

HENRY WADSWORTH LONGFELLOW

Born Portland, Me., Feb. 27, 1807  
Died Cambridge, Mass., March 24, 1882

## The Rainy Day

The day is cold and dark and dreary;  
It rains and the wind is never weary;  
The vine still clings to the moldering wall,  
But at every gust the dead leaves fall  
And the day is dark and dreary.

My life is cold and dark and dreary;  
It rains and the wind is never weary;  
My thoughts still cling to the moldering past,  
But the hopes of youth fall thick in the blast  
And the days are dark and dreary.

Be still, sad heart, and cease repining;  
Behind the clouds is the sun still shining;  
Thy fate is the common fate of all—  
Into each life some rain must fall,  
Some days must be dark and dreary.

## The Bridge

I stood on the bridge at midnight  
As the clocks were striking the hour,  
And the moon rose o'er the city  
Behind the dark church tower.

I saw her bright reflection,  
In the waters under me,  
Like a golden goblet falling  
And sinking into the sea,

And far in the hazy distance  
Of that lovely night in June  
The blaze of the flaming furnace  
Gleamed redder than the moon.

Among the long black rafters  
The wavering shadows lay,  
And the current that came from the ocean  
Seemed to lift and bear them away

As, sweeping and eddying through them,  
Rose the belated tide,  
And, streaming into the moonlight,  
The seaweed floated wide.

And like those waters rushing  
Among the wooden piers  
A flood of thoughts came o'er me  
That filled my eyes with tears.

How often, oh, how often,  
In the days that had gone by,  
I had stood on that bridge at midnight  
And gazed on that wave and sky.

How often, oh, how often,  
I had wished that the ebbing tide  
Would bear me away on its bosom  
O'er the ocean wild and wide,

For my heart was hot and restless,  
And my life was full of care,  
And the burden laid upon me  
Seemed greater than I could bear.

But now it has fallen from me,  
It is buried in the sea,  
And only the sorrow of others  
Throws its shadow over me.

Yet, whenever I cross the river  
On its bridge with wooden piers,  
Like the odor of brine from the ocean  
Comes the thought of other years,

And I think how many thousands  
Of care-encumbered men,  
Each bearing his burden of sorrow,  
Have crossed the bridge since then.

I see the long procession  
Still passing to and fro,  
The young heart hot and restless  
And the old subdued and slow,

And, forever and forever,  
As long as the river flows,  
As long as the heart has passions,  
As long as life has woes,

The moon and its broken reflection  
And its shadows shall appear  
As the symbol of love in Heaven  
And its wavering image here.



# A Reliable Name

And the  
Yeast



Is the  
Same

# Fleishmann's



## "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 coloring. Our vinegar meets the requirements of the Pure Food Laws of every State in the Union. ❀ ❀

**The Williams Bros. Co.**

Manufacturers

Picklers and Preservers

Detroit, Mich.

## Are You In Earnest

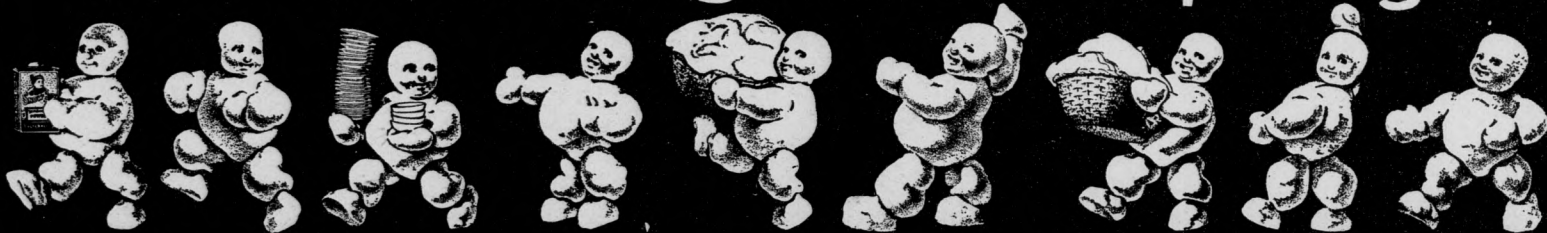
about wanting to lay your business propositions before the retail merchants of Michigan, Ohio and Indiana? If you really are, here is your opportunity. The

## Michigan Tradesman

devotes all its time and efforts to catering 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 23, 1910

Number 1379

## SPECIAL FEATURES.

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## AN IDEAL OPPORTUNITY.

When such a marvelously successful business man as Otto H. L. Wernicke consents to sacrifice his personal interests and the interests of his associates in behalf of the general welfare of Grand Rapids there is offered to the people of our city an opportunity for the display on their part of civic righteousness heretofore unequalled.

In Mr. Wernicke's consent to stand for nomination and election to the office of Mayor of our city the voters of Grand Rapids are assured that if they cast their ballots for that gentleman they will have the wondrous ability and conscientious co-operation of a man whose entire business career has been marked by great achievements as an executive and unequalled energy and enthusiasm as a captain of industry; whose rectitude has never been questioned and whose resourcefulness seems without limit.

It is absolutely a foregone conclusion that if Mr. Wernicke is elected to be our Mayor the city of Grand Rapids will have a leader in fact as well as in theory; a leader who will see clearly, intuitively and conclusively those things which shall make for the general good of our city and will give his phenomenal strength—mental, moral and physical—to the attainment of such ends; a leader who will instantly detect the purely specious and always dangerous efforts, propositions and conditions sure to develop, and will with equal power and force labor to overcome them.

The effort on the part of the Evening Press to induce Mr. Wernicke to declare, specifically and immediately, just where he stands in regard to matters that have not yet come before him and to which he has not yet given adequate attention to enable him to form an opinion is narrow and contemptible and demonstrates most convincingly that the voluminous and platitudinous chatter of that publication as to municipal reform and righteous citizenship is largely of the four-flushing variety. An opportunity to secure such a man for Mayor does not occur often, and in failing to support Mr. Wernicke whole-heartedly and unreservedly and in insisting on petty pledges which no great man would consent to make at any time—particularly at a time like the present—the Press has missed the oppor-

tunity of a lifetime and indirectly given strength and courage to Deacon Ellis and his disreputable gang of grafters and incompetents.

Mr. Wernicke's record as a man, as a public spirited citizen, as a chieftain of industrial enterprises and as a factor in all departments of life, is an open book, and when such a man puts all individual interests in the background for the benefit of the community he represents there is but one course for that community to pursue—especially when it is so completely saturated with civic righteousness as is Grand Rapids.

## A STUPID IMPOSITION.

Theoretically, a city alderman is an individual who is so intensely concerned for the welfare of the city he is supposed to represent that he acquaints himself accurately as to the needs of that city and knows beyond question, because of thorough, careful and most sincere study and investigation, just what it is best to do in each instance.

Theoretically, an alderman is so conscientious and so jealous of his reputation as a wise, fair-minded and public-spirited citizen that, without regard to his own personal gain or political advancement, he invariably gives his vote and his enthusiasm in behalf of those measures and projects which are truly for the best interests of his city as an entity.

That these theories do not always work out successfully was strikingly demonstrated last Monday evening when our Common Council passed an amended ordinance which will not be accepted by the Grand Rapids Power Co. or any other body of sensible business men, because the proposed contract imposed an unwarranted tax upon an investment which, the instant the enterprise it represents is in perfect operation, will bestow benefits upon the city as a whole which are inestimable.

What matters it to the two or three city aldermen who are so anxious (?) that the city shall not be swindled whether the Grand Rapids Power Co. makes 12, 15 or 50 per cent. on the investment?

There are several hundred other citizens—citizens who own several millions of dollars' worth of property along Canal street and who, paying taxes on that property, demand protection of their holdings against damage by floods and several hundreds of other citizens who do not fancy being thrown out of work two or three weeks each spring and they want protection.

It is just about time—with the spring election only six weeks away—that the practice of peanut politics in the Council Chamber should be abolished.

## THE WEATHER FORECAST.

The recent blizzard, which penetrated districts where such snows could scarce be remembered by the oldest inhabitant, gives a good illustration of the value of weather forecasts in the trade world. Smile though we may at some of the wild hits—or misses—of the weather man, it can not be denied that science is fast gaining control of the moods of the elements, being now able to anticipate for hours in advance any sudden freak and send the word flying from one end of the continent to the other.

These weather predictions may often serve a good purpose if we but grasp them in time. Thus the blizzard announced as on its way from the Pacific slope gave warnings which should have been heeded in many directions to the mitigation of inconvenience and positive suffering.

If you find that a heavy rain is on the way, get out your gum boots, rubbers and umbrellas; or if it is a hot wave that is coming, be ready with your spring goods. Do not overload on butter and eggs unless you have arranged for shipping or have sufficient cold storage facilities.

Consult the weather bureau in the interests of yourself as well as your patrons. It may influence your buying and your selling, your exhibit in the window, your conversation. Let people know that you are alert, even to the movements of Uncle Sam's weathercock.

## BOGUS NEWS DECLINING.

In spite of heroic efforts on the part of many newspapers to develop a tremendous row over the recent Fairbanks episode in Rome, the thing has failed to connect. The Vatican exercised a privilege it is entitled to if it so desires to place itself in that position in the eyes of the world and the ex-Vice President pursued the only manly course that was left open to him as a man of his word. The Pope does not appear to be especially disgruntled, while Mr. Fairbanks pursues the even tenor of his way serenely. And the peace of nations is unruffled.

It is probable that hundreds of thousands of people in the United States believe sincerely that Mr. Hearst and his satellite, James Creelman, precipitated the Spanish War and that other hundreds of thousands are in mortal terror lest Congressman Richard Hobson and his lecture bureau will bring about a Yellow Peril conflict with our Government. Now must be added a third section that is alarmed lest the Papal Guard destroy all the Methodist churches in the Holy City.

But neither Mr. Hearst nor Mr. Creelman had the slightest effect upon President McKinley before or after the Spanish War. Congressman Hobson is likely to live long enough to become a United States Senator before he sees the Orient and America at war and the alarmists in Rome and in America are playing with an incident which, as Archbishop Ireland puts it, "is a dead one, not worth thinking about."

Yellow journalism is not to-day and never will again become the potent factor it was ten years ago. It has served its purpose in educating the American people up to a fair basis for judgment as to decent newspapers and those that are not. The reputable, reliable publication has the call and will maintain that distinction so long as newspapers are published. Occasionally they are misled by those whose business it is to gather news from and distribute it to all parts of the world, and frequently those same news gatherers are also deceived, but the break that is truly bad is very promptly discovered and simultaneously is abandoned.

## NEW ADVERTISING FEATURE.

There is a clause in the New York State penal law as follows:

"A person who finds lost property under circumstances which give him knowledge or means of enquiry as to the true owner, and who appropriates such property to his own use, or to the use of another person who is not entitled thereto, without first having made every reasonable effort to find the owner and restore the property to him, is guilty of larceny."

As a most commendable example of public spirit and in an effort to render effective the operation of this provision, the Post-Standard, a daily paper published in Syracuse, prints, gratis, a sixteen inch display advertisement, with a black-faced heading, "Found," in which are listed the various articles reported as found on the preceding day. This advertisement appears not only at the top of two columns and in the middle of one of the pages devoted to "liners," but specifications are given as to where the lost articles were found and where, upon proving property, they may be recovered by the owner.

A long-time citizen of Syracuse, now in Grand Rapids, declares that this department, having become a standard and dependable resource, is invariably scrutinized by every reader of the paper—often before any other feature in the paper—and works for good results in every way. It helps both the readers and the publishers of the paper.



### THAT TREMENDOUS BUT.

#### The Spirit Was Willing But the Flesh Was Weak.

Written for the Tradesman.

When Bert Wyland left the East he did so under a cloud. Well born and well brought up, when he reached the pivot period of youth he developed a will of his own and with it a determination to follow wherever that will led, and it led him into by and forbidden paths. Genial, a continual smile-wearer, always ready for fun, unconsciously he became a leader among his mates, who never hesitated to go where he led the way. For a long time no objection to this appeared. Bert Wyland was a boy to be trusted and under his leadership mothers were confident that everything was exactly as it should be.

It happened—is it happen?—however, that once on a time a word dropped here and an expression which awakened doubt and then certainty that evil influences were abroad. Mothers met mothers and pretty soon there was such a centering of public opinion upon Bert Wyland that the Wylands concluded that Bert's health was in a precarious condition, which nothing but a change of climate could counteract. So the invalid went to the land of the invalids, and then "the little town of Bethlehem" experienced what the common vernacular pronounces a "jar."

With the ringleader out of the way the followers began to tell things. Instead of being a promoter of the good, that Bert Wyland was a promoter all right, but only from the point of view of the Evil One himself could what he was constantly up to be called good. For a year before he went away through the pleadings of the boys and the urging of the Superintendent Bert Wyland had a class in Sunday school, where it seems the day and the place were wholly lost sight of and too often the Sunday school lesson was a planning of wickedness for the remaining days of the week. For a long time for the sake of the most worthy father and mother little was said, but when finally the worst came out to the far-off and pleasant land of the invalids the ex-Sunday school teacher learned in no unmistakable terms that one sure way to keep his hide in a good, wholesome condition was to be seen no more in his home and haunts of the East.

As John Ransom was going upstairs to his handsome alcoved-room in the first story one evening he met a pale, thoughtful-looking young fellow coming down and the cast of countenance and the general bearing of the young man caught his attention and made him wonder who the newcomer was and whether there was anything to be done for him. The thought clung to him and after a few days had gone by, during which he learned that the young stranger was occupying the hall bedroom in the third story, he went up there one evening when he knew the newcomer was in to see if he could be of any service to the boy who had so strangely attracted him.

Of course there was the usual exchange of courtesies and John Ransom was glad to know Bert Wyland and Wyland hastened to assure Mr. Ransom that he would be glad to avail himself of Mr. Ransom's proffered kindness.

With this for a beginning what followed was a natural result: Wyland often stopped on his way up or down, there was always an easy chair waiting for him, and so by the time the lengthening nights made chair and heat and bright light desirable, it got to be the usual thing for the two to spend the evening together, and it did not take Ransom long to discover that there was something about his young friend—it soon came to that—which made him certain that he was equal to much more than an unpretending clerkship which was paying him only hardly living wages.

A teacher himself, Ransom naturally thought of that first and a question or two convinced him that he had hit the trail and on he went:

"Bert, I have an idea that you can do better for yourself than measure calico. What do you think about it?"

"I should like it above all things, but I'm afraid I haven't the requirements."

Then there was a looking over of the situation and it was soon settled that a course of study should be entered upon at once, Ransom playing the part of tutor, when he soon found out that the young fellow's home English made the study of grammar unnecessary and that the work of a night school, buttressed by Ransom's practical work, would soon put the would-be teacher upon his feet, when earnestness and determination would step in and satisfactorily complete all that was needed.

The days and the weeks thus employed rolled rapidly away and the National feast-day was drawing near. For reasons which Ransom could not account for the nearer its approach the sadder seemed to become his now much thought of pupil. Was it the influence that the old home and the old times were exerting that occasioned the coming and the thickening of the increasing cloud? He could only guess, but he could do his best and would to brighten things whatever the cause. There was a famous play at the opera house on Thanksgiving night and with tickets for two Ransom was sure he had made a move in the right direction. Then to make the occasion a memorable one he made ample arrangements for a hardwood fire in the fireplace and a restaurant near at hand would furnish a delicious supper after the play, and they two would have the time of their lives.

That was the plan and it was successfully carried out to the letter. The play, the best of the season, could not have been improved on and when they reached Ransom's room to both the scene that greeted them will never be forgotten. There is not anything that furnishes a cheerier background than a fire of hickory when its gets under way and the two came in at the psychological moment. In the light of that blaze was

spread a table, covered with good things and a good restaurateur challenged to do his best made the most of every advantage, and when he left the two to themselves there was no doubt but every requirement had been satisfactorily met, and the feast went on to a happy conclusion. While, however, the cloud on Wyland's face was very materially lifted, traces of it remained and it was not until the cigars had been reached and the two had snuggled down into their easy chairs that the culmination came, and Bert Wyland to the utter astonishment of his host burst into a paroxysm of tears.

When speech was possible the whole story of his life was poured forth with the irresistible impetuosity of a flood. He kept nothing back. There were no extenuation of this wrong or that sin and no attempt to throw the blame upon others. The hardest fact he had to encounter was to tell in all its enormity his baneful influence upon the boys whose lives he had made corrupt. "I not only did not lead them from temptation but I did put it in their way, and to my everlasting shame I did what I could to present that temptation in its most alluring form. That, Mr. Ransom, was what brought me here. I am no invalid and if I should go back home to-day they would hoot me out of the neighborhood. I never thought, I never believed, that there could be much harm in leading them to think of wrong doing and above all in the doing of it. It all amounts to just one thing: I was not faithful to my trust and the misery that has come to me is my just reward."

It hardly needs to be added that the conversation extended far into the morning, and when at last they did go to bed, when the fire had burned out and with it such a sorrow for the wickedness committed and acknowledged that there could be no doubt as to its sincerity, the question arose as to what best could now be done to repair the past and to counteract the evil remaining so far as it could be counteracted. The words of the catechism came to Ransom's lips and he used them, making such verbal changes as the circumstances seemed to call for.

"Are you ready, Wyland, to promise me that you will change all this, to give up the old desires and not follow nor be led by them?" He promised. "Will you promise that never again will you put temptation in any one's way and that your own daily life shall be as free from blemish and wrong-doing as an earnest will and endeavor on your part can help you realize?" and he promised. "Then, my dear young friend, I will do all I can to help you redeem the past. I will make my friends your friends. Where I go you shall go. I will be an elder brother to you and so long as you faithfully keep the promises you have made here, especially that one, 'I will not put temptation in anyone's way,' my every effort shall be to make your life a successful one. Do you give me your hand on that?" and for a moment they stood hand in hand and

the vow recorded—in Heaven let us hope—they went to bed.

There were no dark clouds in Bert Wyland's sky for a long time after that. Ransom, true to his promise, introduced Wyland to his friends and from that time on the two were much together, to the great delight of both. To Wyland the old had indeed passed away and all things had become new. A new social world swung wide open to him its folding doors. He entered and became at once a man among men. His books, his study and, best of all, what came to him in his talks with his self-appointed teacher changed the whole tenor of his life. The atmosphere he breathed invigorated him. Into his pale cheeks there appeared a suggestion of color. His eyes began to look as if the world around him was full of interest and he was seeing and absorbing it. His manner assumed a gentleness and his face an expression which thinking upon profitable things alone can give and he looked, as he began to be, a gentleman in thought and action.

So the long winter passed and when the school and the books and the talks with his home teacher had covered the ground gone over, it happened that a boys' academy in the suburbs unexpectedly wanted a teacher and Ransom, on the alert, made application in behalf of his friend and secured the position for Wyland, who immediately after found himself at the teacher's desk with his classes before him. At last, at last, he looked out again upon a future flooded only with the brightest of sunshine, and Ransom, comparing all this with the scene in the firelight of that Thanksgiving night, could only think and say, "Lord, now lettest thou thy servant depart in peace." He had changed and brightened another man's life and went on with his own work justified.

The spring had now completed enough of her housecleaning to be free from the fear of a sudden coming of summer. Carpets had been

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Dept. 25, 42 State Street, Chicago, Ill.



swept and fastened down with dandelions and as far as the eye could see only wide stretches of green mottled with bloom delighted the sight; and then there began to come to Ransom from nowhere, so it seemed, so indefinite were the rumors he heard, that there was something akin to trouble centering at the Academy. Ransom, however, was not a man, Diogenes-like, to go out with a lantern looking for trouble. He heard and hoped and wondered and kept his own counsel. Finally, when a Sunday afternoon in the park brought him face to face with his one-time pupil he saw and knew and was sorrowful, for he was satisfied that the worst had come. There was no hearty handclasp. There were no looking straight into each other's eyes and no unbounded delight that a lucky chance had brought the friends together.

The evening of the next day found Ransom at the door of the Academy's headmaster. He was received but not cordially, and without preliminaries the object of the call was at once brought forward. "Yes, there is trouble. Mr. Wyland, all right in other respects, is unfortunate in thinking that a teacher's character has little or nothing to do with his work as a teacher. It is his main dependence. Without it the text book and the very air of the recitation room are agents of evil, and a tainted teacher, like tainted spring water, may furnish no visible signs of corruption and for that very reason become the source of the deadliest of diseases. This I am sorry to say is Mr. Wyland's failing. Its early discovery and the soon coming close of the school year have made a prompt removal unnecessary, but his usefulness as a teacher has gone forever, and his case is an aggravated one from the fact that he does not believe and can not be made to understand that he—a teacher especially—who puts temptation in the way of another is as bad, if not worse, than he who yields to such temptation."

A week or two later the teacher was lingering in the wholesome Colorado summer and, seated in the park, was enjoying to the full the boat-covered lake rippling and sparkling at his feet, when, turning to see who had slouched to a seat on the bench beside him, he saw Wyland nonchalantly making the most of a poor cigar. "Wyland! Is it you?" glad and at the same time sorry to meet the man who had so disappointed him.

"Yes, it's Wyland, all right and I've come to say that I wasn't equal to the job. I thought I was and God knows for a while I did my best, but it's another example where the spirit is willing but the flesh is weak; and, then, too, Ransom, it isn't anybody's d—d business what a man does when he's off duty. I liked the boys and they liked me and we had many a roaring old time together until the old man got on to our curves. Then there was a jar and here I am. I'm much obliged for what you did for me, but it was no go. I had raked chestnuts out of the fire for the Devil too long and I guess he's got a job

for me somewhere else where the requirements are not so rigid. Will you shake good-bye with me?"

"I certainly will; but remember, Wyland, that whatever you are and wherever you are, the same law holds good, you are still your brother's keeper and as surely as you lead others into temptation your sin will find you out, and you know 'the wages of sin is death.' Good-bye and God bless you," and they parted never to meet again.

Richard Malcolm Strong.

#### Glitter Often Passes for True Gold.

A few days ago I saw another of those old, hackneyed bits of news which recounted wonderingly and admiringly how a man, high in the limelight of the world, had stopped long enough in a crowd to pick up a small waif in the street and save it from death. To which incident I applied that old, old query of mine:

"Why in the name of all that is breeding and humanity and common sense shouldn't this particular person have been the person of all others to have done just that simple, humane thing?"

As that average young man goes on into civilized life he needs to have a little care if the wheedling conventionality of the world doesn't leave him with a bad sociological squint long before he has need of literal spectacles.

Kings, queens, popes, presidents and even everyday millionaires for years have been accorded flattering accounts in detail as to just when and where and how they have taken advantage of an emergency and without possible danger to anything but a possible dignity have shown themselves merely human in rising to an occasion when humanity has called loudest to them. What is there about such a response to call for human sympathy which makes the answer from a king greater than the answer from a ragged beggar in the slums? It strikes me that the necessity for emphasis of the kingly action is a slur upon kingship rather than a tribute.

There is a disposition in even the democracy of the United States to forget that old spirit of obligation resting upon the noble, as once it was interpreted in monarchical Europe. It is no novelty with us that the highest officer in the ranks of army or navy must return the salute of the lowest enlisted man in the ranks. But the moment some man, dignified in some way above his fellows in civil life, cuts acquaintance of his former fellows, already it has been half expected of him. And on those rare occasions when he fails to do so, the object of his attentions and courtesies treasures these evidences of a continued regard as a most liberal concession.

Why should the average citizen in a republic whose constitution declares explicitly that all men are born under its flag free and equal be so ready to concede the inequalities of courtesy and good breeding in favor of the man occupying temporary position? One does not search far in our civili-

zation, however, to discover that this is true.

Time and again I have heard foreigners speak wonderingly of our attitudes toward our national figures. They express themselves as having felt in coming to the United States they were leaving the closely drawn lines of caste behind them, only to discover that comparatively those lines are as closely drawn here as there.

But not only do we find ourselves as a people tolerant of the misuse of powers which we confer upon those who have looked to us for it, but everywhere the vulgar man who is conscious of his "front" is allowed to play the boor in public as the poorly dressed working man would not dare to do, if even he were so disposed. Find a man anywhere in public who is transcending his rights as a private citizen and you discover that he is either the well dressed boor or the quasi-criminal type of hoodlum. He is never the plain working man in his plain clothes with the marks of his work upon him.

The fact is that, as a people, increasingly urban in numbers, we are disposed to community short sightedness that should shame our boasted intelligence as a people.

Not long ago an acquaintance of mine told me in much detail of the manner in which he had been swindled. The two principals to the scheme were a good looking young man and an extremely pretty young woman who had been introduced as the young man's wife. The victim had been "worked" through several days before finally he "fell" for the scheme which had cost him several hundred dollars. But after my friend had confided to me how cleverly he had been swindled he added, as in justification of his stupidity:

"But you never would have thought of such a thing in relation to those young people," he said, warming to his subject. "Say, he was about as nice a young fellow as I ever saw, while she was all that a lady could be. You couldn't have suspected them if you had tried."

"I certainly could have suspected that couple above all others," I returned, recalling how he had dismissed several questions that had obtruded occasionally while the deal was on. "It's just that type of person whom I can and do suspect on all such occasions. It was this combination of 'front' and smoothness and good looks that enabled them to work the game through. You will admit that if he had been other than well dressed, wearing an open, innocent sort of face, you wouldn't have listened to him. Or, conceding all this to him, if the woman had been of soured, ugly, disagreeable features and manner she would have been sufficient to have put you on your guard."

There are varied types of the crooked man. Some of them still are presentable enough to ride in crowded street cars and pick pockets with little chance of detection. Others are so essentially evil in face and manner as to make burglary and robbery in the dark their only means of livelihood.

And again others are able to embark in business.

It remains, however, that we still are one of the most susceptible of all people to that easiest of all subterfuges of the crook—a good "front." It is hard for us to imagine that the well dressed, quiet man standing beside us in a crowded car half an hour ago is the fellow who got our pocket-book and stick pin. We are shocked to death that the suspected man hadn't an evil, unshorn, bulldog face and traces of the prison lockstep!

It devolves upon the young man now, quite as much as he will discover it necessary later in life, to recall that old aphorism, "All is not gold that glitters." Seldom have we experienced a time where this glitter so widely has been mistaken for the true gold, and just so long as we nurse this idea as a people, just so long the sham glitter will be imposed upon us.

John A. Howland.

#### Early Knowledge of Use of Iron.

The iron age is commonly believed to have begun in Africa or Asia. The latest investigations prove that it was not worked in Egypt until the ninth century before the Christian Era, or in Libya until 450 B. C., that the Semites adopted its use still later, and that it has been known in Uganda only within the last five or six centuries. In China iron is mentioned in 400 B. C. Bronze weapons were employed in China until 100 A. D., and in Japan until 700 A. D.

According to a Mr. Ridgeway, who has investigated this subject, the metallurgy of iron must have originated in Central Europe, especially in Noricum, which approximately represented modern Austria and Bavaria. Only at Hallstatt and in Bosnia and Transylvania, from which countries the Achaeans and Dorians are supposed to have migrated to Greece, are found evidences of a gradual introduction of iron, at first as an ornament applied to bronze, which it ultimately displaced. Everywhere else iron was introduced suddenly, a fact which implies a foreign origin.

Meteoric iron was known in Egypt in remote antiquity, but no doubt it was worked as flints were worked by cutting or chipping, and was not smelted. In other words, it was the metallurgy not the knowledge of iron that originated in Central Europe.

#### Getting Rid of It.

Dusty Rhodes—I wouldn't have to ask for help, but I've a lot of real estate on me hands that I can't get rid of.

Mrs. Rurall—Try soft soap and boiling water.

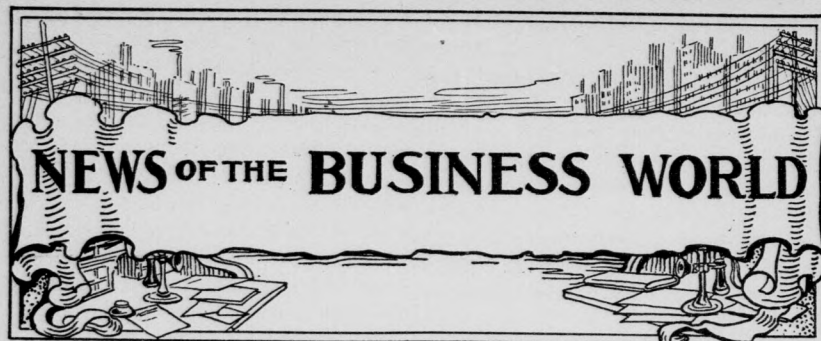
**BAGS** New and Second Hand

For Beans, Potatoes  
Grain, Flour, Feed and  
Other Purposes

**ROY BAKER**

Wm. Alden Smith Building  
Grand Rapids, Mich.





### Movements of Merchants.

Cadillac—C. E. Coulson has opened a bazaar store here.

Luther—Homer Cutler has rented his grist mill to L. G. Steadman.

Reed City—H. J. Crocker has erected and installed a grain elevator.

Mecosta—Friend Patch will shortly open a new grocery store here.

St. Joseph—Edward Cayan succeeds Orlando Lein in the meat business.

Boyne City—Holmes & Thompson have opened a confectionery store here.

Lowell—V. C. Wolcott is removing his grocery stock from Muskegon to this place.

Martin—Claude McMillen succeeds C. C. Murray in the general merchandise business.

Hancock—Miss Lucy Backard succeeds W. E. Woodhouse in the bazaar business here.

Detroit—John Breitmeyer's Sons have decreased their capital stock from \$75,000 to \$30,000.

Mt. Pleasant—The Independent Elevator Co. succeeds Thomas H. Battle & Co. in the produce business.

Saranac—L. L. Winslow, dealer in implements, has purchased the millinery stock of Mrs. A. A. Wellings.

Boyne City—W. A. Ellison has sold his stock of confectionery and his news stand to his son, A. R. Ellison.

Crystal—Miller Bros. have sold their general stock to Z. D. Rule, who will continue the business at the same location.

St. Johns—O. P. De Witt & Son, wholesale grocers, have leased the Kenyon block and will occupy it with their stock.

Fenton—Charles Hankins has sold his interest in the Fenton Elevator Co. to his partner, S. M. Isabel, of Jackson, who took immediate possession.

Ann Arbor—G. H. Allmendinger has sold his bakery and stock of groceries to H. I. Davis, who will continue the business at the same location.

Ravenna—William Patterson has sold his stock of general merchandise to H. C. Starks, who will continue the business at the same location.

Kinde—William H. McVety has sold his stock of general merchandise to his brother, Robert, who will continue the business under his own name.

Hillsdale—Angus Beers has sold his interest in the grocery stock of Hiller & Beers to his partner, C. H. Hiller, who will continue the business under his own name.

Evart—A. A. Smith has bought his partner's interest in the Seed Separator Co. and will proceed to manufacture and put out a hundred machines this spring.

Detroit—The Aetna Investment Co. has been incorporated with an authorized capital stock of \$5,000, of which \$3,000 has been subscribed and \$2,200 paid in in cash.

Detroit—The Fermisal Chemical Co. has been organized with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed and paid in in property.

South Frankfort—Parmeter, Stubbs & Co. have engaged in the general merchandise business here under the management of H. Parmeter, recently of Deer River, Minn.

Lakeview—Otto Loomis has gone to Northville, where he has purchased a jewelry store. He closed out a portion of his stock here and moved the balance to Northville.

Fenwick—W. W. Case & Co. have leased the Reusch store and put in a stock of groceries and dry goods. The store will be under the management of Smith Crankshaw.

Hemlock—Mueller Bros. & Watson have engaged in the general retail mercantile business with an authorized capital stock of \$6,000, all of which has been subscribed and paid in in property.

Saginaw—The Central Warehouse Co. has engaged in the general storage and transfer business, with an authorized capital stock of \$4,000, of which \$2,000 has been subscribed and paid in in cash.

Sault Ste. Marie—Arthur Moore has sold his interest in the grocery stock of Moore Bros. to his partner, Charles H. Moore, who will continue the business at the same location under his own name.

Wakefield—The People's Co-Operative Co. has been organized with a capital stock of \$12,000, of which \$11,450 has been subscribed and paid in in cash. The corporation will handle general merchandise.

Ithaca—The Independent Elevator Co. has sold its buildings and business to the Alma Grain & Lumber Co., which has taken possession and will operate under the management of W. E. Green, of Portland.

Zeeland—John Gunstra has sold his stock of dry goods to Bareman & Vanden Bosch, who will consolidate it with their own. Mr. Gunstra has leased a building and will engage in the shoe business March 1.

Pontiac—The Fay-Freeman Hardware Co. has dissolved partnership, Charles F. Freeman having sold his

interest in the stock to his partner, Ernest H. Fay, who will continue the business under his own name.

Saginaw—The Saginaw Hardware Co. has sold its hardware store at the corner of Genesee and Weadock avenues to Emil Bernhard and Charles Jenke, who will continue the business under the style of Bernhard & Jenke.

Cadillac—C. E. Haddock dropped dead of heart disease as he was about to wait on a customer in his novelty store on North Michigan street. He leaves a widow and one daughter. His wife was in the store when his death occurred.

Detroit—Sepull & Travis, druggists, have merged their business into a stock company under the style of the Sepull & Travis Drug Co., with an authorized capital stock of \$25,000, of which \$14,000 has been subscribed, \$100 being paid in in cash and \$3,683.15 in property.

Coldwater—L. M. Bassett, aged 80, resident of this place for sixty years, died Feb. 15. He was the oldest business man here, having been in the jewelry business in the same store fifty-six years. He leaves a wife and one son, Harry Bassett, who will continue the business which was begun in 1854.

Millburg—F. M. Witbeck has sold his stock of hardware to Louis Gelder, recently of Chicago, who will continue the business at the same location. Mr. Witbeck represents the Stowell Manufacturing Co., of Jersey City, N. J., in Michigan and Indiana and will devote his entire time to his work.

Coopersville—Kirschner & Gietzen, who conduct a clothing store here, have been incorporated and purchased another store at Sparta and will conduct both under the style of the Hub Clothing Co. Mr. Gietzen will remain in charge of the Coopersville business, while Mr. Kirschner will assume the management of the Sparta store.

St. Joseph—The drug firm of Schaefer & Gast has disposed of a one-third interest in the business to Albert Tilly, who has been identified with the establishment for some time. The firm, composed of Charles E. Schaefer and Edward A. Gast, was the successor of the old E. S. Curran store, the oldest drug concern in Southwestern Michigan. The business will be continued without change of the firm name.

Dowagiac—The Schmitt Bros. hardware stock has been purchased by Leon L. Fellows, of Schoolcraft. It is to become the Fellows Hardware Co. John and Charles Schmitt will enter the manufacturing business. Since the purchase of the stock of the late Frank W. Lyle in the Dowagiac Manufacturing Co. the Schmitt Bros. made known their intention of disposing of the hardware stock. Leon L. Fellows, before his purchase of the hardware stock here, was engaged in the lumber business at Schoolcraft. He will move his family here in June.

Alma—C. F. Brown has sold his drug stock to Wheaton & Sons, who will continue the business at the same location. The store was founded by Almon Yerington in 1863, who

sold to H. A. Blackmar, he to G. C. Waller and then a man by the name of Beebe purchased it. Next came B. S. Webb as owner, who sold to Sharrar & Mullholland, Mr. Sharrar later purchasing his partner's interest. C. F. Brown next bought out Mr. Sharrar and now the business has passed into the hands of J. M. Wheaton and his two sons.

### Manufacturing Matters.

Jackson—The J. E. Bartlett Co. has increased its capital stock from \$100,000 to \$115,000.

Saginaw—The Lufkin Rule Co. has increased its capitalization from \$500,000 to \$1,000,000.

Kalamazoo—The Bryant Paper Co. has increased its capital stock from \$1,500,000 to \$3,300,000.

Detroit—The Eby Manufacturing Co. has increased its capital stock from \$35,000 to \$100,000.

Detroit—The C. H. Little Company has increased its capitalization from \$300,000 to \$500,000.

Holland—The De Pree Chemical Co. has increased its capital stock from \$100,000 to \$200,000.

Sturgeon Bay—The A. B. Klise Lumber Co. has increased its capital stock from \$50,000 to \$200,000.

Detroit—The Anderson Forge & Machine Co. has increased its capitalization from \$200,000 to \$300,000.

Kinde—R. J. McRury, who conducts a custom shoemaking and repair shop here, has added a stock of shoes and rubbers.

Detroit—The Grasselli Chemical Co. has been incorporated with an authorized capitalization of \$10,000, all of which has been subscribed and paid in in cash.

Houghton—The Nester Lumber Co. has been incorporated with an authorized capital stock of \$100,000, of which \$50,000 has been subscribed and paid in in property.

Detroit—The International Tool Co. has been organized with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed and paid in in property.

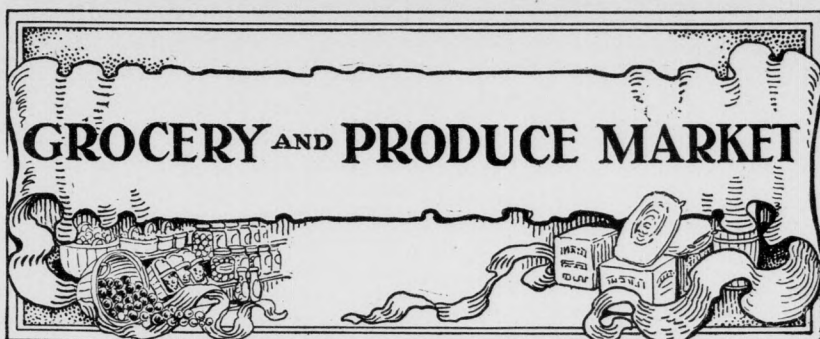
Pontiac—The Pontiac Co-Operative Creamery Co. has been incorporated with an authorized capital stock of \$10,000, of which \$9,300 has been subscribed and paid in in cash.

Detroit—A new company has been organized under the style of the Kernan Spray Paint Co., with an authorized capital stock of \$10,000, of which \$5,100 has been subscribed and \$500 paid in in cash and property.

Detroit—A new company has been organized under the style of the Atlas Foundry Co., with an authorized capitalization of \$50,000, of which \$30,000 has been subscribed, \$5,250 being paid in in cash and \$17,250 in property.

Kalamazoo—J. D. Freeman, who for many years traveled out of this city for the C. E. Smith Shoe Co., of Detroit, will open a shoe factory here, the location being in the basement of the Auditorium building. The place will be equipped as a modern shoe factory, but a specialty will be made of shoe repairing until certain machinery can be built. The building has been arranged and the machinery is now on the way to this city.





### The Produce Market.

Apples—\$3.25@3.50 per bbl.  
Beets—\$1.25 per bbl.

Butter—Creamery is firm at an advance of 2c per pound over last week, this applying to all grades, both solid and print. The recent decline stimulated the consumptive demand to a very large extent and the receipts have cleaned up on arrival for the past few days. The make is about normal for the season, and the quality is running good. Stocks in storage are lighter than usual at this season, and the demand will probably continue good for some time, perhaps with a slight advance. Local dealers hold creamery at 30c for tubs and 30½c for prints; dairy ranges from 18@19c for packing stock to 23c for No. 1; process, 25@26c; oleo, 12@21c.

Cabbage—85c per doz.

Carrots—\$1.25 per bbl.

Celery—65@90c for California; \$3 @3.25 per crate for Florida.

Cranberries—\$5 per bbl. for Late Howes.

Cucumbers—Hot house, \$2 per doz.

Eggs—The receipts of fresh eggs are gradually increasing. The consumptive demand is good enough to absorb the receipts each day. The market is at present ruling at about 3c per dozen above a year ago. Unless the weather becomes very wintry again there will probably be a further increase in the receipts from now on. As a matter of fact, the market for some time ahead depends wholly on weather conditions. Stocks of storage eggs are ample and are not meeting with as ready sale as fresh. Local dealers are paying 23c f. o. b. shipping point to-day, holding candled at 24c and fancy candled at 25c.

Egg Plant—\$1.75 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, \$3 per hamper.

Onions—Home grown, 85c per bu.; Spanish are in fair demand at \$1.60 per crate.

Oranges—Navels, \$2@2.75; Floridas, \$2.65 for 200s and 216s and \$3 for 176s and 150s.

Potatoes—The market is dull at 15@20c 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.

### Will Hold Their Banquet in March.

Kalamazoo, Feb. 22—The annual banquet of the Kalamazoo Retail Grocers' Association, which usually takes place in February, will this year be held the latter part of March. John Green, of Cleveland, Secretary of the National Association of Retail Grocers, and Fred Mason, of New York, will be in Michigan at that time. They have practically promised to attend the banquet and make addresses.

Following a thorough canvass of the grocers in the city the Retail Grocers' Association has definitely decided that the trade is in favor of earlier closing hours and, as a result, all grocery stores in the city now close at 6:30 o'clock in the evening, except Wednesdays and Saturdays. This decision is in line with the sentiments of the grocers expressed at the Association meetings for some time past. The Association has successfully stood for shorter hours for employer and employe alike. By all the stores working together no trade will be lost by any one of them in favor of a competitor.

### The Drug Market.

Opium—Has declined on account of the small demand.

Morphine—Is as yet unchanged.

Quinine—Is steady.

Carbolic Acid—Is very firm and unchanged.

Norwegian Cod Liver Oil—Is very firm and advancing.

Glycerine—Is very firm.

Balsam Fir, Canada—Continues scarce and high.

Oils Lemon, Bergamot and Orange—Are very firm and tending higher.

Oil Cubebs—Is higher.

Oil Wintergreen, Leaf—Is in small supply and is higher.

Gum Asafetida—Has again advanced on account of small stocks.

German Fennel Seed—Has advanced and is tending higher.

Lee M. Hutchins has returned from a trip to St. Louis and Memphis in the interest of the National Credit Men's Association.

### The Grocery Market.

Sugar—The market is strong on the basis of 5.05 for granulated in New York. The Federal Refinery dropped five points early last week, but went back later, and all refiners are now on the same unchanged basis.

Tea—General conditions are rather quiet. The demand is moderate, covering a general selection at steady prices. Holders seem disinclined to entertain low bids, even on large lines, as the prospects are strong for an early renewal of demand. Japans are unusually strong, as the rigid tea inspection now in force has eliminated undesirable teas and stocks are becoming exhausted, especially in medium and low grades. The new Board of Tea Experts will meet soon to decide upon standards for the coming year and it is possible that they may be raised even higher than at present. Formosas are steady, the cheaper lines having all been sold out and nothing now is obtainable from first hands under 16c. Indias and Ceylons are firmer and the demand stronger. The American trade in these teas is constantly growing. Latest cables say, "Market advanced, small supplies coming in with improved quality. Do not expect lower prices." The amount of tea passed by the Tea Examiner at the Port of New York during the month of January was 5,028,583 pounds and the amount rejected as not up to standard was 30,298 pounds, all being China teas.

Coffee—The movement is fair in nearly all grades, as the demand is increasing, but country buyers are still buying just as their needs demand. The valorization sale has not acted as a stimulant so far, although its successful passing causes a feeling of relief to some of the trade that have large stocks. The trade seem now to fully realize that Santos coffee outside of Brazil must now be its only source of supply until next July, almost five months away.

Canned Goods—Some holders are inclined to think that present prices on tomatoes will be firmly held, while others are moving out their stocks freely, but from the present situation it does not look as though they were going to be much cheaper. Cheap peas are in very good demand and are reported in short supply. String and lima beans are firm and in good supply. Corn continues very firm as stocks get smaller. There is a good call for pumpkin. With renewed enquiry the market for good grades of gallon apples is somewhat firmer. The remainder of the canned fruit line is about the same as for some time past. The supplies are very short on the Coast and the demand for California fruits is very good. The demand for Southern fruits is not large, but stocks are small. Maryland fruits are in moderate demand at ruling prices. All grades of pineapple are selling well, but the supply is light on some grades. There is some talk of higher prices soon on quarter oil sardines. Imported are in good demand at firm prices. Salmon is gradually advancing along through the entire

line and some grades are very scarce, especially the higher grades. Pinks are going steadily into consumption. Cove oysters and lobsters are in fair demand and prices are very firm, as the supply is not large.

Dried Fruits—Apricots are higher on the coast than in secondary markets, and are very dull. Raisins are dull and depressed. Currants are selling seasonably at unchanged prices. Apples are weaker and show a decline from the highest point of 1½@2c per pound. Dates, figs and citron are unchanged and dull. Prunes seem to be somewhat easier and some holders shaded prices to a basis of 2½c during the week. The demand is quiet. Peaches are about half a cent cheaper in secondary markets than they are on the coast, and the demand is moderate.

Rice—Japan and head rice continue on the same level as last week despite the fact that growers insist on a better price being paid them for Japan, even although many still maintain their original position of holding on to their stock.

Spices—Peppers, both red and black, are the same as when last quoted, but futures are tending higher. Cloves are higher to arrive, but the spot market continues the same as for some time past.

Cheese—The consumptive demand is on the increase. Prices, however, are unchanged and stocks are lighter than usual, although quite heavy enough for the demand at existing prices. At the present market cheese must retail very high to show a profit. The demand is therefore light and the market will probably end the season on about the present basis.

Syrups and Molasses—Compound syrup is in seasonable demand at unchanged prices. Sugar syrup is active, but not in a consumptive way as the demand for straight sugar syrup is comparatively small. Molasses is unchanged and firm.

Fish—Cod, hake and haddock are steadily maintained and in fair seasonable demand. Salmon is quiet and firm. Domestic sardines are still somewhat unsettled. Some holders are asking \$2.60 for quarter oils f. o. b., while others still offer at \$2.50, and an occasional jobber who bought at the lowest price also brings out a lot at a shaded figure. Imported sardines are unchanged and quiet. Mackerel showed little or no change during the week. Norway 4s are still comparatively scarce and firm. The general demand is very fair.

Provisions—Smoked meats are ¼c higher. The cause is the short supply of hogs and the high cost. Pure lard also shows an advance of ¼@½c for the same reason. Compound is unchanged and in moderate consumptive demand. Dried beef, barrel pork and canned meats are firm and unchanged.

Mr. Guy W. Rouse, Manager of the Worden Grocer Co., left to-day for Boston, where he will remain two or three days. He will subsequently spend a week in New York, returning home March 5.



TOUCH ELBOWS.

Local Grocers the Guests of Eleven Wholesale Dealers.

The banquet given by some of the wholesale houses to the retail grocers of the city in Press hall Monday evening was a function of more than usual interest. The hosts of the evening were the National Biscuit Company, Valley City Milling Co., Judson Grocer Co., Lemon & Wheeler Company, Worden Grocer Co., Musselman Grocer Co., Voigt Milling Co., Watson & Frost Co., Wykes & Co., Rademaker-Dooge Grocer Co. and A. B. Wilmlink.

About 400 grocers attended and for half an hour before the banquet doors opened the wholesalers and retailers mingled socially and became better acquainted. It was a get together unanimously and cordially.

The banquet was served by Jan-dorf. There was music by Fuller's orchestra, vocal selections by Hazel Reily and entertaining numbers by Joseph Golden. The invocation was pronounced by Rev. J. Alex. Brown.

Glenn E. De Nise, President of the Retail Grocers' Association, was Toastmaster of the evening, and with him on the platform with the speakers were the officers of the Association and as honored guests, Vice-President L. De Batt, Bay City, and Secretary J. T. Percival, Port Huron, of the State Association, President Ole Peterson and Secretary A. R. Bliss, of the Muskegon Association, and President Claude Cady, of the Lansing Association.

Mr. De Nise said the meeting of wholesalers and retailers was the largest in the trade history of the city, and that the meeting could not help being beneficial to all. The wholesalers and retailers have much in common and they should get together for their mutual good. Each needs the other, and by co-operation each can help the other. The Retailers' Association has been a great benefit not only to its members but to the trade generally, and how much greater would be this benefit if all the grocers belonged and then added the strength of numbers to whatever was undertaken. Since Oct. 1 E. L. May, Manager of the Association's Credit Rating and Information Bureau, has added twenty members to this department and the list is steadily growing. Great as have been the benefits realized in the past, the future will bring still greater, and all grocers should join not only to help themselves but to help others.

Fred W. Fuller, former President of the local and past President of the State Association, discussed "Our Association" and said:

"The topic selected for me is 'Our Association.' Now, gentlemen, when talking about Association work I can not help but be serious as it is a serious proposition. It means more to the retail grocer to-day than I feel I am competent of explaining to you. The benefits to you, the retailer, are innumerable, and still many of you think only too lightly of what it means to you as a business invest-

ment, to say nothing of the social side. Let us review for a few moments what the local Association has accomplished: I mention first a uniform closing hour, which, although it may not seem at the first glance to amount to much, has actually been a saving of from \$50 to \$75 each year to you in light and fuel by closing your stores as you do now, from 6:30 to 7 o'clock, instead of from 9 to 10 o'clock, as was the custom before you had an Association. The regulating of the peddlers' license and the pressure brought to bear upon the city authority regarding the issuing of free permits until after a personal investigation by the Poor Commissioners have turned many a dollar into the city treasury. Our Association has never objected to a worthy man receiving a permit, but many were asking for them who were well able to pay the yearly license or else earn their living in some other manner. The drafting of an ordinance requiring the stamping of weight on each sack of flour you sell places not only the miller but yourself in the right light before the consuming public. Many of you undoubtedly remember only too well (I know that I do) our experience with the Sealer of Weights and Measures and the result, which was very gratifying to our Association, inasmuch as we now have an ordinance which not only protects the consumer but the grocer as well.

"This ordinance may not be entirely satisfactory to all, but it is a great improvement over what we had and I assure you that the Committee having this in charge would have been very grateful for suggestions from any of you gentlemen at the time the ordinance was drafted.

"Do you think it would be possible for any one retailer to have had enough influence to have special representatives from any of the large manufacturers sent here to listen to your grievances if you had one? I say no. But, gentlemen, through the influence of our Association we have had special representatives from two of the large manufacturers of soap in the country, Proctor & Gamble and James S. Kirk & Co., and have done this: To-day the druggists who cut the price of ivory soap, while they may have considerable on hand at the present time, can not buy a bar from any Grand Rapids jobber, and the Kirk Company is on record and intends to leave no stone unturned until every grocer in Grand Rapids sells their American Family Soap at 5 cents per bar straight, and why shouldn't we? At 5 cents per bar we make \$1 per box, or 25 per cent. At six for 25 cents we realize \$4.17 per box, or a profit of 17 cents. Taking into consideration that it costs you 15 per cent. to conduct your business, can you sell it for 45 cents per box less than cost? Can you do it and make a success of your business? Think it over. Or is that one reason why the personnel of the retail grocery business in Grand Rapids changes every ten years?

"A short time ago the water companies here took it upon themselves

to enforce the law against the grocers that were filling their bottles with vinegar, cider, oil and gasoline, and a number of arrests and convictions followed; but not a member or regular attendant at our Association meetings was arrested. I mention this in particular, as had those that were arrested been members of our Association and regular attendants they would have been posted on the law and not caught napping. As it appears to me, the fine and cost they paid into court would have been a good healthy dividend on their investment as a member of our Association.

"I do not wish to tire you, but the Committee has allotted me fifteen minutes, no more, no less, and I have promised to put all lemons handed me in cold storage for use at our picnic next summer. In my review so far I have told you of some things we have accomplished; still there are others.

"A city market, at which during the late spring, summer and early fall we congregate to select and buy for our daily wants, has been a bone of contention to each and every one of us. Where several years the abuses have come up for discussion at our meetings and the committees appointed have worked hard with the Market Committee of the Council endeavoring to bring about some reform that would be of mutual benefit to all concerned, last year we had a mass meeting of commission men, growers, hucksters and grocers to which the Market Committee of the Council was invited. The market affairs were thoroughly gone over and among some of the changes asked for on the market were the following:

"A uniformed officer, a fence around the market, a regular hour for buying to commence, grocers and hucksters to have stalls set aside for them, no hucksters allowed to rent stalls among the growers, to allow no buying nor selling on the streets adjacent to the market, commission men to have a separate street for wholesaling, that every grower occupy his own stall, besides several other requests, one of which was not to allow the scalper, as we term him, to buy a load of any commodity and then occupy the stall that the grower has paid for and dispose of the load at a higher figure. This, I believe you will all agree with me, is one of the worst abuses on our city market. If allowed to continue I believe a grand jury will sooner or later be called on to investigate the high prices on the market. We have taken into consideration the deplorable condition of the market the past two seasons, but feel that this year, with conditions much improved, we shall be able to point out to the Market Committee of the Council in the right light that besides the uniformed officer and the fence, which they granted last year, many of the requests are just as necessary if we are going to keep our market up to the standard of other cities.

"The flour list sent out by the millers on winter and spring wheat flour is worthy of special mention and

should appeal to every retail merchant as the handling of this commodity requires the investment of a large sum of money to many of you when you take into consideration that your profit for years on this item has been less than it costs you to handle it. Many of the members of our Association, believing the millers should be acquainted with these facts, instructed the Trade Committee of our Association to take this matter up with them, which was done, with the following results: The manufacturers of flour in this city will not permit their flour to be sold at cut rate prices. They allow you a profit from 17 to 20 per cent. on your investment. And, gentlemen, you know as well as I do, that this state of affairs could not have been accomplished by any one of you individually. This is doing no injustice to the consumer, as all fair minded people are willing that you should make an honest living. There are several accomplishments that our Association have been instrumental in that have been of a great benefit to some of you. One especially I will mention: Our credit reporting system, under the management of that 'live wire,' E. I. May, who has the reputation of collecting accounts after all others have failed. I will not dwell on this subject any longer at this time as our President, the Toastmaster, has something to say to you later in the evening on this subject. But I can not pass this without asking you to be sure and sign up with Mr. May for membership the first chance you get. Other cities are following and in the past year or two Detroit, Port Huron, Bay City, Dowagiac, Traverse City and Muskegon have formed Association reporting bureaus. All report that it has done much to assist the merchant in collecting his outstanding accounts. Mr. Bliss, Secretary of the Muskegon Association, informs me that the merchants of his city banked more money in nine months last year than in any other twelve months previous to the time they became organized.

"Now, for your information allow me to state that our local Association is a member of not only the State Association but of the National Association of Retail Grocers as well. These associations hold conventions annually. Our Association is always well represented at the State convention and we should be at the National. These conventions are a school of education to all who attend. Topics of interest to the retail merchants in general are discussed. Valuable papers are read. In fact, everything that tends to promote the welfare of the grocer or general merchant is carefully gone over. The State Association, assisted by the local associations of the State and others had much to do a few years ago in the passing of a new garnishment law. The next convention will be held in Detroit next May and nothing would please me more than to have every man in this room present. The National Association copes with everything that has any weight upon the future of the re-



tail grocer and both Congress and the Senate, as well as the President, are aware that this National Association is alive and looking after our interest. Former Postmaster General Myers favored the parcels post and so do the large mail order houses; but, thanks to the efforts of the National Association of Retail and Wholesale Grocers as well as to every State Association, we have so far kept Uncle Sam from being a common carrier for the large mail order houses, who are only waiting for the chance to crowd you out of business by unloading their wares right at the door of the consumer, delivered by the mail carrier. There are many other laws that are carefully watched, among the most important being the pure food and the bankruptcy laws.

"I do not know but I believe Mr. Judson will have some valuable information along these lines for you. Just prior to the National convention held at Niagara Falls in 1906 two Mr. Greens met in Chicago and held a long conference. One was President of the National Biscuit Co. and the other was President of the National Retail Grocers' Association. At the end of the meeting President Green, of the National Biscuit Co., agreed that in the future all cookies in cans packed by them should be net weight.

"Think what this has meant to you, brother grocers. Before this meeting you were paying for the cardboard packed in the cans. So much more for Association work. Now, gentlemen, I nearly forgot to mention the social side of our Association work I was so absorbed in the good that is to be had out of an Association, but it takes but a moment to mention our half holidays in July and August, the grocers' picnic day, whole days on Christmas, Decoration Day, Fourth of July, Thanksgiving and sometimes New Year's Day, and last but not least the grocers' annual banquet. And, gentlemen, allow me to say if it were not for our local Association you would all be at home to-night, where you should be, with your feet under your own table instead of enjoying this most splendid banquet as guests of the jobbing fraternity of our city.

"My time is up and I have tried to point out to you some of the things that have been accomplished by our Association. There are many things yet to do and I trust that after this evening of feast and enjoyment you will not hesitate to join with our Association and help the good work along. The officers of our Association are all busy men the same as you are, but for your sake and my sake give freely of their time in order that all may receive the benefit of their efforts. Remember the Bible says, 'The Lord loveth a cheerful giver.' Now, gentlemen, let us all put our shoulders to the wheel and boost. Let us endeavor to elevate our business to the high plane it deserves in the commercial world. By so doing we will command the respect that is due us."

Wm. Judson spoke on "Mutual In-

terests," and after sending many ripples of laughter over the company by his wit and humor he expressed appreciation in his own behalf and for the other wholesalers for the opportunity to meet so many of the trade. "Getting together," he said, "makes us kinder to each other. It teaches us to be better merchants and better citizens. It has an educational value also, not alone in what we hear from the platform but in the rubbing of elbows, making friends and getting acquainted. It teaches us to sell goods at reasonable margin of profit. We are better able to meet the weekly payroll, to pay our rent and merchandise bills, and it adds to our dignity and the dignity of our trade. All this makes us better citizens and adds to the good citizenship of those around us. Associations are not necessarily great machines of extortion, but through them men progress and become better. All over the country and in every line of trade men are organizing and being benefited thereby, and why should not the retail grocers join in the movement and share the benefits and at the same time help the consuming public? The grocers are the great distributors of food products. Through organization we can safeguard the public against impure food. Much has been done in this direction in the past through State and Federal legislation, but there is much for us yet to do through our organizations in the enforcement of these laws. The papers have much to say of the pure water supply. This is important, but is not the pure food supply of equal or even greater importance, and how can we insure a pure food supply without combined effort and standing together?" Mr. Judson hoped the retailers would take a greater interest in their organization. By co-operation they will become better merchants, better citizens, better husbands and fathers and have a better opinion of themselves.

Lee M. Hutchins was to have spoken on "Common Problems," but could not attend. Walter K. Plumb, A. B. Merritt, Guy W. Rouse, Richard J. Prendergast, Secretary J. D. Percival, of the State Association, and M. D. Elgin were called on for five minute speeches in his place. They urged the retailers to organize and pointed out the many benefits of organization. Individually and alone the grocers can accomplish little for their own good or for the good of the trade, but working together they can lift the business to higher levels, give it dignity and character and make it more profitable. It is not a question if the retailers can afford the \$2 annual dues, but whether they can afford not to belong. Mr. Prendergast said the accounts on the books of the grocers of the city aggregate more than the money in the vaults of any bank in the city. The money in the bank vaults is worth 100 cents on the dollar, but the accounts will not pan out 50 per cent. "Credit is too cheap and easy," he insisted, "and causes more wrecks than any other condition. By organization and co-operation the grocers can reduce this drain-

age upon their resources and energies and give the business a higher standing."

The banquet throughout was marked by a friendly spirit and cordial feeling, and many membership application cards were handed in as a result of it and every grocer present, retailer and wholesaler alike, found something in the proceedings to make him think.

#### College Woman In Business Life.

The type of college woman found in business life is usually the college woman with a temperament. She is never pretty, seldom attractive, and always misunderstood. She believes absolutely in the all sufficient self-complacency which is arrived at only through the medium of higher education. Therefore, she is admirably equipped to accept in full the egotism which is so prevalent in a university or college curriculum and which, without a pre-developed sense of humor, is fatal.

At the end of four years she leaves college and her conclusion as to why and wherefore is somebody's solution, volume 24, shelf 13. Individuality and the ability to think for herself are lacking. Initiative, which is so necessary in business life, is impossible. She is a college graduate, what more is there to be said?

A well known firm received the following letter from a college woman with a temperament, in answer to one of their advertisements:

"I am a college woman of 24. Believing that there is less nervous strain in business life than in controlling fifty restless children, I have, after much consideration, decided to embark upon a business career.

"I am serious minded and wish to succeed for my own sake and for the honor of my alma mater. I desire a position of high trust, where unusual ability, strong mentality and a thoroughly artistic temperament will be appreciated. The mechanical drudgery of a clerical position I shall leave to the mighty hosts of the uneducated, who are always clamoring for work."

There you have it, the narrow minded egotism of the college woman. If she has a latent sense of humor, she may, after a time, begin to realize that, in life, as it is lived out, here and now, all the facts and fancies in a multitude of libraries are applied,

revised, and rewritten every day. If not, before long she gives up her "business career," where she is misunderstood, and goes to the "fifty restless children," who, while they unconsciously realize her inefficiency to provide them with a philosophy of life which is to some extent waterproof and won't become too much battered and bumped, at least are not constantly reminding her of this fact.

Another type of college woman occasionally found in business life is the college woman who has "worked her way through," and her most noticeable characteristic is lack of self-confidence. Four years of shabby clothes, four years in which she is daily reminded of the fact that she is on the outside, four years of constant attempts to forget that other girls are going to football games and dances while she is washing dishes for her board—all this is not conducive to self-confidence.

And all that is gained by this self-sacrifice is a pitifully inadequate smattering of theories. The grammar school graduate, who is usually willing to learn, who, as a rule, puts a pretty accurate estimate on her efficiency, and who, above all, is possessed with a cheerful confidence in her own ability, is far better equipped for business life.

This lack of self-confidence is a handicap which is rarely overcome, and almost inevitably the college woman who has "worked her way through" drifts back to the position she is best fitted for, the teacher.

Of course, there are exceptions, splendid exceptions, but generally speaking the college girl in business life is not the type of college girl found on magazine covers. That type does exist, but she is a small percentage. The broad shouldered, clever, self-confident, jolly, tailor-made college girl is the one who goes to college for a good time and who hasn't the least thought of applying the theories she acquires. She accepts them, of course, but rejects them just as promptly.

On the whole, the college of to-day does not supply the proper foundation for business life. The most successful business women are not college graduates.

Louise Porter.

We would never learn to pray if all our prayers were answered.

## WORDEN GROCER COMPANY

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Grand Rapids, Mich.



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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

Wednesday, February 23, 1910

## OUR BOYS.

The white light of public opinion is just now concentrated upon the boys. They have been neglected. Their future welfare has not been duly considered. If a kind Providence has located the birthplace where the free wind blows and the green grass grows circumstances are allowed so to hamper him that to the city he goes at the earliest opportunity, to his own detriment and as often to that of the old home as well as of the new. The time has come when all of this must be changed. If by some bitter experience the boy has found that all work and no play has made Jack a dull boy and has driven him away from home, then the sensible thing to do is so to let up on the work and so to recognize play as a necessary part of his everyday existence as to rob work of its drudgery and to relieve the dull monotony of the farm life with big broad patches of cheery sunshine.

With every desire to lighten still more that drudgery and to widen still farther the sunshine patches it is here suggested that an occasional half dollar semi-occasionally transferred from the parental hand to the filial palm unattended with remarks suggesting that the action is not an agreeable one will do much to forward the greatly to be desired end in view—given to the boy as if it was his by right and not by favor and as if there is more coming when the occasion calls for it.

This Western movement, where the boy is encouraged to have his own acre of plowed land, to learn the mystery of seed selection, to plant and to care for his own growing crop and when the harvesting is done to receive in his own hands the dollars those same hands have earned, will go farther to keep the boy on the farm than anything so far hit upon; and the other day when those few boys—four of them—went to Washington and came back bringing with them the sign of approval from the Secretary of the Interior more than one broad highway from the farm to the city was closed up never, it is hoped, to be opened again.

The trouble which the farmer has

in keeping the boy on the farm is repeated in the city in the vain endeavor to have the boy remain in school until he has finished the course. Country boy and city boy are stirred by the same impulse—to get out and be doing for themselves. With years of hard work and little, if any, pay the country boy looks upon the town as the only place for the realizing of his ideals. He has long ago found out that the school fails to give him what he wants exactly as the farm has failed, while his city cousin, turning his back on the high school for the same reason, strikes out for himself, believing that he, like other boys with little or no schooling, can successfully climb the commercial ladder and make up by practical experience on the ground floor of business what books and school can never give him. So one cuts the farm and the other the high school, both confident of this, that each becomes earlier his own master, earning and spending his own money as he wills and, free from all restraint, becomes at once a responsible member of society and—mark this—is treated as such.

The conclusion of the whole matter seems to be that that training for the American boy which will fit him soonest and best for an early coming responsibility is the one which he will take to the most readily and the one which in all probability will do him the most good, with the understanding always that a peach can not be made out of a potato any more than a round plug can stop up a square hole.

## THE STORY OF THE STORK.

From time to time in different parts of the country the woman puts her foot down, which means something, and says her say, which means a great deal more. Des Moines is the locality in the present instance and the question—an important one it is—Shall the school teacher or the mother translate to her daughter the story of the stork? "How," asked one very-much-in-earnest mother, "can a teacher who has never been a mother know anything about the coming of the stork except by hearsay, and how can she without the actual mother love in her heart reveal to the child, as it ought to be revealed, the story of human life and especially that part of it so thoroughly shrouded in mystery? Better leave it to school teacher than to chance; but," and here is where the motherhood asserted itself, "that is the duty—not the task—of the home and of the mother at the head of it, and the moment she realizes how much depends upon it, at that same moment will begin the telling of the story and the development of the marvelous fact behind it in terms that will never be misunderstood, with no danger of the harm that is almost sure to follow if chance or mischance be the storyteller." The verdict of the meeting at Des Moines was that the school teacher should be relieved from such a requirement and that from the mother should come the instruction burdened with life and death.

There is no doubt but the decision will meet with the approval of every father and mother in the land. The story of the stork is only a sort of fairy story that gives the childish imagination enough of the novel to satisfy and to please. Childland is only another name for wonderland and this bird with its marvelous burden fits strangely into existing conditions on its journey from the land of Somewhere to crib and cradle and the mother's arms. It is only the prelude of what is sure to follow, and careful and skillful must she be who tells the story of existence to the little girl whose life has been a part of her own being.

Admitting that mothers the world over are in harmony with the decision, will they to the best of their ability perform this home duty? Words are not needed to affirm that they are doing it now—some of them; but from what has been already ascertained there are reasons for believing that too many mothers are sadly remiss in this the most important duty that motherhood imposes, and it is submitted that just in proportion as this remissness has been indulged in, to the same extent is the social world disturbed and vexed by conditions, traced directly and indirectly to the ignorance and the pernicious teaching and the utter lawlessness which the failure to do that motherly duty has inevitably brought about.

It is to be hoped that other meetings in other places with the same object in view will bring together the mothers of communities for the discussion of just this one topic. No other matter excels it, none is quite so far-reaching in its influence and in its results. It will be found an antidote for the hasty marriage, for the dissevered and the abandoned home and for much, if not for all, the unhappiness and wretchedness that are sure to attend divorce. It is a story that maturity has got to tell to its children, sooner or later, the plain, unvarnished story of the stork. It should be told only by tender hearts and loving lips. Mothers, the responsibility is yours. Will you assume that responsibility now?

## LESSONS TO BE HEHEDED.

A week ago to-day by the total destruction of the Masonic Home in East Grand Rapids several lessons were taught with tremendous force—lessons which should be rehearsed and repeated in all directions, that their values may be distributed as widely as possible.

The first is that all public buildings devoted to the care of persons who are unable to provide for themselves should be built as nearly fireproof as may be. And it is quite possible to erect an approximately fireproof structure by the use of concrete, reinforced by steel.

The next one is that whether the building is nearly fireproof or not, continuous flues from basement to attic and in an uninterrupted vertical line constitute almost if not quite criminal disregard of human life—and this means a vertical elevator

shaft so situated as to constitute, in case of fire, a perfect barrier to stairways.

Another lesson tells us that systems of water supply and distribution, for use in case of fire, if they are operated by electrical power should have all wiring connections between the motor and the apartments protected; should be so installed that the operation of the system can not be prevented by the burning of those connections. Whatever the motive power, that power should be protected against fire.

Finally, the city, village, township or county authorities in which such institutions may be located owe it to themselves as well as to those who may be housed therein to maintain always and completely available adequate means for fighting fires when they occur—whether it be in mid-winter or during an August drouth.

The remaining lesson teaches that the people of every community, each neighborhood no matter where, may be depended upon to respond instantly, unitedly and with splendid earnestness toward extending aid, protection and comfort when human beings, especially those who are aged and infirm, are visited by sudden disaster.

## ANTICIPATING THE NEEDS.

A man who forgot his pencil was pleased when entering the stationery department of the store to notice that a pencil sharpener was fastened to the counter in that division, and the clerk neatly sharpened his purchase before delivering it. Usually one is little better off so far as immediate use is concerned after buying a pencil, and if no pocket knife is at hand the purchase is absolutely useless until home is reached. Here the need is anticipated and adequately prepared for. It is needless to say that when those who have learned the custom are in need of a pencil they will repair to Mr. B's store, where pencils ready to use are furnished.

The glove stretcher, shoe button fastener, coffee mill and a host of other devices for rendering goods available at once have now found a place in the most up-to-date establishments. There is more advantage to the seller in the custom than is patent at first sight. It is not simply the fact that goods are made ready for use at no extra cost, although this is a worthy incentive. More pleasing is a realization that the convenience of the customer is looked after, even after the purchase is made.

Any little attention which can be given will bear fruit a hundred fold. It is not so much what we do as how we do it which captivates the customer. The fact that a desired article is produced at once is only expected; but that special provision has been made for its immediate use comes as a pleasing surprise, and the special provision will not be forgotten. The salesman who looks to it that his goods give the most complete service is the one who will next time secure the trade.



## WORDS OF GREETING.

## Grand Rapids Jobbers Entertain Their Salesmen.

The "greeting to the boys on the firing line" given by the Wholesale Dealers' Association of the Grand Rapids Board of Trade at the Pantlind Saturday night was as complete a success as anybody could have desired. The attendance exceeded 200, and for half an hour before the banquet hall doors were thrown open the heads of houses and their salesmen, the captains of trade, their lieutenants and the men on the firing line mingled socially and informally in the corridors, getting acquainted and exchanging greetings. When the company was seated the big banquet room was filled, as was the small banquet room, and the overflow had to go to the cafe downstairs. It was the largest gathering of the kind ever held in the city.

The tables for the banquet were arranged in three long lines extending the length of the hall. At the speakers' table were Chairman A. B. Merritt, of the Wholesalers' Association; Walter K. Plumb, Chairman of the Banquet Committee; W. Millard Palmer, Toastmaster; President Heber A. Knott, of the Board of Trade; Elbert Hubbard and Edmund W. Booth. Fuller's orchestra furnished the music, the Apollo Quartette rendered vocal selections and between courses, with the orchestra leading, the whole company joined in the chorus of popular songs. At first the chorus singing was faint, but before the finish everybody had caught the spirit and joined lustily in "Yip I Addy-I-Ay" and other airs. A choice menu was served and as a joke on the boys R. J. Prendergast had it printed in French. This added a guessing game feature to the occasion.

A. B. Merritt, Chairman of the Wholesalers' Association, started things when the cigars had been passed. In behalf of the wholesalers he welcomed the salesmen and expressed gratification that so many were present. He said the purpose of the gathering was partly social, but there was also business in it. The wholesalers give the Merchants' Week festivals and the annual trade extension excursions for the express purpose of holding Michigan trade for Grand Rapids against the aggressions of Chicago, Milwaukee, Detroit and even Cleveland. Grand Rapids must work hard to hold its own and the salesmen are important factors in making this work effective and successful. Be loyal to your own employer. Sell as many of your own goods as you can. But when you find a customer who wants something you do not carry influence him to buy of somebody in Grand Rapids instead of sending his order to another town. This will help to build up Grand Rapids. It will strengthen this market. It will add to our influence and importance as a trade center. You salesmen can help and we want you to help. We are proud of our salesmen and we want you to justify the pride we have in you and the faith we have in your ability. More business will

make getting business easier for it will give us better freight rates and better service.

This was the serious part of Mr. Merritt's speech, but it would not have been Mr. Merritt speaking without a rare fund of good stories and funny allusions. He closed by introducing W. Millard Palmer as Toastmaster and gave assurance that Mr. Palmer is a wit and humorist and can entertain without being boisterous.

Mr. Palmer addressed himself to the "wholesalers and whole sellers" and was in his happiest mood. He said the dinner was given to make the salesmen even better boosters of Grand Rapids than they have been. He spoke of the good work the Board of Trade had been doing and introduced Edmund W. Booth as the first speaker.

Mr. Booth's topic was "Grand Rapids." He said an Eastern man once told him Grand Rapids was the greatest city of kickers on earth, and he hoped it was true. It is better to be a kicker than a dead one. Anything is better than being a graveyard. There are different kinds of kickers. The mulish kicker is a knocker, stops progress and destroys hope. Grand Rapids is not a kicker of this sort. In Grand Rapids we take the football of progress and kick for the goal. If we miss it the first time we kick again and keep kicking until we land. Our kickers are not asses but are assets of the liveliest and best kind, who kick intelligently, fairly and with purpose and accomplish results. Our kickers are boosters and not knockers, lifters not leaners, helpers of Grand Rapids and not drags. Through the newspapers and the magazines we are becoming known to the world, and the Grand Rapids way and the Grand Rapids movement are being talked of all over the land.

Toastmaster Palmer recalled that the Board of Trade had secured an all night telegraph office and an up-town ticket office by intelligent and effective kicking, and then introduced a real peach of the Alberta variety: Elbert Hubbard, the sage of East Aurora, long haired and quaint in appearance, was the star of the evening. He spoke for an hour and a half and in him the company had a rare treat. He was humorous and witty, he made many a laugh, but back of it all was a strain of seriousness, a vein that made men think. Quoting from Maurice Masterlink's "Life of a Bee," he said that a bee alone is helpless, without intelligence and makes no honey, but the hive are a marvel of intelligence and industry and know things that man will never know. And so it is with man. Alone he is nothing and can be nothing; he succeeds only as he works with other men. The badge of sanity is co-operation and the bigger the man the better can he work with others.

Mr. Hubbard said he knew the traveling man's game as he had been on the road in Michigan for three years as a salesman. He played the game according to the rules that then obtained. He worked hard on his expense account and when he struck

town all the girls were glad and the dogs barked, and all along the line he circulated smiles, cigars and booze. Since then ideas, ideals and methods have changed. We did not recognize the brotherhood of man; but now we know that we are part of each other, that we can succeed only by helping each other, by co-operation, reciprocity and mutuality. A new source of business has developed. To-day we know it is a calamity to sell to a man goods he does not want or for more than they are worth. Our old theory was to sell the goods with no thought of what might happen after we got our money, but now we try to safeguard our customers and to protect them and not to take advantage of their ignorance. We try to put ourselves in their places. That ancient maxim of trade, "Let the buyer beware," is no longer in use and the merchant who tries to follow it is headed for bankruptcy. There is only one safe and sure rule in business today—one price and absolute truth. We know this is the only rule because we have tried all the others and they won't work, and one price and absolute truth is the Golden Rule of trade. It is the brotherhood of man applied to business. The transaction in which both parties do not profit is not righteous.

Mr. Hubbard spoke of the growing kindness of the world. The mad houses of a century ago became asylums and are now called hospitals. In some states the word "prison" has been eliminated. Laws reflect this gentler mood—the mood of the brotherhood of man. Sometimes we think we are ruled by law, but law is public opinion crystallized and it changes with public opinion, if not on the statute books then in the interpretation placed upon it by the court. The greatest and most successful judges are those who interpret the laws as the people think. Laws that have outlived the public sentiment that created them, and we have many of them, are laughed into oblivion. Laws may survive many battles of logic but can not endure against the merry tee hee of public opinion.

Mr. Hubbard condemned the law for the federal taxation of corporations as one calculated to tempt men to dishonesty and crime. He declared that the Sherman anti-trust law was enacted before the ordinary mind even comprehended the scope, magnitude and usefulness of great corporations. He said the Standard Oil Company was the greatest employer of labor in the world and its labor will fight for it to the last ditch. The company's

success has been due to decentralization, to scientific principles, to untiring effort and attacks upon it simply because the company has been a success are unwarranted. The corporation tax law and the Sherman anti-trust law should be wiped out.

In this age we love work and truth and nature. Trade follows along natural lines and we succeed only as we follow nature. Men must get enjoyment out of their work as they go along and not put off their good times until they grow old. The business man is coming to the front. Commerce feeds, clothes and shelters us, builds railroads and bridges and all around we see evidences that thousands of men are working for and with us and we should be a part of this co-operation of the great brotherhood of man. I do not believe in charity nor in the giving of alms. The only giving should be that of opportunity, and opportunity is something everybody should have. The educated man is the man who is on to his job, who knows what he is doing and where he is going. The man who has an easy job should have pity; the man who is looking for an easy job is a dead one. The reward for carrying the burden is to have the burden increased. Believe in your work, be loyal to your employer, to your city, your state and your country. Be a booster. Stand by each other and help each other. Decide what you want to do and do it. We are not to be here long, but while we are here let us make it worth while. Do not work merely for the present but keep in mind the future and the welfare of those who come after you and the brotherhood of man. And may God bless you.

## Contentment.

Let us learn to be content with what we have. Let us get rid of our false estimates, set up all the higher ideals—a quiet home; vines of our own planting; a few books full of the inspiration of a genius; a few friends worthy of being loved and able to love us in return; a hundred innocent pleasures that bring no pain nor remorse; a devotion to the right that will never swerve; a simple religion empty of all bigotry, full of trust and hope and love—and to such a philosophy this world will give up all the empty joy it has. David Swing.

Salesmanship is transforming indifference and inaction to a harmonious action to the mind of the salesman.

No man ever made a sale—the subject of the salesman's efforts bought.

## A ONE HUNDRED THOUSAND DOLLAR ESTATE

Cost of administering, \$1, 100.

If one-half of this were real estate the charge would be \$600.

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



THE MICHIGAN TRUST COMPANY





## GONE BEYOND.

## Death of Grand Rapids' Greatest Furniture Designer.

David W. Kendall, of the Phoenix Furniture Co., who died last week in Mexico City, where he had gone for a winter vacation trip, in many respects was a remarkable man. He was foremost among American designers of furniture and for more than a quarter of a century exercised a powerful influence for higher ideals in furniture art. He was an artist in oil and water colors of ability, a talented musician, a skillful carver of wood and made models in clay, a trained photographer, a student of chemistry and anatomy and a thorough mechanic. He was many sided, and on every side attained to excellence. In his passing the furniture world sustains a great loss.

Mr. Kendall was born in Rochester in 1851 and learned the cabinet-maker's trade under the supervision of his father. Harry S. Jordan, of the Michigan Chair Company, worked in the same shop and recalls that when other boys during the noon hour were frolicking around Kendall found his amusement in drawing. In art he was to a large degree self taught.

In 1879 John T. Strahan, then Superintendent of the Phoenix factory and who also did the designing, wanted a draftsman to help him and wrote to Chicago for one. Kendall at that time was working in a Chicago architect's office and was sent over. At first he was merely a draftsman, working under Mr. Strahan's instructions, but he soon showed that he had ideas and his ideas impressed the management as good and he was given more latitude, and from that time his influence on furniture styles began to be felt. He remained with the Phoenix three years, was with Berkey & Gay for two years and then returned to the Phoenix to remain.

When Mr. Kendall came here thirty years ago the half circle or arch top was the only style in bedroom furniture known to the local manufacturers or, for that matter, to the trade generally. It was a hideous style and not made less so by panels of walnut burl or of other woods that were plastered on to relieve the plainness. Mr. Kendall was the first to bring out the square top; was also first to introduce substitutes for carving ornamentation. When the carvers struck he used metal ornaments and this set a style that had a run of several seasons and is still seen in the attention given to the hardware. After long years of compositions and "original" designs Mr. Kendall was one of the first to see possibilities in reviving the styles of long ago, and it was he who set the pace in what is now known as "Period" furniture. He was not the first to take up the present popular Early English styles, but as soon as he saw the drift he posted off to Europe and spent three months studying the best models of that period to be found in the cathedrals, castles and galleries in England, Belgium and Holland, and he came home with a great fund of

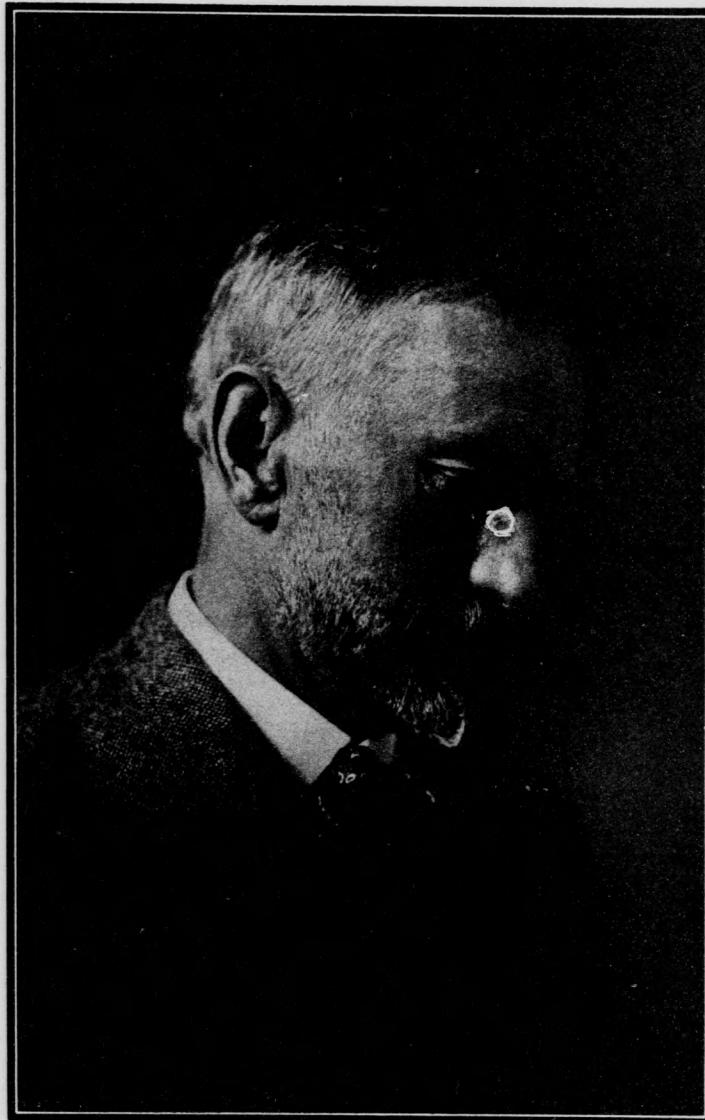
ideas, many of which he embodied in the Phoenix line for this spring.

When Mr. Kendall came here walnut was almost the only wood used in furniture manufacture. When walnut became scarce the manufacturers experimented with oak, but the results were not satisfactory. The wood was unattractive in color, lacked character and was hard to handle. Mr. Kendall, in the factory one day, noticed that the tobacco juice spit by the workmen on the floor seemed to bring out the grain of the wood and it occurred to him that oak could be given character by staining it. He began experimenting first with to-

to stain and treat wood that Mr. Kendall studied chemistry, and his investigations extended also to how to season and prepare the wood for furniture use.

About twelve years ago Mr. Kendall brought out what was known as the McKinley chair, designed on simple lines, spacious and comfortable. This had a great sale and is said to be the real basis for the modern arts and crafts furniture.

Although he had been designing furniture for thirty years, such was Mr. Kendall's genius that he never "ran dry." He was always developing new ideas and he was always striv-



D. W. Kendall

bacco juice, which he soon found would not make a durable stain, and then with chemicals. He wrought out what he called "antique oak." It was laughed at and called mud oak, but it took immediately and immensely with the trade, and the other manufacturers had to imitate it as best they could. The original idea of staining the oak to bring out its figure and to give it character was conceived by Mr. Kendall, and it has been practiced with many modifications since, not only with oak but with other woods. Mr. Kendall himself developed many of the modifications, including the fifteenth century finish, which had a great run of popularity and which was "killed" by the crude imitators. It was to know how

ing for something better, more artistic, more beautiful. He was not satisfied with beauty alone, but especially in chairs insisted upon comfort, and it was to learn how to make comfortable chairs that he took a course in human anatomy.

Not the least remarkable fact about Mr. Kendall was that, genius, idealist, dreamer, he was also a hard-headed and very practical business man. He knew the value of materials, the use of machinery and how to handle men, and he knew also how to manage his private affairs with skill and judgment. It is stated that he leaves a substantial estate.

Essays on problems are always more popular than essays at them.

## Ocean Put To Hard Labor.

Old Ocean is being put to hard labor by the inventors. A large crib is placed in the water and having one end open so that the waves will work up over the floor of the crib as they do on an ocean beach. At the back of the crib are a pair of curved deflecting walls, before which is placed a triangular casing provided with a series of swinging doors or vanes. When the waves wash up the floor of the crib they close the vanes against the casing and divided by the prow of the casing are directed against the deflecting walls.

The rear of the triangular casing is opened, permitting the water to flow through as the wave recedes and strikes against the rear faces of the vanes opening them. The vanes are geared to a series of piston rods which operate the cylinders to fill a compressed air chamber. This, by means of a pair of air motors, operates a dynamo and generates electricity, which may be carried anywhere and utilized.

Another way of getting power from the waves is by a large, square float on which the principal mechanism is mounted. Hinged to this float are four auxiliary floats, and the rocking motion between the auxiliaries and the main float is utilized to operate a series of pistons pumping air into a compressed air tank. The compressed air tank and four pairs of cylinders are mounted on the main float. The piston rods are connected at their outer ends to the four floats and when these floats are rocked by the waves they reciprocate the pistons and pump the air. This action takes place regardless of the direction in which the waves are traveling because the auxiliary floats extend in four directions.

Similar to this is the device using the rocking of two floats. The floats are hinged to each other and one carries a rack adapted to engage a pinion mounted on the other float. As the floats rock to and fro the pinion is rotated first in one direction and then the other, and this motion serves to pump air into a tank. The air from the tank operates a pneumatic motor, which in turn drives a dynamo and generates electricity.

In order to permit the floats to swing about in any direction without danger of fouling the anchor lines one of the floats is mounted on a swivel which is securely anchored. By means of contact wheels engaging contact rings on the swivel the electricity generated is conveyed to a pair of cables which extend to the shore.

## Human Body Gives Off Light.

Is the human body luminous? Commandant Darget of the French Academy of Sciences maintains that the human organism gives off radiations that act on the sensitive plate much like the X-rays or the radium emanation. One French firm has several times been obliged to discharge men and women who fog the photographic plates when manipulating them.

Folks who are always gilding the commandments often are dodging behind them.



# SPRING 1910

Never before have we shown such profusion of styles in Wash Goods, Dress Goods and White Goods as this Season

We are offering all lines of cotton fabrics on a basis of 9 to 11½ cent raw cotton. The mills today are paying 15 cents for this article and the prudent merchant can easily figure that it is to his interest to take on stuff now. It may surprise you to know that we are offering the very best makes of Ladies' and Men's Spring Underwear at below last year's prices and at that are showing even better garments. We intend to double our Men's Furnishing Department this year, and to accomplish this we are starting out by offering the following values that cannot be ignored:

## LOT No. 1

72,000 Pairs Men's Full Mercerized High Spliced Heel and Toe, \$2.25 value, ½ dozen per box, \$2.10. 60 extra \$1.57½ per dozen. Assortment as follows:

61 Brown and Castor	67 Green
62 Tan	68 Navy
63 Light Slate	69 Copenhagen
64 Medium Slate	70 Purple
65 Dark Slate	71 Black
66 Wine	

## LOT No. 2

Equally as Attractive as Lot No. 1

Silk Mercerized High Spliced Heel and Toe, three shades to box—a full \$4.50 value, ½ dozen per box. Net 10 days sixty extra, per dozen \$3.25. Assortment as follows:

F/1 Medium Blue	F/7 Cerise
F/2 Purple	F/8 Red
F/3 Tan	F/9 Navy
F/4 Light Tan	F/10 Dark Green
F/5 Brown	F/11 Slate
F/6 Medium Green	F/12 Medium Slate

These goods offered subject to prior sale; delivery after March 1st.  
Orders will be shipped conditioned upon the time of their receipt. First come, first served.

## Notions

A very complete stock of Notions, covering staple and fancy lines, is at your disposal.

A mail order will demonstrate how efficient this department is.

*Prices guaranteed.* We invite a personal call.

## CROWLEY BROTHERS

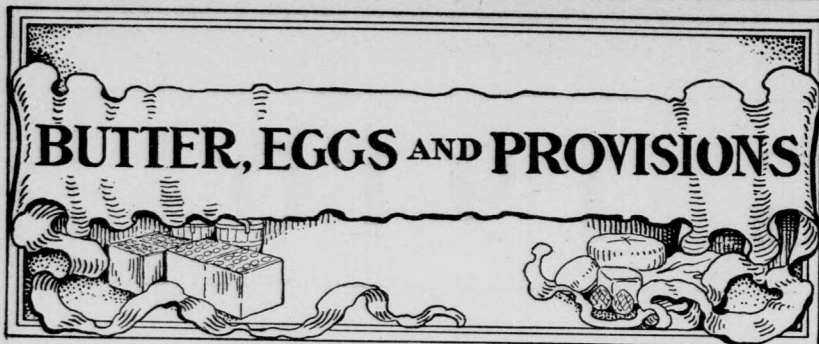
Wholesale

Dry Goods, Notions and Furnishings

103-113 Jefferson Ave.

Detroit, Michigan





### Observations of a Gotham Egg Man.

The most important matter before the egg trade just now is the tendency of legislatures and municipal legislative bodies to limit the period of permissible cold storage, or to place other restrictions upon the business some of which are extremely impractical. The matter is now receiving very general attention as a result of the recent widespread newspaper agitation of the so-called high price of food. It is largely based upon misconception of the purpose, the utility and the effect of cold storage, but if seriously restrictive laws are enacted at all generally they would be none the less damaging to a factor in food preservation and distribution which has become the foundation of modern commerce in food products; and they would be, if generally enacted on the plan of some of the proposed measures, destructive of enormous business interests as well as the interests of consumers in all parts of the country.

In no article of food would a serious and unreasonable restriction in the period of permissible storage be more disastrous than in the case of eggs. And it would seem imperative that egg men in all sections where legislation against cold storage is being agitated should exert themselves for the instruction of their lawmakers in the real function of cold storage and the essential nature of the business in providing an adequate food supply.

In respect to egg storage, which is a typical instance of the importance of cold storage to the people, it may further be shown that the height of production occurs only during about three or four months of the year and that the ability to store surplus then, to carry throughout the later season of scarcity, even up to the next beginning of flush lay, is essential to a sufficient production to supply the year's requirements. Undoubtedly if cold storage were unduly limited—say to a period of only sixty or ninety days—the price of eggs under the present enormous scale of production (built up by the cold storage industry) would fall to an extremely low point during March, April and May. In fact, it is doubtful that the production during those months could all be consumed and certainly not at any price that would make production profitable. The result would be a diminution in the raising of poultry and eggs, so that during the later periods of naturally small production we should have no surplus to give a winter supply on a short term holding basis; on the other hand, during

all the months from September to January, and often to February, we should suffer such an increasing dearth of eggs that they would be entirely unobtainable by the rank and file of our people.

Clearly it is only the ability to spread the heavy production throughout the year by means of cold storage that supports egg production at its present enormous extent; without it we should have, for a time, lower prices during the spring but extremely high prices at other seasons and a far higher average price than now prevails.

Practical regulations that would insure the offer of cold storage eggs to consumers as such would not be objectionable; they would have no permanent bad effect on the general trade and there is a just argument in their favor. But they involve practical difficulties that seem almost insurmountable, and efforts to provide for this commendable end, if undertaken by lawmakers without a full understanding of these difficulties, are almost sure to prove either entirely ineffective or extremely damaging. The first difficulty here is naturally that of defining a cold storage egg since all eggs, if properly cared for, are at many seasons carried to distant markets in refrigerators. The second difficulty lies in the fact that the length of time goods are held in storage within reasonable limits is not a criterion of their quality. The third difficulty is the inability, in many cases, to distinguish between storage and fresh goods. Unless these difficulties are appreciated and overcome it would appear that legislation looking toward the branding of storage products would be largely ineffective of its purpose.—N. Y. Produce Review.

### Four Ways in Which Grocers May Advertise.

Written for the Tradesman.

The grocer who does not advertise is not awake to his best interests.

How shall he do it?

Newspapers, first; catalogues, second; booklets and folders, third; letters, fourth.

Newspapers.

Contract for location in the papers on certain days. The location of your advertisement should always be the same.

You will find that buyers get the habit of looking for your advertisement in a certain location on certain days, and the longer your advertisement appears there the more valuable that space becomes for you. Advertising is cumulative.

Change every time. Never run the same advertisement twice. Nobody reads an editorial or news item twice, much less your advertisement.

What to say? There's the rub.

Say in your advertisement just what you would say to your customer face to face over the counter. She asks if you have any mackerel and you reply: "We have some very fine mackerel; this year's catch, off the coast of Norway, fat and tender as chicken, white meat; one's enough for the family breakfast; they're a rare treat; the price is only 25 cents a pound."

Maybe she asks for maple syrup, and you tell her you have the real maple syrup—direct from the mater in the original jug—that has the old time flavor—better buy a quantity for it is so good the whole family will like it. It's healthy, too—buckwheat cakes without maple syrup cause indigestion—the price \$1.50 per gallon."

The writer of advertisements for department stores knows how to play upon women's fancies—the grocery

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

**Dandelion Vegetable Butter Color**  
A perfectly Pure Vegetable Butter Color, and one that complies with the pure food laws of every State and of the United States.  
Manufactured by Wells & Richardson Co. Burlington, Vt.

For Dealers in  
**HIDES AND PELTS**  
Look to  
**Crohon & Roden Co., Ltd. Tanners**  
37 S. Market St. Grand Rapids, Mich.  
Ship us your Hides to be made into Robes  
Prices Satisfactory



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

**The Vinkemulder Company**  
Jobbers and Shippers of Everything in  
**FRUITS AND PRODUCE**  
Grand Rapids, Mich.

**SEEDS===** Are ready—fill your orders—all kinds clover and grass seeds.

**EGGS===** Will be in market daily for fresh eggs.

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

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

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

Consignments of fresh eggs and dairy butter wanted at all times.

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

Established 1873

**C. D. CRITTENDEN CO.**  
41-43 S. Market St.  
**Grand Rapids, Mich.**  
Wholesalers of Butter, Eggs, Fruits and Specialties

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

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



advertisement writer has as good opportunities.

He should describe the plum pudding in a way that the reader may see the steam rising and taste the richness of the delectable food as she anticipates it in her imagination.

Good grocery copy is not learned dissertations culled from dictionary or encyclopedia, but it is near the way an intelligent salesman describes his wares as space will permit.

Prices? Of course.

Prices are always bargain clinchers for women, and it is to women the grocer advertises.

There is always something new and interesting in a grocery store—new foods for each season, fresh arrivals from factory or farm.

Tell your readers how to prepare and serve the foods you sell. For instance, prunes are usually ruined in the cooking. This would be of interest.

The grocer who cuts and slashes at prices and lies in his advertisements goes to the wall sooner or later, and he will have no interest in this kind of advertising.

Catalogues.

Catalogues are adapted for out-of-town trade and are indispensable if orders are expected through the mails, and every grocer should reach out after the rural trade on the free delivery routes. The greater the expense of the catalogue the fewer you send out. The houses making the greatest success with catalogues use common newspaper and plain cuts, as, for instance, the Chicago mail order houses.

Grocery prices change frequently, necessitating the issuing of catalogues often.

The writer, when with a large grocery concern in Cincinnati, got out a monthly catalogue, entitled "Hints To Money Savers" and mailed thousands every month, thereby building up a country business of vast proportions.

There should not be anything in this catalogue but descriptions of the goods, illustrations and prices.

Booklets and Folders.

These should be used in towns to good advantage.

They should be neat and attractive, never expensive nor gaudy. They should be short, pointed and serve a purpose.

Put them in every order that goes out, calling attention to new goods, etc.

Letters.

The facilities afforded by the many excellent appliances for writing duplicate letters afford opportunity for calling attention in a personal way to important things your customers will be glad to know, and have proved to be a most effective means of building trade.

Will H. Myers.

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

Special Correspondence.

New York, Feb. 19—There is very little change in the coffee market, buyers seemingly being content with the smallest lots, taking just enough

to keep assortments unbroken. At the close Rio No. 7 is firmly held at 8½c. There is more call for mild, particularly Bogotas, but the price is rather above the ideas of buyers. In store and afloat there are 3,680,528 bags of Rio and Santos, against 4,135,387 bags at the same time last year.

The sugar market is quiet and firm. Raw sugars are 1.32c lower than last week. Refined are unchanged, with standard granulated at 4.95c, less 1% cash. The volume of trade is not large, nor is much activity to be looked for for some time to come.

There is a fair jobbing trade in teas, although little if anything has been reported in an invoice way. Japans are firm. Low grade Formosas move slowly. Quotations are practically unchanged.

Rice shows scarcely one bit of change. Holders are firm and not at all inclined to make concessions and, on the other hand, buyers are not—seemingly—at all anxious.

Business is quiet in spices. Pepper is a trifle lower, as is also China Cassia. Cloves are a little higher.

Molasses is meeting with a fair winter demand. Quotations are on the same basis as previously reported. Syrups are unchanged.

Little activity has prevailed in canned goods circles, although, it is said, some good transactions took place at Atlantic City during the convention last week. Tomatoes are steady, but there is a slow demand and buyers are very backward about coming forward. Maryland full standard 3s, 65c f. o. b. factory. Opening prices of Maine corn are given as 92½c f. o. b. Portland. Brokers report an excellent trade during the last few days at this quotation. New York State corn, about 80c for a good average grade. Other goods unchanged.

Butter is a little lower, although the change is so slight as to be hardly noticeable. Big Western snowstorms have, doubtless, prevented arrivals to some extent. Cheese is steady and unchanged. New York State full cream, 17½c.

Eggs show little change, although the tendency is toward a slightly lower basis, except for the very top grades. Arrivals have been delayed by the severe storms in the West and, if we have a thaw, there will be a "dull-thud" in the way of a decline all around.

#### Europe and Its Food Supply.

More than half the world live in the continent of Asia. And of these a large section are densely clustered in India, China and Japan. In Europe, where the average density is double that of Asia, and approximately one-fourth of earth's inhabitants are gathered, many portions are still far less thickly peopled than the eastern countries named. Populations over any considerable areas exceeding 500 to the square mile may be found on the world's map not only in parts of the united kingdom, in Belgium, or in Saxony, but also on the lower Ganges, on the Chinese coast, and even in parts of the narrow Valley of the Nile.

Taking the thirteen states of Western and Central Europe, there were added in the last seventy years of the nineteenth century, on a comparatively limited surface, something like 100,000,000 new consumers to the 167,000,000 persons previously resident on the 1,700,000 square miles of territory occupied by this group of nations.

These numbers take no account of the emigration which has lightened the pressure on the soils of the home land of Europe. The maintenance of nearly 7 per cent. more consumers must have meant either a vast development of local agricultural production or a vast demand upon the acreage of the new lands of the West, or both.

No larger food areas but, instead, smaller are apparent in Great Britain, Scandinavia, and Northwestern Europe. The German wheat and rye show practically little change. Even in live stock the numbers scarcely keep pace with the population, for although the herds and the swine of Western and Central Europe have risen by nearly a fourth in the one case and three-fourths in the other, the sheep, except in Great Britain, are much fewer now.

Western Europe looks mainly for the growing needs of her consumers to the still exporting states of Eastern Europe, to the New World regions of North and South America, and in a minor degree to Australia. Western Europe calls to-day for the import of bread-stuffs, or meat, or dairy produce.

There the growing volume of sea-borne imports has not only materially influenced the agriculture of old settled countries but at the same time has signaled to the European that space and plenty await him overseas and has stimulated the development of new spheres of cultivation at a rate which the relatively sparse population of the New World, unless largely recruited by emigration, would never accomplish.

No day is too short to be kind.

#### G. J. Johnson Cigar Co.

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



#### FLI-STIKON THE FLY RIBBON

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



Ground

#### Feeds

None Better

WYKES & CO.  
GRAND RAPIDS



#### Mica Axle Grease

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

#### Hand Separator Oil

is free from gum and is anti-rust and anti-corrosive. Put up in ½, 1 and 5 gallon cans.

STANDARD OIL CO.  
GRAND RAPIDS, MICH.

#### 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



## FACTS ABOUT FREMONT.

## Why It Is Destined To Grow and Prosper.\*

Who is there left among you who knew the situation in the territory now designated as Newaygo county seventy years ago?

What cheery, clear headed man or woman is there among you to-day who, as boy or girl, knew all of the territory above the Grand River Valley as "The North Woods" and shared in the privations, the anxieties, the hard, hard work, the ambitions, the joys and the sorrows, the romances and the tragedies of the long ago?

It is no uncommon revelation to-day to meet with both men and women 85 and even 95 years of age, so that, as I sincerely trust, there may be patriarchs of this character in your community, and, more than that, I would feel eminently honored, if such there be, were they urged and prevailed upon to participate as distinguished guests in the proceedings this evening.

What are my reasons for this preference?

The pioneers of seventy years ago were the people who did not wait for an example; had not heard of such a thing as the referendum, and, as I believe, a great majority of them had never even once weighed the meaning of the word "initiative." On the other hand, it was intuitive with them to take chances, accept trials, disappointments and defeats bravely.

\*Address delivered by E. A. Stowe at first annual banquet Fremont Board of Trade Feb. 21, 1910.

They knew best among human characteristics such essentials as courage, faith in themselves, hospitality utterly without pretense and the spirit of co-operative effort. And they worked. Land! how they worked and each one was such a Captain of Industry as is nowhere duplicated, nowhere excelled to-day.

Next in order, if there are no octogenarians to whom we may do reverence this evening, I would recommend, if there be any here who knew "The North Woods" sixty years ago, fifty years ago or even forty years ago, that we honor them by our fealty and applause.

They were also pioneers. They came into this section when co-operation and co-ordinate effort were spontaneous, instinctive and effective. And that has been the kind of effort which has placed Newaygo county where she is in spite of overwhelming obstacles; the kind of effort which has placed the State of Michigan high up on the roll of great American commonwealths; the kind of harmony and united action which may build up Fremont or any other community. Moreover, it is the only kind of endeavor which wins for a neighborhood, a municipality, a state or a nation.

Those pioneers — our grand old forefathers — not only "knew how," as my home-town is fond of boasting, but they did things and did them well and willingly.

It may have been riving and shav- ing shingles at from \$1.25 to \$1.50 per thousand; but they kept busy and

dickered with and helped each other; the chaps who had by hard work gotten out a few cords of hemlock bark traded his treasure at \$1.75 or \$2 a cord with the other fellow who had logs worth from \$1.75 to \$3.50 per thousand. Days' work were swapped and berries, wild berries, maple sugar, cordwood, pork, vegetables, grains and hay were legal tender and were traded back and forth, and everybody, men, women, children, oxen and horses, worked all the time. They had to work and, as all were "in the same boat," they had to work with and for each other. It was their only salvation.

Just here permit me to declare that as I see things to-day and no matter where we may be living; in spite of railways, telegraphs, telephones, electric lights and hydro-electric power; in spite of gas engines and all the rest we so proudly boast, we are, as were our ancestors, all "in the same boat;" and our progress, mentally, ethically, socially and materially, depends chiefly upon coincidental, co-equal effort in behalf of the general welfare.

There is a tradition which tells us that the first attempt to run logs down the Muskegon River was made seventy years ago by the late John A. Brooks. I have heard it said that while some of the logs came from Brooks and Garfield townships, a majority of the "run" were picked up around your lake and your three neighboring streams—Brooks Creek, Butler Creek and Williams Creek. Mr. Brooks and eight or ten helpers suc-

ceeded finally in getting all the logs down to Muskegon Lake and, it is said, he was paid \$2.25 a thousand for the lot, a fair price for pine in those days, and evidently it pleased Brooks because he paid—in logs—the equivalent of five dollars in gold—whisky was then 16 cents a gallon—for a barrel of whisky and turned it over to his river men. During the next two days as these men made their way back into the woods up the river and to Newaygo and Croton they "treated" everybody they met, stopping here and there to send for and "round up" settlers whom they knew and whom they desired should share in the celebration.

That way was their way of rewarding co-operative effort. They felt morally bound to get rid of that whisky as soon as possible and they succeeded.

I dare say there are men present who can recall the famous express freight line conducted between Grand Rapids and Fremont by the Messrs. Turner and Mosher; who can see in their minds' eyes the four four-horse teams and their great wagonloads of merchandise as they were being driven over the corduroys in Sparta, Casnovia, Ashland and Garfield townships. Then there were the stage lines—the Joe Cook stage lines from Grand Rapids to Sparta, Casnovia, Newaygo, Fremont, Big Rapids and everywhere else "Up North." What times those were with a logging camp every four or five miles and timber covering nearly every acre! Once upon a time, it is said, one

# Highest Grade Canned Goods

PACKED BY

## W. R. Roach & Co., Hart, Mich.

We operate three model plants, including the largest and best-equipped pea packing plant in the world.

Peas packed fresh from the field by automatic continuous machinery, under perfect sanitary conditions. All water used is from artesian wells. Skilled helpers, expert processors

—all under personal observation of experienced packers—give to the

## HART BRANDS OF FRUITS AND VEGETABLES

Distinctive character and make them TRADE WINNERS AND TRADE HOLDERS.

Send for Catalogue.

Ask Your Jobber for Hart Brands.

## W. R. ROACH & CO., Hart, Mich.

Factories at HART, KENT and LEXINGTON—All Modern Plants.

Judson Grocer Co., Distributors, Grand Rapids, Mich.



of the Turner and Mosher teams on its way north was suddenly halted, on either section 16 or 9 in the township of Garfield, by the falling of a big tree directly across the road. Not only was the freighting team stopped, but so was a horse and buggy driven by a tall and distinguished looking man, which had been keeping company with the freighter. Because of precipitous banks and wide stretches of almost impenetrable wet lands on either hand it became at once a question of cutting out a section of the fallen tree and hauling it aside before the teams could pass.

Mr. Mosher consulted with the elderly dignified wayfarer in his company and observed, "Can you swing an ax?"

"Have you two axes? I can try," was the reply.

Mosher produced two axes and gave his companion his choice. The men took off their coats and vests—it was late in the month of March—and began.

Almost immediately Mosher, good woodsman that he was, saw that he had a race on hand in spite of the boiled shirt and the splendidly flowing beard worn by his new-found and willing friend. "Where'd you learn to handle an ax?" he asked.

"Down on Spring Lake about twenty-seven years ago," came the reply as the chips flew out from his ax, wielded strong and true.

"Lumberin'?" queried Mosher as he resumed his labors.

"No, my brother Frank and I got out cordwood for the steamboats on the lake," was the reply.

It was not a case of "taking the heart away" from the rival—as the old choppers were wont to do in their tree chopping races. It was who would get clear through the tree first, and Mosher won by a full minute; but he was big enough and square enough to measure both ends of the log that had been taken out and to admit that his end measured nearly two inches less in diameter than that of his competitor.

The axman who provided this fine example of co-operation was at the time—in the spring of 1867—about 45 years old, a banker, a public spirited, splendid citizen and a Regent of the University of Michigan. It was the late Hon. Thomas D. Gilbert, of Grand Rapids, or rather of Michigan, because he was too big a man in his instincts, his energy, his ambitions and his achievements to be less circumscribed in his influence and the value of his rectitude and high minded character.

It may be that the reminiscences I have rehearsed illustrate upon my part a case of "time elaborately thrown away," but if by this rehearsal I have impressed upon your minds the unimpeachable fact that co-operation among citizens to-day is just as necessary and will prove fully as profitable—more valuable, in fact—as was the case forty, fifty and sixty years ago, then I have made a good beginning.

According to the last United States Census Newaygo county had about 18,000 population. The most symmet-

rical county in this section, a county eighteen miles wide by thirty-six miles long and with a total area of 648 square miles, it possessed about twenty-seven human beings for every square mile.

Only the distribution of souls was not in that proportion. The southern half of the county had nearly 8,000 more inhabitants than were possessed by the northern half; or, dividing the county longitudinally, the western half exceeded the eastern half by about 8,000 population.

Such statistics do not amount to much in forming an estimate as to a county's growth. What really counts (or would count if our Census Bureau would undertake the task) would be approximate information which would show the volume of local loyalty and pride shown by a county's population; the degree of public spirit shown by such a population and the quality of unity and energy shown in behalf of the best interests of the entire county.

For example, the city of Fremont, located at practically the central point of the four townships constituting the most populous district in the county, has abundant and vital interests not only all over your county but in Muskegon, Oceana, Lake and Mecosta counties, and it is good business for this community to show that interest whenever and however it is possible. The same thing is true of Newaygo and of White Cloud.

Rivalry? Yes, there is; there must be, and it is best that there should be rivalry between your three chief centers of population, but under no circumstances can either of these centers afford to be otherwise than generous and fair toward each other in that rivalry. You are just as much neighbors as communities as are the gentlemen present who live on the

same street or just around the corner from each other individual neighbors.

More than thirty years ago Mr. Henry Pennoyer, of Grand Haven, in addressing the Pioneer and Historical Society of Michigan, likened the counties along the east coast of Lake Michigan and the counties next east of that tier to the lands on Long Island, "The Garden of America," as he put it; "with a soil of great depth and of good quality, made up of deposits of alluvial soil that floats to it along hundreds of miles of swift running streams." He urged fruit culture in this territory and he also advocated most strenuously the practice of scientific systematic forestry.

Over forty years ago a man named Moulton, who had been successful as a fruit grower in the St. Joseph country, moved up into Muskegon county and began business as a fruit grower—one of the first to make a business of fruit growing in this section. More than forty years ago there were good but, according to present-day views, small fruit orchards all over Kent and Ottawa counties and in many places in Muskegon and Newaygo counties.

So you see fruit culture and forestry are not wholly new ideas—in spite of those who have so much to say to-day about jack pine barrens and the cupidity of the lumber barons.

Here you are in the very heart of a splendid agricultural district which, in the memory of many now living, was little else than a magnificent forest of timber. You have your flouring mills, your creameries, your canneries, your evaporators and many other smaller but just as necessary industries, and in all directions you have your mercantile establishments, your splendid farms and farmers, which make these things possible.

Then, too, that you are wise, industrious and entitled to such a growth is shown by your savings and commercial deposits, as reported in your bank statements. What, with your public schools, your churches and your social and ethical resources, will Fremont be twenty-five years hence?

You have a railroad, an abundant and readily available supply of good water, a climate and all the essentials for—what?

For glorious co-operative effort in behalf of the general welfare.

You are assured of the early completion of an additional railway giving you direct and a competing transportation outlet to Grand Rapids on the south and to Hesperia, Walkerville and Ludington on the north. With that road opened must come, sooner or later, a railway, either steam or electric, from Grand Rapids to Cedar Springs, Newaygo and Fremont. Thence in due time this will be extended to Hesperia, Shelby, Hart and Pentwater.

These things must come because the resources of the agricultural lands and the needs of farmers, merchants and manufacturers in the territory will demand them and will warrant the investment of capital in such enterprises.

And you gentlemen will be called upon—are already called upon—to look forward and acquaint yourselves with such possibilities. You must not and I do not believe that you are living for to-day alone. You have sons and daughters, grandchildren, too, in all likelihood, who will be in your places twenty-five years hence and who will be obliged to consider the same public welfare that is now in your keeping.

There are many here, doubtless, whose souls are filled with a just

# IF A CUSTOMER

asks for

# HAND SAPOLIO

and you can not supply it, will he  
not consider you behind the times?

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

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



pride because of their being able to say: "My father," or "my mother," as the case may be, "lived here when Fremont was almost unknown and helped to make the city and Newaygo county what they are to-day." See to it that your children may honestly enjoy just such delightful recollections as to their parents.

My friend, D. D. Cody, and my other friend, Lester J. Rindge, of Grand Rapids, now men of large means and splendidly enterprising, broad minded and public spirited citizens, were traveling salesmen through this territory forty years ago and as such knew the "North Woods," knew Fremont and many other little forest-framed, isolated lumber towns. And they know those towns to-day. As D. D. Cody said, "I do not want to lose my interest in that country and could not if I would. That is where, just after I came out of the army, I began my business career; in that country was where I formed some of my best friends; where I gained some of my most valuable experience, and where I passed some of the most exciting as well as some of the happiest moments of my life."

So also would Mr. Rindge express himself; so would dozens of other men high in the business circles of Grand Rapids, Chicago, Milwaukee, Detroit, Muskegon and other towns and cities declare.

Fremont is known in business circles all over the land as a growing town, with those most stable of all resources back of it, a high grade citizenship and an almost matchless farming area completely surrounding it.

You have the brains, the self reliance and the public spirit to make the most of the natural resources about you. You have hydro-electric power, electric lights, telephones, telegraphs and railways to aid in exercising such self reliance and in developing such public spirit, and altogether these essentials are and ever will be available for the proper care and culture of God's bounty as expressed each year by the acres that are so tractable, so willing, so reliable and so generous.

Briefly, the town of Fremont is gilt edged—all wool and a yard wide—warranted not to shrink nor fade—XXX premium goods.

It is up to you gentlemen to keep it so, and you can succeed only by utterly unselfish, harmonious and united effort for the general good not only of your own town but of every townsman, every foot of ground, every industry and every worthy business enterprise in your entire county. And if that worst of all civic pests, "the knocker," should appear among you do your level best to convert him and stop him in his foolish career. Use every patient, temperate, fair and honest means to work a change in his heart. Failing in this let him severely alone and he will disappear voluntarily.

They who make a success of attempting nothing always sneer at the great souls who fail.

### The Delusion of the Longer Day.

Written for the Tradesman.

Most of us have more work than we can do.

Most of us are laboring under the delusion that at some time in the future, perhaps before very long, we shall be able to get caught up with everything.

Just at present, we can't quite make it to get all done that should be done. When we look back, we realize that we never have been able to make it in the past. But in the good time coming, we know we shall have not only time for work, but time for play, ample leisure for gratifying our tastes and indulging our fancies.

It is the delusion of the longer day.

We are crowded just now. There is no denying it. But this is merely temporary. We are going to get things systematized, we are going to adopt some plan of work in which there shall be a time for everything and everything in its time. Every duty will have its own niche.

We can not to-day read the interesting article or book that has just come out. Never mind. We'll just put that by. Sometime we shall get to it.

Whether the days that are coming will be thirty-six hours long, or forty-eight hours, or a hundred hours, we never stop to estimate closely. We only think of them as long enough to give us time to accomplish what we purpose to do.

Very many are born with this delusion of the longer day, and never succeed in shaking it off, never even realize that it is a delusion.

The finest, strongest minds are perhaps even more prone to it than their humbler fellows. The man or woman who has a wide range of interests, to whom very many things appeal, the "monomaniac about everything," is the most worsted victim of the longer day delusion. He or she is apt always to be swamped by a multitude of unfinished tasks. Life becomes a ceaseless and sometimes a hopeless endeavor to compass the ever widening round of undertakings.

He is a wise man who can learn once and for all that there never will be a longer day. If he can grasp this simple yet elusive fact early in life, it may save him years of futile struggle.

It is no use to put things off until we have time, for we never will have any more time than we have at present.

The obvious moral is to get things done in the day as it now is.

Eliminate the unessential.

It is one of the great secrets of life to grasp the few things that are fundamental and necessary, and let the rest go.

Someone has said that Robert Browning might have been as great a poet as Shakespeare, could he have brought himself to cut out of his writing all that was superfluous, as did the peerless master of English verse.

Giving all one's attention to trivialities unfits one for larger undertakings, just as the reading of trash ruins the mind.

A man of large affairs should delegate a great portion of his work to subordinates. It matters not that he may be able to perform each task himself better than others can do it for him. If he uses up his time and strength with matters that others could get along with, he has no energy left for the important things that only he himself can attend to properly. Many men make the mistake of being penny wise and pound foolish with their own powers.

Not only will there never be a longer day, there never will be a day which is not subject to many unforeseen interruptions, hindrances and annoyances.

Albert, the great Prince Consort, in speaking of expenditures, said that "Mr. Unexpected will take half your income." Worse than this, Mr. Unexpected will take half your time. There will never be a day upon which he will not levy heavy tribute. Make due allowance for his demands.

It is from the careful planning of the short day that actually is that results are to be obtained. We can accomplish nothing by dreaming of what we are going to do in that delusive longer day that never will come.

Quillo.

No man can carry a great burden who does not know how to set it down and forget it at times.

One ought always to get more in his work than he hopes to get by it.

It is more important to get ready to live than to be prepared to die.

## "MORGAN"

Trade Mark. Registered.

Sweet Juice Hard Cider  
Boiled Cider and Vinegar  
See Grocery Price Current

John C. Morgan Co.  
Traverse City, Mich.



The cash register, computing scales and 'phone save your time. The housewife appreciates time-savers too. Then tell her about

### MINUTE GELATINE (PLAIN)

It is all measured. Every package contains four envelopes. Each holds just enough to make a pint. Time of measuring saved.

It requires no soaking. It dissolves in less than a minute in boiling water or milk without first soaking in cold water. More time saved.

Besides, it is the clearest, firmest gelatine to be had.

Use these talking points and they'll help the sale. The sale helps you. It pays 36 per-cent. Don't sell at less than two packages for 25c. It's worth even more.

Send your jobber's name and ask for a package to try yourself. It's free.

MINUTE TAPIOCA CO.,

223 W. Main St., Orange, Mass.

## YOU, Mr. Retailer,

are not in business for your health.

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

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

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

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

The answer is: Become a Sealshipt Agent.

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

The Sealshipt  
Oyster System, Inc.

South Norwalk

Connecticut





## TWELVE-STORY TALE.

## An Unique Tale by Twelve Different Authors.

Written for the Tradesman.

Twenty-five years ago there was published in this city a family paper called *Hearth and Hall* and in 1885 there began a serial story in that journal entitled, "The Little Bastile."

It is said that the publisher of the paper, obsessed by the idea that a serial where each chapter would be written by a different author—and this was years before Rudyard Kipling and Wolcott Ballestier had collaborated as authors of a story; before either one of them had begun to achieve fame—would prove a very strong aid in securing subscribers, tried it out.

After some argument and much pleading Will H. Loomis was prevailed upon to write the initial chapter. "Follow your own bent," said the publisher, "make it whatever kind of story you wish." And so Mr. Loomis hied his imagination to the Latin Quarter of Paris—the only Latin Quarter, as it was very, very early in the nineteenth century—and proceeded to tell about "The Little Bastile" and its inmates and frequenters.

Charles B. Gallup was the second good fellow who agreed to help the story and the publisher along and in this second chapter he introduced the heroine to a "small leather bound and brass nailed trunk;" to her "small shop-keeping father" and to his fondly cherished secret that he had been "a military hero and a marshal of France;" also she was shown for the first time a miniature of "a sweet female face—a portrait of her mother."

Here Arthur C. Denison—the present United States Judge—digs back thirty-eight years to the time when the shopkeeper was a marshal and takes up the third chapter by landing the reader on a highway near Marseilles. Incidentally he introduces the villain of the story, who has "a deep red scar which extended from the right cheek across the upper lip to the left corner of his mouth and bore a rude resemblance to a writhing snake." In this chapter, too, the heretofore pastoral quiet of the narrative becomes lost in a labyrinth of jealousy, hate, anger, secret doors, underground passages, and so on.

It is alleged that at this juncture the publisher became alarmed for the safety of his protege and so, to get back into the picturesque peace and content of the introduction, he prevailed upon the late A. R. Rood to write the fourth chapter. And Mr. Rood did it by reporting a meeting of the "Union of Liberty" in an "old coffee house on Rue Richelieu near the Latin Quarter"—a meeting called and addressed by its leader, the villain. Dire revelations are made and threatening situations are developed so rapidly that for the fifth chapter the late Judge Wolcott—then plain Alfred Wolcott—was pressed into service as author.

Mr. Wolcott wrote a dramatic and interesting description of a mob fight and the capture of an impor-

tant character in the story by a "Section" of the "Union of Liberty," still farther complicating and intensifying the interest of the tale and so thoroughly that L. D. Sale—author of the sixth chapter—contributed a Hugo-like record of barricaded Paris streets and the spirit of 1789-90, giving to the villain his first important defeat—a splendidly written chapter.

Frank W. Hine appears as the author of the seventh chapter with the villain surrounded by his fellow villains of the "Union of Liberty" in session in the secret council chamber of that organization, participating in a "third degree" examination of one who is important in the thread of the narrative.

The late F. Homer Hosford, in taking charge of the eighth chapter, carried the reader into the presence of a corps of the French army which was besieging "the Algerian stronghold of Mascara, where the great emir, Abd-El-Kadir, was still holding out." Then comes a moving, excellent description of the assault and capture of Mascara, the death of the victorious French Commander, the return of his body to France and his funeral—a wonderful demonstration by the populace.

By this time there was a respite of mobs, socialism, secret terrors, open warfare, and the like, so C. S. Hathaway, who had undertaken to write the ninth chapter, took the "historical novel" back to "The Little Bastile," where, "as Jacques lifted the heavy shutters from the odd old windows of his tiny shop, the very trinkets inside seemed to jingle sounds of welcome and nod their curtsies to the workmen as they passed either way going to their day's labor."

Chapter ten—possibly the best one among the twelve—was written by Will F. Conant and served admirably to present the "tangled web of Tabaret," where "within a period of three or four hours no less than three persons had been accused of the crime which the court was trying to unmask."

The late David M. Carey contributed the eleventh chapter, in which a detective apparently discovers a written confession "beneath a crumpled heap of bones or fragments of bones in a dark corner of a death cell in a forgotten dungeon," a confession which seemingly told a story that lifted "the cloud that overshadowed the life of the gallant defender of his country."

To Alfred B. Tozer remained the thankless task of writing the twelfth and final chapter. This he did by confronting the villain with unimpeachable proof of his guilt; by the suicide of that personage while in custody; the entire vindication of the long-suspected and persecuted but guiltless ones and, of course, the ultimate realization of supreme happiness by the hero and the heroine.

The names and personalities of a majority of the contributors to this unique story are familiar in Grand Rapids, but there are a few among them not so well known.

Leonard D. Sale, for years a newspaper man in Jackson, Toledo and

Detroit, was, at the time of the publication of "The Little Bastile," Librarian of the Patent Office at Washington; F. Homer Hosford at the time was political reporter in Detroit for the Free Press; Will F. Conant was editor of the Lapeer Democrat at the time; David M. Carey was a special writer for the Detroit Free Press; Chas. S. Hathaway was the art and music writer for the Free Press, and Alfred B. Tozer was then a writer on the Grand Rapids Democrat. The other gentlemen were all residents of Grand Rapids, engaged in their respective professions outside the limitations(?) of newspaper work. Charles S. Hathaway.

The easiest way at first is often the hardest way eventually.



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.

THE SYRUP OF PURITY  
AND WHOLESOMENESS

There's a  
good profit for you  
in Karo—

There's satisfaction for  
every customer in Karo.

It is good down to the  
final drop. Unequalled  
for table use and cooking  
—fine for griddle cakes—  
dandy for candy.

# Karo

on your shelves is as good as gold itself—  
doesn't tie up your money any length of  
time, for the steady demand, induced by its  
quality and by our persistent, widespread  
advertising keeps it moving.

Develop the Karo end of your  
business—it will pay you hand-  
somely.

Your jobber will tell  
you all about it.

CORN  
PRODUCTS  
REFINING CO.  
NEW YORK.





### How One Dealer Advertises a Hardware Store.

The show window I consider the cheapest, most effective and most attractive advertising that can be done, provided it is done in a systematic way.

First of all, keep your windows clean and fresh looking. Have them well lighted up in the evening, for there is nothing that is less attractive than a poorly lighted store front or show window. Lack of light usually means lack of life within the store.

Then as to displaying goods, we must bear in mind to properly display seasonable goods, and not have axes, cant hooks, logging chains, skates, etc., in our windows in summer, and fishing tackle and garden and farming tools displayed in winter.

#### Window Trims.

Many manufacturers and jobbers are getting out attractive window trims, and are doing a great deal of good in the way of educating the dealers in window dressing. We should all take advantage of this, as it not only makes windows far more attractive in appearance, but oftentimes brings to the view of the consumer a trade marked article which he or she may have seen advertised in some magazine or newspaper, but which they were not aware that their home dealer had for sale in his store.

These window trims can usually be had for the asking, and if we bear them in mind when ordering goods from the manufacturers or jobbers they can be included in the shipments and thereby no extra expense is incurred.

We should change windows as often as possible. They should never be left longer than two weeks, and if we can change them weekly we should by all means do so.

#### Price the Goods on Display.

We should never hesitate to price the goods we display in our windows for fear that perhaps our competitor up the street in passing by may see what we are selling our goods for. In this many of us have formed wrong ideas. If you make your window attractive to the eye, do so likewise to the mind.

Many people are somewhat backward about going into a store to enquire the price of an article displayed in the window, whereas if the article is price marked they can satisfy their minds at once as to whether the article is within their means.

This same argument holds good in your store as well as in your window. Mark every article in plain figures

and satisfy your patrons that you have one price for everybody.

#### Newspaper Advertising.

It is the medium perhaps most commonly used by many of us, and still it is one from which many derive little or no benefit; not because space in a country newspaper does not pay, but because your advertisement is unattractive and not properly filled with reading matter with which you can get the attention of the reader. It is a fact that many of the advertisements of the country hardware dealer remind one most of his letter or bill heads, which read somewhat like this:

"Jones & Brown. Dealers in Shelf and Heavy Hardware, Tinware, Stoves, Ranges, etc."

To many hardwaremen this may look like advertising, but it is not. It is merely contributing your share toward maintaining a newspaper, with no returns from your money.

With the help we can have from many jobbers and manufacturers in the way of suggestions, and in furnishing us cuts and electros, there is no excuse for having stale advertisements or advertisements that are out of season.

If we would make a study of advertising, select the right cut to go with the advertisement, and if we would just think over the different lines that we could and should be advertising, our trouble would not be to think of something to take the place of the advertisement which has been running for several weeks, but we would be trying to decide which line would be the most seasonable and from which we could expect the best returns.

#### Advertising Copy Held Until Last Minute.

A mistake many of us make—and undoubtedly will continue to make—is that we do not get our advertisements out in proper time. You will wait until the printer is about to go to press or until he calls up by 'phone and asks if you have that advertisement ready, and you will have to say, "No, but I will get it right out." Just then Farmer Jones steps into your store and asks for the boss. He is directed to the office, and that is the last of your advertisement for this week. When the paper comes out the next day you will see your old advertisement, which has perhaps been run for several weeks.

#### Using Cuts.

In writing up advertisements, after deciding what line you want to run, select the proper cut. Cuts should never be omitted, as they give an ad-

vertisement prominence. A reader will take notice of an advertisement with a cut inserted much sooner than one without. You can easily judge this for yourself.

In taking up a newspaper, trade journal or magazine, which attracts your attention first, the advertisements with the reading matter only or the ones with the cut of the article advertised? Always the latter. The same holds true with your city or farmer customer whom you want to reach with your advertisement.

#### Don't Be Afraid to Quote Prices.

Then again, many of us hesitate to quote prices on the articles being advertised. Here is where we can learn from our competitor, the department store, and also from the mail order houses. Make it a business to watch their advertisements and learn from them. They never hesitate to quote prices, whether on staples or special lines.

Quoting prices on goods you advertise in the newspaper is just as essential as marking the prices on goods exhibited in the show window. By all means give the line on which you have the exclusive sale for your town the preference. For instance, your line of stoves, ready mixed paints, cutlery, builders' hardware, tools, etc.

Now, by inserting a trade mark cut of some one or other of these lines at all times, together with your regular advertisement, it brings them to the public's attention and familiarizes them with your leading lines.

#### A Cheap Publicity Method.

The enclosure of leaflets, circulars, memorandum books, small catalogues, etc., sent out by manufacturers and jobbers, with your personal letters, bills and statements, is, I believe, one of the cheapest methods of advertising. They are usually attractive in appearance, instructive to the reader and show up and explain the article advertised oftentimes better than the salesman can do.

Many hardware merchants have adopted the rule of enclosing these leaflets and circulars in the bundles and packages of the customer. Although this may have the desired result of bringing the printed matter into the homes of your patrons, you will by mailing them not only get them into the homes of your patrons but also into the homes of those whom you would like to have as pa-

## Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and Everything of Metal

Columbia Batteries, Spark Plugs  
Gas Engine Accessories and  
Electrical Toys

C. J. LITSCHER ELECTRIC CO.  
Grand Rapids, Mich.

Established in 1873

Best Equipped  
Firm in the State

Steam and Water Heating  
Iron Pipe

Fittings and Brass Goods  
Electrical and Gas Fixtures  
Galvanized Iron Work

The Weatherly Co.  
18 Pearl St. Grand Rapids, Mich.



#### TRADE WINNERS

Pop Corn Poppers,  
Peanut Roasters and  
Combination Machines.

MANY STYLES.  
Satisfaction Guaranteed.  
Send for Catalog.

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

## Fur-Lined Overcoats

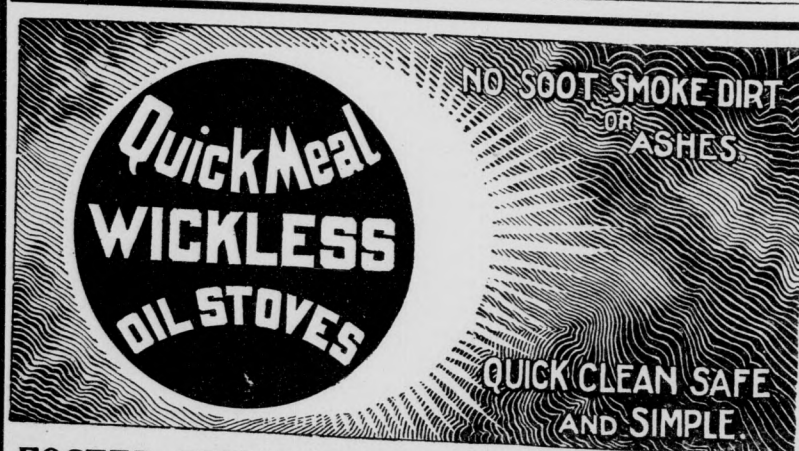
Our Fur-lined Overcoats are noted for their style, fit, warmth, durability and price. The special values which we have to offer mean dollars to your business in this line. They are made by some of the best coat factories in this country, and all skins are beautifully matched and thoroughly deodorized.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

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

Better investigate!

BROWN & SEHLER CO.

Grand Rapids, Mich.



FOSTER, STEVENS & CO.

Grand Rapids, Mich.

Exclusive Agents for Michigan. Write for Catalog.



trons, and I know from personal experience that it has brought the desired result.

Furthermore, any advertising matter that comes to the home by mail enclosed in an envelope is more apt to be read and more thought of than that which comes all crumpled up, enclosed in a bundle of merchandise.

#### Have a Place for Advertising Matter.

Every hardware merchant ought to provide a suitable place for this kind of advertising matter. A shelf divided into a suitable number of sections can be arranged somewhere in or near the office, so as to be within sight and reach at all times.

The old habit of some of us of having this advertising matter scattered all over the stoves, counters, show-cases, etc., and expecting everybody to help themselves is a bad one, for usually after it has been handled back and forth for several weeks when dusting and cleaning it becomes an eyesore to the clerk and is deposited in the waste basket or the furnace and goes up in smoke, he never for a moment considering the expense the manufacturer or jobber went to in getting out this advertising matter, and whereby he expects to be of great assistance to you in the way of introducing the article advertised.

J. W. Kraus.

#### Protest Against Excess in Athletics.

A reaction against athleticism in certain of its phases is expressed by Dr. Clement Dukes, who protests against the intemperance of physical exercises, especially in excessive football and running. The short, quick run is apt to cause rapid mischief to the heart, which as rapidly disappears. But the long runs are apt to produce permanent damage to the heart by subacute or even chronic dilatation. For full grown men the short quick run is the more harmful. An interval of at least an hour between a meal and active exercise is imperative.

Of the organs likely to be damaged by athletics the heart is chief. Valvular damage due to exertion is rare, but slight dilatation of the heart is difficult to estimate. Excessive smoking, alcoholic indulgences, gluttony, or other excesses might produce exactly similar effects in perversion of the heart's action. The toxins produced during fever attacks have also a similar deleterious influence. It is almost certain that the natural resilience of the heart is so great in boyhood that mere muscular exercise can hardly seriously damage it.

Precaution to minimize the dangers arising from athletics during school life includes an entrance physical examination, careful observation of the younger boys in ordinary games, and an ample interval between the previous meal and active exercise. Cases of sudden death in boys were due in large proportion to taking violent exercise after a heavy meal. The researches of Dr. John Morgan on the life history of men who have taken part in university boat races go to prove that their longevity and physical activity are above the average.

#### Spirit of the Times Unconquerable.

It is said by Prof. Stanley Jevons of England that we can work with the tendencies of the times and thus hasten their development. Or we can work against them and thus retard their coming. But we can not change them. We can not prevent their final arrival. We can not prevent their expression, their realization. Caesar could found an empire because he lived in an imperial age. Napoleon could not, for his was the day for making republics.

Every age has its own ideas, spirit, tendencies, inevitabilities. And its society, its politics, its art, its religion voice these ideas, this spirit, these tendencies, these inevitabilities in their institutions. The radicals who are in advance of these ideas, in advance of these tendencies, in advance of this spirit, lost out. They must bide their time and wait the dawn of another day. They represent the thought of to-morrow and they can not force it upon to-day.

The conservatives are laggards and lose because they are not abreast the times. They are of yesterday. And they can not make yesterday keep pace with to-day. To stay in the race and count for anything they must be in step with the current way of doing and thinking. It is those who do this, who express the spirit of the present, that are the conquerors and the heroes of the present.

They win because they champion the winning cause. They can not fail because the ideas they have espoused are predestined to success. They are co-operating with the times. They are rowing down stream. Nothing can defeat them, for nothing can turn the tide of affairs.

The final award of victory to enterprise rests with the Zeitgeist, with the spirit of the times. If the times are free, democratic, aggressive, then those movements which express liberty and democracy are foreordained to prosperity. But if the times are monarchical, restrained, conservative, then such institutions as reflect those qualities gain the ascendancy.

This is why those who interpret the spirit of the age are always the children of fortune. They are in harmony with the times. They need not feel disheartened by opposition or intimidated by impediments and transient failures. Their cause and election are sure. No antagonism nor interference can down their emprise. No hindrances can defeat it. No reactionaries can overpower it. Rather every opposition only arouses popular sympathy and support. Opponents only fan the flames of the kindling fire.

A new religion which voices the dominant or the dawning thought of the age may have only a handful of persecuted adherents. And all this handful may be burned at the stake. But the faith spreads in spite of everything. Whatever is pitted against it somehow only serves to abet its progress.

Prophets may be deposed as heretics. Seemingly they stand alone. But their heresies become the people's philosophy. And they become the idols and the heroes and gods of

the hour. Criticism or denunciation or censorship put no quietus on their free speech. The populace only flock the more numerous to hear what they have to say.

Social usages change with a developing race. New solutions offer for martial and other domestic problems. They meet the need of the hour. At first they are furtively whispered. But irresistibly they gain ground. They are invincible. Pulpit, press, and platform fulminations are utterly unavailing. They furnish their own argument, supply their own success in satisfying the spirit of the times. No other is needed. Their victory is a foregone conclusion.

Economic and industrial changes even to the establishment of a new race appear in the same way, apparently frail, unsupported. They need no support. They need no strength. Weak and proless they thrive. They work miracles and make their wonderful way in the world. Nothing baffles them. Nothing can. The enemy may be as mighty and as numerous as it will, but it can not win.

The economic arrangement that accords with the circumstances of the case is the arrangement that will establish. Nothing can stop its establishment. Politics, art, any phase of life you will, obey the same call of the age, yield to its imperious demands. The requirements of the day must be met. No rallying to the order of yesterday can keep alive yesterday's order. No assault upon the new order can stay its coming. The organism adapts itself to its environment. The altered times have exacted changes in custom.

Yesterday's manners and methods pass because they were born of the needs of yesterday and suited to those needs. And to-day's methods are living because they are harmonious with to-day. We need not trouble ourselves about the creeds outworn. We need not worry about the old fashions. They go of themselves. The old atrophies and dies of itself. So soon as its period of usefulness is past it is certain to go. So long as it plays a useful role it is certain to survive, and nothing can exterminate it.

The new develops as soon as it is wanted. The individual organism evolves its ears and its eyes by the urgencies of its need. The racial organism likewise puts away beliefs, usages, institutions that have ceased to serve its ends. It acquires those that promote its present purposes. As a child it speaks and thinks as a child. But as a man it puts away childish things. Ada May Kreeker.

## BUICKS LEAD

CARS \$1,000 AND UP

BUICK MOTOR COMPANY

Louis and Ottawa Sts. Grand Rapids Branch

### MOTOR DELIVERY

*McIntyre*

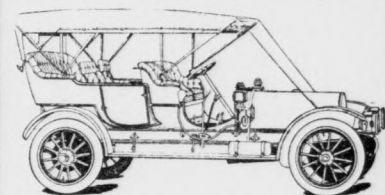
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Auburn, Ind.

## THE 1910 FRANKLIN CARS

Are More Beautiful, Simple and Sensible than Ever Before

Air Cooled, Light Weight, Easy Riding



Model H. Franklin, 6 Cylinders, 42 H. P.

7 Passengers, \$3750.00

Other Models \$1750.00 to \$5000.00

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

The 1910 season has begun with a new world's record for the Franklin; this was established by Model G. (the \$1850 car) at Buffalo, N. Y., in the one gallon mileage contest, held by the Automobile Club of Buffalo.

Among 20 contestants it went 46 1-10 miles on one gallon of gasoline and outdid its nearest competitor by 50 per cent.

If you want economy—comfort—simplicity—freedom from all water troubles—light weight and light tire expense—look into the Franklin.

Catalogue on request.

ADAMS & HART

West Michigan Distributors

47-49 No. Division St.

## I Sell Coffee Roasters

And teach you to

Roast Your Own Coffee

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

Get prices on my roasted coffees.

You save 20 per cent.

J. T. Watkins

COFFEE RANCH

Lansing, Mich.

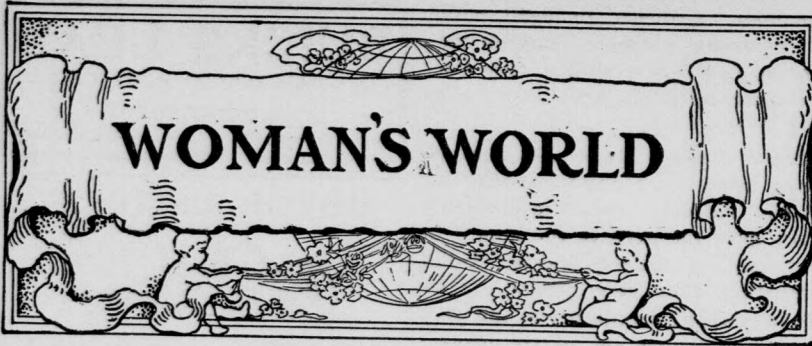
## CLARK-WEAVER CO.

The Only Exclusive  
Wholesale Hardware House  
In Western Michigan

32 to 46 S. Ionia St.

Grand Rapids, Mich.





### Desirability of Avoiding the Daily Dispute.

An English dean of the past generation was accustomed to present every couple whom he united in the bonds of matrimony with a card, upon which were printed four "golden precepts"—nuggets which a miner might have described as dug from the same pocket of the same load of the same mine—viz.:

"Avoid the first quarrel as a deadly danger."

"Never both get angry at the same time."

"Never dispute each other; it is both unprofitable and undignified."

"Remember always that 'A soft answer turneth away wrath.'"

Bulwer says that "There is no sweetness in lovers' quarrels which compensates their sting," and if this be true of lovers during the period of courtship it is much more so when the two have become husband and wife; when their interests are, or ought to be, identical; when that which affects the one must of necessity reflect in greater or less degree upon the other. Quarreling rarely pays, in any case; never, perhaps, unless one can free one's mind and depart shaking the dust from one's feet; between husband and wife, if the quarrel be serious, it is suicidal to happiness.

It might reasonably be supposed that during the honeymoon, if ever, the failings of the beloved one would surely "lean to virtue's side;" that love would lend its rose color to every word and act; that each of the newly wedded couple would be so eager to please the other, to give way, that there neither would nor could be any possibility of disagreement between them. Experience proves the contrary, with all excepting the favored few; those who are in perfect sympathy, or who know each other thoroughly; a readjustment of values, of conditions is taking place, and the period is electric in its possibilities of storms and misunderstandings.

People who are in love should realize that the more deeply they are in love the greater is the necessity that they should be on their guard to avoid a quarrel. There are two good reasons why this is so: the one is that love is keenly alive to the least breath of disapproval, intensely sensitive to anything like a hasty word, and is apt to imagine that any slightest lack of devoted attention upon the part of the beloved object shows a waning of affection; the other is that almost all young lovers are prone at first to regard each other as more than common clay, and to resent the

discovery that he or she, who has seemed scarcely lower than the angels, is but a fallible mortal after all.

Moreover, the extreme desire to please often defeats its object and unnecessary sacrifices make one or both uncomfortable. The first quarrel between newly married people is much to be deprecated, and may usually be avoided by the exercise of a little good humored explanation. A man is said to have once boasted to Archdeacon Paley that he and his wife had lived together for thirty years without ever having a difference of opinion. The Archdeacon answered: "Very praiseworthy indeed; but how extremely dull"

Nevertheless, it must be doubted whether Paley was right. It is possible that an occasional difference may add the spice of variety to life, but too much pepper is not desirable and the piquancy of disputation can easily be overdone. Its natural tendency is to degenerate into nagging and the effort to get the last word. This, the last word, is among the most dangerous of infernal machines, and the husband and wife who struggle for it are about as wise as though they were to contest the possession of a lighted bomb! There was once a man who said: "I would not mind my wife's having the last word if it were really the last; but there are always so many last words!" which is but another way of putting King Solomon's famous saying that "The beginning of strife is like the letting out of water."

Young people sometimes appear to fancy that the mere act of going through the marriage ceremony will give them domestic happiness, that, in short, it is a case of the old fairy tales, in which we are told: "They were married and lived happily forever afterwards." On the contrary, marriage is but the beginning of a fuller, broader, more strenuous life, in which the two must carve out their own fate, whether for weal or woe; must "seek peace and pursue it," else they may find strife springing up in their pathway. Those who would be happy in married life must acquire the constant habit of patient continuance in well-doing, in bearing and forbearing, in believing the best, hoping the best, with the love which is charity that "never faileth." As a quaint old English writer hath said: "Newly married people should burn up in the fire of their ardent affection all little ways which are disagreeable to each other." The trouble, however, is to sort these ways out in love and charity. "Marriage, like government, must be a series of compromises."

George Eliot tells us that "mar-

riage must be a relation either of entire sympathy or of conquest;" and it is sadly true that much of the marital discord which unfortunately exists is due to the ill advised struggle for supremacy. "They go to church and say: 'I will,' and then straightway one or the other says: 'I won't,' and then trouble begins."

Yet, as already said, only the fewest quarrels (and they not between those who love) but might be avoided by a little gentleness and love in the beginning. "Trifles make up the sum of human life," and most differences, whether between friends or lovers, have their roots in such tiny seeds! One is ashamed, afterwards, to think how slight the so-called cause of variance was at first, how easily the breach might have been healed. "Behold how great a fire a little matter kindleth." "Great things happen only once or twice in most lifetimes; small things fifty times a day; wherefore, the small things are in the aggregate by far the more important."

There was an old Athenian law which required that a newly married couple should, as soon as they were alone together, eat a quince in partnership, in token, this fruit being the symbol of good will, that their conversation should thereafter be mutually pleasant. If only this rule were stringently observed how many sins of the tongue were left undone,

how many bitter quarrels would be avoided!

It is often said that manners are out of date, that courtesy nowadays is considered old fashioned and politeness to those of one's own household altogether unnecessary, which is a pity, all round, both for men and women, since not only quarreling, "wrangling and jangling," but neglect and indifference, as well, are impossible to true politeness. Love may be careless, but finished courtesy never!

Dorothy Dix.

### Lying on a Wire For a Fortnight.

India is blessed—or perhaps cursed—with the largest congregation of itinerant beggars of any country in the world. These mendicants, or ascetics, as they are usually called, are in a sense religious fanatics, who inflict bodily tortures on themselves with the dual idea of performing certain religious functions, and also of calling attention to themselves, with the view to receiving alms from curious and devout passers-by. A man will remain suspended on a thin, taut wire, supported by two bamboo poles, for lengthy periods—often a fortnight at a time. Below, on the ground, lies outspread the mat upon which he receives the contributions of the sympathetic crowd.

The reason drink makes people happy is because it deadens their conscience.



## Chicago and Return

## In 5 Minutes

**HAVE** you considered the quickness of telephone journeys and their trifling cost to you, the superior service over the Bell lines, and that every town on the map may be almost instantly brought within speaking distance?

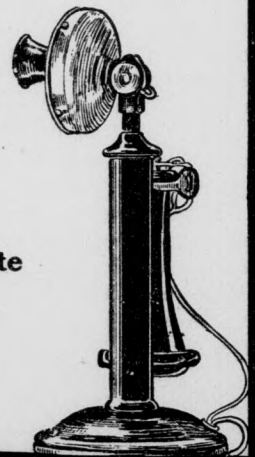
Only those who

## USE THE BELL

have a universal telephone system at their command.



Michigan State  
Telephone  
Company





### Reminders of Old Times in Grand Rapids.

Written for the Tradesman.

The first business house opened on South Division street, corner of Emerald (now Ninth avenue), was a grocery owned by William O'Connor. That part of the city located below Wealthy avenue in the year in which O'Connor established his store, 1867, was but sparsely populated and his success was but moderate. A year or two after he discontinued business the shops of the Grand Rapids & Indiana Railroad were erected on Hall street, which supplied the impetus of the rapid upbuilding of that section of the city which followed.

A small hotel building called the Union, kept by Capt. H. F. Haney, was located on the southwest corner of Lyon and Kent streets. It was destroyed by fire in February, 1866, and the inmates escaped in their night robes. Several wore less than the usual number of pieces of night-wear.

A quagmire covered the territory lying between Lafayette street and Jefferson avenue as late as 1867. It was bisected by Wealthy avenue and pedestrians crossed the swamp on a walk supported by tall posts six or eight feet above the surface of the road.

West Bridge street was in the midst of a swamp west of Mt. Vernon street previous to 1867. The sidewalks were located high above the roadway, which in the springtime was frequently inundated from one to three weeks.

The first trains operated on the Grand Rapids & Indiana Railroad started from and returned to a little depot building of wood located on Bridge and West Division streets. But for the extravagant prices placed upon property in the vicinity of the depot the car shops would have been located on the West Side.

Before 1876 the west bank of Grand River above Fourth street was covered with large natural trees and was a very attractive spot. As the grounds were required for residence or business purposes the trees were cut down. A few remain in the region of Tenth street.

The horseshoe dam in Grand River, which was torn out to make a place for the straight one now in use, produced a very beautiful effect in the stream. Its contour was perfect and the waters falling over it attracted the attention and the admiration of sojourners as well as residents.

A single wagon, drawn by an old grey horse and driven by S. A. Holt (still a resident of Grand Rapids), handled all the baggage brought into and taken out of the city by the railroad several years before 1870. Neither "Gus" nor his horse was overworked in this service.

Tent shows generally used the ground south of Pearl street where it is crossed by Campau before 1870. On one occasion when A. O. Miller's Dramatic Company, with the late Lloyd Brezee as Black Donald, Mrs. Miller as Capitola and A. O. Miller as Wool, was playing the Hidden

Hand the failure of the property man to dig a hole in the earth into which Black Donald might be lured to his doom broke up the performance. The trap door was sprung from under Brezee's feet and he was left standing on solid ground laughing like a hyena—if the allegation that the hyena is a laughing animal be true. In later years the tent shows occupied the ground now covered in part by All Souls church.

The first fairs of the Kent County Agricultural Society were held on the corner of Wealthy avenue and Division street.

The merchants longest in trade on Monroe street in Grand Rapids are A. Preusser and J. C. Herkner.

In 1865 Grand Rapids contained but two small printing shops and from these a small quantity of job work and newspapers were issued. Only three men were employed in turning out job work. Not less than 500 hands are employed in the printing and kindred trades at present. The first independent job printing shop was started by John Bole, occupying a small room in the Lovett block. Bole was a thrifty young Irishman, a successful speculator and accumulated a comparative fortune before closing his career by suicide. An unfortunate second marriage and the acquirement of the drink habit hastened his death.

The Western Union Telegraph Company occupies the spot in which the first telegraph office was opened, about 1858. Its offices were located in the Hotel Pantlind building a num-

ber of years, but the original location was leased soon after the erection of the Weston building.

Arthur S. White.

### Eleven Short.

The letter carrier rang the basement bell and when the cook came to the door he asked:

"Is there a Margaret Murphy here?"

"There is, soir."

"Is she a lady?"

"She is that."

"Is she expecting a valentine this morning?"

"She is."

"Is she expecting more than one?"

"Thirteen, soir, and yees can hand them over."

"But I've got only two for you, Margaret."

"That's eleven short."

"So it seems."

"Then I'm telling yees that there are eleven gossoons who don't ever get into this kitchen again to drink the master's beer and ate his cake and make love to the best cook for six blocks around!"

### Secret of Popularity.

Browne—Always remember one thing when you are invited to a friend's home to dinner.

Towne—What's that?

Browne—When you find out that your hostess really made the cake she is serving, ask for a second piece even if it gags you.

Sooner or later we all learn the cost of a lie.

## Four Points of the Square Deal Policy

BEST SELLER ON THE MARKET

PROFITS SURE AND CONTINUOUS



W. K. Kellogg

Kellogg Toasted Corn Flake Co.

Battle Creek, Mich.

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

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

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

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



## THE BRIGHT SIDE.

## Discontent in a Retail Establishment Means Failure.

Written for the Tradesman.

Two men sat in the rear of a stationery store at the close of a busy day. They were the boss and the head salesman.

It was while the boss was glancing over the sales slips the younger man made the remark: "How do you like the way business is going?"

"I don't like it at all," replied the boss. "Everybody seems to be just looking and scratching up things, then they go up the street to Johnson's and buy. He's giving away glassware with every sale of ten dollars or more, and he has a lot of monkey-shine doings in his windows to attract trade. Such sensational methods are simply ruining the retail business. It seems that nowadays one has to get out and make an awful noise or people do not pay any attention to him. I am conducting my business in the same respectable way I did twenty-five years ago, and I do not intend to change to suit the tastes of any sensation-craving public."

"Why! Higgins, the dealer on the next street, had a mule team hauling a wagon covered with banners up and down in front of my store. These fellows all go crazy when business gets a little good. They are not satisfied with letting every fellow get his share. They want to gobble it all up. That is not my way of doing things. I believe in going along the same whether it is spring, summer, fall or winter."

"I think I will write an article about it, although, as the dismal engineer in that play, 'A Stubborn Cinderella,' says, 'I don't think it will do any good.'"

The younger man seemed a trifle bored at this tirade; but he smiled and answered respectfully:

"Of course I have different ideas about advertising. I believe it is the right thing to use some clever advertising scheme to get the people to flock to your store. But if you are looking for something to write about—complainingly—why not take up the disrespectful way in which the majority of shoppers treat clerks."

"It is the limit," he continued, "the way people come in here and snub you, insult you and then walk out without buying a thing. Only to-day—we had the best crowd yet—a woman had me pull out a lot of stuff, all the time criticising everything she saw, then at the end of a half hour she walked out, saying she was just looking. Women of that kind ought not to be allowed to shop. They are a nuisance and business-killers, and if you do sell them anything you have to lie about it and make them think they are getting a big bargain. I'm tired of being considered everybody's slave just because I happen to be a clerk in a stationery store."

\* \* \*

The two business men, whose twin wail is recorded here, were spoiling their own lives and their chances in the business world by worrying over

their grievances instead of trying to do something for themselves.

Granted that all they said was true—and I am inclined to think the conditions they described might have been true—they would have been much better off if they had been planning some way to meet Johnson's and the other fellow's competition instead of worrying and fuming over it. And the younger man had only himself to blame. Any courteous clerk commands respect, and if he is the right kind of a salesman he is not going to let a great many customers walk out on him.

But these men seemed to find pleasure in discussing their troubles with no thought of getting rid of them.

I presume that is the way of the world.

On our pilgrimage through life we meet many troubles, although someone has admirably said, "The worst are those which never come." However, with most of us there is a tendency to run eagerly to meet them halfway, and to look at them through magnifying glasses, when they do arrive.

It reminds me of the story of "The Pilgrim and the Peas." Ever hear it? It is well worth the telling, believe me. It is quite long and told in verse, but for convenience's sake I will condense it into simple prose:

Two unfortunate sinners by the way of pennance were bidden to undertake a pilgrimage to Loretto, the place to which a little red house belonging to the Virgin Mary walked itself one fine morning and a modern miracle occurred. To Loretto then they were bound, and as they had been grave sinners their father confessor had ordered them to put peas in their shoes.

You can with a little imagination understand the discomfort of that journey. If you have ever walked a mile on a country road with a grain of gravel in your shoe, or the heel of your stocking, you may form some idea of what torture it would be to travel fifty miles—that was the distance—under their circumstances.

One of the pilgrims had scarcely gotten over a third of his journey in much bodily grief, and in a state of mind scarcely befitting a penitent, when he met his brother sinner returning, stepping on briskly as if he were a Marathon racer and happy in the consciousness of having been thoroughly purged of his sins and free to begin all over again.

The suffering and slow-moving penitent very naturally expressed surprise and envy, in pretty strong language, too. As to his getting to Loretto, he said it was quite out of the question. If his absolution depended upon that there was an end of him, for the hard peas had done their worst—and also their duty—and he had not a toe left to stand on. His feet were bleeding, his spirits ruined and his agony intense.

But how had the other managed? Was it long practice or a miracle?

"Neither the one nor the other," said the happy pilgrim, "the simplest thing in all the world, as all great dis-

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

## PRINTS

On March 8th all the best brands of prints, Simpsons, American, Hamilton and Merrimack will go to 6 cents a yard and shirting prints to 5½ cents. Be sure and send your orders at once while assortments are good.

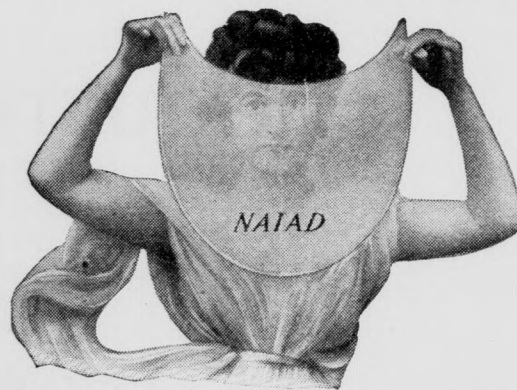
P. STEKETEE &amp; SONS

Wholesale Dry Goods

Grand Rapids, Mich.

"The Crowning Attribute of  
Lovely Woman is Cleanliness."

## NAIAD



Odorless

Hygienic

## DRESS SHIELDS

Supreme in Beauty, Quality and Cleanliness

Absolutely free from Rubber, Sulphur and  
Poisonous CementCan 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



coveries are. Why, to tell the truth," said the successful traveler, "Just before I ventured on my journey,

To walk a little more at ease,  
I took the liberty to boil my peas."

It seems to me there is a fine moral in this whimsical old tale, and, this being a prosperous season, the time of good retail opportunities, it is well worth considering.

Retail business life is a good deal of a pilgrimage like the one to Loretto, and so many of us purposely make it long, wearisome and perilous. Or, if we do not do that exactly, we forget to boil our peas. There is not the slightest objection to boiling them, remember. We obey, to the very letter, the demands of our father confessor, Fate, if we have the peas in our shoes, but there is no demand that we shall not put them in the easiest possible condition.

The peas are like grievances: Some of us like to carry them through life in their hardest and most uncomfortable state. We choose the biggest marrowfats, hard as stones, and we place them carefully under the most tender places.

We really would not regard life worth living if we had to walk the long toilsome journey without a grievance. It is seemingly an inherited privilege that we Anglo-Saxons enjoy. Our normal state is "the discontented animal," and we revel in our big bump of grumbling.

And yet, after all, the retail merchant is a wayfarer, business life is a journey, the merchant is a soldier and business life is a campaign. But surely the soldier will hardly fight the harder for looking upon his vocation as a hardship, or the merchant achieve a business success by groaning at every step.

And so it comes to pass that many of us make ourselves and others quite disagreeable and unhappy by carrying our grievances with us all the time, during business hours and after and into places where they are not wanted and certainly do no good.

"Why shouldn't I knock my competitors' methods if I want to?" says a merchant. "If they do not conduct their affairs the way I do I will say they are fools if I feel like it."

That is the principle on which many business men go through life.

"I am not in this business for pleasure," says the dissatisfied merchant. "Pleasure is all very well, but I feel like expressing myself about the way others do business," and he determines to make himself and everybody else he can influence miserable.

So many of us see the snake in the grass; the poison in the flower; the imperfections in the book, in the individual, in the world.

If YOU don't—they say—you are to be pitied, that's all. You can not appreciate the joy of generous gloom.

I am sure we all know a lot of people like this, and wouldn't we like to give them a splendid receipt for the boiling of their peas?

The body so often tyrannizes over the spirit. We so frequently think the world is out of its course when

it really is a personal liver disarrangement. We have an idea we are grave philosophers when the trouble is—bible.

When there is discontent in a retail establishment it means failure for all those connected with that establishment.

There is a remedy—and it is quite easy:

Simply get a higher view of retailing. Enlarge your mental horizon and stretch out your arms for more business at the same time.

Make up your mind that the retail business is the best business there is. Be cheerful about it and be glad that you are a retail merchant.

It will come to you suddenly that you are fussing over trifles and that you have not much to complain of in real earnest after all. It will occur to you as folly to belong any longer to that crowd which declares everything "an intolerable nuisance" which they do not happen to like.

As a rule you will find yourself in that class made up of merchants who, not having the real hardships of this world, compensate themselves by making the most of minor ones.

Cheerfulness can almost as readily be acquired as its unpleasant opposite—if you are only careful to boil your peas.

There are a lot of people in the business world who are cheerful, and what a blessing they are. They are refulgent with enthusiasm and cheerfulness whether business is good or bad. To them all phases of their business are splendid, all books interesting, all pictures superb, all men worthy of their respect and human life sacred.

They do not cramp their minds nor take half views of men and things. They know there is much misery, but they know, too, that misery need not be the rule of life.

Worry is a near-disease. Anxiety, grievances and fear are the great enemies of human life. An eminent physician has said that the majority of people die annually from depressed spirits, disappointed hopes, thwarted ambitions and premature exhaustion. Therefore, we should resist worry as we would resist the plague. I know it is not impossible, and know it to be a pathological fact that without cheerfulness there can be no healthy action—physical, mental or moral—for it is the normal atmosphere of our being.

And yet we meet merchants every day who are known for their grouchiness.

It comes out in little things all the time. "We are having fine business this season, are we not?" I remarked to a retailer the other day. "Yes," he admitted with a sigh, "but it is only a breeder of hard times."

You could not make a man like that boil his peas.

It has become a second nature for him to look on the dark side of life

"You are on the shady side of 70, I expect?" was asked of another old merchant.

"No," was the reply, "I am on the sunny side, for I am on the nearest side to Heaven."

This man had formed the habit of looking on the bright and happy side of things and he had a wonderful advantage over his complaining brother merchants.

He had found the advantage of a cosmetic making homeliness graceful and winning, promoting health, giving clearness and vigor to the mind, the bright weather of the heart in contrast with the cloud and gloom of melancholy. C. L. Pancoast.

#### Gratitude Indeed.

Jiggs—You certainly seem to think a heap of Jobson. Saved your life, I suppose?

Jags—No, better than that. He lent me a collar button one night at a reception when I had broken mine.

#### "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

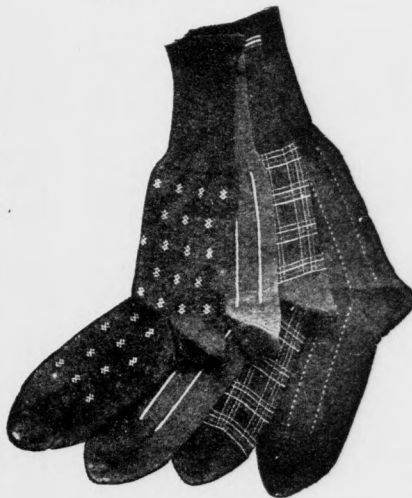
**Plain Black  
Two-tone Effects  
Black and White Sets  
Regimental Khaki  
Cream  
Champagne  
Gray  
White**

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.



## FLORENTINE MOSAICS.

## Visit To Factory Where They Are Made.

Rome, Italy, Jan. 29—In making an extended trip one can secure a fund of valuable information if at all observing; and, on the contrary, one will by the merest accident, stumble upon the most interesting of things without being able in any sense to attribute it to plans made or foresight. Particularly so may this be true when traveling on the continent.

The many factories of some of the cities here have one very distinct difference to those of our land, which to us has been quite striking, and that is the absence of printed signs to designate the character of the business conducted.

There seems to be kind of a secretive fear pervading the minds of both manufacturers and jobbers over here. The frank and open policy, so marked in the American business man, seems to be quite lacking in his European brother; and hence it is difficult to learn whether one would be interested were he fortunate enough to be admitted to their business places.

So it was our good fortune the other day, while waiting in the city of Florence, Italy, to have a guide whose services we secured for the purpose of seeing one of the leading cathedrals there, of which there are so many; and after he had concluded his set speech for that occasion (and it was an interesting one, dealing with the lives of Michael Angelo, sculp-

tor; Machiavelli, statesman; Rossini, musician, and Galileo, philosopher, as well as many others of less renown whose bodies lie within the walls of the church, with the exception of that of Galileo, whose body is buried at Pisa, his birthplace) he volunteered to show us a factory nearby where mosaic work was made, no doubt, for a commission in case a sale was made.\*

However, we allowed ourselves to be escorted across the street to a large building, on which was nothing to indicate what was within, and were shown into the workshop, first being introduced and placed in the hands of one of the workmen, who immediately left his bench and began to show us what the workmen were doing. In the meantime another one of the workmen had gone into the salesroom and notified the manager or salesman that prospective customers were at hand.

But a few moments elapsed before he rushed into the shop to greet us—one who is all smiles and is rubbing his hands to indicate his extreme pleasure in finding you there to learn(?) how mosaic work is made.

This fellow can speak a little of each of the more commonly spoken languages so as to enable him to transact business with the callers, and it is certainly entertaining to hear him parry around for the right words to express his fast-flowing thoughts.

You are first shown the varieties of stone carried in stock, that the exact color may be used to repro-

duce the subject upon which the men are working.

He also tells you whence they are received and this, to us, was a very interesting point, which we had him repeat until we got it down on paper.

The bluish colored stone is lapis lazuli, and the light shades are obtained from America, it being found in Arizona, while the darker shades are received from Russia in Asia.

The greenish colored variety is malachite (carbonate of copper) and it is found in Russia in Europe.

Another shade, called ancient green, is obtained from the Island of Sicily, as is also D'Aspero, a black stone which takes a high polish. Two varieties of red stone are used to produce the various hues necessary for the lapidary, and coral, from the sea, furnishes the lighter shades, while the dark red varieties come from Southern France. Onyx, which is made use of considerably, comes from Spain. A soft variety of yellow rock is furnished by their own country, from Sienna, and Carrara furnishes both the pure white marble and the shaded alabaster.

Cnalcodony, another variety, is a domestic one, coming from Volterra.

With this list of stone in their various shades almost every kind of color can be produced, imitating all that the firm is called upon to furnish and it is really surprising to see what reproductions they undertake to turn out as monuments of their skill.

One of the first pieces to which our attention was called was the

making of a portrait that would frame 10x12. The photograph is laid before the skilled workman who makes a careful survey of the same to learn what varieties of stone will be needed. The next step is to cut pieces of cardboard the exact size of one of the shades desired. For instance, the triangular shaped piece to represent the shirt front of the gentleman, the pointed pieces for the lapels of the coat, and so on all through the various parts of the photo which is serving as the model. When the proper piece of stone has been selected the cardboard is laid upon it and by means of a sharp-pointed instrument its exact outlines are etched.

It is then sent to another workman, where this piece is sawed out of the block of stone selected. This process was the one that looked so simple yet time-absorbing. A piece of wire, about the size of that used on stove pipes ordinarily, is stretched across a bow-shaped piece of wood, looking not so much unlike a bow and arrow (without the latter, however), while in the hands of the workman, and after the stone has been pierced at the proper point and the wire put through the opening the loose end is fastened, which makes a bow saw.

This is kept wet by means of a sponge held in the hands of the workman by means of a watery mixture of emery.

As already intimated, this process is a very tedious one, and while we stood by and watched the many workmen who were employed at this



## Make a Window Display of Beardsley's Shredded Codfish

That's how to get the benefit of our heavy advertising—to pull into your store the sales we are creating, we'll send you the sign if you'll write us. Your wholesale man has BEARDSLEY'S SHREDDED CODFISH. All your customers have an appetite for it now—the rest is easy.

Push the Package with the Red Band

J. W. Beardsley's Sons, New York



task scarcely any progress seemed to be made by them in cutting their way through the stone which is firmly held before them by means of a vise attached to the bench. After the piece has been extracted by this means it is sent to another bench, where it is placed in its proper place in the picture. It must be said here that the background, a piece of the black stone 10x12, has already been cut and finished, having had the proper sized opening cut in it, and into this these pieces are arranged and cemented. Only skilled workmen can be employed to do this branch of the work.

The next step is the polishing process and four different kinds of polishers are used, with much time given to each, before it is smoothed and finished so as to look as though it were one multi-colored piece.

The polishers are comparatively coarse in the first rubbing, but as the second and third are applied in the hands of the workmen they are seen to be of a finer quality, until when the last, or fourth, one is reached you would think it a piece of soft leather or chamois skin, from appearances, as an observer.

As much time is spent on these last finishing touches as on the manner in which they are done, so the whole work appears to the would-be purchaser. Having now received a good idea of the manner in which the work is done, you are invited into the salesrooms, where you are shown the different varieties of work you have just been witnessing in a

state of completion; and you are not only interested in the fine display and instructed as to the possibilities of the lapidary, but are also amazed at the kind of work undertaken and the quality produced.

A 24x36 picture of a violin artist on a light background, in gilt frame on easel, was priced at 8,000 francs.

A center table, having the top done in mosaic, was offered for 5,000 francs.

Lamp stands whose tops were done in this justly celebrated style of work bring the clever price of 500 francs.

Thus we were shown and had priced to us many useful things that ran down in price to quite fit any pocket book. A great variety of paperweights and ladies' jewelry, such as breastpins and earrings, were on display; and these were priced at \$2 to \$10, according to the work put on them. Thus an hour was spent in this place (not counting a return trip made the next day) in learning of and purchasing some of this very beautiful and lasting work, and we shall never regret that we allowed ourselves to be led to a place where we knew beforehand it was for a purpose that would, in all probability, benefit the one who apparently was trying to do us a favor.

Chas. M. Smith.

\*We thought it might be well here to add a few words in explaining to what extent this kind of scheming is done here in Italy:

As soon as it is seen by one of these fellows that you are a sight-

seer, even if it is on the street, you are approached in the name of a guide, perhaps, and asked if his services are not needed, when, upon rejection, he will immediately tell you he has a glass factory just around the corner and invite you to go with him to see the blowing and samples of the work, assuring you that it is free and interesting. At once, upon your entrance to the small shop, a salesman takes you in hand and the owner (your escort) is relegated to the background.

Perhaps while witnessing the glass blowing, which is extremely diverting, the ladies of the party will be asked their initials and an order placed (without cost, you are assured) with the experienced artist and he will, while you wait, write the initials on the head of the hatpin in melted glass. You may then be told that the article must cool, and in the meantime you are invited to see the magnificent display of glassware in every conceivable design, and much of it is highly gilded. While this is being seen a hint may be given you that a tip to the workman would be welcome, so when the pin and any other article is taken you have always paid its value at least.

You are no sooner out of this sight-seeing expedition than an owner of a lace factory steps up and desires you to learn how lace is made.

Thus this process is kept up as long as your patience lasts or your time is exhausted and it is all really very amusing as long as one keeps good natured.

#### Good Cheer.

Be cheerful, no matter what reverses obstruct your pathway, nor what plagues follow in your trail to annoy you. Ask yourself what is to be gained by looking or feeling sad when troubles throng around you or how your condition is to be alleviated by abandoning yourself to despondency.

If you are a young man nature designed you to "be of good cheer," and should you find your road to fortune, fame or respectability, or any other boon to which your young heart aspires, a little thorny, consider it all for the best, and that these impediments are only thrown in your way to induce greater efforts and more patient endurance on your part.

If you are of the softer, fairer portion of humanity, be cheerful; although we know full well that most affections are sweet to you when compared with disappointment and neglect, yet let hope banish despair and ill forebodings.

Be cheerful; do not brood over fond hopes unrealized until a chain, link after link, is fastened on each thought and wound around the heart. Nature intended you to be the fountain-spring of cheerfulness and social life, and not the traveling monument of despair and melancholy.

Sir Arthur Helps.

The fool reaches the limits of knowledge from the outside.

The friends you buy will always be ready to sell you out.

## Fanchon

### The Flour of Quality

Is milled from choice hard Turkey wheat, grown in Kansas, carefully selected at our 36 country elevators. Turkey wheat contains a superabundance of food-value elements. Our milling processes retain in Fanchon all these food-value parts of Turkey wheat. Fanchon produces better bread and more loaves to every sack. Foods prepared from Fanchon are the most healthful, most nutritious, at the same time the most economical.

We can make a flour to suit the price, but we won't. Fanchon is the product of wheat that costs more—methods that cost more—skill that costs more—care that costs more.

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

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

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

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

## C. Hoffman & Son Milling Co.

"The Quality Mills—Quality of Service and Product"

### Enterprise, Kansas

Judson Grocer Co., Distributors, Grand Rapids, Mich.



## THE GOLDEN AGE.

## The Grand Old Man of the Coming Race.

Old age as a career's crowning usefulness, joy and glory is an ideal of the new science as set forth by Elie Metchnikoff, the late President of the Pasteur Institute.

Metchnikoff holds that old age is repulsive at present because it is an old age devoid of its true meaning, full of egotism, narrowness of view, incapacity and malignancy. The old age of the future will be different, he says. It will find the faculties intact, the powers unimpaired and the opportunity for service to men and the world at its largest.

At present practically a useless burden on the community, the old man of the race of the future will be one of its most invaluable members. As he will no longer be subject to loss of memory or to intellectual weakness he will be able to apply his great experience to the most complicated and the most delicate parts of the social life.

Young men, Dr. Metchnikoff argues, are usually bad politicians, and in countries where they take a large share in public affairs they do much harm because they are without the necessary practical knowledge. Their incapacity is clearly shown by the great changes in their political views as they advance in years and gain experience. In the future old men will have charge of all complex and difficult social functions. Thus vast improvements will be made in politics and in justice, which at present are defective because of their insufficient foundations.

As soon as every one has recognized the true goal of human life and has assumed as the ideal the realization of the normal cycle of life a real guide to life will have been found.

Definition of the goal of human existence will bring great precision to the principles of morality. True policy will have to be reared on new foundations. The politics of to-day is in the condition in which medicine remained in days long past. In the old days any one was allowed to practice medicine, because there was no medical science and nothing was exact.

Politics as it exists to-day corresponds to the early stages of medi-

cine. Every adult male is thought fit to exercise functions as difficult as those of an elector or a jurymen. The only excuse for this, in Prof. Metchnikoff's opinion, is that political science is in its infancy.

When sociology is more advanced there will come about a differentiation like that in medicine. When that has taken place old persons who have acquired great experience and who because of their physiological constitutions have preserved all their faculties will give most valuable services to the society of the future.

In the progress toward the real goal of life men will lose much of their liberty, Elie Metchnikoff believes, but they will receive in exchange a new feeling of solidarity. As knowledge becomes more and more extensive and exact freedom to neglect it will be more and more limited.

The knowledge that the goal of human life can be attained only by the development of a high degree of solidarity among men will restrain actual egotism. The mere fact that the enjoyment of life according to the precepts of Solomon is opposed to the goal of human life will lessen luxury and the evil that comes from luxury. Conviction that science is able to redress the disharmonies of the human constitution will lead directly to the improvement of education and to the solidarity of mankind.

In progress toward the goal Nature will have to be consulted continuously. Just as man has been able to modify the nature of animals and plants, man must attempt to modify his own constitution so as to readjust its disharmonies.

To modify the human constitution it will be necessary first to frame the ideal and thereafter to set to work with all the resources of science.

The normal end coming after the appearance of the instinct of death Metchnikoff believes may truly be regarded as the ultimate goal of human existence. Before attaining it a normal life must be lived, a life filled all through with the feeling that comes from the accomplishment of function. Knowledge of the true goal of life shows us the right conduct of life. Science has been able to tell us that man, the descendant of animals, has good and evil qualities in his nature, and that his life is made un-

happy by the evil qualities. But the constitution of man is not immutable and perhaps it may be changed for the better.

Morality should be based not on human nature in its present vitiated condition, but on human nature ideal as it may be in the future. Before all things it is necessary to try to amend the evolution of the human life—that is to say, to transform its disharmonies into harmonies. This task can be undertaken by science, and to science the opportunity of accomplishing it must be given.

The greatest disharmony of the constitution is that of the morbid nature of old age and the impossibility of reaching the instinct of natural death. Man because of the fundamental disharmonies in his constitution does not develop normally.

The earlier phases of his development are passed through with little trouble, but after maturity greater or less abnormality begins and ends in old age and death that are premature. The goal of existence is the accomplishment of a complete and physiological cycle in which occurs a normal old age ending in the loss of the instinct of life and the appearance of the instinct of death.

The desire of life and the fear of death appear to be manifestations of an instinct deep rooted in the constitution of man. That instinct is of the same order as the instincts of hunger and thirst, of the need of sleep, of movement and of love. And yet these instincts can be reversed.

If the cycle of human life followed its ideal course according to physiological function, then the instinct of death would appear in its time after a normal life and an old age healthy and prolonged.

Human life is subject from its beginning to the pernicious disharmonies in the constitution of man. This evil influence increases with the passing of the years and leads to an old age ruined by abnormalities. It is not surprising that under such circumstances men wish neither to grow old nor to die. Old men, in spite of their attachment to life, do not attain the capacity to know all that is good in it, and die in the fear of death without having known the instinct of death.

To transform to a normal condition old age is a primal problem. The rec-

ognition of the true goal of life and of science as the means by which that goal may be attained would form an ideal on which Metchnikoff believes all men might unite with religious fervor. Ada May Kreckler.

## ELLIOT O. GROSVENOR

Late State Food Commissioner

Advisory Counsel to manufacturers and jobbers whose interests are affected by the Food Laws of any state. Correspondence invited

2321 Majestic Building, Detroit, Mich.

## 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

## Why not a retail store of your own?

I know of places in every state where retail stores are needed—and I also know something about a retail line that will pay handsome profits on a comparatively small investment—a line in which the possibilities of growth into a large general store are great. An exceptional chance to get started in a paying business and in a thriving town. No charge for my services. Write today for particulars and booklet telling how others have succeeded in this line and how you can succeed with small capital.

EDWARD B. MOON,

14 West Lake St., Chicago.

# 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.



## GOOD CITIZEN WINS.

## The Victory of Tom Bristol Over Disaster.

Written for the Tradesman.

After forty-eight consecutive hours of intense anxiety and most strenuous work on the part of the members of the police department the employees of the Board of Public Works and volunteers—including artisans, engineers, merchants and members of the legal and medical fraternities—the people of Hawesville felt that the crest of the flood had been successfully battled against and, while they were forced to traverse the streets adjacent to the rushing river in row boats and motor boats, they were thankful that there had been no loss of life and that the destruction of property was at an end.

The Mayor of the city addressed the people at a mass meeting which had been called to consider the question of municipal action toward providing permanent, more extensive and more adequate protection against damage from future freshets. "We have had many experiences and we know what to expect, approximately, each spring," he continued. "And our city is large enough and this community is sufficiently public spirited, forehanded, wise and able to reduce our danger to a minimum—a mere bagatelle compared to the loss already recorded this spring. Shall we come together as one man and show to the whole country that Hawesville is a unit in co-operating in behalf of the general welfare?"

"This meeting, called to give a tentative answer—no, a positive, unqualified reply—to this question must not adjourn without a unanimous decision; a verdict which can be ratified by a popular vote and a vote which will be in the affirmative."

Other speeches were made. Some were potent efforts at self-advancement, some were mere vaporings, bunkum appeals to bunkum citizenship, and a few were genuine revelations of civic righteousness and patriotism.

At last, and very much to the surprise of the entire assembly, old Tom Bristol, known to everybody as an independent teamster, owner of his own truck and horses and always busy, conscientious, careful and prompt, stepped upon the stage in a diffident manner and holding his dilapidated hat in his hand said: "Yer Honor" (addressing the Mayor), "may I say a word or two?"

The appearance of the muscular, middle-aged man, with hair and beard somewhat awry, dressed in checked overalls with a leather lined wammus covering his body, was the signal for applause—a medley of laughter, cheers and surprised calls, which the Mayor promptly quelled by taking the teamster's hand and observing: "Fellow citizens, listen to Mr. Bristol—a man who is always on hand, who may be relied upon and who never talks except to the point."

Thereupon Tom Bristol, a man who had been familiar on the streets of Hawesville for a dozen years or more; who had been known to lift,

one after the other, a dozen barrels of flour from the pavement to the bed of its truck, and who was equally efficient in either light or heavy trucking, stepped to the front of the platform. This time the applause was genuine and unmixed with satire. Entirely self-possessed, he began:

"Thank you, Mr. Mayor. I merely want to say that I've hauled sand bags and lumber every spring since I have been here fer jes' sech floods as we're havin' now and never charged the city a dum cent. An' so far as chargin' fer sech work, I kin go on workin' fer nothin' as long as necessary. But I'd a heap sight ruther pay two or three dollars more city tax each year fer four or five years than to keep doin' somethin' that I know has got to be did over again next spring—an' gittin' nothin' out of it fer myself nor my friends."

That presentation of individual experience, opinion and patriotism entirely obliterated every vestige of previous bloviation covertly in behalf of party politics, which at one time bid fair to overcome the real purpose of the meeting, with the result that in very short order the assembly voted unanimously in favor of a temporary committee of citizens empowered to formulate recommendations to be submitted to the Mayor and Common Council.

"Before we adjourn," said the Mayor, "I feel certain that you will all be pleased to know that Mr. Bristol—old Tom Bristol—has consented to act as a member of the temporary special committee you have authorized."

Instantly the hall echoed with loud calls for Bristol, "Bristol! Tom, Tom, Tom Bristol!" as the citizens stood upon their feet waving their hats enthusiastically.

The old teamster, broadly smiling and with flushed face, came forward and said, "I can't talk much to-night as I have a load of ten inch water mains to haul yet 'fore my hosses an' me turn in, but I'll see you all to-morrer an' maybe I'll have somethin' new an' interestin' to say. Good night."

Shortly after 3 o'clock in the morning after this meeting the city was aroused by the ringing of box 123 on the fire alarm bells—the flood signal that had been used throughout the freshet season. With wonderful celerity hundreds of citizens very much surprised and filled with fear and wondering hurried to the river banks. An after-flood had developed by the breaking away of a dam several miles up the river and might have wrought tremendous damage had it not been for Tom Bristol.

It turned out that the river patrol had noted, shortly after midnight, that the water was rising again and rapidly and seemingly without cause. The patrolmen hurried along upstream on either bank, finding the sand bag coffers intact and securely in position, with the water six or eight inches below the top of them, but as the flood was still rising they turned in the alarm as a precaution and continued the up-stream inspection. Away at the upper end, just

above the city limits, they found Tom Bristol.

In delivering his load of water mains about midnight he had noted the rising flood and, as a self-appointed patrol, he had driven along the bank to make sure that everything was secure. At the point where he was found he had discovered a weak spot, overlooked because it was beyond the city limits, with the flood within two inches of an overflow.

Too far away from "below" to give warning and afraid to leave the place, Tom and his horses had dropped the mains in pairs along the depression in the shore line—a distance of about fifty feet. And then, with only a crow-bar and a shovel, Tom had worked them into position and filled the concaves between the pipes and back of them with sand, thus adding about eight inches to the height of the temporary dam. When he was discovered Tom was so exhausted that he could scarcely speak, but he did manage to say: "If the blame thing had riz 'nother inch I'd got on to that off hoss and rid to town to call fer help. But it didn't."

And that is how it happened that the flood protection bonds unanimously voted for by the citizens of Hawesville were popularly known as the "Tom Bristol bonds."

L. F. Rand.

The great question is not whether you want to go to heaven, but whether you are getting there.



## The Right Sack

The fact that you allow your customers a wide range of brands to select from can't possibly aid you in building business unless each brand offered has some prevailing features which make it better.

Your own good judgment will tell you that this cannot be truthfully said regarding the majority of brands manufactured and sold.

Then why not reduce the number of brands and increase your popularity by liberal recommendation of

## Crescent Flour

to your customer?

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.



## WHITE CLOUD.

## Some Things Her Citizens Should Undertake.\*

One day recently there was a public meeting in a Michigan town at which speeches were made by candidates for political nominations and by near candidates. Among those men and women who listened to the discussion of current conditions and prospective changes was a lady—an excellent, matter-of-fact, discerning matron—who observed to her husband upon their return home: "Somehow I didn't seem to grasp the topics they were handling, George; the points they made or failed to make were so scattered."

"Oh, I suppose," retorted the husband, "you were continually saying to yourself: 'I just wish they would let George do it,' and so missed all the good points."

While the alleged humor of the "Let-George-do-it" pictures in the funny pages of the red and yellow supplements to the Sunday papers is sometimes far fetched, it is peculiarly pointed in that it treats of an altogether too common human frailty—a willingness to let someone else do that which it is clearly our duty to undertake.

"Oh, yes," said a beautiful lady whose husband is very wealthy, "we live in ——" I won't name the town beyond saying that it was not Grand Rapids, "but we pass very little time there; it's so small, don't you know, and has very few attractions for us."

"But your home is there, isn't it?" asked her companion, as though saying that such a fact was sufficient as an attraction.

"Yes, our home is there and we keep it up exactly as though we were there all of the time; and, of course, we pay our taxes and all that sort of thing, don't you know, but we are both of us fond of the theater, the opera and the busy, kaleidoscopic attractions of the large cities and then, too, we're most always going somewhere with our car."

It is perfectly proper to own a motor car and use it for business or pleasure. I am myself very fond of high grade dramatic performances and I believe I can put up with as much of the city's wilderness of noise, rush and people as the next one, but I am impressed that the average man and woman owe a goodly proportion of their presence and their influence to the town where their home is located. I do not believe in "letting George do it."

It is the personality and the individuality of a man that contribute to the welfare of the community in which his home is situated rather than his wealth; just exactly as it is such personality and individuality that may operate against such welfare.

Pure and simple, it is up to every man, as a man, to let his home town know whether or not he is worth the while as a fellow citizen—no matter where he lives, whether he be rich or poor, highly educated or oth-

erwise, Republican, Democrat or Prohibitionist, blue bellied Presbyterian, hard shelled Baptist, shouting Methodist or whatnot.

In other words, don't "let George do it," because he will certainly misrepresent you, either because he has a grudge against you or is too intensely your admirer. That is the message I bring to you to-night.

Just stop and recall—those of you who were in this vicinity say thirty or forty years ago—what would have been the result had those men and women who were then interested in the lumbering operations in Western Michigan left everything for "George" to do. The old skidways along the high banks of your rivers, the logging roads and the tote roads, the sawmills and the high tiers of lumber along the railways, the railways themselves, would have been valueless. There would be no White Cloud to-day.

Just as the Ryersons, the Blodgetts, the Clarks, Ferrys, Savidges, Whites, Friants, Peterses, Cutlers, Brookses, and so on, of forty years ago had their missions, you of to-day have your missions and they will not be fulfilled except as you yourselves are faithful and fair to yourselves and to this community.

White Cloud is to-day the business center of practically twelve townships having a population of about 5,000 souls. Of course, I realize that four of these townships embody an area sufficient for the making of two additional townships—and so I say twelve instead of ten townships.

While there is not a farm in all this territory which—using the railways—is more than ninety minutes away from your city, a large majority of the farms are—using the railways—within forty-five minutes of your stores, your offices and your homes.

This brings me to speak of that which it seems to me is clearly one of the first and most important steps for the business men of White Cloud to take: Cast aside the long-cherished tradition that over half of the five or six hundred square miles to the immediate north, northeast and northwest of your town are almost worthless. Forget the bad-lands hallucination attached to Lower Lake county and Upper Newaygo county. Those same lands are duplicated in scores of locations in Europe and Asia and upon them are prolific, reliable farms and happy, prosperous farmers and their families.

Over thirty years ago the late Robert F. Johnstone, of Detroit, one of the founders and for over a quarter of a century the editor of the Michigan Farmer, bought a small farm in Big Prairie township in the hope of demonstrating that the alleged light-soil barrens in Eastern and Northern Newaygo county could be brought out of the slough of bad repute, and he was laughed at as a mere theorist, a dreamer; "a good farmer in print," but that was all. Unfortunately for the public spirited, enthusiastic old gentleman—who buried his mother and his wife over on the prairie—he lived but two years thereafter and his project fell into other hands.

Fully 50 per cent. of the ill repute of the bad lands of Michigan are founded upon the impatient, hurried and superficial methods of farming in vogue all over the United States fifty years ago, when thorough cultivation was considered unnecessary and when fertilization was unknown; when farmers worked by the rule of thumb and made their bets on the coming of drouths, rains, frosts and pests and then, instead of squaring away to meet such disaster, sat on top of a five rail fence and waited to see if they wouldn't win.

The times have changed. Public spirit dominates and we are just learning the alphabet of successful farming. Don't let the spirit of the times get away from you and leave you in the lurch. Don't "let George do it."

The territory adjacent to and logically tributary to White Cloud as its business center should have now, at once, double the population it at present contains and the Federal Government, our State government and even private enterprise stand ready to help you to develop such an increase.

How?

I will tell you:

Any citizen who owns or knows of so-called bad lands or of lands merely classed as "poor," may forward samples of the soil on such areas, together with a general description of surroundings and conditions to the Agricultural College at Lansing or to the Department of Agriculture at Washington and ask for advice as to methods of clearing up, fertilization, drainage and cultivation, with a certainty that he will receive practical and valuable advice; he may ask of the same authorities for advice as to the extermination of pests; the meeting of exigencies; the breeding, feeding and handling of live stock; the harvesting and sale of products of all kinds.

In this connection let me tell you that the people west of the Missouri River are a whole decade ahead of the people farther east in the reliance they place upon Government information of the sort I refer to—a whole ten years ahead of us in their utilization of such aid.

And it is because of this confidence, this application of the help extended, this broad, fearless intelligence, this determination to get at the head of the procession that Michigan north of the Grand Trunk Railway has been forced to take a back seat as to home-seekers in favor of the Dakotas, Wyoming, Montana, Oregon, Washington and even the Saskatchewan country across our National border to the north.

White Cloud as a municipal corporation will find its future—yes, and its present—in exact proportion to the effort she makes toward developing her agricultural environment. And White Cloud, like her sister cities to the west and north, must awaken to the positive fact that the Far West offers to home-seekers opportunities very much inferior to those that exist right here.

There is but one danger that confronts every effort to exploit a new

country: That danger is the real estate shark; the chap who has no limitations to the allurements he may offer the home-seeker; who has absolutely no regard for the community in which he may locate his land-promoting enterprise and who, seeking only to make money at any cost, will not stop at misrepresentation of any sort and will set his price and his terms where he is certain of a sure thing profit. As citizens of White Cloud it is your duty whenever you locate such a shark, or whenever you discover a misleading or absolutely false advertisement of Newaygo county farm lands for sale—whether it be in a Chicago, Detroit, Grand Rapids or other publication—to expose the swindler and notify the publishers as to the misrepresentations. Only you must be absolutely sure of your facts.

And this latter qualification may be easily met if you have a committee—with a member in each township—to look up and report accurately upon every real estate proposition about which you may have doubts.

This reminds me that I am addressing the business men of White Cloud and that your town does not cover all of the upper end of your county—someone will suggest.

But that is just the point as to White Cloud or any other town of equal or less size that is similarly located.

Here you are, a railway junction town in a comparatively new section. God bless the railroads, they are a good thing—but not the whole thing as they seem sometimes to believe. So do what you can, and you can do much, to help them along by extending your influence along their lines by making yourselves acquainted and popular with the people on adjacent farms and in adjacent villages and by inducing others to locate in those neighborhoods.

One way which occurs to me by which you can increase your popularity is by urging and urging, and then urging some more, the farmers with whom you are acquainted to send samples of their soil to the Department of Agriculture, asking for soil tests and recommendations; to write to their representative in Congress asking for Department bulletins upon any specific item relating to stock raising, fruit growing or general farming. That will be easy to do. The hard thing to accomplish will be to get them to heed the recommendations and put them into actual practice.

But this must be done, must be persisted in daily and all the time if ever you are to be relieved of the bad lands myth; if ever you are to see your trade territory dominated by up-to-date farming and up-to-date growth in population. Don't be afraid to ask things of your Government, either State or Federal; don't be afraid of bothering your Congressman, but, above all, don't be afraid of urging your farmers to profit by what is already being done by the Far West farmers.

Remember that you have good roads, railways, telephones and an

\*Address delivered by E. A. Stowe at annual banquet White Cloud Board of Trade.



# National Cash Registers

## With Autographic Attachment

Print a sales record, under lock and key, which shows the printed amounts of all transactions. Shows whether they are cash or charge sales or whether money was received on account or paid out and the clerk who handled each.

By means of the Autographic Attachment you can write the name of the customer, the article sold, the cost price, or other notations opposite the printed amounts made on the sales record.

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National Cash Registers, with the Autographic Attachment, furnished as low as \$65. Other styles as low as \$15. A liberal discount for cash, or easy monthly payments.

### REDUCED FACSIMILE OF SALES SLIP

Amounts shown on this sales record are added into total automatically by the Register

<i>Adams Exp. Co.</i>	A Pd - 0.75
<i>2 bu potatoes</i>	B Ca - 2.00
<i>Mrs. A. Meyer</i>	A Rc 10.05
<i>Drayage</i>	A Pd - 0.50
<i>1 Ham</i>	K Ca - 1.73
<i>2 lb. Coffee</i>	D Ca - 0.72
<i>Mrs. J. C. Williams</i>	E Ch - 4.91

This strip of paper is wound on a continuous roll, works automatically, and is 4¼ inches wide, with ample space for writing.



No. 1054. National

Price with Autographic Attachment, \$115.00  
Without Autographic Attachment, \$100.00

- I paid out \$0.75 for express.
- Bert sold 2 bu of potatoes for \$2.00 cash.
- I received \$10.05 from Mrs. A. Meyer on account.
- I paid out \$0.50 for drayage.
- Kelley sold a ham for \$1.73 cash.
- Dan sold 2 lbs. coffee for \$0.72 cash.
- Edward made a sale of \$4.91 to Mrs. J. C. Williams.

This tells the story of your day's business that every merchant should know.

**We Guarantee to Furnish a Better Cash Register for Less Money  
Than Any Other Concern in the World**

Backed by twenty-five years' experience, making nothing but cash registers, and by \$10,000,000 capital.

Send coupon today for descriptive circular with prices. This will not obligate you in any way.

**The National Cash Register Company, Dayton, Ohio**

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Executive Offices: Broadway and 28th St., New York, N. Y.



abundance of high-grade potable water—which those away West do not always have; that you have schools and churches and libraries, which are not always readily available along either slope of the Rockies; that you are included in the Michigan fruit belt zone—the equal of any fruit growing region in the world; that land, lumber, building materials, agricultural implements, tools of all kinds and fuel are available to you at prices less than they can be obtained for west of the Missouri; that, instead of having neighbors ten to fifteen or more miles away, your farmer neighbors are near together—rarely more than a mile apart.

These things must be made known to the home-seekers you develop; must be impressed upon those who are already here.

Incidentally, it is your part and duty as righteous citizens to do to the extent of your resources and ability all that is possible toward making your town healthful, attractive, safe and profitable as a place of residence. Don't skimp as to the support of your schools and, remembering that health and safety are prime requisites in any community, give sincere thought to your sewerage system, your water supply and—shall I say it?—your fire engine and fire department.

"It's mighty easy," I think I hear someone whisper to his next friend, "for Stowe to stand up there and tell us what to do. Why doesn't he tell us how to do it?"

And so, assuming that some such comment has been indulged in, I reply that I have suggested various things and in a general way, because I have neither the time to-night nor the knowledge as to your resources and your temperaments necessary for the offering of detailed recommendations as to how you are to go about accomplishing such results as are practicable to obtain.

Then, too, I must leave something to your imagination—the genesis of all real advancement in any field of effort.

I know that you have a convenient, well-platted town, admirably located for the development of an important social, educational and business center. You have excellent shipping facilities and abundant hydro-electric power for the creation of important industrial interests. You have a large and reliable agricultural territory around you which, as I have already said, is but meagerly utilized. You have a river—don't forget that, even although it may run low in certain seasons of the year. The channel is there, the high banks are there and during a major portion of each year the water is there. Thus you are assured an ample and easily utilized drainage resource—a true Godsend to any community when intelligently handled; a dangerous nuisance when abused.

Just here is a detail which is timely and which, if heeded, will carry your names most honorably down through the coming generations. Secure titles now, or as soon as possible, to the shore lines of that river and in the

corporate name of your municipality, both as a safeguard to your city's drainage system and as a future parkage area. At present this acreage, with its stumps, its weeds, fallen and rotting trees, is not of high value and needs little or no care. Fifty years hence—when a majority present are elsewhere and I hope supremely happy—that acreage will be a fortune to your city if owned by the city; a thorn in the corporate flesh if owned otherwise.

Fifty years ago or thereabouts Belle Isle, in the Detroit River, was sold (730 acres) to private parties for \$35,000. About fifteen years thereafter the city of Detroit bought the island for \$200,000, and since that time the city has refused to consider offers to buy the property ranging from \$4,000,000 to \$6,000,000.

To-day Grand Rapids is having dire difficulty in obtaining rights of way along either bank of Grand River as it passes through the city—rights of way six rods, five rods, even four rods wide—and is paying as much for a score of acres of such rights as would have bought every foot of the shore lines fifty years ago—and paying it gladly, because of the public conviction that fifty years hence the investment will have increased a hundred fold in value.

There is one town in Michigan—the city of Belding—which had as the basic feature of its original plat a large native forest park and a river-side drive, which has parkways costing originally about \$5 an acre and which if bought to-day would be worth a hundred times that value. And Belding is about the age of White Cloud. This condition is due solely to the foresight, wisdom, public spirit and generosity of the Belding brothers, and is cited merely to show the value to cities of "taking Time by the forelock."

Another detail occurs to me: Pin your faith and your hopes upon the absolute and unimpeachable force, fairness and general efficacy of united action on the part of the business men of White Cloud or any other community. The old fable of the father who lined his sons up in front of a bundle of sticks and after having each son break one of the sticks—to learn how easily such a trick could be turned—stumped them all at last by asking one of them to break the remaining portion of the bundle when held together as a unit is just as true in its lesson as is the other lesson—"Two and two are four."

Get together, men and women of White Cloud, in behalf of your general welfare. Bend your good will and energy in co-operation to secure for your town, individually and corporately, health and individual and corporate safety, and individual and corporate progress are as certain to follow "as the night the day."

Don't forget your drainage system nor your water works system, and plan now and build now so that fifty years hence what you do will not be useless. Plan now for a system of protection against fire—a system which, in its influence upon insurance rates, will largely pay for itself. Treat

your school system generously and wisely. Look ahead and forget everything of the past except your mistakes, which you may remember only as warnings.

My friends, this will be no ninety days job. I am advising no two or three years proposition. I am talking to you as dependable public spirited citizens who have cast your fortunes with one of the best located towns in Western Michigan, who intend to stand loyally and unitedly for the city of your choice, and no one of whom will be guilty of saying, "Let George do it."

#### Conductorless Trolley Cars In Georgia.

Conductorless trolley cars are running in Brunswick, Ga. The cars are of the pay-as-you-enter variety, but may be entered only by the front platform, where the fare is deposited under the motorman's eye. The cash box is provided with a glass receiver in which the fares may be examined before being dropped from the tilting bottom into a locked cash drawer.

The cash box must be moved to the other platform when the car is on its return trip, and this has made it necessary to provide certain precautions to prevent coins from dropping out in case the box is turned upside down and to lock the cash drawer when the box is removed from the support. The box is also provided with a fare counting machine.

It's not much use agonizing over the souls of your children if your home looks like a barn.

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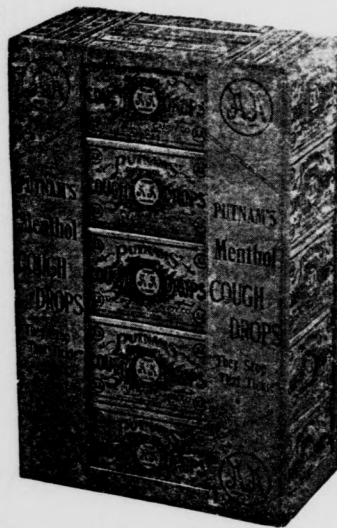
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BOSTON



**Success As Measured By Specialist.**

No young man of the times escapes that ever-recurring remark on the fact that this is the "age of the highly specialized worker."

But in the same breath this young man is expected to consider that, in whatever he undertakes as his highly specialized life's work, he must make a full crowned "success" of it. If it be an age of highly specialized endeavor, also it is an age of highly specialized success. It counts for nothing that some of the mightiest struggles of men have ended in hopeless failure; it weighs nothing in the balances that thousands have reached a seeming pinnacle of success without recognizing how they did it. Success must mark the world's work of the earnest, ambitious worker.

Which leads up to that most important of all questions appealing to the young man who accepts the dictum of specializing: "What have I to accomplish in order to feel that I have made a success in life?"

Until a man can answer that question satisfactorily to himself he is not in a condition of mind to attain success. He doesn't know what he is working for. Not knowing this, he can't decide the thing that is discouraging. He isn't appreciative of that which appearing highly encouraging at bottom may be a handicap; he can't measure a something which at first glance seems unction to his soul, but which finally may prove Dead Sea fruit.

A few years ago a group of highly devoted scientists assembled in London for study and demonstration of a discovery which had been made by one of the society members. To every devoted specialist in that line of work the new principle involved was absorbing in its interest. After several days spent in discussing the scientific novelty some member with a sense of humor as broad as his interest in his work proposed a resolution "thanking God that it never can profit a living man a shilling." And the resolution was adopted with cheers.

Was that meeting a success? Were the highly specialized individual workers composing it successful men? If not, why not?

That average young man who may be disposed to question the success of such men and answering in the negative doubtless will give as his reasons the fact that the novelty had no money value and, having none, therefore was valueless to the discoverer and to the world.

Money has come to be so largely the measure of modern success that no other term expresses degrees of success in such universal language. Money is so characteristically eloquent of success everywhere that we no longer concern ourselves with the ways and means of the man who acquired it. Jones is a multi-millionaire; therefore Jones is a success. And anything bearing upon the way in which Jones acquired those multiplied millions is text for the numerous magazines and periodicals which assume to preach success.

Just here in this definition of mod-

ern success as something to be measured in millions of dollars the young man who accepts the conditions of highly specialized effort is lining up for quite another measurement, as a rule. Millions are piled upon millions by the few organizers who can command the efforts of the specialist through a combination of salary and loyalty enjoyed by the working specialist. The specialist takes half pay in love for his specialty and the other half in cash.

There is no accounting for the vagaries of the specializing mind.

Something starts a young man into the life of the gambler. He may have marked talents in a dozen directions of legitimate effort which promise more money and better character. But the element of chance is too appealing. All history may point to the gambler's filling a pauper's grave in his old age, but the love of chance is too strong and the young man becomes a gambler specialist. Again, something suggests begging to the young man. Here is the element of chance again, and in specializing and getting his something for nothing the vagary of the specialist holds him for life.

But in gambling or in begging the specialist in these lines is content to receive in part pay the pleasure which he gets from his work, disreputable as it may be. Time and again the newspaper reporter finds in one of these characters more sense of pride in being styled the "shrewdest faker in the city" than many another man might find in a column eulogy of his model citizenship.

To me, personally, merchandising in any branch or in all branches on the most colossal scale always was one of the least attractive fields of work. But a few years ago in a long rail ride I met a delightfully interesting fellow traveler, and not until he was preparing to leave the train did he suggest what his occupation was—a traveling salesman for a great merchandising house.

"And I would rather sell a bill of goods than eat a big dinner when I am hungry," he added, his eyes alight with anticipation of the business ahead of him in the live western city where he left the train.

Putting the above two paragraphs together for a deduction, can you doubt that this salesman—saving no money to speak of and traveling most often with his wife—could count himself a greater success than ever I could be were I the owner of the business for which he traveled? Take that salesman from his territory and place him in possession of 50 per cent. of the stock of his employing corporation on condition that he sit in his home office and he would be dissatisfied! He is a salesman specialist, and in order to specialize to his taste doubtless he is sacrificing money.

It is in this sense that specializing in one's life work in expectation of measuring that success by dollars and by the creature comforts that dollars can command becomes an absurdity in myriad lines of effort.

It is this fact that should prompt

the young man accepting his half-sentimental calling to his specialty to try to fix before him that thing of all things—the full measure of his success when it shall be attained.

John A. Howland.

**Public Baths of Greater New York.**

The floating public bath has been superseded in New York by the interior public bath. Prior to the formation of Greater New York all were located along the river front. The first interior public bath in Manhattan borough was established in Rivington street, on the east side of the city, March 23, 1901, and has been the most crowded of any for the year. At the present time William H. Hale, Ph. D., superintendent of public baths of Brooklyn, reports that there are seven in Brooklyn, twelve in Manhattan, and one each in Queens and the Bronx boroughs. In Brooklyn a small charge is made, 1 cent for a cake of soap, 1 cent for a towel, 3 cents for the use of a tub bath. The free baths are mostly of the shower kind, although in some later bath-houses swimming pools have been built sixty feet long by thirty-nine feet wide, said to be the largest in the city. Newer baths have a gymnasium built in the second story above the bathhouse proper. This has been found a most useful adjunct.

Mr. Hale proposes that roof gardens be built above the gymnasiums. He also recommends a greater extension of the facilities for public bathing, particularly the establishment of a great public bath by the sea, modeled after the baths at Revere Beach and Manhasset Beach in Massachusetts. These would be remunerative to the city while supplying a pressing public want.

Mr. Hale recommends the establishment of a separate bureau of public baths and gymnasiums, with uniform pay to attendants and officers to cover the whole city. The city should have full control of the proposed seaside baths, as they are intended for the entire city, not exclusively for the borough in which they are located.

Only the blind will use the Bible to condemn others and not feel its indictment on himself.

You may know many men by the motives they see in others.



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are on sale by all live, wide-  
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The Lard is pure leaf and  
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Assure the satisfaction of your customers with Jennings' Flavoring Extracts—for 38 years the highest standard of purity and strength.

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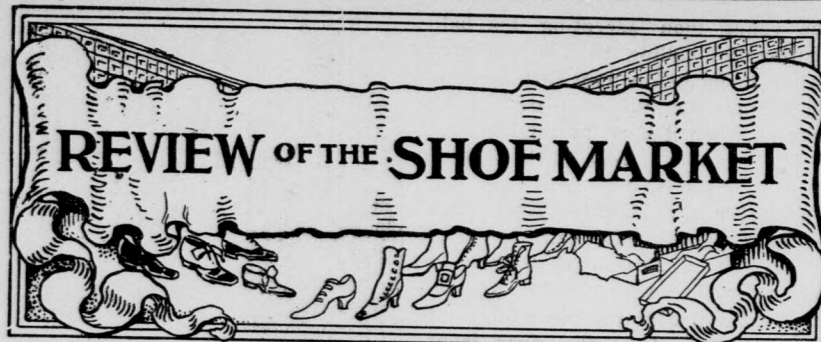
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### The Care of Shoes Through Dressing.

There is probably no subject in the shoe business on which so much is hazarded and so little generally known as the proper method of treating and dressing the leather as found in the shoes of our present times.

As we are leading the world to-day in the manufacture and sale of shoes for the masses, it may safely be inferred that we are using the most popular leather in the world and if we are to maintain our present enviable reputation on leather it is no more than right that the users of these shoes should know the proper treatment of the leather that is put into these shoes.

In discussing the subject let us for simplicity's sake classify leather into two classes, viz., oil tanned and chrome tanned leather, and it should be clear to anyone that a dressing which can be used on a greasy, oily surface would be fatal to the welfare of the dry surface of chrome tanned leather. An oil tanned leather calls for the use of the old-fashioned dauber and brush blacking, which contains large proportions of sharp acid, which cuts through the greasy surface and spreads a surface mass which, when briskly brushed, produces a temporary polish, which also fades away at the first suspicion of moisture, but this style should never be used on chrome tanned leathers.

In discussing the proper treatment of chrome tanned leathers, to do full justice, they must be sub-divided into two classes, natural finish, such as velour, cordovan, vici, box calf, kangaroo, French kids, etc., and the second class will be classified as shiny leathers, such as patent calf, patent kid and enameled leather.

#### The Proper Kind of Dressings.

The medium finished chrome leathers can be safely dressed with either combination polish, patent leather paste or friction dressings, but preferably friction dressings. But shiny leathers should never be treated with any shoe polishes or dressings except friction dressings. There is no leather of which so much is expected and which is so much abused as shiny leather. We all know that shiny leathers are simply the skin of an animal on which has been baked an enameled surface, and it is in the maltreatment of this enameled surface that the trouble is born. Any painter's apprentice boy can inform you that the best solvent of any enameled surface is turpentine and still we wonder why the patents we sell our customers lose their bright new look

before they are a month old. If we are desirous that the patents we sell maintain their original brightness, then in the name of common sense let us stop passing out the paste form of polishes to customers of shiny leather and caution our clerks to refrain also, explaining to them that polish in paste form contains a very large percentage of raw turpentine, and when the paste is used on patent leathers it is only the wax which produces the shine and the volatile element of the turpentine has evaporated. The vivolent oils of the turpentine still remain and gradually eat away the original enameled surface. To avoid the result we must avoid the cause, so let us confine the treatment of patents to the use of friction dressings.

To give a still better idea of the proper treatment of leathers let us discuss the improper treatment thereof, for "in knowing the wrong we learn the right by the use of the opposites." Do not try to polish an oily leather with a fine neutral preparation, such as frictions, because you won't get a shine. Better go ahead and use the old style dauber and brush blacking, and even if the acid does do some damage, we must adopt the only known method and console ourselves with the thought that, although it is rough on the leather, it is the only thing which shines such leather. But our advice is to do without the shine and give it a nice dull black finish with some softener such as sable oil.

#### Employ Modern Methods.

But of all things, do not polish a modern tanned leather with that sort of dauber and brush blacking simply because our grandfathers used that sort on their oily leather. The conditions are entirely different. We demand a brighter, more lasting shine and we have a much improved style of leather to treat.

When chrome tanned leathers were first introduced there came a demand for a suitable dressing and many manufacturers brought out a bottle of liquid and a tin of turpentine paste, and although this style had objectionable features, like its predecessor, the brush and dauber blacking, it was the best of its day and people adopted it, although the users of shoes kept blaming the leather for checking, and (in the case of vici) peeling, until they found that many manufacturers of these combinations were putting up cheap alkali liquids in the little bottle, trusting to the accompanying paste to cover up the ravages of the liquid. So gradually the

## 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. \* \* \* \* \*



## It's What You Have Left that tells the Story of Profits

If you are a customer of ours at the close of your business year an examination of your stock and purchases of R K L shoes reveals the fact that this line has paid big dividends—why?

Because the stock of them on hand represents but a small percentage of the quantity of them you have bought during the year.

If you are not our customer you should let us sell you a few pairs of several numbers. They will convince you in a short time of their superior value as trade getters they will hold and keep the best patronage of your locality.

**Rindge, Kalmbach, Logie & Co., Ltd.**  
Grand Rapids, Mich.



people have discarded the liquid and used only the paste, satisfying themselves with a waxy polish and in that way getting away from one evil but still continuing the use of the turpentine paste. Pour some turpentine on the back of your hand and rub it thoroughly, and after it has evaporated you will find the remaining vivilent oils will blister your skin and you can form at least a faint idea of what was eating your leather.

Of course, many of our modern leathers are so tough that they will stand this treatment, or rather maltreatment, for a long period, but it does not follow that it is the proper treatment. It is merely an endurable treatment. The proper treatment to nourish and soften the leather is an up-to-date friction dressing.

#### The Treatment of Tan Shoes.

In treating tan and russet leathers we are, in consideration of the general use of tans this season, discussing a very seasonable subject. If tans are to remain popular we must remedy their faults, and the general cry of the public is for a method of treatment which will keep them just as they were when first bought; that is, free from stain or discoloration. I agree with the statement of an expert in a recent article, in which the discoloration or darkening of tan leather is caused by the accumulation of free oils beneath the grain or surface of the leather. We all know free or penetrating oils do darken or discolor tan leathers. (Pour any oil on a piece of light tan calfskin and see it discolor instantly.)

If a tan shoe has become soiled by surface dirt the soil can be removed or blotted out by the use of oxalic acid cleaners. The more oxalic acid the cleaner contains the more quickly does it remove the soil, but we must not lose sight of the destructive feature of the cleaner, and the shoe should be thoroughly cleansed with clear water immediately after, but then the ridiculous part of our reasoning is that after we have run all the risk to remove the discoloration we discolor it all over in an unbroken surface by spreading turpentine paste over the shoe we have cleaned and allowing it to be redarkened deeper than ever, for the turpentine is very penetrating and goes under the surface and stays there and permanently discolors the leather.

I agree with the expert again in this instance that the proper way to treat a tan shoe is with tan friction dressing, because you secure the polished surface in a single operation without the use of turpentine paste or acid destroying cleaners. Of course, if a shoe has been soiled through neglect, we must use cleaners, but if one takes a shoe when first purchased and gives it a few coats of tan friction and rubs it down to a hard glossy finish and repeats this once a week, it will be seen that the surface as produced is not amenable to ordinary wear stains and thus obviates the necessity of cleaners.

Stains from perspiration are right through the leather, starting from the

inside and working through to the surface, and can not be removed. People with perspiring feet should wear canvas shoes in warm weather and black shoes at other times, but should never wear tans or patents and expect satisfactory results.

#### Ladies' Shoe Polish.

The sort of dressing which dries with a bright finish and requires no rubbing was at one time very popular, but as its hardening effect on leather becomes well known its use has been abandoned to a certain extent in favor of friction dressings. This style of dressing without exception is simply a preparation of shellac and when we precipitate shellac on leather we are simply varnishing the leather, and the varnish accumulates on the shoe and gradually stiffens the leather, and stiffened leather will eventually crack. Of course, if each coat of varnish were removed before a new coat was applied the liabilities to crack would be reduced, but we must face the absolute fact that people will not remove the old surface and therefore the use of a misused preparation must be condemned. The only way we can meet this evil, and then only partly, is, if lazy folks want this class of dressing, to make it as thin as possible, so that each surface will wear off before they apply a second coat, but even the best of it should be avoided if possible.—Shoe Trade Journal.

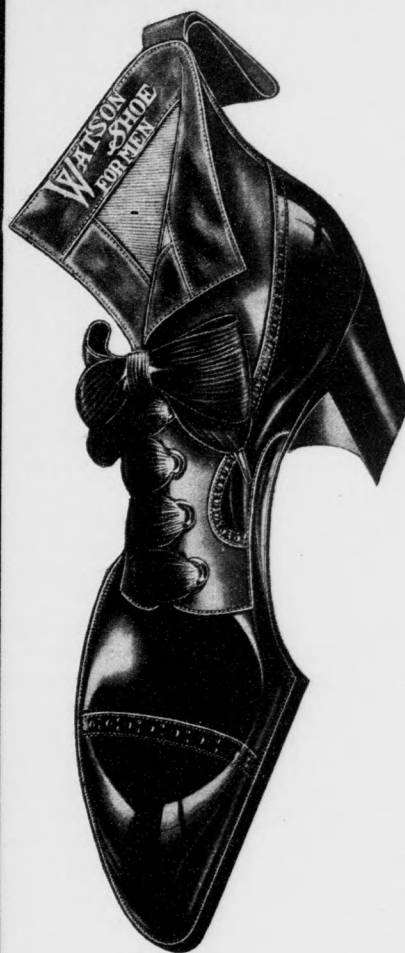
#### Electric Fan To Prevent Frosted Windows.

Probably the best and simplest method yet found to keep frost from show windows has been discovered by a Denver man, a clerk for a shoe concern. He had tried all known remedies, but some flaw of one kind and another was found until he tried using an electric fan. This is what he says: "I had become wearied with using glycerine, alcohol and other things, and one day discovered, by accident, that a current of air circulating through the windows would keep the frost down. You see the constant opening and shutting of the door to the street always chilled the warm air in the show window, and as we did not have double windows, frost always hid our goods from the passersby. I start the fan when I come down in the morning and inside of an hour the window is as clear as in the summertime. The circulating air keeps the chill air from striking the pane, and in order to always keep the air moving I keep one door to the windows partly open all the time, which also aids in preventing all the hot air from being pushed against the cold window. I tried my fan treatment when the mercury was five below zero and it worked beautifully. Besides there is an advantage to it, for the pedestrian, seeing the fan at this time of the year, wonders what is up and stops to examine the freak idea, seeking the reason for the stunt."—Boot and Shoe Recorder.

It is better to be a man striving up than a god with nothing more to be.

One fool sets a fad and you know the rest by their trotting after him.

Send for Catalogue



Factories  
Dixon, Ill.

## "The Watson Shoe For Men"

Is verily the top-notch accomplishment of Western custom shoemaking. Its pronounced shape and characteristic lines are winning scores of new customers daily.

### Serviceableness Is Bringing These Customers Back For More

Toes are carefully modelled to give the foot all the room required for perfect freedom—no wrinkling nor looseness in the leather—the patent skins in these shoes have extra wearing qualities and a very high finish—tanned to stand very severe usage.

### "The Watson Shoe For Men"

Is an attraction on any size of foot and is made in all Leathers

Michigan Salesmen  
Willard H. James S. D. Davenport

Watson-Plummer Shoe Company

230 Adams Street, Chicago

## 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 nobbiest 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.



## NO MAN CAN SUCCEED

## Who Lacks the Necessary Knack for Business.

Written for the Tradesman.

There is a knack, a knowing how, that is quite necessary to success in any kind of business. Henry Adams Tannell had been a successful drummer for lo these many years; he had a small bank account and wanted above all things to be his own boss.

"I'm going in business for myself," he confided to a friend. "I'll show some of these guys how to conduct a mercantile emporium. There's a chance in a little city I wot of that has been sleeping the sleep of the just since the year one; there's where I mean to set my stakes."

"What place do you mean?"

"Garden City."

"A nice little town. I think it is, however, well supplied with merchants in every line of business. I'd strike another spot to open up, Hank."

"Maybe you would, but I wouldn't. I want to show the sleepers a thing or two, you know."

"You will begin soon?"

"Within a month."

"You have my best wishes, old man."

Henry Adams Tannell was as good as his word. Inside of six weeks he dropped the grip brigade and blossomed out at Garden City as a full fledged merchant.

"A little of everything, not much of anything," was the comment of one who dropped into the new store.

The new merchant started with a great flourish of trumpets. He made declaration of his intention to open the eyes of the jays. He wore the latest in clothes, strutted and swung a cane. Fact was Henry Adams Tannell was something of the dude himself and he felt so elated over finding himself doing business on his own hook, with no mortal towering over him to order him about, that he could hardly keep his exuberance within bounds.

A new broom sweeps clean. It was true in this instance. For a time Tannell seemed to prosper. As money rolled into his coffers his expenses increased; he hired incompetent clerks and gave himself up to a round of pleasure that soon told on his finances.

He had unlimited credit (or thought he had) to begin with, and he soon found it convenient to use it. His free fling, however, set his creditors on the alert, and they began to hedge: in fact, he found before one year had rolled around that he was being refused time on bills that were easy enough to handle at the outset.

"Blame nice set," he ejaculated, chewing his cigar. "I'll drop some of these near cusses and go to New York."

Trade fell off, however, in spite of all Henry Adams Tannell could do. Something was wrong. The more he swelled with pride, strutted, swore and indulged in cigars and rich wine the less his income.

He seemed to think a merchant had only to set his business in mo-

tion, with clerks and underlings at work, to coin a fortune for himself.

Henry Adams Tannell had not that knack for business which, if lacking, soon puts the merchant on the toboggan.

The one time drummer's little fortune dwindled, his employes shirked, his advertising bills were unpaid, creditors were storming from every hand and he took a sudden reef in his sails and resolved to retrench.

"I'll take another tack," declared he, "and sell only for spot cash. These country jays want credit with nothing to back their claims; it's me for a cash deal hereafter."

It was not long after this resolution entered the brain of our drummer-merchant that his downfall began:

One day there came to his place as queer a specimen of the genus homo as had ever met the vision of Henry Adams Tannell.

The merchant was behind his desk chewing his cigar, running up a line of figures, a frown on his face, when the door opened and there entered the store a little deformed creature—a man, to be sure, but round-shouldered, thin-faced, with scraggly gray beard and a pair of keen blue eyes fitted in beneath overhanging brows.

One of the clerks waited on the customer until his bill piled up to thirty and more dollars.

"Well, well, I swow."

The little caricature of a man twisted his hand about in his pocket in a vain search for something not forthcoming.

"Consarn my picter," grunted the customer, "ef I hain't gone an' left my wallet ter hum."

"Exactly. I see," said the well instructed clerk, beginning to toss the bundles back on the shelf.

"What ye doin'?" and the man stared open mouthed.

"That's all right, Uncle, but that gag does not go here. Left your pocketbook at home on the piano no doubt!" The jeering smile accompanying the remark was galling to one of ordinary pride.

"Wall, like enough I did," returned the old jay solemnly. "Nettie played a tune jest afore I came away; yes, that's a fact, I did lay my old wallet on the pianny. How'd ye guess so blamed clost?"

"That's our business, Uncle."

"I'll be up first the week and pay this bill—"

"Can't do it, old man."

The customer turned an appealing glance toward the man at the desk. Then he approached, saying: "Be you the boss?"

Henry Adams Tannell lifted his head with a grunt. He had heard a part of the confab and, his figures proving unsatisfactory, a deep ill humor held him fast.

"Whatever Mr. Williams says goes, old chap," growled the merchant. And then he buried his nose in the figures once more.

The old man went out muttering in wrath.

Ten minutes later, glancing out of the window, Henry Adams Tannell saw the big cattle buyer from down

the road in conversation with a dried-up little old man in a buckboard—the man who had but lately been refused credit at our merchant's counter.

"Wonder what Colonel Danswell is talking to that old guy about?" said Tannell.

Some time later the little old man drove off and the big cattle buyer came into the store.

"Made a big purchase just now," said he, rubbing his hands together gleefully. "I've been trying to make a deal with old Jabez for a month back. Several buyers were after him, and it took a lot of figuring, but the trick is turned at last."

"Got writings to show for it, Colonel?" asked the clerk.

"Not an ink dot—"

"Then you aren't so sure after all Who's your customer?"

"No scratch of pen is necessary with Jabez Radway. His word is as good as his bond. His drove is the sleekest anywhere. He did well in selling to me and I shall net a thousand clean as grass."

"You don't mean that little old chap with the cheap clothes, the fellow who went out and rode off in a buckboard?" asked Tannell.

"Why, yes, that's Radway, the rich-

It Pays to Handle

MAYER SHOES

## MICHIGAN SHOE COMPANY

STYLE  
SERVICE  
SATISFACTIONYou get them in the  
MISHOCO SHOEMade in all leathers for  
MEN, WOMEN AND BOYSYou should have them in stock—every pair will  
sell another pair

MICHIGAN SHOE CO., DETROIT

Our BOSTON and BAY STATE RUBBER Stock is Complete

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.



est cattle and sheep raiser in the whole county. He's worth a hundred thousand; made it all by management, too. Don't look it, does he?"

"Well, I should say not," and Henry Adams Tannell looked down his nose. The clerk blushed behind his ears and had business in the back room very suddenly.

From that hour the fortunes of our would-be merchant prince began to wane. Old Jabez Radway went home nursing bitter resentment. He counseled his neighbors against Tannell, left no stone unturned to do him injury. In fact, he went so far as to set his son up in business directly opposite the stand occupied by Tansell. That son put goods down to the cost mark, made hot war on the other and soon won the public away from the door of his father's enemy. To be sure, Henry Adams Tannell was not an enemy of the old farmer, yet the latter hated well, never forgot an insult and made the most of his revenge.

When a year later Henry Adams Tannell went into bankruptcy the crude looking old cattleman chuckled and hugged himself over his victory. Our drummer went back to the road in the hope of retrieving himself, a victim of his own conceit. The trouble with Henry Adams Tannell was his lacking that knack for business without which no man can succeed.

J. M. Merrill.

#### Odd Process of Marbling Paper.

The process of manufacturing anything is interesting, but some articles derive a special interest from the peculiar method followed in their production, as, for instance, the wavy or "marbled paper" so largely used in book binding.

To marble paper a shallow bath of gum tragacanth or goat's horn is prepared, and upon this the workman sprinkles from a flat brush the colors required for the desired pattern. When the whole surface is covered with splotches of color, the workman takes a huge comb which he draws with a wavy motion the length of the tub. An expert marbler can so arrange his colors as to copy any pattern. Next the man takes a sheet of paper and lays it deftly upon the surface of the bath, allowing it to remain for a moment. When the sheet is lifted the entire film of color comes with it, and it is necessary to resprinkle and recomb the bath for the next sheet.

In marbling the edges of the leaves of a book the body of the book, without the covers, is so held that the edges may be quickly dipped into the bath. In this case, of course, one prepared bath will serve for a number of volumes, as each volume removes but a small area of the colors.

#### Did He Get It?

"Now, Mr. James, I don't see how with your salary you can afford to smoke such expensive cigars," remarked a merchant severely to one of his clerks.

"You're right, sir," responded James. "I can't; I ought to have a bigger salary!"

#### OUR NEXT FAIR.

##### Why Plans Should Be Taken Up Early.

The West Michigan State Fair this year will be given Sept. 12-16, which is the usual time. For several years the Detroit State Fair has claimed the week or ten days immediately preceding the West Michigan State Fair, and many of the exhibits, especially of live stock and special attractions, have come here from Detroit. This year Detroit has fixed on the week of Sept. 19, the week immediately following the West Michigan. Why this change has been made is not announced, but perhaps Detroit thinks it will be easier to follow than to lead the way.

The Detroit Fair this year will be managed by J. E. Hannan, of Flint, instead of by President Fred Postal, who has so many other interests to look after that he can not give the Fair the required attention. Mr. Hannan is a young man without previous experience in fair giving, but the Detroit management is hopeful that he will learn. It may be added that the management was tendered Chas. A. Floyd, of the Holland Interurban, and that Louis J. DeLamarter, of the Grand Rapids Railway Company, was invited to consider it, but both declined.

Plans for the West Michigan State Fair will be taken up early, and with experienced management, thoroughly trained helpers in every department, loyal home support and money in the treasury the success of the Fair seems assured. Many improvements have been made at Comstock Park in recent years in the way of building walks, planting trees and shrubs, putting in water and otherwise fixing up the place and adding to its attractiveness. The trees and shrubs planted last year will make a fine growth before the next fair and the beauty thereby added to Comstock Park will represent a substantial dividend on the investment. But the management will not be satisfied to let Nature take its course. Much more is to be done this season in the way of improvements. The speed stables will be moved to the twenty-two acre annex north of the original park. The field for the display of agricultural implements will be extended to the space now occupied by the speed stables and as much farther as may be necessary. The most important improvement contemplated, however, is the erection of a new carriage hall to cost \$8,000 or \$10,000, and to be so built that both automobiles and carriages may be shown. The present carriage building, erected two years ago, will be used for the display of fruit, flowers, vegetables, grain, dairy products and honey. These exhibits are now scattered, the vegetables and grains in one building, fruits and flowers in art hall and the dairy products and honey in carriage hall. This division spoils the general effect of the display of stuff from the farm and makes it seem small and insignificant. If this new building is erected the present agricultural hall will be turned over

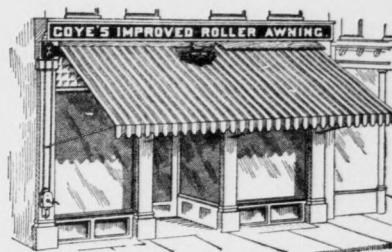
to the poultry display, which heretofore has had very inadequate quarters, and the poultry shed will be used for pet stock and a bench show. The new building which will make all these changes possible will very likely be put up even although it be necessary to borrow the money for it. The Fair is fortunate in having officers who are willing to endorse the Association's notes if money is needed and whose endorsements are good at the banks.

The Fair this year will no doubt give much more attention than in former years to fruit, vegetables and grains, and especially fruit. The exhibits in these departments last year were not creditable, and nobody knew it better than the management. Such displays as were made were offered chiefly by growers whose purpose was not so much the advancement of farming interests as it was to pull down the prizes. It is hoped this year that methods will be devised whereby the professional element will be eliminated, or at least held down, and the real farmers given a chance. The counties represented in the Western Michigan Development Bureau will be asked to make exhibits of their choicest products, and individual exhibitors will be encouraged by having classes of their own instead of being compelled to compete with professionals. The premium lists will have to be extensively revised to meet the conditions it is hoped to create and this revision will be given early attention.

Kent county as a county has never exhibited at the West Michigan State Fair, and here may be an opportunity for the Grand Rapids Board of Trade to get into the game and to show that its recently expressed interest in horticultural matters has a real foundation. This will be something entirely new for the Board of Trade to do and what the method will be has not yet been discussed. One plan might be to raise a fund to offer as prizes for fruit raised in Kent county. Another plan might be to employ a Commission to get up an exhibit that would be representative of Kent county, not necessarily in competition with other counties but as an advertisement for Kent. If the Board of Trade is to do anything in this matter an early start should be taken as there will be many details to look after. Kent's exhibit should include small fruit as well as apples, grapes and peaches, and these will have to be canned or preserved to be shown in September.

Faith at its best is but friendship.

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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.

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#### CITIZENS TELEPHONE COMPANY

Has enjoyed a net growth of more than 200 telephones in its Grand Rapids Exchange during the past two months, and a great growth in others of its many exchanges and long distance lines, so that it now has

**MORE THAN 10,460 TELEPHONES**

In its Grand Rapids Exchange alone, and about 25,000 telephones in other exchanges in its system. It has already paid

**FIFTY QUARTERLY DIVIDENDS**

And its stock is a good investment.

**INVESTIGATE IT**



## CHIEF MORAN.

## Review of Our First Chief of Police.

Written for the Tradesman.

The census enumerators employed by the Federal Government in the year 1870 counted sixteen thousand, several hundred residents in the city of Grand Rapids. Life and property were not well guarded as the city was without a police force. Crimes were of frequent occurrence and disorderly conduct was practically unchecked. Over one hundred saloons supplied the "liquid" wants of the community. Three or four constables who paid little attention to their duties and two night watchmen employed by the merchants doing business on Canal and Monroe streets and several deputy sheriffs constituted the only "guardians of the peace." The constables sought and held office "for what there was in it," and when an arrest was made the victim not infrequently "squared himself" with the officer and was allowed to "escape," while crossing the river to an old barrack located on Court street near Bowery, called the jail of Kent county.

The constables were addicted to drinking and their hours of service to the public were such as they chose to give when in a condition to be out of their beds. The night force, a man with one arm, named Bacon, and another named White (always accompanied by a big black dog to protect him from harm) traversed the sidewalks of Canal and Monroe streets trying the store doors after business hours, and it is said that on several occasions Officer Bacon proceeded to the Roman Catholic church on the corner of Monroe and Ottawa streets and caused the bell to be rung in case of fire. Night workers on the daily newspapers often found these worthies asleep in chairs on either side of the big stove which occupied a considerable part of the office of Sweet's Hotel. A young newspaper writer prepared a series of articles describing the movements of the constabulary and nightwatchmen, "shadows" assisting him in gathering the facts, and published the same in the Grand Rapids Democrat in the years 1869-1870. The conduct of drunken and lewd people in the streets, the doings of the gambling fraternity and the depredations of the strong arm men were fully depicted and the necessity for a regularly organized police department was forcibly pointed out. Grand Rapids was a tough man's town in 1870 and there seemed to be no disposition on the part of the people before that year to have it cleaned up and purified morally on account of the expense that would be incurred. When the Legislature convened in the year 1871, however, the Common Council forwarded an amendment to the city charter to Lansing, by the passing of which the city would be authorized to organize and maintain a regular police force. The bill passed in due time and in his message to the Common Council in the early part of the year 1871 Mayor Randall presented a

strong argument in favor of making provision for a regular salaried police force. The matter was referred to the City Attorney and a short time later an ordinance containing the provisions necessary to carry out the recommendation of the Mayor was reported to the Common Council and passed.

It was made the duty of the Common Council to elect a chief of police and to fix the amount of his compensation. Several of the discredited constables applied for the position and one of their number offered to perform the duties of the office without a salary. The Common Council of that year was composed of able business men who gave their services fully and freely to the city for the munificent compensation of \$1 per year. When they had resolved to establish a police force they determined that no "grafter" should be placed at its head and the constables were turned down without debate or ceremony.

James L. Moran was finally elected to the office of Chief of Police. He had served with distinction as a non-commissioned officer of the United States Navy; he knew the value of discipline, was as brave as the frequently mentioned lion and was honest, keen and admirably qualified to fill the position. During his early years he had been a mate and later a pilot upon the steamboats running up and down Grand River, and in this employment he developed a strong constitution. He knew how to handle men and during the years he occupied the office of Chief of Police the department ranked very high in efficiency. The ordinance described two very elaborate uniforms which the Chief was obliged to wear, so that when Mr. Moran appeared on the streets wearing the blue and brass, indicating his position, he looked as important as a British admiral when about to enter the presence of his King.

It was impossible to keep politics out of such an organization. The Mayor and a majority of the Common Council were Democrats and it had been agreed among them to keep the greater part of the patronage in their own hands. Chief Moran had voted for president but once in his life and had sworn that he would never cast another vote, so he was considered unobjectionable politically by both parties. After considerable delay and many hours spent in debate in the Common Council over the appointment of patrolmen the following were chosen: William Ormond, Thomas McLean, Charles H. Saunders, William Whalen, Democrats; Putnam Stinson and Sanford Tucker, Republicans. McLean and Saunders still reside in the city. The force was divided into two squads and day and night patrols were stationed on Monroe, Canal and Bridge streets. It was increased in number from time to time and gradually the splendid organization of to-day was developed.

Chief Moran managed the department single handed. His only advisers were the mayors of the city who were elected from time to time. He

never sought an election to the office of Chief and a fact that is very much to his credit is that whenever his name was presented to the Council for re-election (and this occurred every year) he was chosen without opposition.

Chief Moran was a very generous man and his gifts to charity in a single year not infrequently exceeded the amount of his salary, \$1,000. He had a private income that enabled him to support his family without recourse to the money paid by the municipality for his service. The sight of an unfortunate woman or child stirred the noble impulses of his nature deeply and moved him to action. An intimate friend of the big Chief's family told the writer on one occasion that it was not an unusual occurrence for him to strip the quilts and blankets from the beds of his home and give the same to a shivering or freezing woman.

Chief Moran was an excellent detective and in the pursuit of law-breakers he frequently employed "shadows." A little boy, now grown to manhood and employed upon one of the railroads running out of Grand Rapids as a conductor, was one of his faithful assistants. A woman keeper of a den of vice whom the

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GRAND RAPIDS

## Kent State Bank

Grand Rapids, Mich.

Capital . . . \$500,000  
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5½ Million DollarsHENRY IDEMA . . . President  
J. A. COVODE . . . Vice President  
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CITY BANK  
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WE CAN PAY YOU

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Capital, Surplus and Profits \$812,000

All Business Confidential

We Make a Specialty of Accounts of Banks and Bankers

## The Grand Rapids National Bank

Corner Monroe and Ottawa Sts.

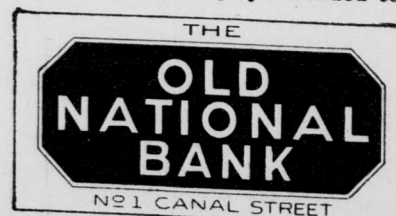
DUDLEY E. WATERS, Pres.  
CHAS. E. HAZELTINE, V. Pres.  
JOHN E. PECK, V. Pres.  
F. M. DAVIS, Cashier  
JOHN L. BENJAMIN, Asst. Cashier  
A. T. SLAGHT, Asst. Cashier

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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

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\$800,000Resources  
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Chief had caused to be arrested and punished repeatedly was such an admirer of the officer that she never failed to report the presence of thieves and crooks when visiting her house.

During the early years of his administration of the police department Chief Moran acted as judge and executioner in the trial and punishment of the men under his command. Officers found intoxicated were locked up in cells at the station and kept in confinement on short rations several days. Blankets hung over the iron latticed doors protected the delinquents from the eyes of the curious. When the men were released the Chief addressed them in language more forceful than chaste or eloquent and the punishment was rarely administered the second time. He had an eye like an eagle, and it was said of him, in dealing with delinquents, that his glance was so piercing that they "would own up whether they were guilty of anything or not."

During his later years Chief Moran suffered from ill health and his private fortune became greatly impaired. Remembering his long and faithful service to the city the office of Chief of Detectives was created and Chief Moran was chosen to fill it. He held the position until within a few months of his death and when he passed away the office was abolished. Chief Moran was reared in the Roman Catholic faith and when he realized that he must die the little prayer book and catechism given to him when a child afforded him consolation.

Arthur S. White.

#### The Modern Tendency To Neglect the Family Fireside.

Whatever interferes with the integrity of the home tends to undermine the foundations of the nation. The sanctity of the home must be kept inviolate and it must be made a sacred spot and preserved from the contaminations that would sully its purity.

The happy home is the place we like to think about; it casts a spell over us from which we refuse to be delivered; it has a glamour which no worldliness can ever take away.

In imagination we dwell upon its calmness, its dignity, its peace, and we paint it on the canvas of memory in colors which time can never efface.

We see the old kitchen in the mellow firelight, with its plain but useful furniture, the old cupboard, the wooden dresser with its rows of crockery and pewster noggins, and even the "broken teacups wisely kept for show"—all glistening in the light of the pine logs and seeming like old friends to wink at us from the buried past.

Then we conjure up visions of the dear home faces gathered around the hearth and whiling the time away in anecdote and story. There is the father in his accustomed chair, smoking his "pipe of peace" after the hard day's work is done, with the cares and trials of the world forgotten. Opposite him is the gray haired mother with the spectacles on her

nose, knitting and nodding betimes in the warm glow, perhaps thinking of the long vanished days of her youth, when she was as handsome and lithe as the bright eyed daughters who now surround her in the old home. The stalwart, manly, clean limbed boys also gather round the family altar to get inspiration and courage for the warfare that awaits them in the great struggle to come. 'Tis a picture fairer than any the brush of a Rembrandt ever painted, glowing with the colors of love and peace and heavenly calm.

Such homes as this picture give us pass away, but never their influence. The good father and gentle mother are borne to their last resting places in the old church yard, sleeping calmly in death as they had lived in life; the grass grows green above their hallowed mounds, but they are not forgotten. Their memories keep as green as the grass and their example and teaching guide the footsteps of their children in the paths of virtue and righteousness.

Gladstone once said: "Let me but talk to a man five minutes and I will describe for you the home in which he was raised; I will tell you the influences that surrounded his early years."

Virtue when inculcated deeply on the virgin soil of childhood takes deep root there and sends out branches of lofty character which keep green and vigorous while life lasts. It is the same with the seeds of vice. When these noxious plants are sown on early soil it is almost impossible to eradicate them in the after time. They, too, flourish with amazing luxuriance until there is such a heavy crop that the authorities have to harvest it in our jails and penitentiaries.

America owes its past greatness and wonderful progress to the home institution, and if it is to continue and keep its place as a great world power it is to the home this country must continue to look as the chief factor in maintaining is prestige. It bodes ill that America has already begun to neglect its duty in this important respect. There is a tendency at the present time to make the home but a meeting place for casual acquaintance, a mere public rendezvous, instead of the most sacred retreat where body and soul should be prepared to meet the combats of life, an altar whereat to kneel and pray for strength in the battle of life.

In those old fashioned homes love ruled and peace and contentment went hand in hand. Their inmates did not strain after show. They were content to live as the force of circumstances placed them; they did not pine at fate nor become jealous of one another if Fortune happened to call at one door and passed by another.

No matter how humble their homes were they did their best to make them the sweetest spots on earth, to which they could come for solace and comfort when the gods of fate frowned upon them, places that afforded a haven and rest when the skies lowered and the tempests broke.

Now the situation is changed, and the change threatens to disrupt the

standing of the nation.

Instead of the dove of peace inside the house the golden calf is set up outside, and the knee is bent and the head bowed in adoration of its power. Home under such circumstances becomes deserted by those who should give it their best care and as a consequence it is cold and cheerless. The children leave it at the earliest possible moment, for there is nothing to bind them to it, no love, no devotion, no strands of hallowed memories nor sacred cords of affection. From such so-called homes thousands of boys and girls are flying and plunging into the great vortices of city life to be swallowed up in the seething currents of vice and sin and go down to destruction.

The greatness of any nation depends upon the home life. The two mightiest world powers are Great Britain and Germany, and it is well known that in both countries the home is conserved at the expense of all things else—it comes first and all else is made to follow.

To our homes and children we owe a solemn duty which can not be ignored. No man has a right to assume so many cares that he can not devote attention to the care of his home and the training of his family.

If the mother fails in her duty the altar of home becomes a desecrated shrine. The powers of king are taken from the husband and father, the queen is dethroned, and the poor subject rises at last to smite its oppressor.

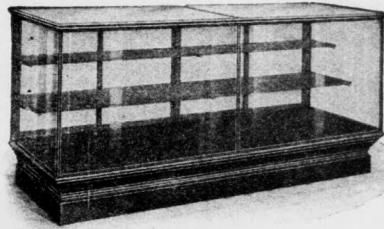
The French have no word that will adequately translate the English word "home." But surely in that sunny land of France they must have the fact without the name, while so many Americans have the name without the fact.

Madison C. Peters.

#### GRAND RAPIDS FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency



Grand Rapids Show Case Co.

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

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

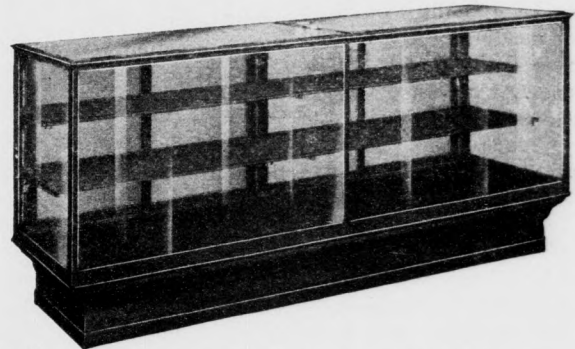
Let us figure with you for one case or an outfit.

Grand Rapids, Mich.

## The Goods Will Go Out and the Dollars Will Come In

IF YOU USE THE

**Wilmarth**  
THE CASE WITH A CONSCIENCE



The best show case on the market for the money asked for it.

Particularly suitable for the department store trade. 1200 cases in stock ready for immediate shipment.

Complete Catalogue and Prices on Request

## Wilmarth Show Case Co.

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Saginaw, Mich.



## MONTHLY REPORT

## Of Municipal Affairs Committee of Board of Trade.

Ray Stannard Baker.

The past month has been an unusually busy one for the Municipal

Dr. Griswold, Chairman of the Commission, made a brief address outlining its plans. During the discussion which followed the members of the Committee expressed their desire to help in securing this great boon for the city as soon as the Commission

contains practically all the public school teachers of the city.

The sub-chairmen have also for some time been considering the advisability of establishing a sort of Speakers' Bureau, composed of members who would respond to calls to address gatherings in various parts of the city on subjects relating to our work. Members of the Committee have responded to such calls during the past year and requests are growing more numerous. At the last sub-chairmen's meeting it was proposed that a list of members willing to make such addresses be printed and distributed. After some discussion the idea was broadened and the sub-chairmen decided to formally request authorization of the directors for a Board of Trade Speakers' Bureau, which would furnish speakers on industrial as well as on civic and social topics. At their February meeting the directors approved this suggestion and authorized President Knott to appoint a special committee to organize the Speakers' Bureau. The sub-chairmen at their last meeting appointed a special committee of three to study the social work

Among the speakers whom the Committee hopes to bring here in the near future are Clinton Rogers Woodruff, Secretary of the National Municipal League, and Allen T. Burns, Secretary of the Pittsburg Civic Commission. Our speaker at the Board of Trade banquet, Edward F. Trefz, needs no description to those of you who heard him.

## Charter Revision.

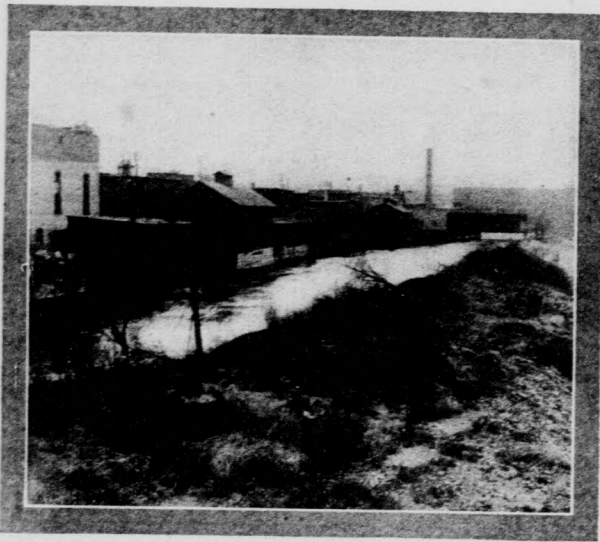
During the past two or three weeks the Better Governed City Committee has been circulating charter revision petitions. These are now beginning to come in. In this work we have had the assistance of such organizations as the Madison Square Board of Trade, the Creston Citizens' Association and the South Division Street Business Men's Association, as well as of our Committee of 100.

At the same time the Committee has held weekly meetings to discuss the present charter, taking it up under the heads, Election Machinery, The Mayor, The Common Council and The Appointive Boards. There is still one of these meetings to be held—the city finances. Discussion at these meetings, which are always attended by city officials who give the results of their practical experience, have shown that the present charter divides power and responsibility in such a way that no one official nor body of officials can rightfully be held accountable for the way affairs are managed at the City Hall. A new charter should rectify this.

A more detailed account of these discussions will be found on another page under the title, "Our Present City Charter."

## Street Trees and River Front.

The More Beautiful City Committee will distribute 10,000 bush honey-suckles and syringas next Arbor Day. The shade tree ordinance, which it inspired, is still before the Council. Members of the Committee have attended several Council meetings and have talked with a number of alder-

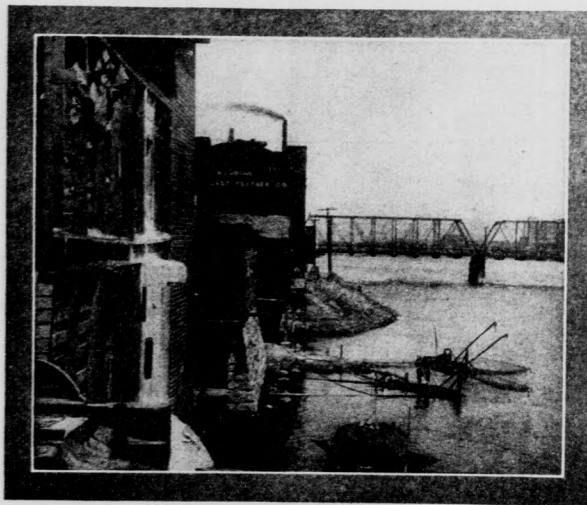


View along the west river bank which is to be given to the city by the Powers' estate for a riverside street.

Affairs Committee and so many meetings have been held that it is necessary to condense the report as much as possible.

The sub-chairmen have mapped out a policy designed to bring our organization into closer touch with the neighborhood associations and local boards of trade in order that we may interest them in our work and learn from them what we can do to help the different sections of the city. As a beginning we have invited the Presidents and Secretaries and other members of these associations to attend general meetings of the Municipal Affairs Committee, of which we plan to hold three or four before summer. The first of these was held on Thursday, Feb. 17, when Ray Stannard Baker addressed us on The Life of the Free City. At the close of this address there was a spirited discussion on several points brought out by Mr. Baker. That which aroused the most interest was the Rochester method of using the public schools as neighborhood meeting places and centers of civic life. Grand Rapids has made considerable progress along this line under the leadership of the public library, which conducts series of lectures in several of the buildings that contain branch libraries. Another point made by Mr. Baker that is of interest to us is the willingness of business men in other cities to give freely of their time to civic work. In Des Moines the thirty men who comprise the Greater Des Moines Committee have for two or three years met at luncheon on an average of three times a week. Recently, having on hand a matter that required immediate and determined effort each man pledged himself to give two hours a day for two weeks to pushing it.

At the end of this discussion a number of lantern slides, picturing rapid sand filtration plants, the Pure Water Commission's solution of our water problem, were shown and then

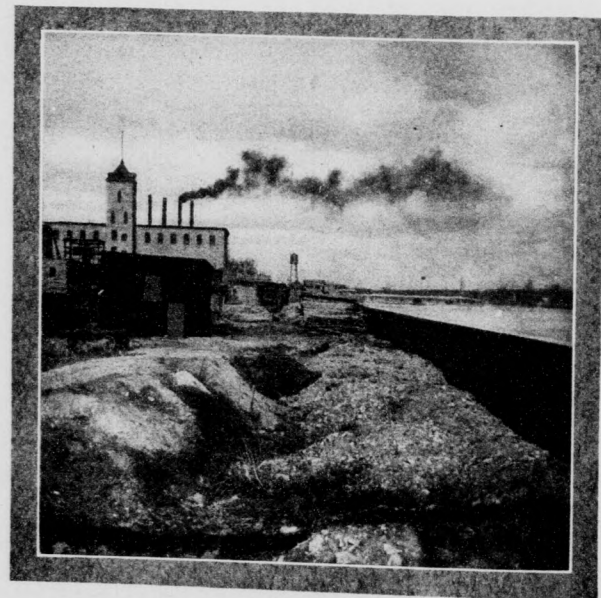


This is the sort of development from which the proposed riverside street will protect the west side between Pearl street and the new power dam above Bridge street.

will issue a definite statement giving facts and figures. It was suggested that the Commission call a general meeting of citizens to choose a Campaign Committee.

This meeting was attended by representatives of the Madison Square Board of Trade and the South Division Street Business Men's Association. Unfortunately a business meeting of the Creston Association that evening prevented its delegates from attending.

The sub-chairmen have been considering methods of making the children in the Grand Rapids schools more familiar with their city and its problems. At first it was proposed to follow the method recently adopted in Chicago of preparing a small text book for use in the eighth grade, giving something of the city's history, geography, industries and civic and social conditions. This was discarded, however, on the ground that there are already enough courses in the grade schools, and we are now working along the line of getting into touch with the Teachers' Club, which



While we are about it why not extend our riverside boulevard project to take in this stretch north from Sixth street bridge? It is not now occupied by buildings.

of the University of Wisconsin and other such institutions, with the idea of persuading the University of Michigan to follow their example.

men in the endeavor to hasten its passage. Alderman Huizenga appeared before the Committee to urge the wisdom of some amendments. One of



these, permitting the residents on the petition of a majority of the property owners to withdraw their street from the authority of the Park Board, was endorsed by the Committee.

After two years of work it begins to look as if the Committee's efforts to save the West Side from the unsightly development of the east bank of the river are about to be crowned with success. During this period members of the Committee have held innumerable meetings with those interested in the Powers' estate, with the power owners on the East Side and the Council. As a result the agreement now before the Council providing for flood protection and power rights includes a provision deeding to the city a sixty foot strip along the West Side dock line between Bridge and Pearl streets, a forty foot strip from Bridge street to the new dam and a boat landing at the site of the present dam.

On January 25 the Committee took advantage of the presence in Grand Rapids of Charles Moore, of Detroit, to hold an informal dinner at the Pantlind in his honor. Mr. Moore came here to deliver a lecture on City Planning in Chicago and Washington. He took occasion to congratulate us on the fact that we are among the leaders in this work.

The More Beautiful City Committee has been divided this year into three special committees, City Planning, Embellishment and Education. The third of these was instructed to call a meeting of all organizations likely to be interested in marking the site of the old Civil War camp ground on Michigan avenue.

#### The Country Highways.

The City's Neighbors' Committee during the past month held a meeting at which it discussed its recent conference with the Good Roads Commission. As a result it sent to the Commission a letter which, after expressing the appreciation of the Committee for the loyal and unselfish service the Commissioners are giving the community—each Commissioner gets a salary of one dollar a year—offered the following suggestions:

1. That the Committee respectfully urge the Commissioners to consider the employment of an experienced and trained roadmaker to have supervision, under the Commission, of all good road work in the district, or, if this prove impracticable, that they seek some competent and trained roadmaker whose advice shall be asked in writing before the improvement of any stretch of highway is begun; the request and answer to be preserved among the records of the Commission.

The discussion at the conference showed that mistakes in judgment—due to inexperience—have resulted in a very considerable waste of money. As it is probable that there will be frequent changes in the personnel of the Commission, new and inexperienced men taking the places of present members, it seems to the Committee that the employment of an experienced general superintendent or of a consulting roadmaker would be a measure of economy.

2. That the Committee urges the Commission to try in every case to build roads which will earn a State reward.

3. That the Committee urges the Commission to apportion a certain percentage of its annual budget for the purpose of keeping its roads in a constant state of repair as it would seem to be false economy to spend money to improve our highways and then permit them to immediately begin deteriorating.

4. That the Committee urges the Commission to place signs along the improved highways asking drivers not to follow the tracks of preceding vehicles, thus doing something to avoid the making of ruts. In this connection the Committee respectfully asks the Commission to consider the advisability of making the gravel roadbeds at least twelve feet wide so that drivers may more easily comply with the request not to follow old tracks.

5. The Committee asks the Commission to keep detailed records of its work; for instance, a map of the district showing what sections of highway have been improved, the year in which the improvement was made being clearly indicated on each section, the total cost of improving each section together with the name of the Commissioner responsible and whether or not the section earned a State reward. From now on the map should also show how much was spent each year for repairs on each section.

6. Lastly, the Committee would urge the Commission to persevere in its attempts to secure a larger appropriation for good roads work, for the Committee believes that such work, well and consistently done, is a most profitable investment.

At this meeting the Committee decided to persuade the Standard Oil Company or the Tarvia people to oil a stretch of North Canal street in order to demonstrate the value of oil on roads which carry heavy traffic. Both of these concerns have taken up the matter.

#### Comfort Station.

The special Committee appointed by the Social Welfare Committee to push the comfort station project held a meeting with the Council's Committee on Health and laid before it a large number of petitions from various organizations in the city, together with data on the subject. The Council Committee promised to have the City Engineer prepare drawings and an estimate of cost.

#### Second Mills Contest.

The Healthier City Committee called a conference with the City Board of Health and the Mills Commission to consider plans for this year's Mills contest. The Federal Department of Agriculture has offered to co-operate even more effectively this year than it did last. The conference decided to follow last year's plans by authorizing a Mills Contest Committee composed of the delegates from each of the organizations named. The members of the Board of Health present contended that the whole expense should be borne by the city instead of being divided between the city and

the Municipal Affairs Committee as it was last year. The raising of funds was, therefore, left to them. The date of the contest was left to the joint Committee, it being decided only that the contest should be held after the roads have dried out enough to make travel reasonably easy. Last year those who visited the dairy farms in order to score them suffered some of the hardships of pioneers and one automobile was broken down. Incidentally this is an argument for improving our country highways.

#### The Reference Bureau.

During the past month the Reference Bureau has supplied information to many local people, including a number who are preparing addresses to be delivered before various organizations. It has also answered enquiries from Cincinnati, Richmond, Burlington, Ia., St. Joseph, Mo., Middletown, Conn., Toledo, Toronto, Burlington, Vt., Detroit, Monroe and Hastings, Mich., Albany, Lincoln, Neb., Galveston, Philadelphia and Lancaster, Pa. The American City in its February issue gave first place to an article on Grand Rapids, which is now being reprinted by two newspaper syndicates, one of which has over a hundred papers on its list. During the past month an issue of Harper's Weekly contained a mention of our City Plan work. These are simply instances of the favorable advertising our work is giving the city. This week the Committee sent a set of thirty-six slides to Seattle, showing attractive Grand Rapids views to be used at the Grand Rapids Club banquet. A representative of the Committee has been invited to speak before business men's associations and civic improvement societies in Hastings and Monroe, Mich., and South Bend, Ind. John Ihlder, Sec'y.

#### Of Course.

The Book-keeper of the Steamship Line—To what account shall I charge that ship of the company's that was lost?

President—To the sinking fund.

Grace has no time to groan.

**Henry Smith**  
FLORIST  
139-141 Monroe St.  
Both Phones  
GRAND RAPIDS, MICH.

### Child, Hulswit & Company BANKERS

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There is no risk taken when you sell

## Jennings Phosphate Baking Powder



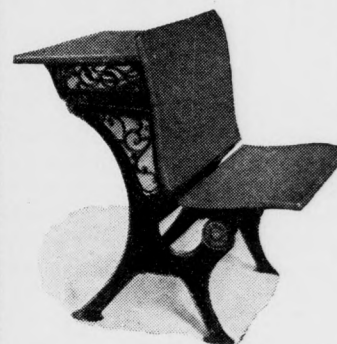
Does  
Not  
Contain  
Alum

It  
complies  
with  
all the  
Pure  
Food  
Laws

Let us send you one dozen to try out on  
our guarantee

**Jennings Baking Powder Co.**  
Grand Rapids, Mich.

## 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.

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catalogues—Series G-10. Mention this journal.

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### Some of the Constituents of True Salesmanship.

#### Fifth Paper.

#### Value of First Impressions.

Most individuals in preparing for a portrait study to present themselves in the most attractive pose.

Did you ever think that when a salesman calls upon a man for the first time he really leaves with him a photograph of himself and that, unlike the photograph made by the camera, it can not be destroyed, but will make a permanent impression upon the memory of the man upon whom he calls?

We are assuming, of course, that the impression will not be so faint as to fade away because, if so, the man who calls is not a salesman.

Have you made every preparation to present the best possible portrait of yourself?

When you look upon a photograph of an individual for the first time an impression is made upon your brain which, either consciously or unconsciously, influences you in your conduct toward that individual if you ever chance to meet him.

You are conscious of an impression of either pleasure or displeasure. You are either attracted or repelled. You know instinctively whether you will like or dislike the original.

Remember now that if this is true in your case it is also true in the case of the man who looks upon you for the first time, and it is, therefore, of the utmost importance to you that the impression you make shall be of the best, because it is frequently the case that before you have introduced yourself or your business the man has unconsciously determined in his own mind whether he wishes to deal with you or not, and you will, therefore, see that the first impression is most important.

What, then, are the things a man sees before you have spoken to him and, knowing them, how may they be cultivated and made as perfect as possible?

For the training in observation that you will get, carefully note everything in regard to the next man you interview—his personality, dress and demeanor.

You will find yourself either attracted or repelled, and for illustration of what is here being said try and tell yourself why.

Your impression of the man is formed instantly and you determine just how you must approach him.

The same psychological influence is at work in him in regard to you.

This is the influence of personality, and upon the cultivation of a pleasing

and attractive personality may depend your success in salesmanship.

You should, therefore, appreciate the importance of an engaging and attractive personality.

While you can not change the color of your eyes, the hue of your skin or the shade of your hair, you can and should so study and care for your bodily members and features as to make yourself as wholesome, cleanly and altogether pleasing as possible.

There is no excuse in these days for any carelessness in dress or person. Absolute cleanliness, neatness and gentlemanliness are demanded to-day of the high grade specialty salesman.

Next to external cleanliness (and possibly before it) should come internal physical purity.

A foul breath resulting from a deranged system has cost many salesmen the loss of orders.

Wholesome food, properly eaten and digested, sound sleep in well ventilated rooms and the observance of hygienic rules of living will insure pure breath and clear skin and eyes.

Learn to breathe properly, deeply inhaling pure air to the full extent of the lungs at regular intervals, at least once every day.

Above all else, avoid the habitual use of liquor and tobacco if you would appear at your best.

No man can continue to present himself in the best condition who uses liquor or tobacco to excess, and aside from their effect upon your system and your appearance let them severely alone, at least during business hours, because of their effect upon others.

The man who must have his "eye opener" or "pick me up" before he can do business is on the direct road to failure as a salesman.

No man has either right or license to tell another what he shall wear or how he shall wear it.

A man need not be expensively dressed in order to be well dressed.

To be successful and prosperous as a salesman you must look successful and prosperous.

Good breeding and refined manners are of assistance to any man in any calling.

Thoughtfulness of others, be they lower or higher in the social scale, is a mark of refinement and an index to your heart and mind.

No utterly selfish man is to be considered as having good manners. Your demeanor is the expression of your thought concerning those you meet.

Cheerfulness, kindness and consideration radiate from the heart and countenance of the man whose mind is filled with love of his kind.

The salesman who meets everyone with a hearty greeting and an open, frank and candid statement of his purpose will be given a respectful hearing, when the morose, sullen or secretive man will be relegated to the rear.

The plain, forceful yet pleasant and agreeable manner of speech is an element in salesmanship which should be most carefully cultivated.

Your speech should match and supplement your appearance, and the more refined, cultivated and carefully chosen your words of introduction the greater will be the impression on your hearer.

Good impressions created by confident pose, proper clothing and the correct form of address are strong elements in the creation of confidence in yourself and your power.

Confidence in yourself will engender confidence in your statements, and these will create confidence in your commodity which will culminate in orders.

### Pure Water Commission Should Hasten Report.

Public ownership as applied to the Grand Rapids Water Works has been a success. The success has not been as great, perhaps, as it would have been under private ownership, but nevertheless a very good return is made on the money that has been put into the enterprise. For the year ending March 31 last the earnings of the department from all sources were \$192,816.17, of which amount \$159,528.97 came from water rates. Operating and maintaining cost \$58,406.79, interest on bonds \$46,088.24 and \$16,054.44 was put into construction, leaving a balance of \$72,266.70, representing the profit for the year. The property is inventoried at \$1,433,326.46 and on this basis the earnings were about 8 per cent., which is a pretty good showing for a public utility publicly managed. The showing at least is good enough to warrant increasing the investment to improve the quality of the water delivered. For a year a Pure Water Commission has been studying how to furnish the city with pure water. An expert employed for the purpose is now putting the finishing touches to a report that will show the way. It is understood the plan is rapid sand filtration, such as is in successful operation at Toledo, Columbus, Cincinnati and in other cities. The cost of a filtration plant is estimated at less than \$500,000. A bond issue to this amount at 4 per cent. would increase the interest charges by only \$20,000, and this could be taken out of the surplus earnings and still leave a margin of \$52,266.70 profit, without any increase in the water rates and making no allowance for the increase in the business that would follow the improvement in the quality of the water.

The Water Commission should hurry up its expert and complete his report that the people may have time and opportunity to study it carefully before election. If the plan as presented has merit the people will approve the issuing of the necessary

bonds, but if it proves to be one that does not appeal to their business judgment they will turn it down. In the meantime advocates of pure water for Grand Rapids should not endorse in advance what they think the report and plan will contain. Advance endorsement may indicate zeal and enthusiasm, but those who say they will approve anything that may be recommended are putting themselves in the position of fool friends who hurt instead of help the cause. In private affairs men about to make a half million dollar investment certainly do not blindly accept what they think some expert is going to suggest, but wait to be shown, and there is no reason why the same policy should not be followed in public affairs. The report with estimates of cost should be hurried up and when completed it should be carefully studied and explained, and then if the plan seems a good one there is little danger that the people will vote it down.

## The Servant Question Solved

There is a solution you may not have thought of in the excellent menu and home-like cooking at

**Hotel Livingston**  
Grand Rapids

## The Breslin

**Absolutely Fireproof**

Broadway, Corner of 29th Street

Most convenient hotel to all Subways and Depots. Rooms \$1.50 per day and upwards with use of baths. Rooms \$2.50 per day and upwards with private bath. Best Restaurant in New York City with Club Breakfast and the world famous

"CAFE ELYSEE"

**NEW YORK**

## Hotel Cody

**Grand Rapids, Mich.**

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.



### THE OTHER FELLOW.

Whoever hunts down the culprit accountable for the high prices will hardly fail to be amused and impressed with the fact that it is centered squarely in the other fellow. The milkman announced only a few mornings ago that the retailer is "the one to blame, confound him," and all, from producer to consumer, who is the only one immune, are glaring at one another and indignantly asking what they are doing it for.

The American, always on the alert for the funny side, is finding a lot of it in seeing and holding up to ridicule the glimmers of petty selfishness that he sees or pretends that he does. This he has already found in the lords of creation who quarrel with the bills, hold the housekeeper responsible for them and proceed to question why the matter has not been more carefully looked after. With him at one end of the line accepting any number of invitations to banquets from \$1.50 to \$5 a plate, there must be retrenchment somewhere and it must be at the house-expense end.

Here is reported as an actual transaction an instance where the necessary expense, 20 cents a day, is all that a laboring man needs, and to prove the statement beyond all doubt these details are given: cornmeal, per day, 3 cents; oleomargarine and syrup, 2 cents, or if but one of these last two is used it will be 1 cent, making the entire cost of a meal 4 cents, and with such a bill of fare "a man could do hard labor." This three times a day comes to 12 cents, leaving the remaining 8 cents for lodging, possibly, or some similar luxury which the working man has no business to indulge in!

Another form in which this selfishness shows itself is the determination—if there is anything in Jim Hill's notion of there not being farmers enough—that the other fellow is the one to go on to the farm and it ought not to make any difference to him whether he wants to go or not. Not like farming? The work is too hard? He hates farming? That has nothing to do with it—Hill's idea is the correct one and that same kicking lout is the very one to go onto the farm and grow up with the country. Asked what hinders him from trying his hand at the plow and the work attending it, he mentions the name of "the everlasting bonfire" and affirms in another common form of marked emphasis that he wasn't built that way. Another, with the weakness of his statement fully recognized, wants to know if there are not some other people who will please go back to the farm, "so that the rest of us who don't want to go can stay in town and get food at town prices." Everybody is looking sharply out for number one and if there is anything at all disagreeable or undesirable it is always the other fellow who can best sacrifice himself for the good of others.

One of the most plausible theories which has been advanced so far is to the effect that man and vocation must be more carefully considered in

their relations to each other. Everybody has one thing which he can do best and, this point settled, the rest will take care of itself. Then there will be no spoiling a good blacksmith to make a poor doctor; no heavenborn lumberman will pursue the work of a clerk at the ribbon counter, and no boy cut out for a farmer and nothing else will sneak off to town to become a town failure because once on a time a poor boy did that and became a millionaire. Who knows but the time is coming when the boy can have a finger in making his own pie and then, like that other Jack, hie him to his corner to enjoy there the plums pulled out of the pie?

### Doings in Michigan Cities.

Written for the Tradesman.

Secretary Carmichael, of the Detroit Convention Bureau, states that from \$7,000,000 to \$9,000,000 is brought into Detroit every year by conventions.

Inspired, no doubt, by the work of the Western Michigan Development Bureau, the Traverse City Board of Trade has appropriated \$1,700 for publicity purposes. A resort guide will be issued, also matter relating to fruit and farm lands in that section. An Information Bureau will be maintained in Traverse City.

Kalamazoo will have an exhibition of paintings and works of art this spring under the auspices of the newly-formed Kalamazoo Art Association.

The Soo Business Men's Association has a membership of 407 and \$288 in the treasury.

Members of the Portage Lake Merchants' Association believe that the fire insurance rates at Hancock and Houghton are too high. There has been no re-rating since 1903 and in that time fire protection in both towns has been greatly improved.

A trans-Lake Superior car ferry line between Port Arthur and Marquette was one of the important topics under discussion at the recent banquet of the Commercial Club of Marquette. A wholesale bakery to supply the local retail trade is also wanted in that city.

The Hillsdale Business Men's Improvement Association will be incorporated and will take up, among other matters, the securing of new industries, good roads leading to the city and increased trade for the merchants. The principal speaker at a recent meeting of Hillsdale business men was President Hagerman, of the Sturgis Improvement Association, who told of the success of the Sturgis organization in getting new factories.

Detroit's municipal asphalt plant has paid three-fifths of its original cost of \$56,000, made earnings that will keep the pavements laid by it in repair for ten years and saved the taxpayers \$133,349 in six years. At this rate the plant in the next four years will have paid for itself and effected an additional saving of \$200,000.

The ash barrel as a public exhibit on the streets of Saginaw must go. This is the ultimatum of the Civic

Committee of the City Federation of Women's Clubs and Chief Kain, of the police department, will support the Committee in its war against ugliness and dirt. The placing of barrels and other ash receptacles on the curb line from 7 to 10 a. m. Wednesdays and Saturdays, within the fire limits, and on Friday mornings during the same hours, in districts outside the fire limits, is permitted by ordinance. After the city has carted away the ashes it is intended that the barrels shall be promptly removed from public gaze and this part of the city regulations has not been lived up to in the past.

The Booster Club has been organized at Pentwater, with officers as follows: President, Frank S. Verbeck; Vice-President, W. H. Sears; Recording Secretary, W. E. Lewis; Corresponding Secretary, J. F. Rennert; Treasurer, E. W. Shoher. E. A. Daggett and F. W. Fincher, with the officers, make up the Executive Committee. Meetings are held every Tuesday evening. Almond Griffen.

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

Buffalo, Feb. 23—Creamery, fresh, 27@31c; dairy, fresh, 22@27c; poor to common, 19@21c.

Eggs—Strictly fresh, 24@26c; cold storage, 22@23c.

Live Poultry—Fowls, 17@18c; springers, 17@18c; ducks, 17@18c; old cocks, 12c; geese, 14@15c; turkeys, 20@22c.

Dressed Poultry—Old cocks, 13@14c; fowls, 18@19c; chickens, 19@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.

An Adrian correspondent writes: Edward A. Fischer has terminated ten years of continuous service with A. J. Kaiser to take a position as traveling salesman for the Detroit Milling Co. Mr. Fischer assisted around the Kaiser store, delivering, etc., while a lad in school and later went to Minneapolis, but for ten years past has been with Mr. Kaiser steadily.

M. B. Wiseman, who has traveled for the Hazeltine & Perkins Drug Co. for about a dozen years, has resigned to engage in the growing of apples at North Yakima, Washington. He is succeeded by A. B. Way, who has been engaged in the retail drug business at Sparta for about a dozen years.

William McGibbon, Michigan representative for Eli Lilly & Co., has been promoted to the management of the Chicago branch of that house. His successor in this territory is Curtis Stream.

A man's windy talk in church gives no clew to his weight outside.

Life is never art until through duty it passes to delight.

### Beet Among Most Valuable Plants.

The beet beats all. It is one of the most valuable of cultivated plants. The sugar beet is a main source of sugar and alcohol. The large forage beets supply an excellent food for cattle and the red garden varieties provide savory table vegetables. The usefulness of this valuable food has now been increased by the production of an edible flour from sugar beets. The desiccation of sliced sugar beets is practiced in Germany on an extensive scale, but the product is employed exclusively as fodder for cattle.

In Belgium a meal is made from dried beets. It is entirely free from the distinctive flavor of the beet and is suitable for cakes, puddings and pastry. As it contains about 65 per cent. of sugar, it can often be substituted with advantage for sugar in somewhat larger quantities.

The processes of desiccation and grinding not only cost less than the extraction of sugar but preserve all the sugar of the beet, part of which is rejected in the form of molasses in the process of sugar making.

### Discovery Made of Old Grecian Galley.

An ancient Grecian galley, bound for Italy and foundered off the coast of Madbie, has been discovered with its cargo of sixty columns of white marble and several statues, all pointing to about the beginning of the Christian Era. Several bronze statues have been recovered, a figure of Erso, a Hermes of Dionysius, fragments of candelabra and of beds, also a statuette about fourteen inches high which might have served as a lamp for the head is hollowed out to form an oil well. The marble relics comprise capitals of different decorative designs, drinking cups embellished with Bacchic bas reliefs which remind one of the celebrated Borghese vase of the Louvre, statuettes, busts, and the like.

### Still Catching Up.

A man who was traveling in the Ozark Mountains on horseback stopped before a typical Arkansas farmhouse to enquire the way. "What's the news?" asked the mountaineer, as he leaned his lank frame against the fence and pulled his long beard thoughtfully.

On finding that what had become a part of history was news to him, the traveler asked why he did not take some weekly or monthly periodical that he might keep in touch with the world at large.

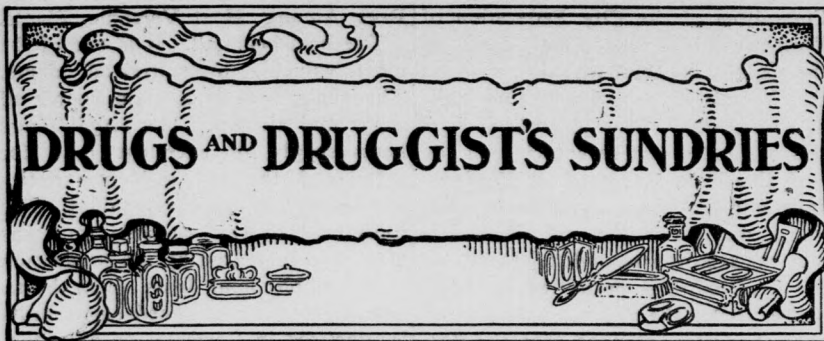
"Wall," said the old native, "when my pa died, nine years ago, he left me a stack of newspapers that high"—indicating a height of about three feet—"and I ain't done readin' of 'em yet."

### Something Swell.

Mr. Bigheart—Wiggins, old boy, we have raised \$50 to get the boss a Christmas present, and we want something that will make a show for the money—something that will look big, you know. Can't you suggest something?

Wiggins—Sure. Buy \$50 worth of rice and boil it.





**Michigan Board of Pharmacy.**  
President—W. E. Collins, Owosso.  
Secretary—John D. Muir, Grand Rapids.  
Treasurer—W. A. Dohany, Detroit.  
Other Members—Edw. J. Rodgers, Port Huron, and John J. Campbell, Pigeon.

**Michigan Retail Druggists' Association.**  
President—C. A. Bugbee, Traverse City.  
First Vice-President—Fred Brundage, Muskegon.  
Second Vice-President—C. H. Jongejan, Grand Rapids.  
Secretary—H. R. McDonald, Traverse City.  
Treasurer—Henry Riechel, Grand Rapids.

**Michigan State Pharmaceutical Association.**  
President—Edw. J. Rodgers, Port Huron.  
First Vice-President—J. E. Way, Jackson.  
Second Vice-President—W. R. Hall, Manistee.  
Third Vice-President—O. A. Fanchboner, Grand Rapids.  
Secretary—E. E. Calkins, Ann Arbor.  
Treasurer—Willis Leisenring, Pontiac.

#### Some Unique Methods of Attractive Trade.

The fact that most people like bright new coins is largely responsible for the success of a Philadelphia druggist. Although he has been established but a little more than a year he has built up a very large trade, and this he attributes not so much to superior quality of his goods as to the fact that he gives nothing but brand new coins in change. Every morning he goes to the Sub-Treasury and in exchange for the dilapidated currency he takes in at his store he receives bright coins which have not yet been put into circulation. These he gives to his customers when it is necessary to make change, and his reputation as "the new-money man" has spread throughout the neighborhood.

A druggist in a small town, who dealt in a miscellaneous line of goods, having on hand a stock of slow selling goods, decided one day to dispose of this stock. He tied up enough of these articles to fill a large box and put it in the window. Over the box he hung a sign reading as follows: "On Monday morning at 9 o'clock every article in this box will be sold for 25 cents." This being a sort of lottery, everybody's curiosity was aroused and they were prepared to receive any kind of a purchase. The druggist when tying up the packages took this feature into consideration: that while some of the articles were worth 25 cents, others sold for more.

In the window of a large Broadway pharmacy was recently displayed almost every description of poison, and posted on a peck of arsenic was the following inscription:

"This window contains enough poison to kill 35,000 persons."

In the collection were strychnine, laudanum, opium in several forms,

and on each quantity was a sign reading something like this:

"Enough in this bottle to kill 500."

"A dose of this will kill in a few minutes."

Of course, the sidewalk was almost impassable at times and there were not a few persons who would stand at the window for a half hour or so and then come back and take another look.

Pharmacist Kreiser, of Sioux Falls, S. D., has decided to discontinue the use of the words "red cross" in the title of his pharmacy on account of the law which forbids this infringement of the name of the Red Cross Society. His action is commendable and he is to be congratulated not only on abandoning the use of a name which savors more of a hospital than a pharmacy, but for the way in which he is utilizing the change by securing good advertising without much expense. He has given the entire population of Sioux Falls an opportunity to suggest a suitable substitute for the old name and the person whose suggestion is accepted will be paid \$20 for his or her trouble. This is an excellent way of getting rid of a name of doubtful value for a drug store and at the same time obtaining extensive and desirable publicity for the business affected, interesting old patrons and at the same time attracting new customers.

Just a word in regard to novel or mechanical displays.

These are usually more fussy and require more time to make, but if the idea is good and well worked out it is sure to attract lots of attention. For instance, just now the public interest is centered on various experiments with flying machines, airships and balloon races. A novel window could be worked up based on one of these ideas. Have scenic painting made large enough for the back of the window representing a country or town scene, with plenty of sky. Airships and aeroplanes can be painted on this. Several small toy rubber balloons can be turned loose in the window, first making a cord of net to cover them and to support a tiny basket. An electric fan concealed in the back will keep the balloon in motion.

Or, a small aeroplane can be made of wire and covered with silk or some thin material. This can easily be suspended by an invisible wire from the rim of a bicycle wheel concealed overhead. The revolving of the wheel by electric motor power will cause the aeroplane to travel around in a circle in the window.

#### New Use for the X-ray.

The schoolboy and his shining morning face hereafter may be graded by the X-ray. During growth a child's shoulder, elbow, wrist, hand, hip, knee, ankle, and foot are altered. Study of these led Dr. Thomas Morgan Rotch of Harvard to base his classification upon the wrist and hand. Pictures of these parts prove reliable indexes to age. Having ascertained the physical development of a child, it is easy to classify its brain vigor. According to the physician's viewpoint the child should not be advanced on account of mental brightness or precocity, but should be given special attention relative to physical development until he is found to be in the normal condition necessary to perfect health.

Those children comparatively stupid, who are shown by the X-ray method to possess a normal or more than physical development should be placed in lower grades where they will find their level. They will then progress in a satisfactory manner and need not cause their parents anxiety. To-day there are thousands of children who, it is said, should be in nurseries, but are in kindergartens. Thousands are in a grade or two above that to which they rightfully belong, and that merely to keep abreast those of their chronologic age. Thousands are in factories, because they have reached the legal age. But in point of development they are several years younger.

It is Dr. Rotch's idea that through legislation competent physicians should examine the individual child to determine his anatomical age in relation to his occupation. A Roentgen picture proves that a large hand with large bones does not always signify advanced development, as the development of the large bones may not be too great.

#### Danger of Dry Shampoos.

The dangers attending the dry shampoos that have recently come into favor are attracting considerable notice in the medical press. The light hydrocarbons formerly used were responsible for several fatalities, while the added danger from fire was always present. Recently carbon tetrachloride has been extensively used and again fatal results are reported from its use. Barbers and other unskilled persons who have been using this stuff are naturally ignorant of its dangerous properties when inhaled and sellers of the chemical do not seem to have taken the precaution to label it poison. Its near relationship to chloroform gives an idea of its physiological effects, and aside from its anaesthetic properties it has a decided poisonous action on the heart, and in a person subject to cardiac weakness its use would probably produce a fatal result.

#### Uses and Abuses of the Prescription.

The prescription, its utterance, control, use and proper disposition, was discussed at the November meeting of the Philadelphia Branch of the American Pharmaceutical Association. Special emphasis was laid on the renewal of the prescription and

the writing of the prescription upon the label. Each practice was strongly condemned by the majority of the speakers, although it was admitted that in some instances it is entirely right and proper that the prescription should be renewed.

Dr. E. Q. Thornton told of the present methods of teaching prescription writing in medical colleges, contrasting conditions to-day with those of a few years ago. It was a surprise to the many present to learn that so much attention is being given to this portion of the medical student's education.

"The Prescription From the Pharmacist's Viewpoint" was the title of a paper by Franklin N. Apple. In his opinion the creator of the prescription should reserve the privilege of exercising control over it in every respect, but he also "must assume the responsibilities attached and therefore it is incumbent upon him to throw such safeguards around it for the protection of society, the pharmacist and himself as in his wisdom he deems necessary."

#### How to Wash Windows.

Strange as it may seem, there are a right and wrong way to wash windows, and as this operation is usually dreaded, the following method will doubtless be appreciated, as it saves both time and labor. Choose a dull day, or at least a time when the sun is not shining on the windows, for when the sun shines on the windows it causes them to be streaked, no matter how much they are rubbed. Take a painter's brush and dust them inside and out, washing all the woodwork inside before touching the glass. The latter must be washed slowly in warm water diluted with ammonia—do not use soap. Use a small cloth with a pointed stick to get the dust out of the corners; wipe dry with a soft piece of cotton cloth—do not use linen, as it makes the glass linty when dry. Polish with tissue paper or old newspaper. You will find that this can be done in half the time taken where soap is used, and the result will be brighter windows.

#### Machine Made Candy Most Profitable.

Candy by continuous process is the only candy that is profitable. The modern candy plant reflects the attempt of the manufacturer to eliminate the handling of both the raw materials and the partly finished product as it passes through its various stages of development. The chief constituents are glucose or corn syrup and the ordinary refined white sugar.

The glucose is installed at the bottom of the factory in large tanks, from which it is pumped to a big receiving tank at the top of the factory. Close beside it is another large tank, into which the barrels of white sugar are emptied and are reduced to what is known as simple syrup by means of water. From these tanks pipes lead to all the mixing kettles in the factory.

Happiness is in the discovery of the things that really matter.

Too many want to be sirens where lighthouses are needed.



## WHOLESALE DRUG PRICE CURRENT

<b>Acidum</b>		<b>Copaiba</b>		<b>Scilla</b>		<b>Rubia Tinctorum</b>		<b>Vanilla</b>	
Aceticum	6@ 8	Cubebae	1 75@1 85	Scilla Co.	@ 50	Saccharum La's	12@ 14	Zinci Sulph	9 00@10 00
Benzoicum, Ger.	70@ 75	Erigeron	3 00@3 25	Tolutan	@ 50	Salacin	18@ 20		7@ 10
Boracie	@ 12	Evchthitos	2 35@2 50	Prunus virg	@ 50	Sanguis Drac's	4 50@4 75	<b>Oils</b>	
Carbolicum	16@ 20	Gaultheria	1 00@1 10	Zingiber	@ 50	Sapo, G	@ 15	Lard, extra	bbl. gal.
Citricum	42@ 48	Geranium	2 50@4 00	<b>Tinctures</b>		Sapo, M	@ 12	Lard, No. 1	35@ 90
Hydrochlor	3@ 5	Gossippii Sem gal	70@ 75	Aloes	@ 60	Sapo, W	10@ 12	Linseed, pure raw	80@ 85
Nitricum	8@ 10	Hedeoma	2 50@2 75	Aloes & Myrrh	@ 60	Seidlitz Mixture	13 1/2@ 16	Linseed, boiled	81@ 86
Oxalicum	14@ 15	Junipera	40@1 20	Anconitum Nap'sF	@ 50	Sinapis	20@ 22	Neat's-foot, w str	65@ 70
Phosphoricum, dil.	@ 15	Lavendula	90@3 60	Anconitum Nap'sR	@ 50	Sinapis, opt.	@ 18	Turpentine, bbl.	66 1/2@ 70
Salicylicum	44@ 47	Limons	1 15@1 25	Arnica	@ 50	Snuff, Maccaboy	@ 30	Turpentine, less	67
Sulphuricum	13@ 15	Mentha Piper	2 25@2 50	Asafoetida	@ 60	Snuff, S'h DeVos	@ 51	Whale, winter	70@ 76
Tannicum	75@ 85	Mentha Verid	2 75@3 00	Atrope Belladonna	@ 60	Soda, Boras	5 1/2@ 10	<b>Paints</b>	
Tartaricum	38@ 40	Morrhuae, gal.	2 00@2 15	Aurant Cortex	@ 50	Soda, Carb	2 1/2@ 5	Green, Paris	21@ 26
<b>Ammonia</b>		Myrcia	3 00@3 50	Barosma	@ 50	Soda, Bi-Carb	3@ 5	Green, Peninsular	13@ 16
Aqua, 18 deg.	4@ 6	Olive	1 00@3 00	Benzoin	@ 50	Soda, Ash	3 1/2@ 4	Lead, red	7 1/2@ 8
Aqua, 20 deg.	6@ 8	Picis Liquida	16@ 12	Benzoin Co.	@ 50	Soda, Sulphas	@ 2	Lead, white	7 1/2@ 8
Carbonas	13@ 15	Picis Liquida gal.	@ 40	Cantharides	@ 50	Spts. Cologne	@ 20	Ochre, yel Ber	1 1/2@ 2
Chloridum	12@ 14	Ricina	94@1 00	Cardamon	@ 50	Spts. Ether Co.	50@ 55	Ochre, yel Mars	1 1/2@ 2
<b>Aniline</b>		Rosae oz.	6 50@7 00	Cardamon Co.	@ 50	Spts. Myrcia	2@ 50	Putty, commer'l	2 1/2@ 2 3/4
Black	2 00@2 25	Rosmarini	@ 1 00	Cassia Acutifol	@ 50	Spts. Vini Rect bbl	@	Putty, strict pr	2 1/2@ 3
Brown	80@1 00	Sabina	90@1 00	Cassia Acutifol Co	@ 50	Spts. Vi' Rect 1/2 b	@	Red Venetian	1 1/2@ 2
Red	45@ 50	Santal	@ 4 50	Castor	1 00	Spts. Vi' R't 10 gl	@	Shaker Prep'd	1 25@1 35
Yellow	2 50@3 00	Sassafras	85@ 90	Catechu	50	Spts. Vi' R't 5 gl	@	Vermillion, Eng.	75@ 80
<b>Baccae</b>		Sinapis, ess. oz.	@ 65	Cinchona	50	Strychnia, Crys'l	1 10@1 30	Vermillion Prime	@
Cubebae 5	45@ 50	Succini	40@ 45	Cinchona Co.	50	Sulphur Subl	2 1/2@ 4	American	13@ 15
Juniperus	10@ 12	Thyme	40@ 50	Columbia	50	Sulphur, Roll	2 1/2@ 3 1/2	Whiting Gilders'	@ 95
Xanthoxylum	1 25@1 50	Thyme, opt.	@ 1 60	Cubebae	50	Tamarinds	3@ 10	Whit'g Paris Am'r	@ 1 25
<b>Balsamum</b>		Theobromas	15@ 20	Digitalis	50	Terebenth Venice	28@ 30	Whit'g Paris Eng.	@
Copaiba	65@ 75	Tigill	90@1 00	Ergot	50	Thebromae	45@ 50	Whiting, white S'n	@ 1 40
Peru	1 90@2 00	<b>Potassium</b>		Ferri Chloridum	35	<b>Miscellaneous</b>		Whit'g Varnishes	@
Terabin, Canada	78@ 80	Bi-Carb	15@ 18	Gentian	50	Aether, Spts Nit 3f 30@	35	Extra Turp	1 60@1 70
Tolutan	40@ 45	Bichromate	13@ 15	Gentian Co.	60	Aether, Spts Nit 4f 34@	38	No. 1 Turp Coach	1 10@1 20
<b>Cortex</b>		Bromide	25@ 30	Guaiaca	50	Alumen, grd po 7	3@ 4		
Abies, Canadian	18	Carb	12@ 15	Guaiaca ammon	60	Annatto	40@ 50		
Cassia	20	Chlorate	12@ 14	Hyoscymus	50	Antimoni, po	4@ 5		
Cinchona Flava	18	Cyanide	30@ 40	Iodine	75	Antimoni et po T	40@ 50		
Buonymus atro.	60	Iodide	3 00@3 10	Iodine, colorless	75	Antifebrin	@ 20		
Myrica Cerifera	20	Potassa, Bitart pr	30@ 32	Kino	50	Antipyrin	@ 25		
Prunus Virgini	15	Potass Nitras opt	7@ 10	Lobelia	50	Argenti Nitras oz	@ 62		
Quillaia, gr'd	15	Potass Nitras	6@ 8	Myrrh	50	Arsenicum	10@ 12		
Sassafras, po 25	24	Prussiate	23@ 26	Nux Vomica	50	Balm Gilead buds	60@ 65		
Ulmus	20	Sulphate po	15@ 18	Opil	1 25	Bismuth S N	1 90@2 00		
<b>Extractum</b>		<b>Radix</b>		Opil, camphorated	2 00	Calcium Chlor, 1s	@ 9		
Glycyrrhiza, Gla.	24@ 30	Aconitum	20@ 25	Opil, deodorized	2 00	Calcium Chlor, 1/2s	@ 10		
Glycyrrhiza, po.	28@ 30	Althae	30@ 35	Quassia	50	Calcium Chlor, 1/4s	@ 12		
Haematox	11@ 12	Anchusa	10@ 12	Rhatany	50	Cantharides, Rus.	@ 90		
Haematox, 1s	13@ 14	Arum po	@ 25	Rhei	50	Capsici Fruc's af	@ 20		
Haematox, 1/2s	14@ 15	Calamus	20@ 40	Sanguinaria	50	Capsici Fruc's po	@ 22		
Haematox, 1/4s	16@ 17	Gentiana po 15	12@ 15	Serpentaria	50	Cap'i Fruc's B po	@ 15		
<b>Ferru</b>		Glycyrrhiza pv 15	16@ 18	Stromonium	60	Carmin, No. 40	4@ 25		
Carbonate Precip.	15	Hellebore, Alba	12@ 15	Tolutan	60	Carphylus	20@ 22		
Citrate and Quina	2 00	Hydrastis, Canada	@ 2 50	Valerian	50	Cassia ructus	@ 35		
Citrate Soluble	55	Hydrastis, Can. po	@ 2 60	Veratrum Veride	50	Cateceum	@ 35		
Ferrocyanidum S	40	Inula, po	18@ 22	Zingiber	60	Cera Alba	50@ 55		
Solut. Chloride	15	Ipecac, po	00@2 10	<b>Miscellaneous</b>		Cera Flava	40@ 42		
Sulphate, com'l	2	Iris plox	35@ 40	Aether, Spts Nit 3f 30@	35	Crocus	45@ 50		
Sulphate, com'l, by	70	Isalapa, pr.	65@ 70	Alumen, grd po 7	3@ 4	Chloroform	34@ 54		
bbl. per cwt.	7	Maranta, 1/4s	@ 35	Annatto	40@ 50	Chloral Hyd Crss 1	15@1 40		
Sulphate, pure	7	Podophyllum po	15@ 18	Antimoni, po	4@ 5	Chloro'm Squibbs	@ 90		
<b>Flora</b>		Rhei	75@1 00	Antimoni et po T	40@ 50	Chondrus	20@ 25		
Arnica	20@ 25	Rhei, cut	1 00@1 25	Antifebrin	@ 20	Cinchonid'e Germ	38@ 48		
Anthemis	50@ 60	Rhei, pv	75@1 00	Antipyrin	@ 25	Cinchonidine P-W	38@ 48		
Matricaria	30@ 35	Sanguinari, po 18	@ 15	Argenti Nitras oz	@ 62	Cocaine	2 80@3 00		
<b>Folia</b>		Scilla, po 45	20@ 25	Arsenicum	10@ 12	Corks list, less 75%	@ 45		
Barosma	90@1 00	Senega	85@ 90	Balm Gilead buds	60@ 65	Creosotum	@ 45		
Cassia Acutifol	15@ 20	Serpentaria	50@ 55	Bismuth S N	1 90@2 00	Creta, bbl. 75	@ 2		
Cassia, Acutifol	25@ 30	Smilax, M	@ 25	Calcium Chlor, 1s	@ 9	Creta, prep.	@ 11		
Salvia, officinalis	18@ 20	Smilax, off's H.	@ 48	Calcium Chlor, 1/2s	@ 10	Creta, rubra	@ 24		
1/4s and 1/2s	18@ 20	Spigella	1 45@1 50	Calcium Chlor, 1/4s	@ 12	Cudbear	@ 24		
Uva Ursi	8@ 13	Symplocarpus	@ 25	Cantharides, Rus.	@ 90	Cupri Sulph	3@ 10		
<b>Gummi</b>		Valeriana Eng.	@ 25	Capsici Fruc's af	@ 20	Dextrine	7@ 10		
Acacia, 1st pkd.	@ 65	Valeriana, Ger.	15@ 20	Capsici Fruc's po	@ 22	Emery, all Nos.	@ 8		
Acacia, 2nd pkd.	@ 45	Zingiber a	12@ 16	Cap'i Fruc's B po	@ 15	Emery, po	@ 6		
Acacia, 3rd pkd.	@ 35	Zingiber j	25@ 28	Carmin, No. 40	4@ 25	Ergota	60@ 65		
Acacia, sifted sts.	@ 18	<b>Semen</b>		Carphylus	20@ 22	Ether Sulph	35@ 40		
Acacia, po	45@ 65	Anisum po 20	@ 16	Cassia ructus	@ 35	Flake White	12@ 15		
Aloe, Barb	22@ 25	Aplum (gravel's)	13@ 15	Cateceum	@ 35	Galla	@ 30		
Aloe, Cape	@ 25	Bird, 1s	4@ 6	Cera Alba	50@ 55	Gambler	3@ 9		
Aloe, Socotri	@ 45	Cannabis Sativa	7@ 8	Cera Flava	40@ 42	Gelatin, Cooper	@ 60		
Ammoniac	55@ 60	Cardamon	70@ 90	Crocus	45@ 50	Gelatin, French	35@ 60		
Asafoetida	85@ 90	Carui po 15	12@ 15	Chloroform	34@ 54	Glassware, fit boo 75%	@		
Benzoinum	50@ 55	Chenopodium	25@ 30	Chloral Hyd Crss 1	15@1 40	Glue, brown	11@ 13		
Catechu, 1s	@ 13	Coriandrum	12@ 14	Chloro'm Squibbs	@ 90	Glue, white	15@ 25		
Catechu, 1/2s	@ 14	Cydonium	75@1 00	Chondrus	20@ 25	Glycerina	23@ 30		
Catechu, 1/4s	@ 16	Dipterix Odorate	2 50@2 75	Cinchonid'e Germ	38@ 48	Grana Paradisi	@ 25		
Camphorae	60@ 65	Foeniculum	@ 18	Cinchonidine P-W	38@ 48	Humulus	35@ 60		
Euphorbium	@ 40	Foenugreek, po.	7@ 9	Cocaine	2 80@3 00	Hydrarg Ammo'l	@ 1 15		
Galbanum	@ 1 00	Lini	4@ 6	Corks list, less 75%	@ 45	Hydrarg Ch. Mt	@ 90		
Gamboge	po. 1 25@1 35	Lini, grd. bbl. 4 1/2	4@ 6	Creosotum	@ 45	Hydrarg Ch Cor	@ 90		
Gauaiacum po 35	@ 35	Lobelia	75@ 80	Creta, bbl. 75	@ 2	Hydrarg Ox Ru'm	@ 1 00		
Kino	po 45c	Pharlaris Canan	9@ 10	Creta, prep.	@ 11	Hydrarg Ungue'm	50@ 60		
Mastic	@ 75	Rapa	5@ 6	Creta, rubra	@ 24	Hydrargyrum	@ 85		
Myrrh	po 50	Sinapis Alba	8@ 10	Cudbear	@ 24	Ichthyobolla, Am.	90@1 00		
Opium	6 15@6 25	Sinapis Nigra	9@ 10	Cupri Sulph	3@ 10	Indigo	75@1 00		
Shellac	45@ 55	<b>Spiritus</b>		Dextrine	7@ 10	Iodine, Resubi	4 00@4 10		
Shellac, bleached	60@ 65	Frumentl W. D.	2 00@2 50	Emery, all Nos.	@ 8	Iodoform	3 90@4 00		
Tragacanth	70@1 00	Juniperis Co.	1 75@3 50	Emery, po	@ 6	Liquor Arsen et	@ 25		
<b>Herba</b>		Juniperis Co O T	1 65@2 00	Ergota	60@ 65	Liq Potass Arsnit	10@ 12		
Absinthium	7 00@7 50	Saccharum N E	1 90@2 10	Ether Sulph	35@ 40				
Eupatorium oz pk	20	Sot Vini Galli	1 75@6 50	Flake White	12@ 15				
Lobelia	oz pk	Vini Alba	1 25@2 00	Galla	@ 30				
Majorium	oz pk	Vini Oporto	1 25@2 00	Gambler	3@ 9				
Mentha Pip. oz pk	28	<b>Sponges</b>		Gelatin, Cooper	@ 60				
Mentha Ver oz pk	25	Extra yellow sheeps'		Gelatin, French	35@ 60				
Rue	oz pk	wool carriage	@ 1 25						
Tanacetum V.	22	Florida sheeps' wool	3 00@3 50						
Thymus V. oz pk	25	carriage	@ 1 25						
<b>Magnesia</b>		Grass sheeps' wool	@ 1 25						
Calcined, Pat.	55@ 60	carriage	@ 1 25						
Carbonate, Pat.	18@ 20	Hard, slate use.	@ 1 40						
Carbonate, K-M.	18@ 20	Nassau sheeps' wool	3 50@3 75						
Carbonate	18@ 20	carriage	@ 2 00						
<b>Oleum</b>		Yellow Reef, for	@ 1 40						
Absinthium	6 50@7 00	slate use	@ 1 40						
Amygdalae Dulc.	75@ 85	<b>Syrups</b>							
Amygdalae, Ama	8 00@8 25	Acacia	@ 50						
Anisi	1 90@2 00	Aurant Cortex	@ 50						
Aurant Cortex	2 75@2 85	Ferri Iod	@ 50						
Bergamit	5 50@5 60	Ipecac	@ 60						
Caliputi	85@ 90	Rhei Arom	@ 50						
Caryophilli	1 20@1 30	Smilax Om's	50@ 60						
Cedar	50@ 90	Senega	@ 50						
Chenopadi	3 75@4 00								
Cinnamoni	1 75@1 85								
Conium Mae	80@ 90								
Citronella	60@ 70								

1910

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ADVANCED

DECLINED

S. Sen



6	7	8	9	10	11
<b>Kansas Hard Wheat Flour</b> 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 <b>Grand Rapids Grain</b> Milling Co. Brands Purity, Patent 5 70 Wizard, Flour 5 60 Wizard, Graham 5 50 Wizard, Corn Meal 4 00 Wizard, Buckwheat 4 00 Rye 4 50 <b>Spring Wheat Flour</b> 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 <b>Lemon &amp; Wheeler's Brand</b> Wingold, 1/2s 6 25 Wingold, 1/2s 6 15 Wingold, 1/2s 6 05 <b>Worden Grocer Co.'s Brand</b> Laurel, 1/2s cloth 6 25 Laurel, 1/2s cloth 6 15 Laurel, 1/2s cloth 6 05 Laurel, 1/2s cloth 6 00 <b>Voigt's Milling Co.'s Brand</b> Voigt's Crescent 6 00 Voigt's Flour 6 00 (whole wheat flour) 6 00 <b>Voigt's Hygienic</b> Graham 5 40 Voigt's Royal 6 40 <b>Wykes &amp; Co.</b> 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 <b>Meal</b> 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 <b>Buffalo Gluten Feed</b> 33 00 <b>Dairy Feeds</b> 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 <b>Oats</b> Michigan carlots 43 Less than carlots 45 <b>Corn</b> Carlots 65 Less than carlots 68 <b>Hay</b> Carlots 14 Less than carlots 15 <b>HERBS</b> Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25 <b>HORSE RADISH</b> Per doz. 90 <b>JELLY</b> 5lb pails, per doz. 2 25 15lb. pails, per pail 55 30lb. pails, per pail 98 <b>MAPLEINE</b> 2 oz. bottles, per doz 3 00 <b>MATCHES</b> C. D. Crittenden Co. Noiseless Tip 4 50 @ 75 <b>MOLASSES</b> New Orleans Fancy Open Kettle 40 Choice 35 Good 32 Fair 20 Half barrels 2c extra <b>MINCE MEAT</b> Per case 2 90 <b>MUSTARD</b> 1/2 lb. 6 lb. box 18 <b>OLIVES</b> Bulk, 1 gal. kegs 1 10 @ 120 Bulk, 2 gal. kegs 1 00 @ 110 Bulk, 5 gal. kegs 95 @ 105 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 <b>PIPES</b> Clay, No. 216, per box 1 75 Clay, T. D., full count 60 Cob 90 <b>PICKLES</b> Medium Barrels, 1,200 count 6 50 Half bbls., 600 count 3 75 <b>Small</b> Half bbls., 1,200 count 4 50 <b>PLAYING CARDS.</b> 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 <b>POTASH</b> Babbitt's 4 00 <b>PROVISIONS</b> Barreled Pork Mess, new 22 00 Clear Back 24 50 Short Cut 31 50	<b>Short Cut Clear</b> 21 50 Bean 20 50 Brisket, Clear 24 00 Pig 24 00 Clear Family 21 00 <b>Dry Salt Meats</b> Lard Pure in tierces 13 3/4 Compound Lard 9 80 lb. tubs, advance 1/2 60 lb. tubs, advance 1/2 50 lb. tins, advance 1/2 20 lb. pails, advance 1/2 10 lb. pails, advance 1/2 5 lb. pails, advance 1 8 lb. pails, advance 1 <b>Smoked Meats</b> 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 <b>Sausages</b> Bologna 8 Liver 5 Frankfort 10 Pork 11 Veal 11 Tongue 11 Headcheese 9 <b>Beef</b> Boneless 14 00 Rump, new 14 00 <b>Pigs Feet</b> 1/2 bbls. 1 00 1/4 bbls., 40 lbs. 2 00 1/2 bbls. 4 00 1 bbl. 9 00 <b>Tripe</b> Kits, 15 lbs. 80 1/2 bbls., 40 lbs. 1 60 1/4 bbls., 80 lbs. 3 00 <b>Casings</b> Hogs, per lb. 32 Beef, rounds, set 25 Beef, middles, set 80 Sheep, per bundle 90 <b>Uncolored Butterine</b> Solid dairy 10 @ 12 Country Rolls 10 1/2 @ 16 1/2 <b>Canned Meats</b> 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 75 Potted ham, 1/4s 55 Deviled ham, 1/2s 55 Deviled ham, 1/4s 55 Potted tongue, 1/2s 55 Potted tongue, 1/4s 55 <b>RICE</b> Fancy 7 @ 7 1/2 Japan 5 1/2 @ 6 1/2 Broken 2 1/2 @ 3 1/2 <b>SALAD DRESSING</b> Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 50 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 <b>SALERATUS</b> 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 1/2s 3 00 <b>SAL SODA</b> Granulated, bbls. 80 Granulated, 100 lbs. cs. 90 Lump, bbls. 80 Lump, 145 lb. kegs 95 <b>SALT</b> 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 <b>Warsaw</b> 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 <b>Solar Rock</b> 56 lb. sacks 24 <b>Common</b> Granulated, fine 1 00 Medium, fine 95 <b>SALT FISH</b> Cod Large whole @ 7 Small whole @ 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock @ 5 <b>Hallbut</b> Strips 15 Chunks 16 <b>Holland Herring</b> 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 <b>Trout</b> No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75 <b>Mackerel</b> Mess, 100 lbs. 15 50 Mess, 40 lbs. 6 60 Mess, 10 lbs. 1 75 Mess, 8 lbs. 1 49	<b>No. 1, 100 lbs.</b> 14 00 <b>No. 1, 40 lbs.</b> 6 00 <b>No. 1, 10 lbs.</b> 1 60 <b>No. 1, 8 lbs.</b> 1 30 <b>Whitefish</b> 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 <b>SHOE BLACKING</b> Handy Box, large 3 dz 2 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 <b>SNUFF</b> Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars 43 <b>SOAP</b> J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8oz 2 80 Dusky D'nd 100 6 oz 3 80 Jap Rose, 50 bars 3 60 Savon Imperial 3 00 White Russian 3 15 Dome, oval bars 3 00 Satinet, oval 2 70 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 3 50 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 50 Lautz Bros. & Co. Acme, 70 bars 2 85 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, 10bxs 2 90 German Mottled, 25bxs 2 85 Marseilles, 10 cakes 6 00 Marseilles, 100 cakes 5 00 Marseilles, 100 ck toil 4 00 Marseilles, 1/2bx toilet 2 10 <b>A. B. Wrisley</b> Good Cheer 4 00 Old Country 3 40 <b>Soap Powders</b> 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 3 80 Kirkoline, 24 4lb. 3 75 Pearline 4 10 Soapine 4 10 Babbitt's 1776 3 75 Roseine 3 75 Armour's 3 70 Wisdom 3 80 <b>Soap Compounds</b> Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 30 Rub-No-More 3 85 <b>Scouring</b> 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 <b>SODA</b> Boxes 5 1/2 Kegs, English 4 1/2 <b>SPICES</b> 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, Cochinchina 14 1/2 Mace, Penang 50 Mixed, No. 1 16 1/2 Mixed, No. 2 10 Mixed, 5c pkgs. doz. 45 Nutmegs, 75-80 25 Nutmegs, 105-110 20 Pepper, Black 12 1/2 Pepper, White 12 1/2 Pepper, Cayenne 18 Paprika, Hungarian 38 <b>STARCH</b> Corn Kingsford, 40 lbs. 7 1/2 Muzzy, 20 lb. pkgs. 5 1/2 Muzzy, 40 lb. pkgs. 5 <b>Gloss</b> Kingsford Silver Gloss, 40 lbs. 7 1/2 Silver Gloss, 16 3lbs. 6 1/2 Silver Gloss, 12 6lbs. 8 1/2 <b>Muzzy</b> 48 lb. packages 5 12 5lb. packages 4 1/2 12 6lb. packages 6 50lb. boxes 4	<b>Pure Cane</b> Fair 16 Good 20 Choice 25 <b>TEA</b> 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 <b>Gunpowder</b> Moyune, medium 28 Moyune, choice 32 Moyune, fancy 40 @ 45 Pingsuey, medium 25 @ 28 Pingsuey, choice 30 @ 35 Pingsuey, fancy 40 @ 45 <b>Young Hyson</b> Choice 30 Fancy 40 @ 50 <b>Oolong</b> Formosa, fancy 45 @ 60 Amoy, medium 25 @ 28 Amoy, choice 32 <b>English Breakfast</b> Medium 25 Choice 30 Fancy 40 @ 45 <b>India</b> Ceylon, choice 30 @ 35 Fancy 45 @ 60 <b>TOBACCO</b> Fine Cut Cadillac 54 Sweet Loma 34 Hiawatha, 5lb. pails 56 Telegram 39 Pay Car 33 Prairie Rose 49 Protection 49 Sweet Burley 41 Tiger 41 <b>Plug</b> Red Cross 30 Falo 35 Kilo 35 Battle Ax 37 American Eagle 33 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 1 1/4 oz. 44 Nobby Twist 55 Jolly Tar 39 Old Honesty 43 Toddy 34 J. T. 33 Piper Heidsieck 69 Boot Jack 86 Honey Dip Twist 43 Black Standard 49 Cadillac 40 Kilgore 34 Nickel Twist 52 Mill 32 Great Navy 36 <b>Smoking</b> 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. 35 Air Brake 35 Cant Hook 30 Country Club 32-34 Forex-XXXX 30 Good Indian 26 Self Binder, 16oz. 8oz. 20-22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 <b>TWINE</b> 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 <b>VINEGAR</b> State Seal 12 Oakland apple cider 14 Morgan's Old Process 14 Barrels free. <b>WICKING</b> No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 <b>WOODENWARE</b> Baskets Bushels 1 10 Bushels, wide band 1 25 Market 1 25 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	<b>Butter Plates</b> Wire End or Ovals. 1/2 lb., 250 in crate 30 1 lb., 250 in crate 30 1 lb., 250 in crate 35 2 lb., 250 in crate 40 3 lb., 250 in crate 50 <b>Churns</b> 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 <b>Egg Crates and Fillers</b> Humpty Dumpty, 12 Jx. 20 No. 1 complete 40 No. 2 complete 28 Case No. 2 fillers 15 sets 1 35 Case, mediums, 12 sets 1 15 <b>Faucets</b> Cork, line, 8 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90 <b>Mop Sticks</b> 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 <b>Pails</b> 2-hoop Standard 2 15 2-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 <b>Toothpicks</b> Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 <b>Traps</b> 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 <b>Tubs</b> 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 <b>Washboards</b> 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 1 Double Duplex 2 00 Good Luck 2 75 Universal 2 65 <b>Window Cleaners</b> 12 in. 1 65 14 in. 1 85 16 in. 2 30 <b>Wood Bowls</b> 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 <b>WRAPPING PAPER</b> 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 <b>YEAST CAKE</b> 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 <b>FRESH FISH</b> Per lb. Whitefish, Jumbo 16 Whitefish, No. 1 12 Trout 11 1/2 Halibut 10 Herring 7 Bluefish 14 1/2 Live Lobster 29 Boiled Lobster 29 Cod 10 Haddock 8 Pickrel 12 Pike 9 Perch 8 Smoked, White 12 1/2 Chinook Salmon 15 Mackerel Finnan Haddie Roe Shad Shad Roe, each 8 1/2 Speckled Bass 8 1/2 <b>HIDES AND PELTS</b> 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	<b>Pelts</b> Old Wool 2 30 Lambs 50 @ 75 Shearlings 40 @ 65 <b>Tallow</b> No. 1 5 No. 2 4 <b>Wool</b> Unwashed, med. 28 Unwashed, fine 23 Standard Twist 8 <b>Cases</b> Jumbo, 32 lb. 7 1/2 Extra H H 10 Boston Cream 13 Big stick, 30 lb. case 8 <b>Mixed Candy</b> Grocers 6 1/2 Competition 7 Special 8 Conserve 7 1/2 Royal 13 Ribbon 19 Broken 8 Cut Leaf 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 <b>Fancy-In Pails</b> Gypsy Hearts 14 Coco Bon Bons 14 Fudge Squares 13 Peanut Squares 9 Sugared Peanuts 12 Salted Peanuts 12 Starlight Kisses 11 San Blas Goodies 12 Lozenges, plain 10 Lozenges, printed 12 Champion Chocolate 13 Eclipse Chocolates 14 Eureka Chocolates 15 Quintette Chocolates 14 Champion Gum Drops 9 Moss Drops 10 Lemon Sours 10 Imperial 1 Ital. Cream Opera 13 Ital. Cream Bon Bons 12 Golden Waffles 13 Red Rose Gum Drops 10 Auto Bubbles 13 <b>Fancy-In 5lb. Boxes</b> Old Fashioned Molasses Kisses, 10lb. bx 1 30 Orange Jellies 58 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 1 Bitter Sweets, as'd. 1 1 Brilliant Gums, Cryst. 60 A. A. Licorice Drops 90 Lozenges, printed 65 Lozenges, plain 60 Imperial 60 Mottoes 65 Cream Bar 65 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't 2 75 Ten Strike No. 1 6 60 Ten Strike No. 2 6 00 Ten Strike, Summer assortment 6 75 Scientific Ass't. 13 60 <b>Pop Corn</b> Cracker Jack 3 35 Giggles, 5c pkg. cs 3 50 Pop Corn Balls 200s 1 35 Azulikit 100s 3 30 Oh My 100s 3 50 <b>Cough Drops</b> Putnam Menthol 1 00 Smith Bros. 1 50 <b>NUTS-Whole</b> Almonds, Tarragona 16 Almonds, Drake 15 Almonds, California sft. shell 12 @ 13 Brazil 12 @ 13 Filberts 12 @ 13 Cal. No. 1 15 @ 16 Walnuts, soft shell 15 @ 16 Walnuts, Marbot 13 Table nuts, fancy 13 @ 13 1/2 Pecans, Med. 13 Pecans, ex. large 14 Pecans, Jumbos 16 Hickory Nuts per bu. Ohio, new Cocoanuts Chestnuts, New York State, per bu. <b>Shelled</b> Spanish Peanuts 9 Pecan Halves 58 Walnut Halves 30 @ 32 Filbert Meats 27 Alicante Almonds 42 Jordan Almonds 47 <b>Peanuts</b> Fancy H. P. Suns 7 1/2 Roasted 7 1/2 Choice, H. P. Jumbo 8



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1/4 lb. cans 1 35  
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1/2 lb. cans 2 50  
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Baker's Brazil Shredded



70 5c pkgs, per case .2 60  
36 10c pkgs, per case .2 60  
16 10c and 38 5c pkgs,  
per case .2 60

### FRESH MEATS

#### Beef

Carcass .6 1/2 @ 9 1/2  
Hindquarters .8 @ 10 1/2  
Loins .9 @ 11 1/2  
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 10  
60ft. .1 35  
70ft. .1 60

#### Cotton Windsor

50ft. .1 20  
60ft. .1 44  
70ft. .1 80  
90ft. .2 00

#### Cotton Braided

40ft. .95  
60ft. .1 35  
60ft. .1 65

### Galvanized Wire

No. 20, each 100ft. long 1 96  
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; God-  
mark, Durand & Co., Bat-  
tle Creek; Fielbach Co.,  
Toledo.

### FISHING TACKLE

1/4 to 1 in. . . . . 6  
1 1/4 to 2 in. . . . . 7  
1 1/2 to 2 in. . . . . 9  
1 3/4 to 2 in. . . . . 11  
2 in. . . . . 15  
3 in. . . . . 20

### Cotton Lines

No. 1, 10 feet . . . . . 5  
No. 2, 15 feet . . . . . 7  
No. 3, 15 feet . . . . . 9  
No. 4, 15 feet . . . . . 10  
No. 5, 15 feet . . . . . 11  
No. 6, 15 feet . . . . . 12  
No. 7, 15 feet . . . . . 15  
No. 8, 15 feet . . . . . 18  
No. 9, 15 feet . . . . . 20

### Linen Lines

Small . . . . . 20  
Medium . . . . . 26  
Large . . . . . 34

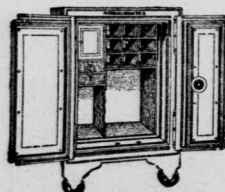
### Poles

Bamboo, 14 ft., per doz. 55  
Bamboo, 16 ft., per doz. 60  
Bamboo, 18 ft., per doz. 80

### GELATINE

Cox's, 1 doz. Large .1 80  
Cox's, 1 doz. Small .1 00  
Knox's Sparkling, doz. 1 25  
Knox's Sparkling, gr. 14 00  
Nelson's .1 60  
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 85  
50 cakes, small size .1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50  
Black Hawk, five bxs 2 40  
Black Hawk, ten bxs 2 25  
TABLE SAUCES  
Halford, 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

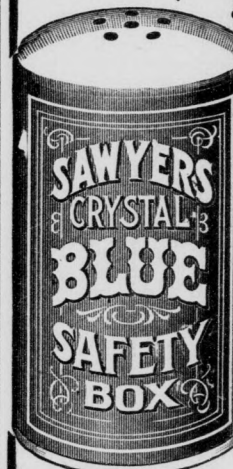
**TRACE** YOUR DELAYED  
FREIGHT Easily  
and Quickly. We can tell you  
now **BARLOW BROS.,**  
Grand Rapids, Mich

### Country Newspaper For Sale

Only one in a thriving Western Michigan  
town. Owner selling on account of ill health.  
Is paying a good profit and can be made to  
pay more. Write at once for particulars.

Grand Rapids Electrotpe Co.  
Grand Rapids, Mich.

**Sawyer's**  
CRYSTAL  
See that Top **Blue.**



For the  
Laundry.

**DOUBLE  
STRENGTH.**

Sold in  
Sifting Top  
Boxes.

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

It goes twice  
as far as other  
Blues.

**Sawyer Crystal Blue Co.**

88 Broad Street,

**BOSTON - MASS.**

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—Drug store in mountain town, 50 miles from Denver. Full prices. Also would sell building with living rooms over store. A money maker. Address P. O. Box 165, Georgetown, Colorado. 433

Modern lighting systems 500 C. P. 1/2 ct. per hour. Lights for all purposes. Write Lee C. Irish, Toledo, Iowa. 432

For Sale—Three ten-foot floor cases, modern, golden oak, receding base. Best offer takes. Want shoe shelving and settees. Box 36, Ewart, Mich. 431

Clothing stock and fixtures furnished for store in any small town in Northern Ohio or Indiana. An attractive proposition. Address N. A. C., care Tradesman. 430

## 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 through your store with eager buyers 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.



Typewriter and office supplies, rubber stamps, etc. Catalogues free. Wauance-Detroit Company, Detroit, Mich. 429

For Sale—Well-established novelty manufacturing business. Salesmen in every state in the Union. Good reason for selling. Address J. E. Elgin, Cedar Rapids, Iowa. 427

For Sale—Old-established paying retail lumber yard and mill, Monroe. Population 8,500. Many factories and buildings going up. City growing. Only one other yard in the city. Address W. C. Sterling, Jr., Monroe, Mich. 426

For Sale—Improved stock and dairy farm, 47 miles north Chicago 300 acres, \$70 per acre. Must be sold to settle estate. Don't answer unless you mean business. Wilkinson, 469 Wisconsin St., Kenosha, Wis. 423

25,000 acres—A Texas opportunity. A vast ranch, 85 to 90% arable land, well-improved, well-watered by windmills, with pastures, houses and corrals; 400 acres already in farms, with tenant houses, etc. Soil a deep sandy loam, suitable for cotton, kafir corn, milo maize, Indian corn and the small grains. Country stores, schools, a cotton gin, are all near by. Ideal tract for colonizing purposes. Write at once for price, terms and more information to L. S. McDowell, Big Springs, Texas. 422

Will pay \$50 for a buyer and have something to sell that will stand investigation. Read carefully: The best clothing business in the best town in Iowa; look on your map and note distance to other towns; stock is clean and reduced to \$5,000; business last five years averaged \$25,000. Fixtures modern and belong with building; rent reasonable; am selling to engage in other business. E. E. Beeman, Waukon, Iowa. 421

Virginia farms and homes. Send us 5 cents for descriptive catalogue. Halifax Land Agency, News Ferry, Virginia. 420

For Sale—Stock consisting of dry goods, groceries, boots and shoes and furniture. Will inventory about \$8,000, but can reduce to suit purchaser. Good location and good business. Town about 600 and only one other general store. Good reasons for selling. Address No. 419, care Michigan Tradesman. 419

For Sale Cheap—Stock of clothing and furnishings. Best location in city. Joseph Armstrong, Lapeer, Mich. 418

Wanted—Stock of general merchandise or good income renting property for a three thousand dollar equity in highly improved 144 acre farm near good market. Also I have a number of farms to sell in best improved section of Michigan. Write for list. Adin P. McBride, Durand, Mich. 434

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. 413

Will pay cash for shoe stock. Address No. 286, care Michigan Tradesman. 286

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

For Sale—A good clean stock of groceries and staple dry goods. Best location in city. Inventories from \$1,600 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

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 24x80, brick. Will sell at fair value. Will bear inspection. Satisfactory reason. Will lease stores at reasonable price. H. W. Hawkins, Opera Block, Reed City, Mich. 382

## 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—The New Alpena House, Alpena, Mich. Furniture, bar, fixtures, stock of liquors, cigars, etc. Large lively barn. Possession at once. For particulars write W. E. Rogers, Alpena, Mich. 381

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—Drug store, established 18 years. New fixtures, invoice \$3,000. Yearly business, \$10,000. Located in Central Michigan manufacturing city, population 60,000. Easy terms. Address Drug Store, care Michigan Tradesman. 374

For Sale—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—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

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

Merchandise wanted in exchange for 240 acres land in Michigan, free of encumbrance. May accept building. Lock Box 206, Maynard, Iowa. 403

## THE PROFIT IS YOURS

We have a plan that will reduce or close out your stock at a profit after paying all expenses. We would be pleased to talk it over with you, which does not place you under any obligation if it does not appeal to you as a perfect system. A man said the other day: "I cannot see a weak spot in it."

G. B. JOHNS & CO.

1341 Warren Ave. West Detroit, Mich.

Attorney, having acquired typewriters at bankruptcy and other sales, will dispose of same cheaply. William Capesius, 99 Randolph St., Chicago. 402

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—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

For information regarding Western North Dakota or Eastern Montana lands or regarding locations for any business projects, write L. W. Richards, Beach, N. D. 395

For Sale—Cheap, bakery. Reason, poor health. 1134 Washington Ave., North Lansing, Mich. 394

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., 112 1/2 E. 3rd St., Davenport rt. Iowa. 394

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—Furniture business in Northern Indiana. Good locality. Will sell stock or stock and building. S. S. Laude-man, Bremen, Ind. 334

Petoskey, Michigan wants a canning factory. Free site and other inducements. Interested parties write John F. Quinlan, Sec'y, Improvement Association. 386

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

For Rent—Large store building in live Northern Michigan town. Splendid opening for someone. Best location in town. Address L. H. Smith, McBain, Mich. 271

To Exchange—An improved farm in Benzie County, value \$5,000, for stock merchandise or store building and stock. Address No. 368, care Tradesman. 368

For 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

Tontitown, Ark. — Community 600; church, academy, schools, 3 factories, building now 25-room hotel; people pouring in; need drug store, general store, hardware store, cold storage, clothing and shoe store and lumber yard. Address Father P. Bandini, Trustee, Tontitown, Ark., ar. German-American Realty Co., Rogers, Ark. 323

For Sale—One 300 account McCaskey register cheap. Address A. B., care Michigan Tradesman. 548

Safes Opened—W. L. Slocum, safe expert and locksmith. 114 Monroe street, Grand Rapids, Mich. 104

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

## FOR SALE AND EXCHANGE.

Lease and Furniture—Of 50 room \$2.00 a day hotel located at one of the best points in Northern Illinois; this is a money-maker and well worth your attention; price \$5,500.

Drug Store—In Kalamazoo County, Michigan; stock and fixtures invoice about \$3,500; this is an old-established business that will stand the strictest investigation.

Drug Store—In Sangamon County, Illinois; established 15 years; solid oak fixtures; sales average \$700 per month; price \$3,450.

Grocery Business—Store building and bungalow at Laguna Beach, California; well established profitable business; will sell stock and real estate for \$3,750.

Wholesale Photo Card Business—Photographic view outfit and two photo cars; fine location on Lake Geneva, Wisconsin; business clear from \$2,000 to \$2,500 per year; owner losing eyesight and must sell; price \$1,500.

Furniture and Undertaking Business—In Woodford County, Illinois, invoice about \$9,000; sales average \$1,500 per month; price right.

Store Building—1 1/2 story frame store building and lot in Jefferson, Jefferson County, Wisconsin; suitable for any business; price \$2,000.

4 1/2 acre improved fruit and poultry farm near Boyne City, Charlevoix County, Michigan; price \$2,500.

360 Acre Farm—Near Hennricks, Delta County, Michigan; price \$3,600.

I bring buyer and seller together. 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, Real Estate Expert, 1261 Adams Express Building, Chicago, Illinois. 428

## SITUATIONS WANTED.

Position wanted by an experienced retail salesman in general merchandise lines. Twelve years' experience. Address Box 33, Gowen, Mich. 330

## HELP WANTED.

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman

Wanted—Partner who can furnish \$2,000 to develop a patented steam stump pulling machine, with economy 5 to 1. With no considered competitors. Pine distilling people will have to have it. Blue prints and particulars on request. Address R. L. Beasley, Dothan, Ala. 425

Wanted—Manager for a drug store in a live country town. Address Noah A. Gerig, Grabbill, Ind. 424

Want Ads. continued on next page.



## TO BE BORN POOR.

## Decided Advantage To Any Young Man.

My idea, and I differ from many good people, is that it is a decided advantage for young men to be born poor, if they have the right stuff in them. If they haven't, it doesn't matter, anyhow.

Suppose a good lad is born rich and goes into business—a business that has been made for him. What is his first disadvantage? Why, of course, he is handicapped at once by the fact that he can never realize the value of money. Suppose the young man is born poor and has to work for every penny he has—doesn't he realize the value of money? When he makes his success in the world through his own efforts he certainly understands it—I mean the man who has been a working man, not the one who was born of rich parents.

The young man who is born poor keeps green about him the memory of what he was once; he can feel the true nature of things; he can grasp the idea of the man who is a poor man himself—he knows better what the strength of encouragement is and what good a kindly word does for the working classes—he was once of them. Realizing their struggles himself, he works for them, he gains their support and co-operation—he helps himself ahead at the same time. To be born rich is not necessary. Opportunity is much. If the right sort of a young man only gets the opportunity—and many young men create the opportunity themselves—he proves himself worthy of it. Were he born rich the chances are that he would miss the opportunity, or, realizing it, fail to grasp it.

And then, again, a man who makes his own money has more independence. He can see the world in a wholly different light—the right light. He can enjoy what he's made himself far more than the money that's made for him.

The young man who is born rich is apt to be particular about his hours of labor—not so the young man who has been brought up to work early and late. The young fellow who wants to get along in the world and is particular about his hours of labor is on the wrong track. Employers don't like the man who is always watching the clock—who is always looking for 5 or 6 so that he can get away. Rich or poor, he stands little show to succeed.

It's wonderful—the confidence it inspires in an employer when he realizes that his employe is pulling at the same end of the rope that he is pulling at, in the way of making a success of the business. Again, the poor young man after business hours is more apt to try to improve himself than is the rich young man. The rich young man feels that he has no need of improving himself in the way of education; the right kind of a poor young man feels that he must. And that is just the spirit which is going to make him succeed. To study is one of the guarantees of success—a young man in these twentieth century

days should have at least one or two foreign languages—they help a great deal.

And then there's the temptation of drink. The rich young man is called upon to face it all the time, and how often does he shun it? The poor young man has not this constant temptation unless he seeks it out. Beware of strong drink—I say it to all young men. Remember, corkscrews have sunk more young men than cork jackets will ever save. I have never discharged a man for keeping sober.

The poor young man is more apt to have a civil tongue in his head than the rich one. Necessity makes it so. Always be civil. Is not the poor man's twenty shillings as good as the rich man's pound?

Benjamin Franklin, when ambassador at the French court, said to the young man: "The last time I saw your father he received me in his study. As I was leaving he showed me a short way out of the house, crossed by a beam overhead. Suddenly he cried, 'Stoop! Stoop!' I did not understand what he meant until I felt my head bump against the beam. He was a good man who never failed to give good advice. 'You are going,' he said, 'and have got to go through this world. Stoop as you go through it and you will miss many hard bumps.' I have never failed to be impressed with this lesson of humility."

Now to get back to the disadvantage of the rich young man starting in life. To begin with, he is less likely than not to start in on the ground floor. He doesn't start the same as the poor boy. So he often starts half way up and never gets any farther. Why? Because he never gets the necessary ground work. Eventually his pay is even less than that of his fellow men who began at the bottom.

Of course, all rich young men don't make this foolish start in life; some have sensible parents. I know many cases in which the parents have insisted on their sons beginning at the bottom and working up. In some cases, even, they pay large premiums to employers for just this advantage. But even this doesn't always work—too much money in youth has spoiled the boys.

Out in Ceylon, where I employ many thousands, we have a class of rich young men who are popularly dubbed "creepers." These are young fellows whose parents have paid premiums for them to start in some business and learn it. But the general result of this experiment—not always, of course—is that the young man chucks up the job in a year or two, loses the premium, and goes home again to start once more somewhere else, at something fresh, perhaps. The poor young man can not afford to throw up a position just because he has tired of it; the rich young man doesn't care.

The result is usually the same: These "creepers" gradually drift into the life of the broken down swell; knowing little of all, they know nothing about earning money, only about spending it. But how different would

the young man born poor treat his opportunities! Keeping green the memory of his days of struggle, he would lead a sensible, useful life when money came his way, knowing how to spend it properly and enjoying it all the more because once he had it not.

One of my hobbies is that the young man in commercial life should always bear in mind the great pleasure his success will bring to his mother. I think that is brought home more to a poor young man than to a rich one. I really feel that if a young man takes his mother's advice and studies to improve his position for her sake he is already on the high road to success. To the fact that when I was poor I did everything to get ahead more to please my mother than for any other reason I owe everything. And that's not bad advice to give young men nowadays, either.

As a young fellow, I always had in mind to improve my parent's condition. I made that my study and my goal. I'm sure that is what brought success to me. Bear this in mind always—anything that really pleases a man's mother is sure to be right.

A young man, despite all this, can't help being born rich. I suppose all young men wish they were, too. Perhaps the more sensible among them wouldn't if they realized the disadvantages of wealth when one is young. It breeds lack of appreciation of others; it tends to extravagance; it deadens effort; it does not lead to the proper understanding of men; it chokes off the realization of the sufferings of the poor; it destroys knowledge of the value of a dollar; it dries up human sympathy.

Sir Thomas Lipton.

## First "Taxi" Used By Chinese.

Giligulidea is the name of the eleventh century taxicab as used by the Chinese. It means "counting mile drum" car, and was a vehicle with a single shaft, running on two wheels, and consisting of two stories. In each of these compartments was a wooden figure holding a mallet in the right hand. These mallets struck upon a drum in the lower story and upon a gong in the upper story. When the gilgulidea had traversed a given predetermined distance the lower figure struck the drum with its mallet, whereupon a cogwheel made a revolution. When ten miles had been traversed the upper figure struck the gong with its mallet.

Sometimes the gilgulidea had a compass, which was invaluable in an age when there were no landmarks and signposts. There was also a magnet. This was located in a small box and influenced a block upon which there was fastened a small jade or wooden figure, whose outstretched arm always pointed due South.

Kalkaska — The Michigan Maple Syrup Co., Ltd., has merged its business into a stock company under the style of the Michigan Maple Syrup Co., with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in property.

## His Awful Revenge.

"It was two years ago at this time," said the music store salesman, as he drew a long breath. "I was in love with a girl. Ah, those eyes! That face! That rosebud mouth! I had asked her for her heart and she had given it to me. Then an old maid sought to come between us. She told my darling that I was only a squirt, and she told me that my darling made goo-goo eyes at a trolley car conductor. Explanations followed and we knew that she had lied."

"And you felt revengeful, of course?" was queried.

"I did, and I saw a way to get even and more: I bought 100 comic valentines and mailed them to her. Every one was a serpent to sting. I went about with a song in my heart to think I had got even."

"Yes, good joke."

"Well, I don't know. She had me arrested under the postal laws for sending scurrilous matter through the mails, and I was fined \$250, borrowed the money to pay the fine and am now returning it on the installment plan. In one year more I shall have paid the last of it."

"But you got married to your darling?"

"No."

"But she sympathizes with you?"

"No."

"But—"

"She said if I was such a fool as not to know the law she couldn't feel safe with me, and she doesn't have to pay any street car fare now. She married that conductor."

"And you — you?" persisted the other.

"Oh, I'm not sending any valentines this year. I'm just sending out bills to customers and I'm doing that very humbly and contritely."

## BUSINESS CHANCES.

Wanted—To buy general merchandise stock at once. Address 435, care Tradesman. 435

Salesman—Traveling; salary and expenses or commission; former experience not essential; splendid opportunity. Landmark Cigar Co., Denver, Penn. 436

Wanted—One salesman each for Illinois, Missouri and Nebraska, to sell a popular and growing line of felt shoes and slippers in connection with a most extensive and attractive line of findings. Only experienced and successful salesmen wanted. Address The Beatty Feltling Co., Mishawaka, Ind. 437

For Sale—Four business lots, 25 x 100 feet, with store and stock of general merchandise. Living rooms, warehouse and barn in connection. Everything handy. Connected with waterworks. The only reason for selling is poor health. Chas. L. Merithew, Buckley, Mich. 438

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



# "SELLING"



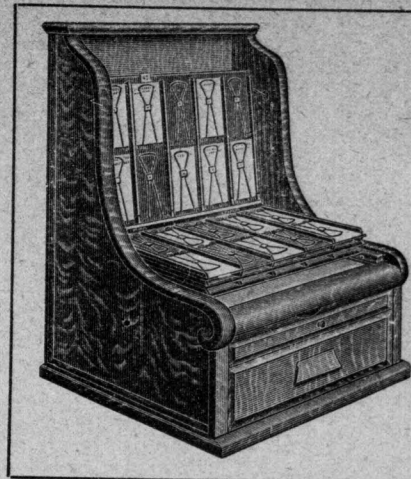
That's what the grocer is pleased to learn about any item in his stock. All dealers who handle

**White House Coffee**

Find that IT sells very

# FAST

Distributed at Wholesale by  
**Judson Grocer Co.**  
GRAND RAPIDS, MICH.



## The McCaskey Credit Register System Does These Things:

- It eliminates book-keeping. (Copying and posting from one book to another.)
- It prevents forgotten charges.
- It prevents disputes with customers over their accounts.
- It is an automatic collector.
- It is an automatic credit limit.
- It proves your loss and helps collect your insurance, if your store burns,

AND

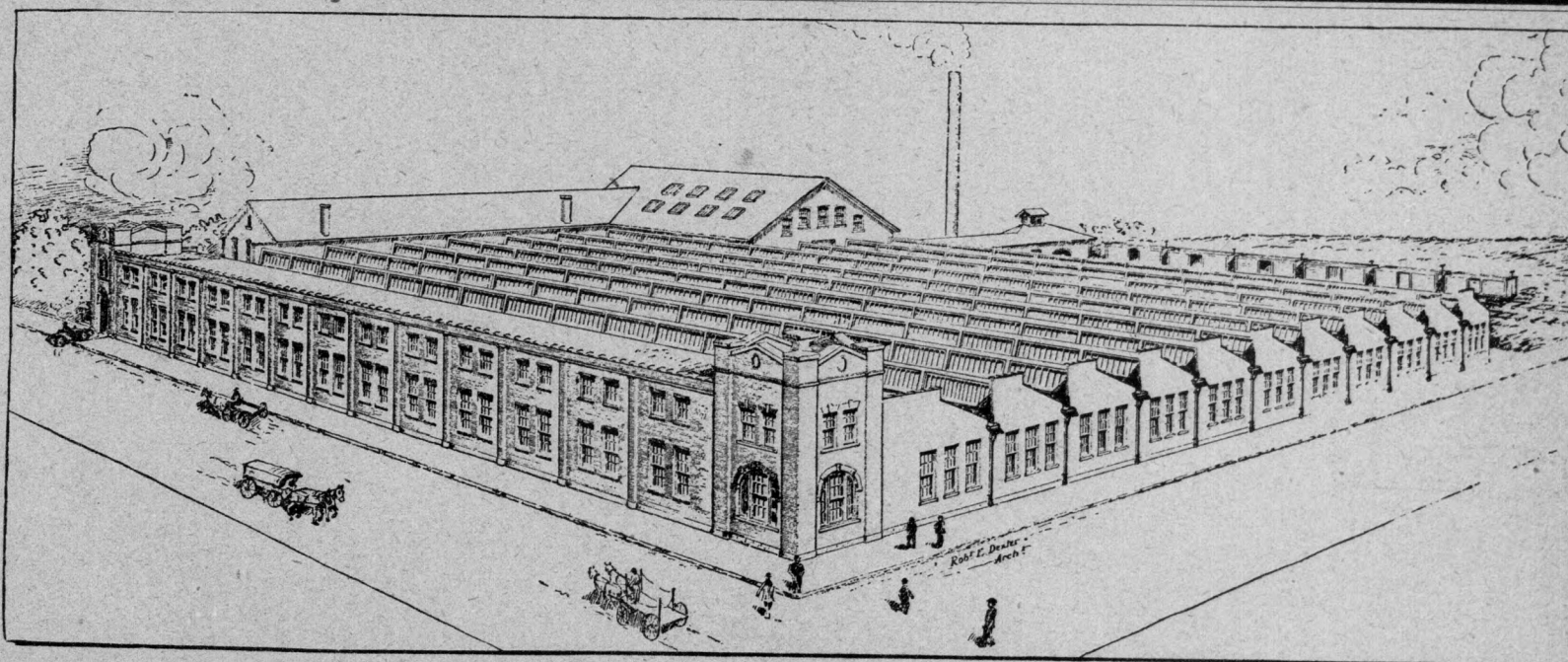
- It draws new trade.
- Can you afford to be without it?

**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



## HOW DOES THIS LOOK TO YOU?

250 x 410 ground space. 150,000 square feet of floor space.

The construction will be of the most modern for factory purposes. The roof is of the well known saw-tooth style, assuring the greatest amount of daylight without the heat and blinding glare of direct rays of the sun.

This style of construction also facilitates the securing of perfect ventilation.

### FIRE PROOF CONSTRUCTION THROUGHOUT

Part of this structure is already in use and the balance is being rushed to completion with all possible haste.

All machines, assembling and adjusting tables will be placed on separate foundations. This eliminates all vibration from the building and makes conditions most ideal for accurate, careful and precise work; a condition absolutely essential in the manufacture of perfect weighing devices.

New building, new location, new machines, new tools and dies, new plating works, new enameling ovens and the old experienced mechanics and employees.

What better prospects could we have for the supplying of the ever increasing demand for the famous DAYTON-MONEYWEIGHT SCALES?

Shipment of our goods will be greatly facilitated by our own private switch track making direct connection with the Pennsylvania Railroad.

**FACTORY**  
**The Computing Scale Co.**  
DAYTON, OHIO

Please mention Michigan Tradesman when writing for catalogue

Sole Distributors  
**Moneyweight Scale Co.**  
58 State Street, CHICAGO



# If Ketchup Could Be Made Better

Than Blue Label, We Would Do It



Every bottle of ketchup we ship is expected to act as a testimonial for us. The best tomatoes grown and the finest spices money can buy are so blended and so carefully prepared as to result in a ketchup which has become a household word.

Say "BLUE LABEL" to a housekeeper and she'll say, "CURTIS BROS. CO.'S KETCHUP." Our extensive advertising started people buying it. Its quality kept them buying it.

A good profit for the grocer and no risk as BLUE LABEL KETCHUP conforms to the National Pure Food Laws.

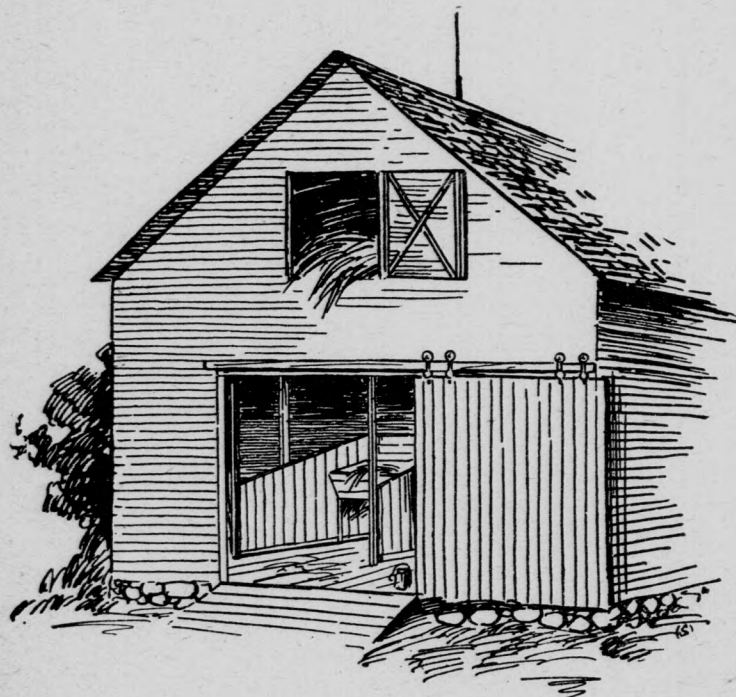
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## CURTICE BROTHERS CO.

ROCHESTER, N. Y.

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# Lock the Door and Save the Horse



The losses that come to us in this life are for the most part the result of not living up to our best thought.

As a good business man you know you cannot afford to be without

## A Bang Up Good Safe

Honest, now, what would you do if your store should burn tonight and your account books were destroyed? How much do you think you would be able to collect? Mighty little.

Don't run the risk, neighbor, you can't afford to. A safe, a good safe, doesn't cost you very much if you buy it from us.

It will only cost you two cents anyway to write us to-day and find out about it.

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## Grand Rapids Safe Co.

Tradesman Building

Grand Rapids, Mich.