock, 25½@27c; Western imitation creamery, 24@25½c; Western factory, 22@22½c.

Cheese is unchanged. The demand is fair. New York State full cream, 17½@18c.

Eggs are in something of a decline. Western extras, 28@29c; Western Southern firsts, 26@26½c; refrigerator, 21½@22@23c.

Useful Charity.

"She is very liberal in her charities," said one woman.

"Yes," answered the other; "liberal, but not always practical. For instance, she wanted to send alarm-clocks to Africa to aid sufferers from the sleeping-sickness."

One Remedy.

"My wife is getting awfully strenuous," remarked Whiffles. "Yesterday she broke a plate over my head. What would you advise me to do?"

"Well," replied Sniffles, "you might buy cast-iron plates."



The First Spring Robin

Haven't you heard him?

Some one in your locality has, no doubt, and his "Pop, pop" will soon be a familiar morning call to us all.

This suggests to us that spring weather and spring trade will soon be on in full swing. Your young lady customers will be the first to note the advance of the season and will want seasonable footwear.

Are you ready for them? Don't be lulled to sleep because the fields are still white with snow, thinking you still have plenty of time. If you haven't a good stock of

Oxfords

do not put the matter of ordering off longer. Drop us a card by next mail and our salesman will see you at once with the noblest line of these goods being shown, not only for ladies, but for men, misses and children.

Order early and insure prompt shipments.

Hirth-Krause Co.

Shoe Manufacturers

Grand Rapids, Mich.

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. * * * * *



WOMEN AS PATRIOTS.

Some Notable Instances of Female Bravery.

Written for the Tradesman.

Woman as a patriot is not a new species. In fact, she is not a distinctive type of the new woman. She has existed for forty centuries at least and may have known the Secret of the Sphinx.

It is with an apology the historian mentions the name of Semiramis. Like Lady Macbeth she was ambitious to have supreme power, so when the opportunity offered itself she had her old decrepit husband put to death and did not seem to suffer any pangs of conscience either. She may have had vices, too, for a beautiful woman in her position, no doubt, was surrounded with temptations, for the standard of living was not on the same plane as to-day. But I am inclined to think any twentieth century woman might well be proud to leave behind so noble a record of achievement.

The writers of antiquity tell us that Assyria had never been so prosperous as under her rule. She founded the city of Babylon and had it adorned so magnificently that even the descriptions beggar fairy tales. More than this, she built enormous aqueducts about her kingdom and connected the various cities by roads and causeways, even finding it necessary sometimes to level hills and fill up valleys to insure their proper construction. She was extremely active and vigilant in the administration of her affairs. One morning when she was dressing information was brought to her that a rebellion had broken out in the city. She immediately rushed forth, her hair floating in disorder, appeased the tumultuous populace by her presence and her eloquence and then returned to finish her toilet. Not satisfied with being the fountress of mighty cities and sovereign over the greatest empire of the earth, Semiramis was ambitious of military renown. She subdued the Medes, the Persians, the Libyans and the Ethiopians and determined to invade India. She was the first monarch on record who penetrated beyond the Indus. We do not generally associate such ambition for self-aggrandizement with patriotism, and yet what sovereign could have done more for her country?

Another name in ancient history, and perhaps a more familiar character to the average reader, is that of Zenobia, Queen of Palmyra. It is around her name the chief fame and historical interest of this superb city center. When her husband died she took the reins of power in the names of her infant sons. When the Romans disputed her claims she met their army and utterly defeated them. Moreover, she was able to wrest from them their territory in Asia Minor and Armenia and thus increase her own dominions. She dared much for her country and was many times victorious, but finally she suffered the worst of defeats and was subjected to the bitterest ignominy.

The Roman matron certainly was patriotic enough to match her most

patriotic husband. She loved with her whole heart her home, her husband, her children, and yet when necessary was willing to sacrifice all in the name of Rome.

In far away Briton there was also patriotism among the women. When the Romans were overbearing in their conquest of these barbarians and threatened to take away all their liberty, these people, headed by their Queen, Boadicea, rose up in a body to defend their rights. Before the battle which ended so disastrously for the island folk this Queen stirred the patriotism of her army by such words as these:

"This is not the first time that Britons have been victorious under their Queen. I come not here as one descended from royal progenitors to fight for empire or riches, but as one of you—as a true Briton—to avenge the loss of liberty, the wrong done to my own person and the base violation of the chastity of my daughters. Roman lust has grown so strong that nothing escapes its pollution; old and young are alike liable to its outrages. The gods have already begun to punish them according to their deserts. One legion which durst hazard a battle was cut in pieces and others have fled like cowards before us. Raise your war shout and their fears will make them flee. Consider your numbers and your motives for the war and resolve to conquer or die. It is better to fall honorably in defense of liberty than to submit to Roman outrage. Such is my resolution; but, ye men, if ye choose, live and be slaves."

Centuries afterward, just across the Channel, the descendants of these people burned a woman prisoner who loved her country with heart and soul and sought to save it from foreign conquest. Unlike the other women already discussed, Joan of Arc was of humble parentage and never sought honor or power for herself. She simply felt inspired to lead armies and undertake such military expeditions as no man in her place would have attempted, and yet she was victorious in executing her plans, although she had to pay the penalty of being captured and put to death in a most cruel manner.

Living in the same century was Isabella of Castile. The mere mention of her name thrills the heart of every American and suggests more of her than there is time for me to relate. Just as familiar are the achievements of Catherine of Russia, wife of Peter the Great, and Marie Theresa of Austria and Hungary.

All through pages of history there are many such shining lights, but it is not within the compass of this paper to even mention their names. Many queens have been called upon to lead armies, to defend their country as well as execute pacific measures for its development, and they seem to have enjoyed as much success as their fathers or brothers, although they had more difficulties to surmount. It is often said to-day that a woman's work must be twice as good as a man's to be considered its equal. No doubt the same rule

applied in past centuries, so such women should receive a double share of credit. Such characters have been like stars lighting the path of progress for their innumerable sisters bound by the fetters of ignorance and inertia. The world does move and gradually all women, even the humblest and least developed, have broken away from the shackles and, although creeping at first, have in time learned to stand alone and finally dared to assert their own individuality and live up to their own ideals. In the transition period woman had to resort to subterfuge to gain her ends. Take such an example as Madame de Maintenon. She was the first lady in France, but, nevertheless, when she was disposed to work for her country's weal she gained her ends, not

because right is right and justice ought to prevail, but on account of the chivalry of man toward the charms of a beautiful and accomplished woman. The women who could exercise such policy and tact in those days were generally the winners, for the emotions could conquer reason. We have a striking example of this finesse in recent times: It is not a hundred years ago since the good and beautiful Queen Louise of Germany exercised all the charms and artifices of

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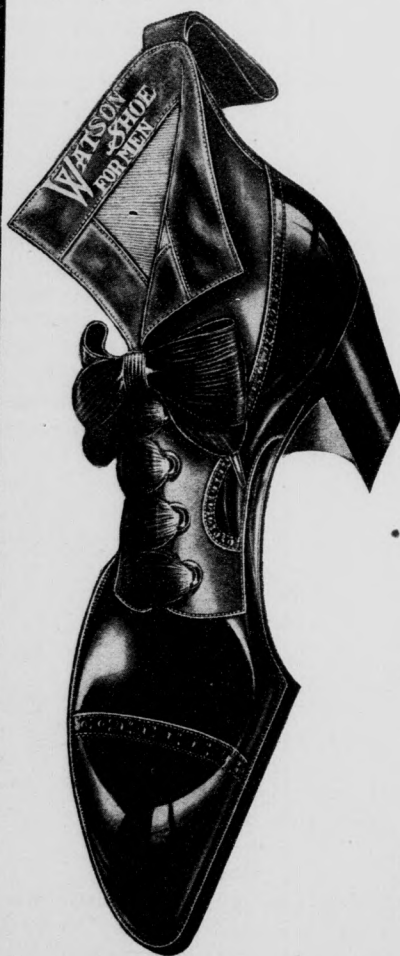
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woman on Napoleon to try and save Prussia from the insatiable conqueror.

It is in the liberty loving countries where women have made the greatest strides. Naturally, it is to America one looks for the best examples. The Pilgrim and Puritan women were just as willing as the men to leave the comforts of a civilized country and to seek homes in the wilderness for the sake of liberty. Although their place was in the home to bake and brew, spin and weave, they had to face many dangers. One of the arguments used against woman suffrage to-day is that she could fight in times of war. Yet three hundred years ago the American mothers all learned how to handle guns and oftentimes found it necessary to shoot, when husbands were away, to protect their homes and save the lives of their children from attacks of Indians or wild animals.

Later, when the American men asserted their independence from England, it was the women who inspired them to their decision. When cut off from the luxuries of other lands it was the wit of woman which devised substitutes. There were also many cases of women actively participating in the Revolution.

At the time General Green retreated before Lord Rawdon, when he had passed Broad River, he was very desirous to send an order to General Sumter, who was on the Wateree, to join him that they might attack Rawdon, who had divided his force. No man was found bold enough to undertake such a dangerous mission, but there was a woman equal to the emergency. When Emily Geiger was caught by the enemy, while she was waiting to be searched by a woman, she ate the note piece by piece. Nothing was found on her and she was let go. She was able to tell General Sumter the necessary message.

During the battle of Monmouth a gunner named Pitcher was killed, and when the call was made for some one to take his place, his wife, who had followed him to camp and to the field of conflict, unhesitatingly stepped forward and offered her services. The gun was so well managed as to draw the attention of General Washington to the circumstance and to call forth an expression of his admiration of her bravery and her fidelity to her country. He conferred on her a lieutenant's commission and she went afterwards under the name of Captain Molly.

After the departure of Colonel Prescott's regiment of Minute Men Mrs. David Wright, of Pepperill, Mrs. Job Shattuck, of Groton, and the neighboring women collected at what is now Jewett's Bridge, over the Nashua, between Pepperill and Groton, clothed in their absent husbands' apparel and armed with muskets, pitchforks and such other weapons as they could find, and, having elected Mrs. Wright their commander, resolutely determined that no foe to freedom, foreign or domestic, should pass that bridge, for rumors were rife that the regulars were approaching and frightful stories of slaughter

flew rapidly from place to place and from house to house.

Soon there appeared one on horseback supposed to be reasonably engaged in conveying intelligence to the enemy. By the implicit command of Sargeant Wright he was arrested, unhorsed, searched and the treasonable correspondence found in his boots. He was detained.

Such acts do not lack patriotism, even if the agents were women. There are many other examples of woman's courage at that trying period, but it was not until the Civil War that woman was recognized as a separate factor and depended upon to execute difficult tasks.

A majority of the women gave up husband and sons when the call for volunteers was made. Could fighting require more patriotism? There may be a few ladies here who remember those times, so I will not stop to cite more than one instance of this brave sacrifice for country's sake. Mrs. Livermore told it in her well known book, My Story of the War:

"As I turned to leave the Station my attention was attracted by little groups of sad men and weeping women. A woman had fainted and I waited until restoratives and kind offices had brought her back to life. She apologized for her weakness, saying that she was not very well and her son's departure was sudden. One of the company added that Mrs. Blank did not know that Andrew had enlisted until to-day noon and she had not gotten over the bad news received a week ago; for Clement, her only other child—and a good child he was, too—was drowned in the Bay of San Francisco. My heart went out to the poor woman and I tried to say something comforting to her.

"He has only gone for three months, you know," I said, "and probably will not be called to do more than police duty. I hardly think there will be any fighting—certainly nothing more than skirmishing."

"The pallid, middle-aged mother was weak in body only. 'If the country needs my boy for three months or three years I am not the woman to hinder him,' was her answer. 'He's all I've got, now that Clement is drowned; but when he told me he'd enlisted I gave him my blessing and told him to go—for if we lose our country what is there to live for?'"

Such mothers as these may have stayed at home, but their hearts were on the field of battle. And they worked to do a man's share as well as a woman's while they waited. Could a man have written a more patriotic hymn than the Battle Hymn of the Republic? The Sanitary Commission demanded the best efforts of numbers of women of the stamp of Mary A. Livermore, while the hospitals were filled with the most skilled nurses of the time, not the least of whom was Mother Bickerdyke—blessed be her memory! If the men killed, certainly the women tried to heal and to save homes from being broken up.

Some men think they are lifting up the church by hiding their faults under it.

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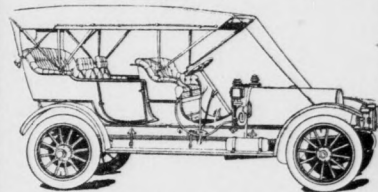
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The record of achievement of Franklin Motor cars for 1909 covers no less than a score of the most important reliability, endurance, economy and efficiency tests of the 1909 season. List of these winnings will be mailed on request.

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.

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West Michigan Distributors

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"THE OLD FOLKS AT HOME."**An Instance of What Came of Clinging To Them.**

Written for the Tradesman.

One of the most cheering and tenderest conditions prevalent in the United States is the number of Suwanee Rivers within the national borders. City or country, mining or lumber camp, wherever humanity most does congregate, let a single bar of that melody float out upon the air and every heart there beating will listen to the song of that winding stream of the long ago and by the time the chorus is reached hearty and loud and long the song rises and swells, and the silence that usually follows the singing only affirms what has already been expressed that "the old folks at home" are still living away down upon the Suwanee River and that that river still ripples and winds in as many places as there are singers, and although known by another name the Suwanee stands for them all and for the dear old homes that make sacred the banks of the blessed river.

How often the man at the main desk in the front office when the fit is on him stops to stare out of the window and, although the view be that of the busy street below or of the blank wall opposite, relieved only by the omnipresent advertisement, the man, dumb and dead to whatever is going on around him, sees not what is before his face and eyes but "The cot of my father, the dairy house nigh it and e'en the rude bucket that hangs in the well."

That is what happened to Willard Henshaw one day and when after a journey of nobody knows how many thousand miles and a lapse of several decades he got back from the brook with a string of trout just in time to go after the cows and just in time, too, not to get a lickin', he remarked as he turned his attention to the paper he had been holding that one of the worst things a boy, 'country born and bred, could do was to break away from the old home ties, to give up and no longer care for the sights and sounds that had once blessed his childhood and finally to become so thoroughly a denizen of the town as to be ashamed of the old home talk and worse than all of the warm-hearted people who spoke it. "That reminds me," and pressing a button there soon came in the General Manager.

"Robson, were both those boys we took in some weeks ago from the country? I know McCabe, but what's the other boy's name? Waldo—Wales; was it Wales? And which one is from Grafton?"

"He's the fellow. Both names belong to him. Waldo's his first name and his folks are in Grafton. Nice people I should infer, and the boy's picking up right along. Wales, though, is the corker. He's the kind where the hayseed sticks and sprouts. He goes around with his hands all ready to grab a pitchfork or a hoe-handle and what 'Pa' and 'Ma' say settles it. He does not care a 'gol darn' what ye say, the city hain't no place t' live in nohow' and he'd give

more for 'a ten-acre lot with deep rich s'il than f'er the hul o' Main street fr'm the Morton House to Canal street,' and as soon as he can make it he's going to have that ten-acre lot and a snug house on it and he's going to show city folks how to live and be happy."

"Shouldn't wonder if he does just that. Keep track of him anyway, Robson. Stranger things than that have happened right here in this good old city of Grand Rapids."

As time went on the Wales boy did not yield kindly to the influences of the city. He even had to depend on Robson to tell him when to get a hair-cut. Style was a word to him without meaning and had it not been for the manager there would have been but little change in the lad's personal appearance. There was, however, under the rough a kindness of heart, a sweetness of temper, a devoted attachment of the old, of the something he had been used to that touched the "boss" and they were seen frequently together. From a chance walking homeward, when the man had overtaken the boy, they were soon waiting for each other, and from these walks and talks it soon became apparent that a good influence was exercised both ways. The boy learned much about his work at the store and the man found that he was gaining rest and refreshment from the country and the farm that the boy was always eager to talk about.

Had Mr. Robson ever set snares in the woods for rabbits and quails and wasn't it fun, though! Did he, when he was a boy, build a long fence with brush and leaves and set the snare when he had found a good stiff twitchup and then get out early the next morning to find a bird or a rabbit hung up by the neck, "and say, Mr. Robson, did you ever catch anything in a box trap? And wasn't it the happiest minute of your life to find it sprung when you got within sight of it? Some fellers think it's a great hardship to drive the cows to pasture and go after them at sundown, but, Gee! I like it. I'd like to be there now driving 'em along the lane with the sun just coming up in the east—we have awful pretty sunrises at home—and a bobwhite on the top rail of the fence whistling away with all his might. Some folks say he says 'More wet,' but I never could see that rain came oftener or that there was more of it; what I do know is that the pure fresh air of the morning with bobwhite on the fence and a brown thrasher on the topmost branch of a high old chestnut tree down in the lane are the prettiest things I can dream of now. McCabe likes to laugh at me and call me 'Country' and all that sort of thing, but I don't care. He wants me to forget the farm and be a city boy now that I'm living here, but I can't see it that way. He laughed at me the other Sunday because he found me writing to Ma. He says he's given that up long ago. Farm and folks are nothing to him now. He hain't got any use for any of 'em, and one of these days when he gits rich he's going back to the old place in style

and make 'em all look at him with eyes and mouth wide open. I want to do part of it. I would like to go home with a good team—my own—but I wouldn't care about anybody's seeing me but Ma and Pa and the young ones and my good time would be in making them have a good time and then when I come away leaving Pa and Ma with a good fat bill to spend in something which would make life a little easier for 'em.

"That's really what I want to do, Mr. Robson, to have the time come when I can hold the plow on the old place and make Pa feel that things are going on all right if he does not work as tight as he c'n jump every minute. There's a big family of us and, whether you know it or not, women on the farm are always the wheel horses. Pa's pretty considerate; but men generally like to talk 'n spit 'n swap hosses, but the women never have any fun. I'm going to see that Ma has her outings and I'm going to have her come here for a week if I can get her to stay that long."

At this point their ways divided, the boy planning for his "Ma's" outings, the man admitting that such talk from a boy 17 years old was unusual; but better that than cutting adrift from the country because it was the country and from the homefolks because they were a little old-fashioned. It also occurred to him that he'd see what he could do to make "Ma's" visit a success, and he was strengthened in his belief that a boy who "keeps in touch with the dear ones at home," even if he is a little awkward in

speech and action, is the boy in the long run to cling to.

Some weeks later the boy Wales by permission came to the store an hour late and with him came the neatest, pleasantest little dot of a woman that the force had seen in many a day. He found Robson first and when he had said, "Ma, this is Mr. Robson I've spoken about to you so often," the Manager, with an earnestness and a courtesy in no way to be improved, took the neatly gloved hand in his own and made the owner of it glad and happy at once with the remark, "I am very glad to meet and to know the fortunate mother of a boy so ready and willing to do his best always as Waldo is;" and then, what had never been done before, he took the lady—that's exactly what she was—to the front office and Mr. Willard Henshaw gladdened his eyes once more with the sight of a genuine country woman, a farmer's wife, who washed and kept house and made butter in the morning and in the afternoon rested and read and kept up her daily music practice with never a thought of falling into the hayseed line or entertaining the thought of taking a back seat in whatever pertains to real life and living.

"I fancied," he said, "it might be so; but this is a 100 per cent. better than I thought. It is American Anglo-Saxonism, found only on this side of the sea, and whether it's Amy Wentworth or the other woman the Quaker poet sings about the main idea is just the same. If the family is a family of Anglo-Saxon thorough-

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Tradesman Company

Grand Rapids

breeds the characteristic will be sure to show itself as long as a strain of it exists."

McCabe was the fellow who was "jarred" the worst. While acknowledging the good qualities of his fellow-worker, down in his heart he was strongly inclined to turn his nose up at him, and when he heard that sometime there was to be a visit from "Ma" he concluded that was the time when he was going to have some fun. Naturally enough Wales came to him next and when Waldo asked his mother to be so good as to shake hands with him, "one of the good fellows that encumber the earth," and that dot of daintiness was "glad to know at last the friend whom Waldo was always speaking so kindly of," mentally he acknowledged himself beaten and greatly to his credit concluded that that kind of a boy with that kind of a mother must be a strange gosling.

It would be easy and very pleasant to give an account of Mrs. Wales' visit to her son but unnecessary. Robson started in early with his part of the programme and the personal pleasure he derived from it made him forget everything but that pleasure. The son was allowed unusual indulgences, but there was no danger of his abusing them. The Manager showed his kindness by entertaining mother and son at his own home with the best that that home had; but what fixed Wales' status once and forever at the store was the action of the "Old Man" there, Mr. Willard Henshaw. He and his wife gave up an afternoon to the country woman and in their motor car they "did" the city and the surrounding country from after mid-day luncheon until dark; then city friends were invited to meet them at dinner; there was a theater party for the diners that evening, and when the next morning after leaving Mrs. Wales at Waldo's boarding place the car brought the senior partner and the clerk to the store and left them there, McCabe, who saw them come in together, thought and said, "Well, if that doesn't beat the Dutch!"

There was a wondering among the store crowd what the effect on the boy would be, but there needn't have been. A thoroughbred is never unbalanced and he never puts on airs. So when the week's vacation—it amounted to that—was over the farm kitchen received its own again and the boy went back to his work and his merchandise and never by look or act did he show that there had been a tightening of the hatband or that in any way he had anything special to be thankful for.

The only one at all upset by the visit was McCabe. He simply could not understand why. What there was in the coming to town of a farmer's wife that should stir up a commercial house—one of the strongest in the city—was what "knocked" him. If his mother should come to town nobody would make all that fuss over her. Would he be the same as have a week off and be entertained by manager and head of the house and be dined and theater-partied and automobilized? Nit. There must be a reason and

where was it? The proposition seemed to be tapering, if there is such a thing, and he soon came down to a point where it was a question of boy McCabe vs. Wales; but—and for McCabe's sake I'll refrain from putting down in black and white the ideas that took shape in his active brain. Of course there was a comparison and in such work the workman never comes out second best, and he laid the blame on the folks on the farm and the way they had brought him up. It was a strange conclusion in the face of such circumstances, but so he reasoned and so he was strengthened in the idea that he should have left the farm sooner than he did, that there were hayseed still in his hair, the country twang still in his tongue and a gawky manner still clinging to him, and to the fellow's detriment. He was more than ever determined to free himself from what he called his country inheritance.

From McCabe's standpoint this was not the worst that happened. In a house like that, where changes were constantly going on, his move upward was not so rapid nor so high as he had every reason to believe it should be, and, what made it all the worse to put up with, that man Wales was always the one to go ahead if there was a vacancy above him. Finally, when Wales' place in the line indicated that another elevation would land him in the office, McCabe, chancing to meet Robson in the park one Sunday afternoon, asked him why.

This was the answer: "Mr. Henshaw in picking men for the upper work goes down deep. His pettest theory is that a boy who cares nothing for home and father and mother thinks only of himself, and a man so narrow-minded as that is one who holds a cent so close to his eyes that he can not see a dollar a yard off and he does not want such men near him. The thing that attracted Wales to him was the boy's love of the country and the old farm and his father and mother; and I know that once when it was reported to him that Waldo gave up an entertainment to write home to his mother he said, 'That's the boy for me. The boy who is determined to keep in touch with the dear old home folks has an element of business success in him of incalculable value. As long as he keeps up that push him ahead and he will stand it.'"

And he has stood it.

Richard Malcolm Strong.

Lucky Eagle.

"The American eagle," said the orator, "knows no fear."

"Yes," replied Sirius Barker, "the American eagle is mighty lucky. Any bird that isn't good enough to eat has a right to congratulate itself these days."

Masculine Tact.

"He is always getting himself in wrong."

"What's he done now?"

"Told that young mother, when she showed him her baby, that his sister had had three just like it."

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have money to pay for what they want. They have customers with as great a purchasing power per capita as any other state. Are you getting all the business you want? The Tradesman can "put you next" to more possible buyers than any other medium published. The dealers of Michigan, Ohio and Indiana

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and they are willing to spend it. If you want it, put your advertisement in the Tradesman and tell your story. If it is a good one and your goods have merit, our subscribers are ready to buy. We can not sell your goods, but we can introduce you to our people, then it is up to you. We can help you. Use the Tradesman, use it right, and you can not fall down on results. Give us a chance.



Some of the Constituents of True Salesmanship.

Fourth Paper.

The most interesting and exhilarating feature of his work is that his experiences are so diversified that he is certainly deriving the pleasure and profit that come to almost every other man in his own peculiar sphere.

Like the farmer, he plows and prepares his soil by his introduction of his subject.

He sees the blade sprout in the awakening of interest, the plant grows in the creation of the desire for possession, the buds form and then the fruit develops in the determination to secure and last come full fruition and harvest in the making of his sale and the possession of his signed order.

Or, like the fisherman, he drops his line baited with the idea he wishes his customer to get. He feels him cautiously approach to investigate, notes his first nibble and the bob of the cork of interest, waits and pays out the line and feels him take the hook, lets him have it and waits for him to swallow it, gives a dextrous and skillful twitch to his argument and fastens the hook in his gills. Then, quietly but firmly, he draws him toward himself and finally lands him and places him in his order basket.

Or like the huntsman after big game: He calls his dogs Discernment and Discrimination and, warily approaching the haunts of his prey, finds the trail. Patiently and with fortitude and endurance he follows it until he comes within sight of the quarry, then with courage and enthusiasm he prepares for the fray, loads his rifle of demonstration with his cartridges or argument, gets a bead on the beast through the sights of comprehension, tact and good judgment, finds the range and fires. He shouts with joy as he hits his mark and returns triumphant and rejoicing, bringing the spoils of the chase with him.

Again comes a change and he is like the champion of old, fighting the battle in defense of a principle. He is not like the weakling or the coward who says, "The enemy is too strong for me," but, ignoring the brass, bluster and boastfulness of his competitors, he goes forth like David of ancient days, secure in his own strength, confident of the justice and righteousness of his cause.

He takes his little slingshot of decision and his five well-rounded and smooth stones:

1. Love of his calling.
2. Knowledge.
3. Courage.
4. Faith.
5. Enthusiasm.

Backed by the firm conviction of his ability to succeed, he teaches the Philistine competitor in one battle that he is the conqueror and thereafter he is respected, admired and feared.

Again, he is the diplomat, appearing before the Board of Arbitration in the form of the Executive Committee of a great corporation.

The battle of the competitors has been long and furious, crimination has been met with recrimination until all concerned are worn and weary and long for the end of the controversy and a final settlement of the whole matter.

The principle involved is a large

ed when the resultant gain is taken into account.

He goes on from strength to strength, logically, consistently, carefully and yet rapidly. The interest is not allowed to flag. He is so sure of his argument and so well founded in the knowledge of his subject that he never hesitates for a word or an illustration to make clear his point.

His hearers become engrossed in his arguments and forget time, competitors and other engagements. The interest is sustained to the end and, in a clearly-conceived summary, he goes over his ground in review and rushes his auditors to the only logical conclusion—the placing of the order with his house.

Victory? Yes, and with it all the worry, anxiety and labor are forgotten.

The huzzas of the multitude, the blaring of trumpets and the triumphal arch are no sweeter to the battle-scarred hero than the smile and handshake of his chief when he presents the evidences of his work.

Illustrations might be multiplied to show the comparison of the experiences of the salesman with those of

a straight line for success without curves or side tracks.

He must prepare to meet disappointment, rebuff, unkindness, thoughtlessness and studied affront with calmness, cheerfulness and fortitude, knowing that if he perseveres and continues to the end he will win the reward.

No good work is ever accomplished without some sacrifice, and the average man is not willing to make a sacrifice of present gain for the promised reward of something in the future.

He wants the fruit without labor. He is not willing to go through the necessary preliminaries.

He is unwilling to handle the spade and the hoe.

He desires to start where the industrious man has ended.

Such a man has no better chance of succeeding than the deacon had who hoped to get to Heaven on the religious experience of his wife.

But, if he has an absolutely unchangeable determination to succeed, he will succeed if he is willing to make every thought and every effort count in the direction of his ambition. So we would say to every one who aspires to success as a salesman: Get in the line of progression.

Love your work or do something else.

Know your business or you can not succeed.

Be fearless and courageous as a result of knowledge of the business and your profession.

And then with enthusiasm go in and win.

The habit of prayer can come to mean as little as the habit of profanity.

The pleasures of folly never come up to the promise of the pictures.

DIAGNOSIS OF THE DAYS.

Of all the names of all the days that fill the busy week

There's one the very sound of which makes life a desert bleak.

I know we all love Saturday, because it comes before

Dear Sunday, day of sweetest rest—loved just a little more.

And Friday's nice, because it's near to Saturday, you know,

While Thursday brings in sight the end of each week's cup of woe.

On Wednesday we can feel that just one-half our trouble's o'er,

While Tuesday takes us past the awful day that we abhor.

Black Monday! How shall I describe that gruesome, nightmare day

Of chaos, dark despair and fierce insane desire for fray?

For Monday sees the world awry and every face askew

And everybody bent on making pulp of me and you.

I asked my doctor if the ill had germ or diagnosis.

"No germ," said he, "the malady is known as Mondayosis."

Vincent Oswald.

contract of enormous value to the successful bidder. He knows that others can give lower quotations for work which appears to be of equal merit. He does not believe in defaming his rivals and he knows that to do so would blast all hope of his securing the order.

He knows that he must develop the strength of his own position without apparently attacking the weakness of his adversary.

He knows that he must make apparent concessions and at the same time gain corresponding advantages without notice. The position is one of extreme delicacy.

One misplaced word or one false step and he will be destroyed.

Does he quail or show signs of nervousness? Not he! With calmness, confidence and cheerfulness he begins his argument.

He carefully points out with brevity and clearness the points of strength, beauty and symmetry in his own construction. He tells the reason why it is considered more valuable to do things in just his way. He shows that, although the cost is somewhat greater, it is not to be considered

the preacher, the lawyer, the statesman, the orator and many others, but these will suffice.

Is it any wonder that the salesman loves his work, that he gives freely of his nerve, brain and brawn to the accomplishment of this task? That he forgets such words as discouragement, weariness and defeat in the brighter remembrance of the exhilarating uplift which comes to him with success?

"But," says the skeptic, "does he not always succeed?"

Granting this to be true, the one thing that the successful salesman does more than any other man is to forget his failures and remember only his successes. He grows in confidence and strength by keeping before him the illustrations of his own prowess and leaves for the unsuccessful man the habit of remembering his failures instead.

Each complete victory is a partial victory for the next endeavor and such a man starts in the race for supremacy with the goal in sight.

He keeps it before him every step of the way and never loses it for an instant, and by this means he makes

Hotel Cody

Grand Rapids, Mich.

A. B. GARDNER, 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.

It may be a little out of your way to

Hotel Livingston

Grand Rapids

but we go a little out of our way to make our Sunday dinners the meals "par excellence."

Found His Real Work On the Road.

"When is a dub not a dub?"

"When he makes good."

The office force of a certain wholesale hardware house has been asking and answering this question in this fashion for the last few weeks, asking it and answering it in a spirit of shock and surprise. The idea of "once a dub, always a dub," has received a severe shock in this establishment, and the office force hasn't got over it yet.

The dub in question was Jones. Jones was the pet of the office. The general manager married Jones' sister, and Jones came down to work under his brother-in-law's sheltering wing. They gave him charge of a mailing section, a sinecure, a cinch. They were going to try him out there; then he was going to get something better.

Jones took charge of the mailing section, had a soft cushion put on his chair, and staid right there for two years. He was 25 years old, and the right age for the man in that job was about 17. But Jones stuck. For two long, mortal years he held down the chair with the soft cushion, pottering around about jobs that an office boy should have been doing, and generally showing that he was a prize candidate for the title of a human snail. Clerks used to ask: "Well, Jones, how's the mailing department? Ain't working you too hard, are they?"

"O, I'm about holding it even," Jones would say.

"It must be awful to have all that worry on your mind."

"Yes, but you get used to it, you get used to it," would be Jones' reply, and he never for a minute suspected that he was being joshed or anything like it.

"Great Scott!" said the general manager to his wife. "I don't know what I'm going to do with Jones. He's a dead one, absolutely and completely dead."

"Perhaps he hasn't any opportunity to show his ability," suggested the wife.

"Perhaps," said the G. M. "I'll shift him around and see if he'll wake up."

And then began the shifting of Jones, a shifting that made him the joke of the office.

There wasn't a minor position in the whole office where they didn't try Jones out. They shifted him from the mailing desk and gave him the information department. Jones took his soft cushion with him, sat down on it, and staid put for another year. From the information bureau he went to the cashier's cage. He counted money in the pay envelopes for the most of his duties. He had to work on a stool now, but the cushion was right there doing business where Jones sat down.

"O, piffle!" said the manager. "I love my wife, but O you brother-in-law!"

From the cashier's cage to the complaint department was an easy step, and from the complaint department to charge of the stationery room was a natural drop after a year more. In

this place Jones was at his cushioned best. When a department head wanted any stationery he made out a requisition and signed it. The office boy then took it to Jones where he sat on guard at the door of the store-room, Jones took it, scanned it leisurely, leisurely affixed his O. K., and handed the order to one of his minions to be filled. After that he rearranged his cushion more comfortably and enjoyed being in business.

It really got to be more than a joke at the end of the sixth year. Jones was at the same salary as he had come in at. That wasn't more than an able-bodied office boy ought to be drawing, but Jones seemed satisfied.

"Give me the definition for a dub," said the clerks to one another.

"Jones," was the answer. There was no question that Jones was the most complete little dub that ever had dubbed around that office.

Then the manager got desperate.

"I'll have to fire him, that's all," he confided to his assistant. "I like to oblige the family, but Jones is too heavy a load. How to do it without raising a fuss, that's what's troubling me."

The assistant was a flippant young person.

"Send him on the road," he suggested. "He'll fall down so bad that he'll go down and out like a kid on an icy slide."

The manager arose and shook hands with the assistant.

"When you step into my shoes," said he, "this office will be in better hands than it is now."

So they sent Jones on the road. It was a joyous day in the office. The idea of Jones selling goods was something to make everybody happy and witty.

"The boss is hoping for a train wreck at the right time," was the consensus of opinion. "He's tender hearted, is the boss; he only hopes Jones'll get killed."

When the time was ready Jones packed up his samples, called a cab, buttoned up his ulster, and made for the station, as contented, as nonchalant, as if he merely were moving his cushion from one chair to another.

The manager heard from him a week later.

"I like this business," wrote Jones. "It's just fun to go in and polly around with these old tall grassers. I'm sending some orders, too. I wish you'd sent me out long ago."

The manager opened the order envelope. Then he sat back and looked foolish. Jones had sold goods to people that had come to be looked upon as hopeless. His orders were big enough and plentiful enough to make him a success.

He kept it up, too. He is keeping it up every day at the present writing.

One of his customers came into the house and explained it to the manager.

"Jones comes lumbering into the store like he had all lifetime to stay," said he. "You look him over and you see he isn't worrying a whit about selling you goods. He'd sooner talk weather than sell goods. He doesn't sell you; you buy from him. He's

the most natural born salesman I ever saw."

"When is a dub not a dub?" said the manager to himself. Then he got up and kicked himself. "When he happens to get into the line where he belongs and where he would have been all the time if his superiors hadn't been born chuckleheads."

But it is the clerks who are rich about Jones. They say:

"If he can sell goods what couldn't we do?"

Which shows that you never can tell.
Jonas Howard.

Sentiment In Business That Lands the Order.

You want to increase your sales of course. We all do. Well, let's see. What do you sell? Cream separators, celluloid goods, leather novelties, sugar, coffee, cereals or hats?

It makes no difference. Principle is the same. Sell, sell more, increase sales. That usually means new customers. We will allow you to sell the old ones as much as you can and stock them well. Do you know all about your goods? Do you know where the raw material comes from, how it is grown or made, how it is planted, mined or gathered, what it costs to get it, duties on its import, laws connected with raising it, mining it? What machinery is used to refine or temper and how it is done? Do they analyze your goods? What does it show them to contain? How much? What romance is connected with your goods? Can you tell some touching stories of incidents in the raising, mining or cultivation of the raw material?

Perhaps in the manufacture or delivery there is lurking sentiment that, properly used, will tug the heart strings with a jerk that lands the order.

A large Michigan establishment had bought machinery for its new plant a few years back from an Eastern concern. Its new annex completed, it was in the market again. It had five concerns bidding for the business. One concern, a new one, was strong for the order, and the purchasing agent wavered. All bids were nearly equal as to cost. The salesman for the Eastern concern called and tried to clinch the order, but was unsuccessful. Finally he said: "Mr. Purchasing Agent, do you recall the machinery we installed in your new plant a few years ago? You were loaded with orders and needed it at once, did you not?"

"We did, indeed," said the purchasing agent. "Every day meant hundreds of dollars to us."

"The train those machines came on was wrecked a hundred miles this side of Pittsburg. Do you recall?"

"I believe I did hear of that," said the purchasing agent.

"Mr. Purchasing Agent," said the salesman, "my firm is the only one of those bidding that sends a man along with every shipment to act as caretaker to insure safe and prompt delivery. When that train was wrecked our man Jones, who came with that carload, was dumped with the rest and had three ribs broken, his

shoulder-blade fractured, and two scalp wounds, seven stitches in one and five in the other. But before he secured even proper medical attention, having assured himself that the machinery was undamaged, he pounded and pestered the railroad by wire and in person to such good effect that the machines were on track and rolling for Chicago in less than twelve hours after the wreck. Mr. Purchasing Agent, I'll take that order with me now." And he did.

Know your goods. Be acquainted with the raw material, the manufacture, methods used in transport, etc.

Get at the sentiment, the romance of the goods—some incident in the life of the goods. Dig it up and use it. If the customer knew the hardship and sentiment connected with the goods before you finally laid them before him his sympathy and interest would often make the sale. Forget the polish once in a while. Paint for him the picture of the forest in bloom and then the ring of the ax, the log jam, the rafts of logs on the river, the giant buzz-saw, the wonderful machinery, the boards going in at one end and finally the match you strike—your sample.

Know your goods and the story of your goods. Then tell it.

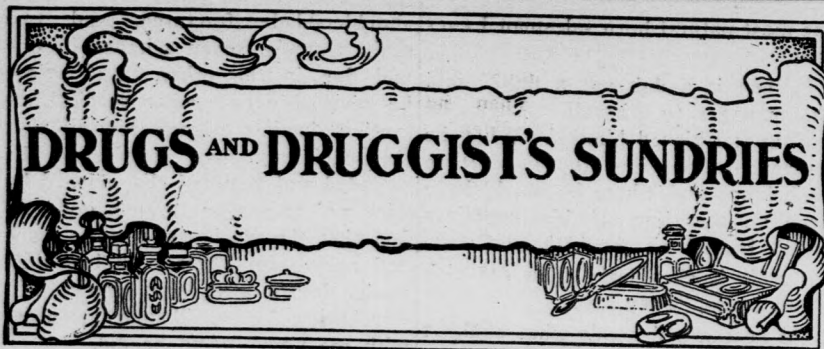
You will sell your goods.

Henry Baxton.

That \$20,000,000 stock dividend of the Pullman Palace Car Co. is but another step in an amazing dividend record. Besides paying liberal rates each year since 1874 the company, in August, 1898, declared a cash dividend of 20 per cent. on its then \$36,000,000 of capital stock. In November, 1898, an extra stock dividend of 50 per cent. was declared, thus increasing the capital to \$54,000,000. In November, 1906, another stock dividend of 36 per cent., or \$46,000,000, was paid, increasing the capital to \$100,000,000, where it is now. Now comes the announcement of another stock dividend of 20 per cent., or \$20,000,000. This additional stock will go to present holders in the ratio of one share for every five held at present. The announcement accompanying the dividend declaration says: "There were certain reserve accounts in the manufacturing department which have hitherto been held in abeyance to meet contingencies which were possible to arise, but which present conditions render improbable. These items, together with the extreme surplus, are regarded by the Board as a justification for making this recommendation."

Chas. H. Sowers, Western Michigan representative for Osborne, Boynton & Osborne, of Detroit, smashed his big toe while interviewing the woodpile at his home in Grandville a few days ago. He will probably draw accident insurance for the next three or four weeks.

W. N. Burgess is in Cleveland assembling his fall samples for Kinney & Levan. He will show his new line in Detroit about ten days and then spend about the same length of time at the Pantlind Hotel here.



DRUGS AND DRUGGIST'S SUNDRIES

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.
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Secretary—H. R. McDonald, Traverse City.
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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.

Some Points About Hot-Water Bottles.

The average customer never treats a hot-water bottle with proper consideration, and it is well to see that a caution slip is packed with every bottle sold. If a bottle is to be properly handled the following precautions must be observed:

You must not use boiling water.

You must not fill the bottle more than two-thirds full.

You must not let any oil or grease come in contact with the bottle, inside or out.

You must not expect the bottle to stand daily use.

You must remember:

To hang up the bottle by the ring, mouth down, so as to drain and dry it out thoroughly, and with the stopper out.

That water bottles will not last forever, but only a moderate length of time, dependent on the care they receive.

When bottles are purchased it is well to inflate them slightly—just enough to keep them from getting or looking flat. It decidedly improves their appearance when displayed for sale.

Cloth-inserted bottles are the most durable, but bottles that can be "stretched" lose shape when filled and spoil sooner if boiling water is placed in them.

Cold hardens compound goods, and many water bottles, especially those of the cheaper grades, if folded and left in a very cold place, will crack if opened quickly. Variations in temperature must be avoided, as sudden and decided changes may almost ruin an entire stock.

Tubing that will "stretch like a band" is of little use for fountain syringes. Flexibility is more important, and the wall should be heavy enough not to kink. Elastic tubing

usually has a thin wall and kinks readily.

It is best to pack all water bottles, fountain syringes and similar goods in flat boxes and then keep the boxes flat. Never store them on the side or the end.

What Goods To Advertise.

It is often a puzzle to the druggist especially as to what goods he should put before the public in his advertisements. This question is so difficult that it is a good idea to consult one's friends and acquaintances and by obtaining their suggestions an inkling can be gained as to how a higher audience would look at it. It is a safe rule that unless the article appeals to some human want actual or potential advertising will be wasted on it.

Articles that appeal to women are usually good things to advertise. From a drug store almost anything can be advertised so as to interest women, who are, as a rule, the larger purchasers of the articles connected with food, such as mineral waters, malt extracts and infant foods. Invalid foods all appeal to the ladies, in fact, to the entire household. Soaps, cleansing compounds and articles of this character useful in the household attract attention at all times of the year and apply to a universal want. It is a fact that the articles usually supplied are not wholly satisfactory and so the housewife and the members of their families can be induced to change constantly in the hope of finding something exactly adapted to their needs.

Formula for Asthma Cigarettes.

A French asthma cigarette contains the following ingredients:

Belladonna leaves 5½ parts
Hyoscyamus leaves 2¾ parts
Stramonium leaves 2¾ parts
Phellandrium aquaticum 1 part
Extract of opium ¼ part
Cherry laurel water...sufficiency.

—(Yeo).
The dried leaves are cut small, mixed well, and moistened with the opium which has been dissolved in the cherry laurel water. A small amount of potassium nitrate is added in order that the cigarettes may burn readily.

Some patented preparations contain lobelia, and something similar to a well-known proprietary is as follows:

Powdered lobelia.
Powdered black tea.
Powdered stramonium leaves, each one ounce.

On this is poured two ounces of a

saturated solution of potassium nitrate, which is thoroughly mixed and allowed to dry. (Yeo). Portions of this are then burned and the patient inhales the fumes. Certainly a great deal of cardiac depression may take place from the use of such strongly medicated inhalants.

Randolph Reid.

Caution in Dispensing Two Lots of Pills.

When filling more than one prescription for different lots of tablets, pills or capsules of similar appearance for a single patient or for two patients in a single household, the druggist should make it a practice to put up the medicines ordered in boxes of different colors, shapes or sizes, so that chances of error in giving the patient the wrong medicine may be eliminated or at least reduced to a minimum. Such errors are not caused so much by the failure to read the directions as by the mixing up of the covers of the boxes when they are of the same color, shape and size. Thus a patient may be given tablets of corrosive sublimate instead of some other trituration of similar appearance, with fatal results.

This caution may appear trivial to those druggists who use all the safeguards possible to avoid errors after the medicines have left their hands, but, unfortunately, there are a few druggists who do not think the apparently trivial worth thinking about. It is worth while remembering this matter when making up orders for pill and powder boxes.

Formula for a Liquid Shoe Polish.

Most of the liquid shoe polishes, so-called, are nothing more than shellac varnishes colored with nigrosine. Characteristic of varnish they harden the leather and cause it to crack after a time unless the coating is frequently removed with fine sand paper or alcohol. The film may be softened a little and cracking thereby hindered by adding a small quantity of wax or castor oil to the varnish. Here are two formulas in either of which wood alcohol may be employed instead of grain alcohol.

1 Shellac 1 oz.
Castor oil ¼ oz.
Nigrosine 15 grs.
Alcohol 16 ozs.
2 Shellac 1 oz.
Curd soap 60 grs.
Yellow wax ¼ oz.
Nigrosine 15 grs.
Alcohol 14 ozs.
Water 2 ozs.

Dissolve the shellac, wax and nigrosine in the alcohol, and the soap in the water; then add the soap solution to the shellac solution and shake well.

J. Morley.

Too Many Drug Stores.

President Oldberg declared in his annual address at the last meeting of the A. Ph. A. that too many drug stores are at the bottom of most of our pharmaceutical troubles, and that the best means of correcting the situation is to pass laws establishing more severe requirements for proprietors, thus making it more difficult for assistants to open stores of their own

and increase competition. It has often been declared that one reason for the continued increase in the number of stores is the action of wholesale druggists in encouraging assistants to become proprietors and helping them financially.

Change in Rules for Packing Nitric Acid.

The Bureau of Explosives of the American Railway Association has made important modifications in the requirements for packing nitric acid for shipment. A number of tests made to determine the suitability of excelsior treated with a 25 per cent. solution of calcium chloride for packing nitric acid in bottles shows that excelsior treated in this way will not be ignited when a bottle of strong nitric acid is intentionally broken in the package, and on this fact the Bureau of Explosives is willing to approve the use of this packing material as a compliance with Par. 1855 of the regulations for the transportation of inflammable articles and acids.

Rattlesnake Venom Stops Cough.

It is reported that a Rochester man, who is suffering from consumption, is the first to test the new cure for tuberculosis reported by Dr. Mays, of the Philadelphia Clinic, namely, rattlesnake venom administered internally in minute doses averaging about one-fiftieth of a grain, triturated in milk sugar. After the first few doses, which were taken at intervals of four hours, his cough was greatly relieved. He said recently that he felt that he was gaining strength, and now after taking fifty powders is satisfied that he is greatly improved. He has gotten more of the venom and will continue the treatment.

Need Not Be Produced in Court.

The Indiana Supreme Court has just made an important ruling in the case of a Newcastle druggist. The ruling is to the effect that a druggist under arrest for operating a "blind tiger" can not be required to produce the written prescription and orders on which sales were made, with his indorsements thereon, in aid of a prosecution against himself. The Court ruled that if he is compelled to produce such documents by threats of imprisonment, that fact may constitute a sufficient plea in abatement to an indictment based on such papers.

Genuine Wintergreen Oil Is Scarce.

The last annual report of the Bureau of Chemistry states that very little oil of gaultheria is to be found on the market. The article sold under this name is oil of birch or a mixture of oil of birch with methyl salicylate. Of course, this is a violation of the food and drugs act, but the Government officials have difficulty in fixing a standard for pure oil of gaultheria, and it is probable that manufacturers will continue to mislabel oil of birch and its mixture until something can be done in a legal way to bring about a change.

You do not learn the way to Heaven by enquiry as to the waywardness of your friends.

WHOLESALE DRUG PRICE CURRENT

Aceticum	6@	8	Copaiba	1 75@1 85	Scillae	50	Salacin	65@ 70	Sanguis Drac's	40@ 50	Oils		
Benzoinum, Ger.	70@	75	Cubebae	3 00@3 25	Scillae Co.	50	Magnesia, Sulph.	3@ 5	Sapo, G	15@	Lard, extra	bbl. gal.	
Boracie	12@	12	Erigeron	2 35@2 50	Tolutan	50	Magnesia, Sulph. bbl	1 1/4@	Sapo, M	10@ 12	Lard, No. 1	35@ 90	
Carbolicum	16@	20	Evechthitos	1 00@1 10	Prunus virg	50	Mannia S. F.	75@ 85	Sapo, W	13 1/2@ 16	Linseed, pure raw	80@ 85	
Citricum	42@	46	Gaultheria	2 50@4 00	Zingiber	50	Menthol	3 15@3 35	Sinapis	20@ 22	Linseed, boiled	81@ 86	
Hydrochlor	3@	5	Geranium	oz 75	Tinctures	50	Morphia, SP&W	3 55@3 80	Sinapis, opt	18@	Neat's-foot, w str	65@ 70	
Nitricum	8@	10	Gossypil Sem gal	70@ .75	Aloes	60	Morphia, SNYQ	3 55@3 80	Snuff	30@	Turpentine, bbl.	66 1/2	
Oxalicum	14@	15	Hedeoma	2 50@2 75	Aloes & Myrrh.	60	Morphia, Mal.	3 55@3 80	Snuff, Maccaboy,	51@	Turpentine, less	67	
Phosphorium, dil.	14@	15	Junipera	40@1 20	Anconitum Nap'sF	50	Moschus Canton	40@	De Voes	51@	Whale, winter	70@ 76	
Salicylicum	44@	47	Lavendula	90@3 60	Anconitum Nap'sR	60	Myristica, No. 1	25@ 40	Snuff, S'h DeVos	51@	Paints	bbl. L.	
Sulphuricum	1 1/2@	5	Limons	1 15@1 25	Arnica	60	Nux Vomica po 15	35@ 40	Soda, Boras, po	5 1/2@ 10	Green, Paris	21@ 26	
Tannicum	75@	85	Mentha Piper	2 25@2 50	Asafoetida	50	Os Sepia	35@ 40	Soda et Pot's Tart	25@ 28	Green, Peninsular	13@ 16	
Tartaricum	38@	40	Mentha Verid	2 75@3 00	Atrope Belladonna	50	P D Co.	1 00@	Soda, Carb	1 1/2@ 2	Lead, red	7 1/2@ 8	
Ammonia			Morruhae, gal.	2 00@2 15	Auranti Cortex.	50	Picis Liq N N 1/2	2 00@	Soda, Bi-Carb	3@ 5	Lead, white	7 1/2@ 8	
Aqua, 18 deg.	4@	6	Myricia	3 00@3 50	Barosma	50	Picis Liq qts	1 00@	Soda, Ash	3 1/2@ 4	Ochre, yel Ber 1 1/2	2 @ 4	
Aqua, 20 deg.	6@	8	Olive	1 00@3 00	Benzoin	50	Picis Liq pints	1 00@	Soda, Sulphas	2@	Putty, commer'l	2 1/2 2 1/2 @ 3	
Carbonas	13@	15	Picis Liquida	16@ 12	Benzoin Co.	50	Pil Hydrarg po 80	2@ 30	Spts. Cologne	2@ 2 60	Putty, strict pr	2 1/2 2 1/2 @ 3	
Chloridum	12@	14	Picis Liquida gal.	40@	Cantharides	50	Piper Alba po 35	30@	Spts. Ether Co.	50@ 55	Red Venetian	1 1/2 2 @ 3	
Aniline			Ricina	94@1 00	Capsicum	50	Piper Nigra po 22	13@	Spts. Myrcia	2@ 2 60	Shaker Prep'd	1 25@1 35	
Black	2 00@2 25		Rosae oz.	6 50@7 00	Cardamon	50	Pix Burgum	12@ 15	Spts. Vini Rect bbl	2@ 2 60	Vermillion, Eng.	75@ 80	
Brown	80@1 00		Rosmarini	@ 1 00	Cardamon Co.	50	Plumbi Acet	12@ 15	Spts. Vi'l Rect 1/2 b	@	Vermillion Prime		
Red	45@ 50		Sabina	90@1 00	Cassia Acutifol.	50	Pulvis Ip'cet Opil 1	30@1 50	Spts. Vi'l R't 10 gl	@	American	13@ 15	
Yellow	2 50@3 00		Santal	@ 4 50	Cassia Acutifol Co	50	Pyrethrum, bxs. H	75@	Strychnia, Crysl 1	10@1 30	Whiting Gilders	@ 95	
Baccae			Sassafras	85@ 90	Castor	50	Pyrethrum, pv.	20@ 25	Sulphur Subl	2 1/2@ 4	Whit'g Paris Am'r	@ 1 25	
Cubebae 5	45@ 50		Sinapis, ess. oz.	@ 65	Catechu	50	Quassaie	8@ 10	Sulphur, Roll	2 1/2@ 3 1/2	Whit'g Paris Eng.	@ 1 40	
Juniperus	10@ 12		Succini	40@ 45	Cinchona	50	Quina, N. Y.	17@ 27	Tamarinds	8@ 10	Varnishes		
Xanthoxylum	1 25@1 50		Thyme	40@ 50	Cinchona Co.	50	Quina, S. Ger.	17@ 27	Terebenth Venice	23@ 30	Extra Turp	1 60@1 70	
Balsamum			Thyme, opt.	@ 1 60	Cubebae	50	Quina, S. P & W	17@ 27	Thebromae	45@ 50	No. 1 Turp Coach	1 10@1 20	
Copaiba	65@ 75		Theobromas	15@ 20	Digitalis	50							
Peru	1 90@2 00		Tigilil	90@1 00	Ergot	50							
Terabin, Canada	78@ 80		Potassium			50							
Tolutan	40@ 45		Bl-Carb	15@ 18	Ferri Chloridum	50							
Cortex			Bichromate	13@ 15	Gentian	50							
Abies, Canadian	18		Bromide	25@ 30	Gentian Co.	50							
Cassiae	20		Carb	12@ 15	Guaiac	50							
Cinchona Flava..	18		Chlorate	12@ 14	Guaiac ammon	50							
Buonymus atro..	60		Cyanide	30@ 40	Hyoscyamus	50							
Myrica Cerifera..	20		Iodide	3 00@3 10	Iodine	75							
Prunus Virginl..	15		Potassa, Bitart pr	30@ 32	Iodine, colorless	75							
Quillala, gr'd.	15		Potass Nitras opt	7@ 10	Kino	50							
Sassafras, po 25..	24		Potass Nitras	6@ 8	Lobelia	50							
Ulmus	20		Prussiate	23@ 26	Myrrh	50							
Extractum			Sulphate po	15@ 18	Nux Vomica	50							
Glycyrrhiza, Gla..	24@ 30		Radix			50							
Glycyrrhiza, po.	28@ 30		Aconitum	20@ 25	Opil	1 25							
Haematox	11@ 12		Althae	30@ 35	Opil, camphorated	1 00							
Haematox, 1s	13@ 14		Anchusa	10@ 12	Opil, deodorized	2 00							
Haematox, 1/2s	14@ 15		Arum po	@ 25	Quassa	50							
Haematox, 1/4s	16@ 17		Calamus	20@ 40	Rhatany	50							
Ferru			Gentiana po 15..	12@ 15	Rhei	50							
Carbonate Precip.	15		Glycyrrhiza pv 15	16@ 18	Sanguinaria	50							
Citrate and Quina	2 00		Hellebore, Alba	12@ 15	Serpentaria	50							
Citrate Soluble..	55		Hydrastis, Canada	@ 2 50	Stromonium	50							
Ferrocyanidum S	40		Hydrastis, Can. po	@ 2 60	Tolutan	50							
Solut. Chloride	15		Inula, po	18@ 22	Valerian	50							
Sulphate, com'l	2		Ipecac, po	2 00@2 10	Veratrum Veride	50							
Sulphate, com'l, by bbl. per cwt.	70		Iris plox	35@ 40	Zingiber	60							
Sulphate, pure	7		Isalapa, pr.	65@ 70	Miscellaneous								
Flora			Maranta, 1/4s	@ 35	Aether, Spts Nit 3f 30@	35	Aether, Spts Nit 4f 34@	38	Alumen, grd po 7	3@ 4			
Arnica	20@ 25		Podophyllum po	15@ 18	Annatto	40@ 50	Alumen, grd po 7	3@ 4	Antimoni, po	4@ 5			
Anthemis	50@ 60		Rhei	75@1 00	Antimoni et po T	40@ 50	Antimoni, po	4@ 5	Antifebrin	20@ 20			
Matricaria	30@ 35		Rhei, cut	1 00@1 25	Antipyrin	20@ 25	Antipyrin	20@ 25	Argenti Nitras oz	10@ 12			
Folia			Rhei, pv.	75@1 00	Argenticum	10@ 12	Balm Glead buds	60@ 65	Bismuth S N	1 90@2 00			
Barosma	90@1 00		Sanguinari, po 18	@ 15	Calcium Chlor, 1s	@ 9	Calcium Chlor, 1/2s	@ 10	Calcium Chlor, 1/4s	@ 12			
Cassia Acutifol.	15@ 20		Scillae, po 45	20@ 25	Calcium Chlor, 1/2s	@ 10	Cantharides, Rus.	@ 90	Capsici Fruc's af	@ 20			
Tinnevelly	25@ 30		Senega	85@ 90	Capsici Fruc's po	@ 22	Capsici Fruc's B po	@ 15	Carmin, No. 40	20@ 22			
Cassia, Acutifol	25@ 30		Serpentaria	50@ 55	Cap'i Fruc's B po	@ 15	Carphyllus	20@ 22	Cassia ructus	@ 35			
Salvia officinalis,	18@ 20		Smilax, M	@ 25	Carmine, No. 40	20@ 22	Cassia ructus	@ 35	Cateacum	@ 35			
1/4s and 1/2s	8@ 10		Smilax, off's H.	@ 48	Catechu, 1s	@ 13	Centraria	@ 10	Cera Alba	50@ 55			
Uva Ursi	8@ 10		Spigella	45@1 50	Catechu, 1/2s	@ 14	Cera Flava	40@ 42	Crocus	45@ 50			
Gummi			Symplocarpus	@ 25	Catechu, 1/4s	@ 16	Chloroform	34@ 54	Chloral Hyd Crss 1	15@1 40			
Acacia, 1st pkd.	@ 65		Valeriana Eng.	@ 25	Camphorae	60@ 65	Chloro m Squibbs	@ 90	Chondrus	20@ 25			
Acacia, 2nd pkd.	@ 45		Valeriana, Ger.	15@ 20	Euphorbium	@ 40	Chondrus	20@ 25	Cinchonid'e Germ	38@ 48			
Acacia, 3rd pkd.	@ 35		Zingiber a	12@ 16	Gamboge	@ 10	Cinchonid'e P-W	38@ 48	Cocaine	2 80@3 00			
Acacia, sifted sts.	@ 18		Zingiber j	25@ 28	Gamboge	@ 10	Cocaine	2 80@3 00	Corks list, less 75%	@ 45			
Acacia, po	45@ 65		Semen			Creosotum	@ 25	Creta	bbl. 75	@ 2			
Aloe, Barb	22@ 25		Anisum po 20	@ 16	Cupri Sulph	3@ 10	Creta, prep.	@ 5	Creta, precip.	9@ 11			
Aloe, Cape	@ 25		Apium (gravel's)	13@ 15	Dextrine	7@ 10	Creta, Rubra	@ 8	Cudbear	24@			
Aloe, Socotri	45@ 60		Bird, 1s	4@ 6	Emery, all Nos.	@ 8							
Ammoniac	55@ 60		Cannabis Sativa	7@ 8	Emery, po	@ 6							
Asafoetida	85@ 90		Cardamon	70@ 90	Ergota	60@ 65							
Benzoinum	50@ 55		Carui po 15	12@ 15	Ether Sulph	35@ 40							
Catechu, 1s	@ 13		Chenopodium	25@ 30	Flake White	12@ 15							
Catechu, 1/2s	@ 14		Corlandrum	12@ 14	Galla	@ 30							
Catechu, 1/4s	@ 16		Cydonium	75@1 00	Gambler	3@ 9							
Camphorae	60@ 65		Dipterix Odorate	2 50@2 75	Gelatin, Cooper	@ 60							
Euphorbium	@ 40		Foeniculum	@ 18	Gelatin, French	35@ 60							
Galbanum	@ 10		Foenugreek, po.	7@ 9	Glassware, fit boo 75%								
Gamboge	po. 1 25@1 35		Lini	4@ 6	Glue, brown	11@ 13							
Gauciacum po 35	@ 35		Lini, grd. bbl. 4 1/2	4@ 6	Glue, white	15@ 25							
Kino	po 45c		Lobelia	75@ 80	Glycerina	23@ 30							
Mastic	@ 75		Pharlaris Cana'n	9@ 10	Grana Paradisi	@ 25							
Myrrh	po 50	</											

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.

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DECLINED

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Yeast Cake	10

ARCTIC AMMONIA

12 oz. ovals 2 doz. box.	75
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AXLE GREASE

1lb. wood boxes, 4 doz.	3 00
1lb. tin boxes, 3 doz.	2 35
3 1/2 lb. tin boxes, 2 doz.	4 25
10lb. pails, per doz.	6 00
15lb. pails, per doz.	7 20
25lb. pails, per doz.	12 00

BAKED BEANS

1lb. can, per doz.	90
2lb. can, per doz.	1 40
3lb. can, per doz.	1 80

BATH BRICK

American	75
English	85

BLUING

6 oz. ovals 3 doz. box	40
16 oz. round 2 doz. box	75

Sawyer's Pepper Box

No. 3, 3 doz. wood bxs	4 00
No. 5, 3 doz. wood bxs	7 00
Sawyer Crystal Bag	
Blue	4 00

BROOMS

No. 1 Carpet 4 sew	4 00
No. 2 Carpet 4 sew	3 80
No. 3 Carpet 4 sew	3 65
No. 4 Carpet 4 sew	3 50
Parlor Gem	5 00
Common Whisk	1 40
Fancy Whisk	1 50
Warehouse	4 25

BRUSHES

Solid Back, 8 in.	75
Solid Back, 11 in.	95
Pointed Ends	85

Stove

No. 3	90
No. 2	1 25
No. 1	1 75

Shoe

No. 8	1 00
No. 7	1 30
No. 4	1 70
No. 3	1 90

BUTTER COLOR

W. R. & Co.'s 25c size	2 00
W. R. & Co.'s 50c size	4 00

CANDLES

Paraffine, 6s	10
Paraffine, 12s	10
Wicking	20

CANNED GOODS

3lb. Standards	@ 1 00
Gallon	2 75 @ 3 00

Blackberries

2lb. cans	1 25 @ 1 75
Standards gallons	@ 4 50

Beans

Baked	85 @ 1 30
Red Kidney	85 @ 1 30
String	70 @ 1 15
Wax	75 @ 1 25

Blueberries

Standard	1 35
Gallon	6 25

Brook Trout

2lb. cans, spiced	1 90
Clams	
Little Neck, 1lb.	1 00 @ 1 25
Little Neck, 2lb.	@ 1 50
Clam Bouillon	

Burnham's 1/2 pt.

Burnham's 1/2 pt.	2 00
Burnham's pts.	3 75
Burnham's qts.	7 50

Cherries

Red Standards	@ 1 40
White	@ 1 40

Corn

Fair	75 @ 8
Good	1 00 @ 1 10
Fancy	1 45

French Peas

Sur Extra Fine	22
Extra Fine	19
Fine	15
Moyen	11

Gooseberries

Standard	1 75
Hominy	
Standard	85
Lobster	

Mackerel

Mustard, 1lb.	1 80
Mustard, 2lb.	2 80
Soused, 1 1/2 lb.	1 80
Soused, 2lb.	2 75
Tomato, 1lb.	1 50
Tomato, 2lb.	2 80

Mushrooms

Hotels	@ 20
Buttons	@ 25

2

OYSTERS

Cove, 1lb.	85 @ 95
Cove, 2lb.	1 60 @ 1 80
Cove, 1lb., oval	@ 1 20

Plums

Plums	1 00 @ 2 50
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Peas

Marrowfat	90 @ 1 25
Early June	95 @ 1 25
Early June Sifted	1 50 @ 1 80

Peaches

Pie	90 @ 1 25
No. 10 size can pie	@ 3 00

Pineapple

Grated	85 @ 2 50
Sliced	95 @ 2 40

Pumpkin

Fair	85
Good	90
Fancy	1 00
Gallon	2 50

Raspberries

Standard	@
Col'a River, talls	1 95 @ 2 00
Col'a River, flats	2 25 @ 2 75
Red Alaska	1 35 @ 1 50
Pink Alaska	90 @ 1 00

Sardines

Domestic, 1/4s	3 1/4 @ 4
Domestic, 1/2s	@ 5
Domestic, 3/4s	Mus. 6 1/2 @ 9
California, 1/4s	11 @ 14
California, 1/2s	17 @ 24
French, 1/4s	7 @ 14
French, 1/2s	18 @ 23

Shrimps

Standard	90 @ 1 40
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Succotash

Fair	85
Good	1 00
Fancy	1 25 @ 1 40

Strawberries

Standard	
Fancy	

Tomatoes

Good	95 @ 1 10
Fair	85 @ 90
Fancy	@ 1 40
Gallons	@ 2 50

CARBON OILS

Perfection	@ 10 1/4
Water White	@ 10
D. S. Gasoline	@ 13 1/2
Gas Machine	@ 24
Deodor'd Nap'a	@ 12 1/2
Cylinder	29 @ 34 1/2
Engine	16 @ 22
Black, winter	8 1/4 @ 10

CEREALS

Breakfast Foods	
Bordeau Flakes, 36 1lb.	2 50
Cream of Wheat, 36 2lb.	4 50
Egg-O-See, 36 pkgs.	2 85
Excella Flakes, 36 lb.	4 50
Excella, large pkgs.	4 50
Force, 36 2lb.	4 50
Grape Nuts, 2 doz.	2 70
Malta Ceres, 24 1lb.	2 40
Mapl-Flake, 36 1lb.	2 85
Pillsbury's Vitos, 3 dz.	4 25
Ralston Health Food	
36 2lb.	4 50
Sunlight Flakes, 36 1lb.	2 85
Sunlight Flakes, 20 1lb.	4 00
Kellogg's Toasted Corn	
Flakes, 36 pkgs in cs.	2 80
Vigor, 36 pkgs.	2 75
Voigt Cream Flakes	2 80
Zest, 20 2lb.	4 10
Zest, 36 small pkgs.	2 75

Rolled Oats

Rolled Avena, bbls.	5 10
Steel Cut, 100 lb. sks.	2 65
Monarch, bbl.	4 85
Monarch, 90 lb. sacks	2 35
Quaker, 18 Regular	1 45
Quaker, 20 Family	4 00

Cracked Wheat

Bulk	3 1
24 2lb. packages	2 50

CATSUP

Columbia, 25 pts.	4 15
Snider's pints	2 35
Snider's 1/2 pints	1 35

CHEESE

Aeme	@ 17 1/2
Gem	@ 18
Jersey	@ 18
Riverside	@ 17 1/2
Springdale	@ 17 1/2
Warner's	@ 17 1/2
Brick	@ 18 1/2
Leiden	@ 15
Limburger	@ 17
Pineapple	40 @ 60
Sap Sago	@ 22
Swiss, domestic	@ 18

8

CHEWING GUM

American Flag Spruce	55
Beeman's Pepsin	55
Adams' Pepsin	55
Best Pepsin	45
Best Pepsin, 5 boxes	2 00
Black Jack	55
Largest Gum Made	55
Ben Ben	55
Ben Ben Breath Perf	1 00
Yucatan	55
Spearmint	55

CHICORY

Bulk	5
Red	7
Eagle	5
Franck's	7
Schener's	6

CHOCOLATE

Walter Baker & Co.'s	
German Sweet	22
Premium	31
Caracas	31
Walter M Lowney Co	
Premium, 1/4s	30
Premium, 1/2s	30

CIDER, SWEET

Regular barrel 50 gals	7 50
Trade barrel, 28 gals	4 50
1/2 Trade barrel, 14 gals	2 75
Boiled, per gal	50
Hard, per gal	20

COCOA

Baker's	37
Cleveland	41
Colonial, 1/4s	35
Colonial, 1/2s	33
Epps	42
Huyler	45
Lowney, 1/4s	36
Lowney, 1/2s	36
Lowney, 1s	40
Van Houten, 1/4s	40
Van Houten, 1/2s	40
Van Houten, 1s	40
Webb	31
Wilbur, 1/4s	39
Wilbur, 1/2s	40

COCONUT

Dunham's 1/4s & 1/2s	26 1/2
Dunham's 1/4s	27
Dunham's 1/2s	28
Bulk	12

COFFEE

Common	10 @ 13 1/2
Fair	14 1/2
Choice	16 1/2
Fancy	20

Santos

Common	12 @ 13 1/2
Fair	14 1/2
Choice	16 1/2
Fancy	19
Peaberry	

Maracaibo

Fair	16
Choice	19
Choice	16 1/2
Fancy	19

Guatemala

Choice	15
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Java

African	12
Fancy African	17
B. G.	25
P. G.	31

Mocha

Arabian	21
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New York Basis

Arbuckle	15 25
Dilworth	13 75
Jersey	15 00
Lion	14 75

McLaughlin's XXXX

McLaughlin's XXXX	sold to retailers only
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6	7	8	9	10	11
Kansas Hard Wheat Flour Judson Grocer Co. Fanchon, 1/2s cloth 6 30 Lemon & Wheeler Co. White Star, 1/2s cloth 6 00 White Star, 1/2s cloth 5 90 White Star, 1/2s cloth 5 80 Grand Rapids Grain & Milling Co. Brands Purity, Patent 5 70 Wizard, Flour 5 60 Wizard, Graham 5 60 Wizard, Corn Meal 4 00 Wizard, Buckwheat 6 00 Rye 4 50 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, 1/2s 6 40 Ceresota, 1/2s 6 30 Ceresota, 1/2s 6 20 Lemon & Wheeler's Brand Wingold, 1/2s 6 25 Wingold, 1/2s 6 15 Wingold, 1/2s 6 05 Worden Grocer Co.'s Brand Laurel, 1/2s cloth 6 25 Laurel, 1/2s cloth 6 15 Laurel, 1/2s cloth 6 05 Voigt Milling Co.'s Brand Voigt's Crescent 6 00 Voigt's Flour 6 00 (whole wheat flour) 6 00 Voigt's Hygienic Graham 5 40 Voigt's Royal 6 40 Wykes & Co. Sleepy Eye, 1/2s cloth 6 20 Sleepy Eye, 1/2s cloth 6 10 Sleepy Eye, 1/2s cloth 6 00 Sleepy Eye, 1/2s paper 6 00 Sleepy Eye, 1/2s paper 6 00 Meal Bolted 3 90 Golden Granulated 4 00 St. Car Feed screened 28 50 No. 1 Corn and Oats 28 50 Corn, cracked 28 50 Corn Meal, coarse 28 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 28 00 Hammond Dairy Feed 25 00 Alfalfa Meal 25 00 Oats Michigan carlots 45 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 5lb pails, per doz. 2 25 15lb pails, per pail 55 30lb 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 PIPES 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 Tourn't whist 2 25 POTASH Babbitt's 4 00 PROVISIONS Barreled Pork Mess, new 22 00 Clear Back 24 50 Short Cut 21 50	Short Cut Clear 21 50 Bean 20 50 Brisket, Clear 24 00 Pig 24 00 Clear Family 21 00 Dry Salt Meats S. P. Bell 18 Lard Pure in tierces 13 3/4 Compound Lard 9 80 lb. tubs, advance 1/4 60 lb. tubs, advance 1/4 50 lb. tubs, advance 1/4 20 lb. pails, advance 1/4 10 lb. pails, advance 1/4 5 lb. pails, advance 1 8 lb. pails, advance 1 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 1/2 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 1/4 bbls., 40 lbs. 2 00 1/2 bbls., 80 lbs. 4 00 1 bbl., 160 lbs. 9 00 Tripe Kits, 15 lbs. 80 1/4 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 1/2 @ 12 Country Rolls 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb. 3 00 Corned beef, 1 lb. 1 75 Roast beef, 2 lb. 3 00 Roast beef, 1 lb. 1 75 Potted ham, 1/2s 55 Potted ham, 1/4s 95 Deviled ham, 1/2s 55 Deviled ham, 1/4s 95 Potted tongue, 1/2s 55 Potted tongue, 1/4s 95 RICE Fancy 7 @ 7 1/2 Japan 5 1/2 @ 6 1/4 Broken 2 1/2 @ 3 1/4 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 3/4s 3 00 SAL SODA Granulated, bbls. 80 Granulated, 100 lbs. cs. 90 Lump, bbls. 80 Lump, 145 lb. kegs 9 90 SALT Common Grades 100 3 lb. sacks 2 40 60 5 lb. sacks 2 25 28 10 1/2 lb. sacks 2 10 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 Thunks 16 Holland Herring Pollock @ 4 White Hp. bbls. 11 00 @ 12 00 White Hp. 1/2 bbls. 6 00 @ 6 50 White Hoop mchs. 65 @ 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 50 lbs. 5 25 1 90 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 Rattle in jars 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 soz 2 80 Dusky D'nd 100 6 oz 3 80 Jap Rose, 50 bars 3 60 Savon Imperial 3 00 White Russian 3 15 Dome, oval bars 3 00 Satinet, oval 2 70 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 3 50 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 50 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 90 German Mottled, 25 bxs 2 85 Marseilles, 10 cakes 6 00 Marseilles, 100 cakes 5 40 Marseilles, 100 ck toilet 4 00 Marseilles, 1/2 bx toilet 2 10 A. B. Whisley Good Cheer 4 00 Old Country 3 40 Soap Powders Snow Boy 24 4lbs. 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 Kirkoline, 24 4lb. 3 80 Pearline 3 75 Soapine 4 10 Babbitt's 1776 3 75 Rousseine 3 50 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 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 1/4 SPICES Whole Spices Allspice, Jamaica 13 Allspice large Garden 11 Cloves, Zanzibar 16 Cassia, Canton 14 Cassia, 5c pkg. doz. 25 Ginger, African 9 1/2 Ginger, Cochiti 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 15 Pepper, White 15 Pepper, Cayenne 22 Paprika, Hungarian 22 Pure Ground in Bulk Allspice, Jamaica 12 Cloves, Zanzibar 22 Cassia, Canton 12 Ginger, African 12 Mace, Penang 55 Nutmegs, 75-80 35 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 1/4 Gloss Kingsford Silver Gloss, 40 1lbs. 7 1/2 Silver Gloss, 16 3lbs. 6 1/4 Silver Gloss, 12 6lbs. 8 1/4 Muzzy 48 1lb. packages 5 16 5lb. packages 4 1/2 12 6lb. packages 6 50lb. boxes 4 SYRUPS Corn Barrels 28 Half barrels 30 20lb. cans, 1/2 dz. in cs. 1 70 10lb. cans, 1/2 dz. in cs. 1 65 5lb. cans, 2 dz. in cs. 1 75 3 1/2lb. cans, 3 dz. in cs. 1 80	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 @ 33 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 Fao 35 Kyo 35 Battle Ax 37 American Eagle 33 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 14 1/2 oz. 44 Nobby Twist 55 Jolly Tar 39 Old Honesty 43 Toddy 34 J. T. 33 Piper Heldsick 69 Boot Jack 36 Honey Dip Twist 43 Black Standard 40 Cadillac 40 Forge 34 Nickel Twist 52 Mill 32 Great Navy 35 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 Plover Boy, 1 1/2 oz. 39 Plover Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 39 Air Brake 36 Cant Hook 30 Country Club 32 34 Forex-XXXX 30 Good Indian 26 Sea Binder, 16oz. 20 22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 TWINE Cotton, 3 ply 24 Cotton, 4 ply 24 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium N 24 Wool, 1 lb. balls 8 VINEGAR State Seal 12 Oakland apple cider 14 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 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 15 sets 1 35 Case, mediums, 12 sets 1 18 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 Tubs 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable, No. 1 9 25 18-in. Cable, No. 2 8 25 16-in. Cable, No. 3 7 25 No. 1 Fibre 10 25 No. 2 Fibre 9 25 No. 3 Fibre 8 25 Washboards Bronze Globe 2 50 Dewey 1 75 Double Acme 3 75 Single Acme 3 15 Double Peerless 3 75 Single Peerless 3 15 Northern Queen 3 Double Duplex 2 00 Good Luck 2 75 Universal 3 65 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wood Bowls 13 in. Butter 1 50 15 in. Butter 2 25 17 in. Butter 4 00 19 in. Butter 5 90 Assorted, 13-15-17 3 00 Assorted, 15-17-19 4 25 WRAPPING PAPER Common straw 2 Fibre Manila, white 3 Fibre Manila, colored 4 No. 1 Manila 4 Cream Manila 3 Butcher's Manila 2 1/2 Wax Butter, short c't 13 Wax Butter, full count 20 Wax Butter, rolls 19 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Least Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. Whitefish, Jumbo 16 Whitefish, No. 1 12 Trout 1 1/2 Halibut 10 Herring 7 Bluefish 14 1/2 Live Lobster 29 1/2 Boiled Lobster 29 Cod 10 Haddock 8 Pickled 12 Pike 12 Perch 8 Smoked White 12 1/2 Chinook Salmon 15 Mackerel 15 Finnan Haddie 15 Roe Shad 15 Shad Roe, each 8 1/2 Speckled Bass 8 1/2 HIDES AND PELTS Hides Green No. 1 11 Green No. 2 10 Cured No. 1 13 Cured No. 2 12 Calfskin, green, No. 1 13 Calfskin, green, No. 2 11 Calfskin, cured, No. 1 14 Calfskin, cured, No. 2 12 1/2 Pelts Old Wool 20 Lambs 50 @ 75 Shearlings 40 @ 65 Tallow No. 1 5 No. 2 4 Wool Unwashed, med. 28 Unwashed, fine 23 Standard Twist 8 Cases Jumbo, 32 lb. 7 1/2 Extra H H 10 Boston Cream 13 Big stick, 30 lb. case 8 Mixed Candy Grocers 6 1/4 Competition 7 Special 8 Conserve 7 1/2 Royal 13 Ribbon 10 Broken 10 Cut Loaf 8 1/2 Leader 8 Kindergarten 10 French Cream 9 Star 11 Hand Made Cream 16 Premio Cream mixed 14 Paris Cream Bon Bons 10 Fancy—in Pails Gypsy Hearts 14 Coco Bon Bons 14 Fudge Squares 13 Peanut Squares 9 Sugared Peanuts 12 Salted Peanuts 12 Starlight Kisses 11 San Mida Goodies 11 Lozenges, plain 10 Lozenges, printed 12 Champion Chocolate 13 Eclipse Chocolate 14 Eureka Chocolate 15 Quintette Chocolate 15 Champion Gum Drops 14 Lemon Drops 10 Moss Drops 10 Imperial 1 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 Golden Wafers 13 Red Rose Gum Drops 13 Auto Bubbles 13 Fancy—in 5lb. Boxes Old Fashioned Molasses Kisses, 10lb. bx 1 30 Orange Jellies 50 Lemon Sours 60 Old Fashioned Horehound drops 60 Peppermint Drops 60 Champion Choc. Drops 60 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 12 1 10 Bitter Sweets, as'd. 1 25 Brilliant Gums, Crys. 60 A. A. Licorice Drops 90 Lozenges, printed 65 Lozenges, plain 65 Imperial 65 Mottos 65 Cream Bar 60 G. M. Peanut Bar 60 Hand Made Crms 80 @ 90 Cream Wafers 65 String Rock 60 Wintergreen Berries 60 Old Time Assorted 2 75 Buster Brown Good 2 50 Up-to-date Assmt' 2 75 Ten Strike No. 1 6 50 Ten Strike No. 2 6 00 Ten Strike, Summer assortment 6 75 Scientific Ass't. 13 00 Pop Corn Cracker Jack 3 25 Giggies, 5c pkg. cs 3 50 Pop Corn Balls 200s 1 35 Azulikit 100s 3 30 Oh My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS—Whole Almonds, Tarragona 16 Almonds, Drake 15 Almonds, California sft. shell 12 @ 13 Brazil 12 @ 13 Filberts 12 @ 13 Cal. No. 1 soft shell 15 @ 16 Walnuts, Marbot 13 Table nuts, fancy 13 @ 13 1/2 Pecans, Med. 13 Pecans, ex. large 14 Pecans, Jumbos 16 Hickory Nuts per bu. Ohio, new 16 Cocoanuts 15 Chestnuts, New York State, per bu. 15 Shelled Spanish Peanuts 9 Pecan Halves 26 Walnut Halves 30 @ 32 Filbert Meats 27 Alicante Almonds 42 Jordan Almonds 47 Peanuts Fancy H. P. Suns 7 1/2 Roasted 7 1/2 Choice, H. P. Jumbo 8	

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon .55 6 00

BAKING POWDER



Royal
10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Small size, 1 doz. box .40
Large size, 1 doz. box .75

CIGARS

Johnson Cigar Co.'s Brand



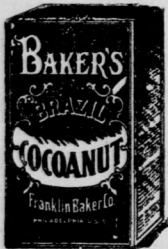
S. C. W., 1,000 lots .31
El Portana .33
Evening Press .32
Exemplar .32

Worden Grocer Co. brand

Ben Hur
Perfection .35
Perfection Extras .35
Londres .35
Londres Grand .35
Standard .35
Puritinos .35
Panatellas, Finas .35
Panatellas, Bock .35
Jockey Club .35

COCOANUT

Baker's Brazil Shredded



70 5c pkgs, per case .2 60
36 10c pkgs, per case .2 60
16 10c and 36 5c pkgs,
per case .2 60

FRESH MEATS

Beef

Carcass .6 1/2 @ 9 1/2
Hindquarters .8 @ 10 1/2
Loins .9 @ 14
Rounds .7 1/2 @ 9
Chucks .7 @ 7 1/2
Plates .6 @ 6
Livers .5 @ 5

Pork

Loins @ 16
Dressed @ 11
Boston Butts @ 15
Shoulders @ 12 1/2
Leaf Lard @ 13
Pork Trimmings @ 11

Mutton

Carcass @ 10
Lambs @ 12
Spring Lambs @ 13

Veal

Carcass .6 @ 9

CLOTHES LINES

Sisal

60ft. 3 thread, extra .1 00
72ft. 3 thread, extra .1 40
90ft. 3 thread, extra .1 70
60ft. 6 thread, extra .1 29
72ft. 6 thread, extra .1 50

Jute

60ft. .75
72ft. .90
90ft. .1 05
120ft. .1 50

Cotton Victor

50ft. .1 16
60ft. .1 35
70ft. .1 60

Cotton Windsor

50ft. .1 30
60ft. .1 44
70ft. .1 80
90ft. .2 00

Cotton Braided

40ft. .95
50ft. .1 35
60ft. .1 65

Galvanized Wire
No. 20, each 100ft. long 1 9c
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1 lb.
White House, 2 lb.
Excelsior, M & J, 1 lb.
Excelsior, M & J, 2 lb.
Tip Top, M & J, 1 lb.
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids.
Lee, Cady & Smart, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fiebach Co.,
Toledo.

FISHING TACKLE

1/2 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 to 2 in. 11
2 in. 15
3 in. 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 25
Large 34

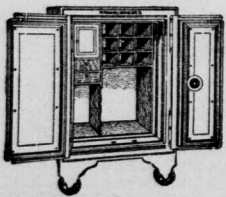
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large .1 80
Cox's, 1 doz. Small .1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's 1 50
Knox's Acidu'd. doz. .1 25
Oxford 75
Plymouth Rock .1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brand



100 cakes, large size .6 50
50 cakes, large size .3 25
100 cakes, small size .3 55
50 cakes, small size .1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25
TABLE SAUCES
Halford, large 3 75
Halford, small 2 25

Lowest

Our catalogue is "the
world's lowest market"
because we are the
largest buyers of general
merchandise in America.

And because our com-
paratively inexpensive
method of selling,
through a catalogue, re-
duces costs.

We sell to merchants
only.

Ask for current cata-
logue.

Butler Brothers

New York

Chicago St. Louis

Minneapolis

FIRE AND
BURGLAR
PROOF

SAFES

Grand Rapids
Safe Co.

Tradesman Building



SUPERCEDE
BOOK-KEEPING
DISPUTED ACCOUNTS
BAD DEBTS
ACCURACY
PROFIT
CONTENTMENT
We make four grades of book:
in the different denominations.

CIRCULARS ON INQUIRY
SAMPLES
TRADESMAN COMPANY,
GRAND RAPIDS, MICH

Use

Tradesman

Coupon

Books

Made by

Tradesman Company
Grand Rapids, Mich.

What Is the Good

Of good printing? You can probably
answer that in a minute when you com-
pare good printing with poor. You know
the satisfaction of sending out printed
matter that is neat, ship-shape and up-
to-date in appearance. You know how it
impresses you when you receive it from
some one else. It has the same effect on
your customers. Let us show you what
we can do by a judicious admixture of
brains and type. Let us help you with
your printing.

Tradesman Company
Grand Rapids

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—Stock of dry goods and ladies' furnishings at small discount. Most healthy, beautiful and resourceful town in the State. Manufacturing, farming and resort business. Population 3,000. Inventories \$2,100; or will sell one-half interest in one of the most staple businesses in the world. Box 336, Montague, Mich. 409

50 acres coal and timber land. Fine vein of coal and well timbered with oak, hickory, pine and cedar. Six miles from M. K. and T. R. R., Pittsburgh Co., Okla. Will sell or lease. Write W. S. Brabham, M. D., Box 377, Wilburton, Okla. 408

Medium sized fireproof safe wanted. Must be cheap. Give inside dimensions and price when replying. Traverse City Canning Co., Traverse City, Mich. 407

For Sale—A fine portable oak cooler and all other fixtures that go with a first-class meat market outfit. Box 247, Stanton, Mich. 406



To the Merchant Who Wants to Turn Merchandise into Ready Cash

Now is the time to convert surplus merchandise and slow selling goods into real money. "A dollar in the till is worth two on the shelf." My successful Sales Plan will throng your store with eager buyers and sell your goods at a profit. Stocks reduced and closed out. Give size of stock. Write me to-day. B. H. Comstock, the man with the Sales Plan that makes good, 907 Ohio Building, Toledo, Ohio.

For Sale—Stock of dry goods and gents' furnishings, located in a thriving Michigan town of 2,500 inhabitants. Brick store, centrally located. Good established cash trade. Reason for selling, outside business to look after. Fine opening for the right party. Cash must do the business, no deal. Address T. J. Perkins & Co., Northville, Mich. 405

For Sale—Harness shop and stock complete, with harnesses, hardware, blankets, robes, whips. Good repair outfit, old stand for 30 years. Must sell on account of sickness and old age. Will invoice about \$1,000, one-half cash, balance time to suit. There is but one other shop in good town of 1,200 population, surrounded by rich grain, stock and fruit farms. No exchange. L. J. Lewis, Bangor, Mich. 404

Merchandise wanted in exchange for 240 acres land in Michigan, free of incumbrance. May accept building. Lock Box 206, Maynard, Iowa. 403

Attorney, having acquired typewriters at bankruptcy and other sales, will dispose of same cheaply. William Capesius, 99 Randolph St., Chicago. 402

For Sale—One Buffalo coat with other trimmings. Coat is extra large and in first-class condition. For price write W. E., Box 743, Blackduck, Minn. 401

Bargain—Combination 5c and 10c store with millinery. Iowa City, 5,000 population. Stock, fixtures \$4,500. Established three years. Answer if interested. Money talks. Address 400, care Tradesman. 400

For Sale—Established light manufacturing mail order business in Chicago. Low priced patented article in good demand. Patents, tools and stock included. Trade for town or farm property. E. F. Cameron, Helena, Mont. 399

For information regarding Western North Dakota or Eastern Montana lands or regarding locations for any business projects, write L. W. Richards, Beach, N. D. 398

For Sale—Cheap, bakery. Reason, poor health. 1134 Washington Ave., North Lansing, Mich. 397

\$10 buys complete Standard Gillett gasoline lighting system. Goldenberg, 6220 Ingleside Ave., Chicago. 396

For Sale—10,000 acres virgin pine, cypress and gum, on railroad, North Carolina. 30 million feet good pine and oak in Virginia. Box 871, Warren, Pa. 411

Mr. Merchant—Have you more stock than money? Do you want to turn a portion of your stock or all into cash without loss? Do you want to renovate your stock and invigorate your business? Our New Idea system will do it for you and no one will know but that you are running your own sale. We do it for less. All signs, banners, price cards free. Sale just opened in Prairie du Sac, Wis., for Ragatz & Gasser. Write them and us to-day for full particulars. The H. B. Christensen Co., 112½ E. 3rd St., Davenport, Iowa. 394

For Sale—A good clean stock of groceries and staple dry goods. Best location in city. Inventories from \$1,500 to \$2,000. In one of the best towns in Michigan. Address Box C, Cass City, Mich. 395

Let our form letters collect those old accounts. Sample sets of ten each, prepaid for 25c. Record Press, Flint, Mich. 410

For Sale—Window fixtures, floor cases and tables. Fine condition. Reasonable offer accepted. Address N. A. C., care Tradesman. 390

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

Exchange—Good farm for stock merchandise. Address Box 378, Mankato, Minn. 388

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

Stock of general merchandise for sale. Dry goods, clothing, shoes, groceries. Clean stock. Staple goods. Good town. Good location. Double store, each 24x30, 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. 382

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

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 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 livery barn. Possession at once. For particulars write W. E. Rogers, Alpena, Mich. 381

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—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—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

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—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

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—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—Furniture business in Northern Indiana. Good locality. Will sell stock or stock and building. S. S. Laudemann, Bremen, Ind. 334

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—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

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

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

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., or 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

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

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

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.

Here Is a Pointer



Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper,

AS TO CORPORATIONS.

According to a bill introduced in Congress recently no corporation formed to engage in interstate and international trade and commerce and organized under the act—if the bill in question becomes a law—or under the laws of any state or foreign country will be permitted to purchase, acquire or hold stock in any other corporation or have or exercise any banking powers.

And forfeiture of charter may result for any corporation organized under the act which shall enter into any contract or combination or engage in any conspiracy against interstate or foreign trade or commerce or attempt to monopolize any part thereof contrary to the provisions of the Sherman Act or shall otherwise violate the laws of the United States.

Moreover, the charters of all corporations are made subject to alteration, suspension or repeal by Congress. The Attorney General is given power to bring forfeiture proceedings and the court may appoint a receiver.

The bill provides also that stock may be paid for in cash or property, but every certificate of stock issued in payment for property must contain a full statement sworn to by a majority of the board of directors, which must be filed in the Bureau of Corporations, setting forth that the stock is issued in payment for property, describing the property in full, the number of shares to be issued in payment therefor and whether such shares have par value or not, the names and addresses of the vendors of the property, the statement of their connection, if any, with the company, the terms of any agreement, verbal or written, with respect to the transfer of the property, full details as to price, all amounts paid or to be paid to each vendor, if the vendors are directors of the corporation or stockholders, a statement of the price paid or to be paid by them for the property to be sold to the corporation, and where the stock to be issued for such payment has a par value there must be filed in the Bureau of Corporations an appraisal of the value of the property by two disinterested appraisers, approved in writing by the Commissioner, who may also appoint other appraisers.

No stock with a par value may be issued in payment of property purchased or acquired by the corporation to an amount, in par value, exceeding the value approved by the commissioner after such appraisal.

Under the terms of the bill, by a two-thirds vote of the stockholders of the corporation, the capital stock of such corporation may be increased or decreased and other amendments to the articles of association may be made. On a similar vote the corporation may borrow money, issue bonds and mortgage property or confer upon the holder of any bond or obligation the right to convert the principal after five years from date of the bonds into stock of the corporation of a designated class, provided:

The approval of the Commission-

er of Corporations must be secured before the capital stock can be increased to the amount necessary to provide for such conversion, and this right shall not be given unless the bonds are issued or sold at par or upwards, or for more than their reasonable market value as ascertained by the Commissioner.

Whenever a corporation shall fail to pay any written obligation at maturity or if any execution against its property shall be returned unsatisfied the Commissioner of Corporations shall appoint a special agent to examine into its condition. If this agent reports that the corporation's condition is so unsound as to make its continuance in business contrary to public welfare, the Commissioner may appoint a receiver with the usual powers of chancery receivers.

Within thirty days the corporation may apply to the nearest United States Court to enjoin proceedings and the court may discharge the receiver and enjoin the corporation's interests from further proceedings.

The real and personal property of corporations are to be subject to state, county and municipal tax of 1 per cent. of the total capital up to ten million dollars; one-twentieth of 1 per cent. from ten million to twenty million dollars and \$250 on every million dollars of capital in excess of twenty million dollars.

This incorporation bill represents the combined thought and work during several months last past of Attorney General Wickersham, President Taft and the rest of his lawyer-cabinet associates and advisers, and the President believes it will stand the test of both congressional discussion and Supreme Court decision.

DANGER IN THE TELEPHONE.

A prominent educator recently stated that he did not know of a single school in which there were not some conditions injurious to the health of the pupils. The charge is a startling one, yet who can declare the assertion too broad.

With this thought comes another: Are not our most common business relations also open to the same charge? The vileness of money has been more than once the subject of a note of warning. We can not purify the bank notes, but we can at least keep them away from our food stuffs.

With the exception of this and the lead pencil, which may be chewed by everyone who uses it, the telephone open to the public offers the most direct objectionable contact. The one who does not use tobacco is at once impressed with the fact that the breath of one using it is retained in the receiver sometimes for hours. In a country town patrons often expect the free use of the phone, that is, if the fee is charged by the quarter with no extra expenditure except for toll calls. A refusal of this favor gives offense to a large patronage and can not be done; yet when others have been using the phone, especially those whose breath we especially wish to avoid, it is well to keep the mouth as far as possible from the receiver.

The same rule should always be re-

membered when calling up in a pay station. You do not know who has just preceded you. You may remove the most objectionable dregs by a few whirls of the handkerchief. Germs may be retained in the base of the funnel, working mischief in the end. The germ chaser will doubtless before long direct his aim to this source of distribution; but until then we can only dodge as best we may—keep aloof as far as possible.

Manufacturing Matters.

Plymouth—The International Milk Products Co. has increased its capitalization from \$10,000 to \$100,000.

Detroit—The Agra Co. has been incorporated with a capital stock of \$10,000 to manufacture and sell medicines and perfumes.

Allegan—Sweet & Briggs, of Grand Rapids, have moved their upholstering plant here and are located in the Hensel factory building.

Adrian—The Adrian Novelty Co. has been incorporated with an authorized capital stock of \$5,000, of which \$3,000 has been subscribed, \$10 being paid in in cash and \$3,000 in property.

Detroit—The Kelsey-Herbert Co. has disposed of the mirror manufacturing portion of its business to the Ames-Bonner Co., of Toledo. The local concern will continue the manufacture of toilet articles.

Standish—The Michigan Cooperage Co., Ltd., has merged its business into a stock company under the style of the Michigan Cooperage Co., with an authorized capital stock of \$40,000, all of which has been subscribed and paid in in cash.

Detroit—The Fairview Manufacturing Co. has incorporated to manufacture and sell account registers and other metal products, with an authorized capital stock of \$2,000, of which \$1,500 has been subscribed and \$1,000 paid in in cash.

Saginaw—The Michigan Creamery Co. has increased its capital stock from \$10,000 to \$25,000 and decided to remove the main office of the company from Clare to this city. W. E. Cornwell, E. J. Cornwell and T. A. Towler and C. E. Cornwell are the stockholders.

Detroit—The Remaking Hat Co. has been organized for the purpose of remaking and redesigning hats, caps and headwear and manufacturing and selling hats, etc., at wholesale and retail, with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed, \$1,000 being paid in in cash and \$5,000 in property.

Detroit—A number of Detroit manufacturers represented in the membership of the Employers' Association have turned over to the Detroit Board of Commerce a proposition to have an exhibit of Detroit products at the Berlin exposition this summer. President John Trix, of the Employers' Association, proposes that a section of the exposition building be taken and called the "Detroit Division."

Detroit—The control of the Detroit White Lead Works will pass to Sherwin, Williams & Co., of Cleveland, about March 1. Although Homer Warren, who is securing the op-

tions on the stock of the local corporation, refuses to state who the purchasers are, it is known locally that the Cleveland paint company is the one concerned. The stock is being purchased at par, \$25 per share. Mr. Warren has already options on fully two-thirds of the outstanding stock. The common capitalization is \$500,000.

Caro—At the annual meeting of the Thumb Co-operative Creamery Co. reports were made which show that the business is rapidly becoming one of the leading industries of this part of the State. The company has two factories, one here and one at Cass City, which together paid out to farmers for cream \$5,000. A dividend of 10 per cent. was declared and it was announced that negotiations were on for the purchase of a creamery at Fairgrove and the building of one at Owendale. The same officers and directors were re-elected.

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

Buffalo, Feb. 16—Creamery, fresh, 27@29c; dairy, fresh, 22@25c; poor to common, 19@21c.

Eggs—Strictly fresh, 24@25c; cold storage, 22@23c.

Live Poultry — Fowls, 16@17½c; springers, 17@18c; ducks, 17@18c; old cocks, 12c; geese, 14@15c; turkeys, 20@22c.

Dressed Poultry—Old cocks, 12½@13c; fowls, 18c; chickens, 18@20c; turkeys, 24@26c; ducks, 18@20c; geese, 13@15c.

Beans — Pea, hand-picked new, \$2.40; red kidney, hand-picked, \$2.85 @3; white kidney, hand-picked, \$2.75 @3; marrow, \$2.90; medium, hand-picked, \$2.35.

Potatoes—40c per bu.

Rea & Witzig.

The empty head is always eloquent on the subject of a full heart.

Most of us have to be pulled up short or we would not live long.

BUSINESS CHANCES.

For Sale—General stock inventorying about \$7,000 doing a business exceeding \$40,000 per year. Also own half interest and operate telephone exchange of 60 farmer subscribers. Postoffice. Warehouse on track and established produce business. Will rent or sell store building and residence property. Business long established and always profitable. Refer to bankers at Howard City. Address No. 413, care Michigan Tradesman. 410

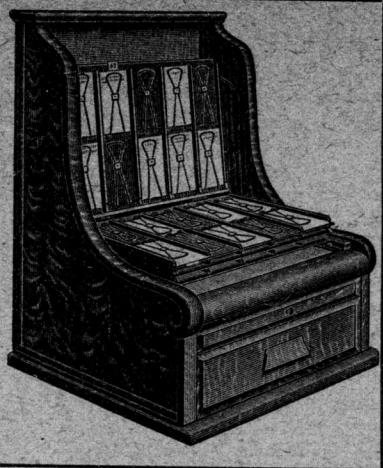
For Sale—On beautiful Lake George, New York in Adirondacks, a sanitarium resort proposition. Fully equipped with modern accessories. Private dynamo, boats, stable, etc. Over 6 acre garden, pasture. Hunting, fishing. Spring water. Ideal summer home. Only \$12,000. Clara B. Otis, Sanitarium, Battle Creek, Mich. 414

For Sale—Cheap for cash, a complete set of grocery store fixtures. Will sell all together or separate. Address No. 412, care Michigan Tradesman. 412

Incorporate under South Dakota laws. No franchise taxes; save expense, reliable. Drexel Investment Co., Drexel Bank Bldg., Chicago. 415

Merchants—Display Cards and Price Cards written or printed with a Signograph Fountain Sign-writing Pen are unequalled. They can be made in a moment by yourself or your clerk, without any previous experience. Mail prepaid, \$1; check, money order, or stamps. Ink, 50c quart. Signograph Co., Minneapolis, Minn. 416

Wanted—To buy stock general merchandise, \$5,000 to \$20,000 to move to our present location. Must be good quality, reasonable in price. What have you to offer? In answering state price wanted and inventory. Bishop Bros., Millington, Mich. 417



It Pays For Itself

THE McCASKEY ACCOUNT REGISTER saves so much money from the day it is installed that it pays for itself in the first few months.

After that, all it saves is PROFIT.

THE McCASKEY prevents forgotten charges—the greatest avenue of loss in the average business.

It draws new trade.

It satisfies old customers.

It collects money faster than any human agency and

It puts an end to the labor and expense of book-keeping.

We'd like to tell you more about it.

Use a postal card and ask for information.

THE McCASKEY REGISTER COMPANY
Alliance, Ohio

Manufacturers of the famous Multiplex, Duplicating and Triplicating Sales Pads.
Also single carbon pads in all varieties.

Detroit Office, 1014 Chamber of Commerce Bldg.
Phone Main 3565

Agencies in all Principal Cities

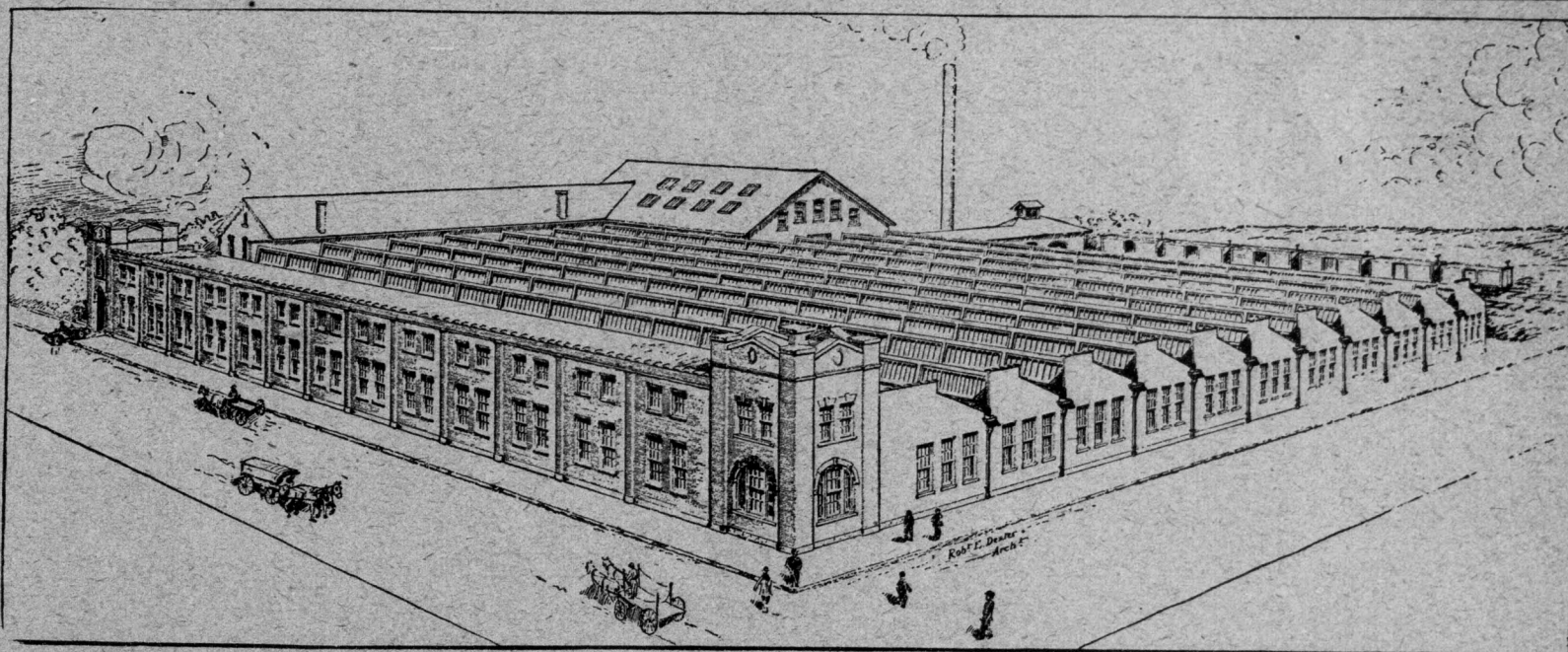
Handle It On Its Record



In all the years "White House" Coffee has been marketed, it has never been allowed to deteriorate in character or in quality. If you have followed its rise to its present top-notch position as the leader, you know we're right. * * * * *

Dwinell-Wright Co.

Principal Coffee Roasters
BOSTON AND CHICAGO



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

We Lead In Making Ketchup Because

There Is No One for Us to Follow



It is as impossible for us to make ketchup that is better than BLUE LABEL as it is for some one else to make ketchup that is as good.

We use the finest tomatoes grown and the best spices obtainable, and we have had forty years' experience putting them together in such a way that our finished products make more customers for us than our extensive advertising.

Everybody has heard of BLUE LABEL and the only ones who don't use it are those who haven't tried it. Grocers, get after these people for your own sake—it means pleasing your trade, which is important. It means a good profit to you, which is more so.

Conforms to the National Pure Food Laws

CURTICE BROTHERS CO.

ROCHESTER, N. Y.



Protect Yourself

You cannot expect your town to furnish an officer whose business it shall be to stand in front of your store every night in order to keep the man with the

Jimmy and the Dark Lantern Out

You must protect yourself and your own property.

A Good Safe Isn't Expensive

and you will feel a heap more comfortable with your money in it than you do by hiding it in a tea chest or bolt of cotton. There are certain chances you cannot afford to take, and going without a safe is one of them.

Write us today and we will quote you prices.

Grand Rapids Safe Co.

Tradesman Building

Grand Rapids, Mich.