



GEORGE ELIOT
(MARY ANN or MARION EVANS CROSS)

Born Nuncaton, Eng., Nov. 22, 1819
Died Chelsea, Eng., Dec. 22, 1880

The Introduction of Evangelicalism

[From Janet's Repentance]

EVANGELICALISM was making its way in Milby and gradually diffusing its subtle odor into chambers that were bolted and barred against it. The movement, like all other religious "revivals," had a mixed effect. Religious ideas have the fate of melodies, which, once set afloat in the world, are taken up by all sorts of instruments, some of them woefully coarse, feeble or out of tune, until people are in danger of crying out that the melody itself is detestable. It may be that some of Mr. Tryan's hearers had gained a religious vocabulary rather than religious experience; that here and there a weaver's wife, who a few months before had been simply a silly slattern, was converted into that more complex nuisance, a silly and sanctimonious slattern; that the old Adam, with the pertinacity of middle age, continued to tell fibs behind the counter, notwithstanding the new Adam's addiction to Bible-reading and family prayer; that the children in the Paddiford Sunday school had their memories crammed with phrases about the blood of cleansing, imputed righteousness and justification by faith alone which an experience lying principally in chuck-farthing, hop-scotch, parental slappings and longings after unattainable lollypop served rather to darken than to illustrate, and that at Milby, in those distant days, as in all other times and places where the mental atmosphere is

changing and men are inhaling the stimulus of new ideas, folly often mistook itself for wisdom, ignorance gave itself airs of knowledge and selfishness, turning its eyes upward, called itself religion.

Nevertheless, Evangelicalism had brought into palpable existence and operation in Milby society that idea of duty, that recognition of something to be lived for beyond the mere satisfaction of self, which is to the moral life what the addition of a great central ganglion is to animal life. No man can begin to mould himself on a faith or an idea without rising to a higher order of experience; a principle of subordination, of self-mastery, has been introduced into his nature; he is no longer a mere bundle of impressions, desires and impulses. Whatever might be the weaknesses of the ladies who pruned the luxuriance of their lace and ribbons, cut out garments for the poor, distributed tracts, quoted Scripture and defined the true Gospel, they had learned this—that there was a divine work to be done in life, a rule of goodness higher than the opinion of their neighbors; and if the notion of a heaven in reserve for themselves was a little too prominent, yet the theory of fitness for that heaven consisted in purity of heart, in Christ-like compassion, in the subduing of selfish desires. They might give the name of piety to much that was only puritanic egoism; they might call many things sin that were not sin; but they had at least the feeling that sin was to be avoided and resisted, and color-blindness, which may mistake drab for scarlet, is better than total blindness, which sees no distinction of color at all.

Yes, the movement was good, though it had the mixture of folly and evil which often makes what is good an offense to feeble and fastidious minds who want human actions and characters riddled through the sieve of their own ideas before they can accord their sympathy or admiration. Such minds, I dare say, would have found Mr. Tryan's character very much in need of that riddling process. The blessed work of helping the world forward happily does not wait to be done by perfect men; and I should imagine that neither Luther nor John Bunyan, for example, would have satisfied the modern demand for an ideal hero, who believes nothing but what is true, feels nothing but what is exalted and does nothing but what is graceful. The real heroes, of God's making, are quite different: they have their natural heritage of love and conscience which they drew in with their mother's milk; they know one or two of those deep spiritual truths which are only to be won by long wrestling with their own sins and their own sorrows; they have earned faith and strength so far as they have done genuine work: but the rest is dry, barren theory, blank prejudice, vague hearsay. Their insight is blended with mere opinion; their sympathy is, perhaps, confined in narrow conduits of doctrine, instead of flowing forth with the freedom of a stream that blesses every weed in its course; obstinacy or self-assertion will often interfuse itself with their grandest impulses, and their very deeds of self-sacrifice are sometimes only the rebound of a passionate egoism. So it was with Mr. Tryan; and anyone looking at him with the bird's-eye glance of a critic might, perhaps, say that he made the mistake of identifying Christianity with a too narrow doctrinal system; that he saw God's work too exclusively in antagonism to the world, the flesh and the devil; that his intellectual culture was too limited, and so on, making Mr. Tryan the text for a wise discourse on the characteristics of the Evangelical school in his day.

But I am not poised at that lofty height. I am on the level and in the press with him, as he struggles his way along the stony road through the crowd of unloving fellowmen. He is stumbling, perhaps; his heart now beats fast with dread, now heavily with anguish; his eyes are sometimes dim with tears, which he makes haste to dash away; he pushes manfully on, with fluctuating faith and courage, with a sensitive failing body; at last he falls, the struggle is ended, and the crowd closes over the space he has left.

Yet surely, surely, the only true knowledge of our fellowman is that which enables us to feel with him, which gives us a fine ear for the heart-pulses that are beating under the mere clothes of circumstance and opinion. Our subtlest analysis of schools and sects must miss the essential truth, unless it be lit up by the love that sees in all forms of human thought and work the life and death struggles of separate human beings.

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.

M. 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

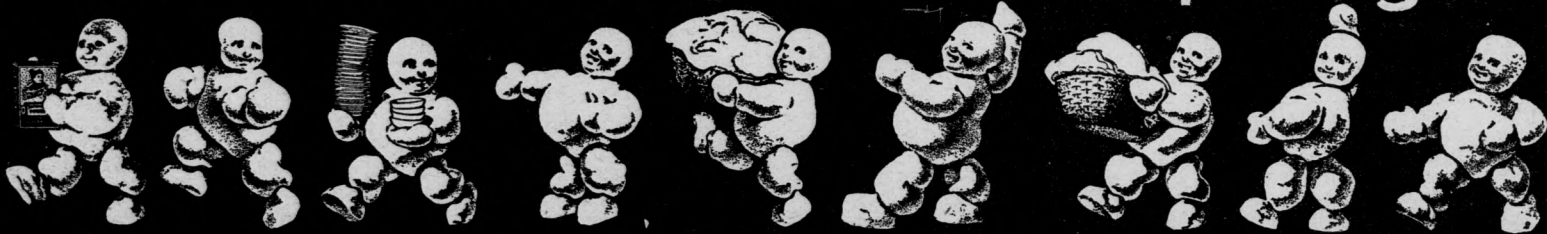
about wanting to lay your business propositions before the retail merchants of Michigan, Ohio and Indiana? If you really are, here is your opportunity. The

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, MARCH 2, 1910

Number 1380

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THE MAPLE PRODUCTS.

If you are out of the maple belt it may be a little hard to convince the public that maple syrup is worth more per gallon than the numerous imitations and substitutes, but if you once get the first-class article there is little danger of getting "stuck" on it. Many are familiar with the cheaper brands not guaranteed as pure, those which, if cornered, one must sell as "not just all maple," and they have in a measure injured the sale for the real stuff. Happily, the delusion may readily be dispelled if we but go at it.

First, purchase your goods of some reliable party in the maple district, one whom you can depend upon to furnish only a first-class product. They may be innocent of the fabled "brown sugar" and yet taste suspicious. This can result in any one of several careless or improper manipulations. If the syrup is kettle-boiled it will be darker than that reduced by an evaporator. If the pan is too large the sap will be allowed to stand a day or two until a sufficient quantity can be accumulated, again resulting in a more highly colored product and one of ranker flavor. If the pan has been browned the color is darker and the delicate flavor impaired. Cleanliness, quick boiling and sealing as soon as removed from the fire are among the necessities for a prime article. Find a producer who sells such syrup and give him your order.

If the price scares your customers who should afford the choice delicacy, distribute samples among your buckwheat cake devotees and they will readily become converts. Tell them of that most delectable of all sweets, warm sugar, and give directions for preparing it. Suggest maple frosting, nut candy, cereal combinations with maple and you will find ready sale for your real maple products.

THE WOMAN WHO WAITS.

She is in our midst more than some of us dream; and if she can find a merchant who has anticipated her

needs and catered to her conveniences, he is the one who will get the bulk of her trade. If she comes by rail or trolley, a room in which she can arrange disordered locks, wash the dust of travel from her face and hands and find the other conveniences of the toilet, will be more than appreciated. If her method of reaching town is by driving, still more does she need a place where she can feel at home. She will even look with pleasure to such a spot, though her home be in town, circumstances often coming up to render it a convenience.

Though you have neither room nor facilities for offering a complete waiting room, at least make the woman who is compelled to stand in the street while awaiting the arrival of her carriage feel that she is welcome. Have one or two chairs in a comfortable place—near the stove or the register or the radiator in winter. Give her the morning paper to read, and in various ways show her that she is not an intruder.

If you permit loungers, show them by your own example that you expect them to be gentlemen, at least while on your premises. Rough talking, smoking and other marks of rowdyism have no place in the well-appointed store at any time, much less when a woman is within your doors.

If you have a bit of spare time, volunteer the showing of some article in which you fancy she might be interested. At one time this might be a washing machine, a new fangled churn or some other household article. At another show something elegant in dress goods or trimmings, even though you recognize the fact that she can not become a purchaser. She will enjoy a glimpse of really beautiful goods and thank you for the entertainment given.

WHY STUDENTS BREAK DOWN.

More and more frequent are the failures in health before the school or college course is completed, over-study and nervous breakdowns and a host of kindred things being associated with the modern education. There seems often a single choice between eliminating part of the subjects which modern sanction has given to the finished course of study or to wade through it shattered physically and possibly mentally.

The poor student is commiserated for his hard work which resulted disastrously. He becomes in his own mind as well as in that of his friends a martyr to modern education.

While it can not be denied that there is undue tendency to cram, while some over-ambitious students do overwork, much which passes for this is quite the reverse. There are

too many outside demands. The boy who carries the regular schedule of studies has enough, with his work in the literary society, to keep him busy. Yet it is not too much. But when he comes to take up ball games, fraternity duties, glee club practice and other things, then it is that the hardest strain is felt. He may manage nicely the long lessons in German and the study of Greek at late hours through the week, but not until his roommate returns from a near-by home at the week-end vacation, refreshed after two or three nights of sound sleep, does he realize how fast he is breaking down.

If the ball teams were restricted to the school grounds, if the outside matters were wholly cut out, many who pride themselves on overstudying would be found hale and hearty. Physical culture has its place; but when it steps in and coaxes the boys on expeditions many miles away to play a game, it is decidedly out of place. It is not half so much the school curriculum as the athletic club which is causing the breakdowns (?) among students.

THE REPAIR DEPARTMENT.

There is a false notion too prevalent that mending and having things mended is a bit disreputable. The old stitch-in-time adage should be just as forceful now as two or three generations ago. It really is, if we but listen to it and show the proper respect for its motive.

There are many of our best citizens who would gladly patronize a repair shop if they only knew where to find it. Some hesitate to make enquiries lest they be judged penurious and some most abundantly able to replace the old goods with new are most persistent in looking for the repair shop. They well know the principles on which a fortune is built. Waste not, want not, is obligatory even in this twentieth century. If you can repair anything, from a harness to a rubber boot, let people know it. If you have anything which will enable people to do their own repairing, tell them about it.

But yesterday a wealthy city man who is now a suburbanite spoke regretfully of a phonograph which was out of order. "I don't know where in this vicinity to get it repaired. The local papers seem to have no advertisements for such work." Here is a case where the advertiser should hunt the customer—and he knows it. He is not accustomed to reverse the process and is simply silent. A few lines in the morning paper telling that you can and are willing to look after disabled musical instruments, bicycles or the host of crippled goods of various kinds would bring plenty of work. The shoeman who

does repair work is kept busy. The tinner, harness maker and other tradesmen and professionals will find it more than profitable to look after the threadbare or broken articles. False pride checks a hunt for these money-savers; but if you advertise them the public will quickly seize the chance and thank you for it.

HOME DYEING.

While the renewal of ribbons is necessary at all seasons, this is the time when the economical housewife is working up her discarded clothing into cosy rugs and porch coverings. For this purpose rag rugs are coming more and more in vogue and any jog which you can give to her memory in this direction will be fully appreciated. Maybe she is not aware that the ribbons which her little girl requires in abundance for school use can be made as good as new by dipping into a quickly prepared dye. Get your color card out in a conspicuous place and post beside it the placard,

"Some of our best people wear home dyed ribbons and dresses."

State plainly when asked that, while the fancy dyes yield a fairly permanent color on silk or wool, they are less satisfactory on cotton. Give honest advice as to the amount of dye required for a certain amount of material. Supply the literature explaining just what colors may be made with good effect over certain other fast colors. Press all available literature to the foreground. It is produced by the firm at considerable expense and touches on some points which you, not being a specialist, are not expected to understand.

Dwell on the fact that the goods must be perfectly clean when dyed; that directions should be rigidly adhered to; that soft water will give better results than hard; that, if one tries to skimp the amount of dye used, a lighter tint will result; for if the goods are not well washed, even though the color does come out some, they will crock and make mischief later. If desirable, a package of each of the more common colors might be given to some one who would be glad to furnish samples of ribbons dyed, thus showing beyond proof what an amateur can accomplish. It would convince those who doubt the luring samples sent out by the firm that the dyes do the work claimed for them, and many a neat woman would be glad to do the service.

There's a lot of difference between being blind to the faults of your friends and winking at their vices.

Try to make folks deeply happy and their heavenliness will take care of itself.

SCIENCE OF ADVERTISING.

New Method of Marketing Goods a Benefit To Retailer.*

The Science of Advertising, which I shall endeavor to discuss with you to-day, is not so much a matter of methods as of purposes and intent, important because of their relation to other lines of effort and the effect upon trade as you gentlemen know it every day of your lives. Thousands of men are writing volumes of advice and filling millions of columns of space with effective advertising copy every day—from all of which you can learn and profit very much—but, after all, the true science of advertising is an entirely different phase of the question, about which there has been in the past altogether too much silence.

You gentlemen know very well how this or that manufacturer has, by the influence of cleverly worded or pictured advertising, created a strong demand for his wares—a demand which came more or less directly up to you, but in how many instances has that advertising been carefully and profitably linked to your interests so that you, as well as the advertiser and the consumer, reaped your rightful benefits? How often have that advertiser and his advertising agent, before entering on their campaign, carefully studied its effect on sales policies, on the economics of your daily store methods, on your system of buying and selling, on your stock inventory and, above all, on your profits? It is this phase of advertising that I wish to discuss with you and leave the detail of preparing advertising copy to the advice of others. After all, that is a question of individual needs and of individual ability to comprehend and understand the psychology of the customer, toward whom it is directed.

If it appears that I am speaking from the standpoint of a manufacturer with reference to the needs, especially, of the grocer, I must ask your pardon and plead that most of my observations of advertising effects on trade have been in that connection, both in my present association and when I was a close observer of conditions from the vantage point of a Trade Press editor. I can only say that I believe the experience of the retail merchant is the same, whether he be a grocer or in any other path of trade. It is only a matter of adaptation.

What is the purpose of advertising? As I understand it, it is to promote publicity, in order that the buyer may first be acquainted with the place where certain goods may be had and, second, that he may be inspired to buy those goods. Originally the first of these purposes was uppermost, but in its recent development advertising has very strikingly assumed its greatest growth in the latter direction. As novelties have gradually become greater and greater in their proportion in the retailers' stocks advertising has completely changed its purpose. It is less the province of Retailer Jones to inform the public that

*Address by Ellis L. Howland before Illinois Retail Merchants' Association.

he has this or that for sale, but of the manufacturer to exploit his product to the public, explain its charm and then wind up by notifying the public that Retailer Jones—or more likely all retailers—has it for sale. As a recent advertising paper said of a food manufacturer's purpose, it was "to make things taste good in print."

Now, this is all very well and, properly adjusted to the principles of square dealing, can make advertising one of the greatest blessings that can befall the retailer. That it has been proven effective beyond all peradventure can not be denied. Hundreds of great manufacturing concerns testify to that fact and thousands of valuable trademarks attest its power to build real property out of advertised reputation. The trouble lies in the fact

common class of commodities and endowed it with a personality which can not be ignored. There was a time when soap was soap, when oatmeal was oatmeal, when shoes were shoes and when any commodity stood by itself on its appearance, without reference to where, or by whom, it was originated. If the retailer found that he could buy one man's product to better advantage either as to quality or price than another's he was free to do so. The consumer cared nothing, nor knew the difference. The retailer controlled the situation.

But to-day it is different. Probably 60 to 75 per cent. of the articles on the grocer's shelves—and I venture to say the same is true in greater or less proportion in any other line of goods—bear the name of the

unsuspectingly, completely changed the function of the retail merchant. It is true that if those goods have "saleability" the retailer must regard them not altogether as commodities but as individual commercial agencies through which he is able to make his profits. He has done little to create either the goods, their reputation or their attractiveness. They were possessed of their attractiveness for him before he bought them and he bought them because of their qualifications. His interests have become inevitably and inseparably linked with those of the manufacturer—advertiser. He has become a distributor for that manufacturer. Trade and manufacturer are partners in the prosperity and continued attractiveness of those goods.

If this proves anything to the student, it proves that the Science of Advertising has revolutionized trade and trade relations between its various factors—the manufacturer, the jobber, the retailer and the consumer. It may surprise you, but the conclusion is inevitable. I think, however, that I might say it has been no less surprising to the advertiser himself. No influence in modern commercialism has brought a greater revolution — and strictly through the peaceable channel of evolution—than advertising. Only recently have manufacturers and advertising men come to realize how sweeping is this change in the functions of us all, in the necessity for readjustment of our relations to one another. No less an authority than Mr. Collins, of "Printer's Ink," said in a recent article on this subject: "Advertising is linked closer and closer to selling every day for the simple reason that the results of advertising must be secured through the mercantile trade. Advertising and selling are close together because nobody can pry them apart."

So long as we remained in the dark as to the true conditions which obtain in trade—conditions which had crept upon us unawares through the subtle influence of advertising—there were trouble galore and friction all along the line. The great factors of trade were growing greater and crowding their smaller competitors to the wall. The small man found the tide of competition setting against him so that he fell woefully behind in the procession. The price cutter revelled in joy. The chain and department store waxed strong and multiplied. Trading stamps, free deals, premium schemes and similar trickery were invoked only to discover that they were all instruments of false economy that could not meet the new conditions. Buying exchanges were formed, but while they may have been of temporary benefit to the few favorites who were able to enjoy them, they only added fuel to the flames of discontent in the mass of trade, because they increased the favorites in the circle instead of eliminated favoritism.

Only recently the wiser heads in trade have been turning to the fundamental study of conditions in the hope of discovering the source of trouble. The various branches of trade have been organizing—not on selfish lines but in a broad compre-



Ellis L. Howland

that, once having discovered the power to sell goods through appeals in printers' ink, some advertisers have chosen to rely on that power to ensure a steady and lasting outlet for their goods, and have more and more ignored the trade and its interests. The result is just what you gentlemen know it to be: a lash over the head of the retailer. "Create the demand and the trade will HAVE to sell the goods," they say. Profits? What does such an advertiser care about any profits beyond his own?

This newly developed power of advertising has completely revolutionized the processes of merchandising. It has entered the field of business as a free-lance and completely upset all the traditions, and to some extent relations, of the past. It has given to the advertised article an entirely new individuality, which to a considerable extent has lifted it out of the

manufacturer. They sell because of that name, a name made valuable by reason of the advertising back of it. No longer is it necessary for the grocer to talk his customer into buying this or that; if it is well advertised and has MERIT, it will sell. The manufacturer has put into that package not only that degree of quality that will make it popular and build his own reputation, but he has added to each package, for your benefit, the element best described by the term "saleability." Goods well advertised are half sold and when you buy advertised goods, as against those which are mere staples and devoid of "saleability," you are buying something which ought to have for you a new value.

If you admit this to be true, you must admit that the development of the manufacturer and the power of his advertising have, unwittingly and

hensive way. The result has been that within the past five years—I might almost say two years—more progress has been made in bringing order out of chaos than in fifty years before. What had been a one-sided development through the Science of Advertising has been shaped and moulded in such a way that there is promise that all, rather than one factor in trade, may derive benefits from the power of publicity and agitation. To-day we have great local organizations of retailers, state organizations like this flourishing Association and finally cohesive and respected National associations represented by such good friends and colleagues as National President T. P. Sullivan, of Illinois. We have local, state and National, among the jobbers, working—I am glad to believe—not only outwardly but inwardly, where there have crept in evils that have until lately been unrecognized as sources of annoyance and of inharmony. And more lately the procession of organization has been joined by the American Specialty Manufacturers' Association, representing something like 120 makers of well known grocers' specialties. More recently several cities have organized Jobbers' Salesmen's Associations and even the Grocery Trade Press has caught the spirit and of late has been accomplishing much through the power of association that was impossible without it.

Now, I mention this organization movement in this connection because I believe it has been through organization mainly that the trade has come to recognize the truth as to the change which has come about as a result of the manufacturers' use of the Science of Advertising. Working on broad lines, these associations have, with singular unanimity, come to a conclusion that the whole system of inter-relation of classes in trade needs revision and that the necessary inter-dependence has forced everyone to recognize the fact that co-operation must be the keynote of future trade adjustment. I believe this recognition has of late been making great strides. I admit that there is still plenty of ground for friction and that it will be long before co-operation will come into its rightful control of our several movements, but it is surely coming. The recent conferences between representative committees of the National Association of Manufacturers, Jobbers and Retailers in the grocery trade and the alliance formed at Chicago a month ago between the Trade Press and the National Retailers' Association, in which the National manufacturers acted the part of intermediary, are all hopeful and unmistakable signs of the recognition of mutuality of interest.

Speaking of advertising, from the manufacturer's standpoint, I believe it is more and more coming to be recognized as not only the privilege of the manufacturer to create a demand for his goods but his duty to the trade. If he expects the trade to handle his goods as a loyal distributor he ought to relieve that distributor so far as he can of the task of "talking the goods up." He certainly

owes it to the trade to provide an adequate profit and to protect that profit from price cutters and pirates. He has no right to discriminate between competing distributors, allowing one to own goods cheaper than others. It is not fair for him, through making quantity prices, to let the big retailer own goods at a price permitting him to sell at figures which pay him a profit but spell loss and ruin to the small dealer. He has no right to expect either the jobber or retailer to handle his goods loyally and permit him to skim the cream of their customers by direct sales.

Briefly stated, when the manufacturer, through an exercise of the Science of Advertising has seized control of the destinies of his goods, it should not be regarded as a despotic privilege which he obtained, but a Democratic, American responsibility in the exercise of which he is under obligation to his co-operators to ensure them fair treatment and reasonable and protected profits. I believe that the trade have a right to exact it from him and that both he and the trade are coming to recognize it. Manufacturers are more and more shaping their sales policies in that direction and I am pleased to say that the manufacturers who have adopted that view are, in almost every instance, the most successful in their lines. Of course there are still a number who have not yet developed the necessary measure of backbone to withstand the pressure of temptation and who weaken in the face of large orders from irregular buyers. And, on the other hand, there are still many retailers and jobbers who are clinging to the old traditions and constantly trying to sneak some selfish concession rather than to take their places in the ranks of honest co-operators. But they are already branded for the ax of public condemnation and I believe that trade opinion is fast being directed against them.

You may say that in all I have said I have confined my Science of Advertising to the manufacturer. I have done so because I believe it best illustrates the true purpose and power of advertising, and also because I believe it touches one of the most vital questions of retail trade today—the rightful place of advertised goods in trade. Of course there are other branches of advertising, but they are not controlling influences. Logically, if a manufacturer sells his goods for the retailer, there is little need for the retailer to advertise. If he has become a distributor and is freed from menace of favoritism, of price cutting on the large proportion of the goods he sells, his function has changed. Some say that he has become a "slot machine," but there is nothing objectionable in that if the "slot machine" is well maintained and properly taken care of. A broker or a commission man is a "slot machine" in that sense, but you will all admit that he is a pretty respectable factor in commercial life and fairly prosperous. If being protected from cut throat competition; if being relieved from the necessity of overloading your stock and speculating, in order

to buy on a fair basis of profit, if being given an open field for doing business is making a "slot machine" of us, the sooner the change comes the better.

It does not follow that you are deprived of the right to compete for the trade of your community. One phase of the Science of Advertising has to do with the retailer's advertising, but that ought to be but a parallel to the other form of advertising I have mentioned. I regret to say that in the majority of advertising by retailers there appears to be but one idea—the element of price. It seems to be an opinion of many retailers that if the price is made low enough in an advertisement success is sure to follow, and it has done more to demoralize trade than almost any other influence. Cheapness is only one of the forms of attractiveness that might be urged by the advertiser and I believe it is one of the least attractive and least valuable in the long run. Inevitably it appeals to human cupidity and the one on whom it has the most striking effect is the chronic bargain hunter. Is that the class of material out of which successful and valuable clienteles are built? Is the bargain hunter the retailer's friend, to-day, to-morrow and forever? Or will that class of trade flit whither the bargains are found, without regard to anything else?

In the food lines it is especially true that cheap groceries have seen their best days and the consumer to-day, taught by the pure food law and its disclosures, has come to demand reliable groceries, without much regard to price. While this is a matter in which we ought all to feel much gratification, as indicating a distinct upward step on the part of the American consumer, it is eminently unfair for that consumer to now attempt to lay the blame for the additional cost at the door of the retail grocer. There is no more honest service rendered the American people than that of the retail grocer and none so poorly paid for.

The growth of a discriminating desire for better packages, for things which have reputation—which are advertised, if you choose—the call for cleaner and better stores; for a higher quality of service; for delivery wagons; for credit, perhaps; all this has relegated the element of price more and more to the background. More and more the retail advertising which rests on cheapness, blazoned in printers' ink, is becoming an exploded system for drawing trade.

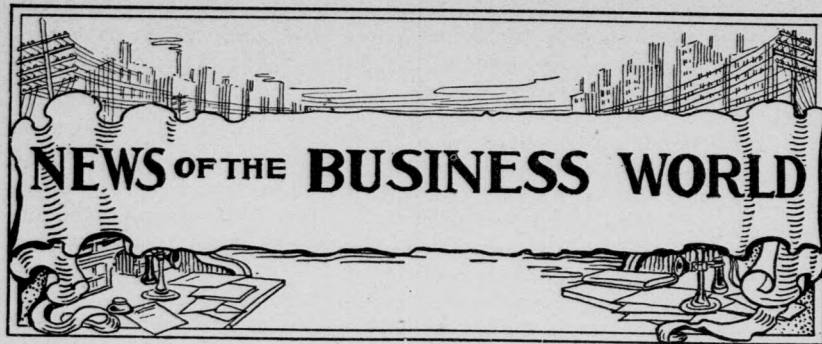
The price cutter is his own worst enemy and is coming to recognize it. He only cuts on a few things and relies on full or higher prices on everything else to compensate him for the loss. Too frequently he grabs the very things which have extra value (because they are highly advertised) as the objects of his ruinous slaughter. Death loves a shining mark and so does a price cutter. The price cutter, in seizing the reputation of an advertised article to serve his own ends, is alike an enemy to you and to the manufacturer. He seeks to destroy the most valuable and progressive article you have in your stock—

the already half sold advertised specialty. And, after all, he is hurting himself as much as you for he is building a reputation on shifting sands; a clientele that is as vagarious as the Arab.

I have been watching two stores in a certain Michigan city, the one high grade in every respect, with a fine line of the best goods, with the highest type of clerical service and accommodation of the public and with never a cut price; the other with flamboyant methods, much printers' ink publicity of cut prices, drive sales and premiums, etc. If the latter was on the right road why doesn't all the trade drift in his direction and why doesn't he run the other store out of business? As a matter of fact, the high grade store is daily growing greater while the other shows little, if any, development. But it dares not cease driving or advertising bargains for a minute, lest its slippery clientele drift elsewhere, into fresh fields of demoralization. Persistent bargains at cut prices operate a good deal like "dope," they may stimulate for a minute, but once the habit is formed not only demoralize a clientele but leave an insatiable craving for more that is incurable and in many cases hopeless.

And all this time the high grade store is steadily prospering, making money on every sale, while the other is shaving profits to the starvation point, and then either clamoring to the jobber and manufacturer for discriminating concessions or scouring the country for job lots of questionable goods with which to keep the game going. Tell me, which of these stores do you suppose has the respect of the public—the only thing on which a business can ever rest permanently? Does the public usually respect the man with enough dignity to demand a fair price for his service, or the slouch, who is willing to work for little or nothing, in order that he may labor twenty-four hours a day to make a living? Which store would you rather own? And yet they are a few rods apart on the same street, a fair test of the wisdom of cut prices and drive sales. If the price cutter and his business are samples of what that sort of Science in Advertising can do, we may well be thankful that times are changing.

Briefly summed up, then, my whole idea of the Science of Advertising is to make your advertising attractive, not as the bait is attractive in the mouth of a trap, but honestly descriptive of the thing to be sold. As the pure food laws demand honest labels, let us demand honest advertising. Let it not only reflect the goods but the business ideals of the advertiser. Advertise for reputation—honest reputation that shall be enjoyed by all who come in contact with the thing advertised—and then add to these a full measure of old-fashioned honesty and fair dealing. "Honesty is the best policy" in advertising as in anything else. Advertising in itself is only a part of the science. Link it with righteousness and the future will open brighter, fresher and ever more hopeful for the American retailer.



Movements of Merchants.

Reeman—Snipp & Matten succeed Hall & Son in the feed mill business.

Drenthe — The Drenthe Creamery Co. has declared an annual dividend of 10 per cent.

Nashville—N. F. Cary, recently of Hart, has engaged in the jewelry business here.

Mason—George White, of Stockbridge, succeeds C. W. Jewell in the meat business.

Kalamazoo—The Field Pure Ice Co. has changed its name to the Superior Ice Co.

Marquette—A. L. Huetler will open a women's furnishing store here about March 15.

Lansing—The Beck & Cole Co. has changed its name to the E. B. Cole Department Store.

Detroit—The Schmied Sisman Co. has increased its capital stock from \$25,000 to \$100,000.

Detroit—The McDonald Coal Co. has changed its name to the McDonald Coal & Brick Co.

Flint—T. Hutchinson, recently of Edmore, has engaged in the general merchandise business here.

Six Lakes—Casselmon & Hutchison, of Ovid, have opened a furniture and undertaking store here.

Mancelona—A. A. Dietz has sold his stock of groceries to J. C. Darling, recently of South Boardman.

Mt. Pleasant—Henry W. Morrison succeeds his father, John W. Morrison, in the implement business.

Battle Creek—Edwin Bennett has purchased and taken possession of the grocery stock of L. H. Palmer.

Cadillac—Goldman Bros. are closing out their stock of general merchandise and will retire from business.

Owosso—J. B. Castree & Son, machinists and founders, have taken over the machine shop of A. A. Stegall.

East Jordan—Hartford Taylor has opened a general store at Churchill's Corners, about six miles south of this place.

Owosso—Roy and Stanley Babbitt have formed a co-partnership and purchased the meat stock of Gustave Bahlke.

Forest Hill—M. L. Perrigo has added a line of shelf hardware to his stock of carriages and farm implements.

Chelsea—Moore Bros. have sold their stock of bazaar goods to Holmes & Walker, who will consolidate it with their own.

Sault Ste. Marie—Mead J. Warner has sold his stock of jewelry to N. D. Morrish, who will consolidate it with his own.

Rodney—The Rodney Hardware

Co. has dissolved partnership, H. C. Carr purchasing the interest of his partner, S. C. Carr.

Stanwood—John E. Gogo has sold his meat and grocery stock to Jay Clark, who will continue the business at the same location.

Three Rivers—Edward J. Ash has purchased the grocery stock of W. E. Clevenger and will continue the business at the same location.

Six Lakes—Mrs. Ida M. Wood has purchased the Grange building, formerly occupied by W. C. Westley, and will put in a general stock.

Howard City—C. D. Leffingwell has sold his stock of harness and horse goods to M. F. Butler, recently engaged in the harness business at Stanwood.

Detroit—The Mullen Coal Co. has been organized with an authorized capital stock of \$100,000, all of which has been subscribed and \$24,550 paid in in property.

Traverse City—Millar & Morse, dealers in furniture and hardware, have dissolved partnership, O. G. Millar purchasing the interest of his partner, O. M. Morse.

Eaton Rapids—N. D. Carlton has sold a half interest in his grocery stock to Roy Slayton and the business will be continued under the style of Carlton & Slayton.

Dimondale—J. Nelson & Co. have sold their general stock to Edward Nelson and Charles Johnson, who will continue the business under the style of Nelson & Johnson.

Mancelona—Jess Wisler is closing out his Wetzell stock, which he has maintained there for about twenty years, and will move the remainder of it to this place April 1.

Menominee—David Egan has resigned his position as clerk of the American Express Co. and purchased the grocery stock of the late Fred Cota, also adding a line of meats.

Morenci—Edward and Martin Gale have formed a copartnership and purchased the shoe stock of C. E. Ellsworth and will continue the business under the style of Gale Bros.

Kalamazoo—The Union Trim & Lumber Co. has been incorporated with an authorized capitalization of \$25,000, of which \$12,500 has been subscribed and \$2,500 paid in in cash.

Rodney—W. O. Eamon has sold his interest in the general merchandise stock of W. O. Eamon & Co. to his partner, E. Carr, who will continue the business under his own name.

Sunfield—W. J. Allen has sold his interest in the general merchandise stock of Allen & Norris to Aaron Ives. In the future the business will

be conducted under the style of Ives & Norris.

Hancock—William Nikkila has retired from the hardware firm of Nikkila, Silfven & Co. C. A. Silfven and C. J. Tolonen will continue the business under the firm name of Silfven & Tolonen.

Hastings—W. A. Garrett has sold his stock of bazaar goods to A. B. Hedrick and A. Riley, of Bluffton, Ind., who have formed a copartnership and will continue the business at the same location.

Detroit—John Irwin has retired as President and Manager of the State Coal & Lumber Co. and has sold his stock in the concern. He will remain for a short time in an executive capacity, it is understood.

Clare—Davy & Co. have merged their general mercantile business into a stock company under the style of Wilson-Davy Co., with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in property.

Owosso—Louis C. Hall has sold his interest in the grocery stock of Hall & Byerly to his partner, J. A. Byerly, who will continue the business under his own name. Mr. Hall will devote his entire attention to his produce and grain business.

South Haven—The Noud-Kean Coal Co. has been organized for the purpose of purchasing and selling coal and other fuel, cement and all kinds of building material, with an authorized capital stock of \$10,000, all of which has been subscribed, \$1,861.03 being paid in in cash and \$2,063.11 in property.

Lansing—Hallis E. Robertson has purchased C. F. Lapham's interest in the Lapham & Stabler furnishing store at 216 East Franklin avenue. Frank C. Stabler will manage the business and from now on the firm name will be known as Stabler & Robertson.

Detroit—A new company has been incorporated under the style of the Werbe Company, to engage in the general clothing business and buy and sell general merchandise, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Salling—Louis Jenson, who operates a sawmill here, has bought the machinery in the Michelson-Hanson lumber mill at Lewiston. When this mill finishes its cut about May 1 the machinery will be taken out by Mr. Jenson and moved to Ontonagon county, where it will be placed in a mill. Mr. Jenson has obtained large timber holdings there.

Saginaw—W. B. Mershon, who was a member of the State Forestry Commission and who is interested with four or five others in a large body of land on Au Sable River, which is being used in reforestation, has a miniature forestry preserve at his home which occupies nearly an entire city square and is thickly covered with different kinds of trees. Mr. Mershon has a son in Germany studying forestry with a view of becoming an expert in that line.

Harriette—William Barry, one of the best known business men in this

part of the country, died Feb. 23 at his home in this village. He had been in poor health for several months and had been critically ill for more than a week. A disorder of the brain was the cause of his death. He was a member of the general merchandise firm of Barry Bros. & Curtis and also of the firm of John A. Barry & Co., bankers here and at Boon. He was a member of the Masonic orders, Odd Fellows and Elks. Mr. Barry was a popular man and held in high esteem by his friends.

Manufacturing Matters.

Detroit—The K. H. Wheel Co. has changed its name to the Kelsey Wheel Co.

Lansing—The principal office of the Bell Gas Light Co. has been changed to Jackson.

Detroit—Gies-Hoyt Manufacturing Co. has increased its capital stock from \$10,000 to \$50,000.

Detroit—The Bailey Motor Truck Co. has been incorporated with a capital stock of \$100,000.

Greenleaf—The Greenleaf Creamery Co. has increased its capital stock from \$5,000 to \$10,000.

Lansing—The Michigan Cut Glass Co. has increased its capital stock from \$6,000 to \$25,000.

Jackson—The Advance Grease & Chemical Co. has increased its capitalization from \$15,000 to \$25,000.

St. Joseph—Herman H. Freitag, recently of Napoleon, Ohio, will open a hardware store here about March 15.

Battle Creek—The Battle Creek Breakfast Food Co., Ltd., has changed its name to the United Cereal Mills, Ltd.

Berrien Springs — The Berrien Springs Manufacturing Co. has changed its name to the Bon Ton Manufacturing Co.

Menominee—O. B. Olson, cigar manufacturer, is putting up a new smoking and chewing tobacco under the trade mark of Little Dutch.

Petoskey—Thomas J. Carroll has severed his connection with M. J. Fryman, dealer in shoes, and engaged in the shoe business under his own name.

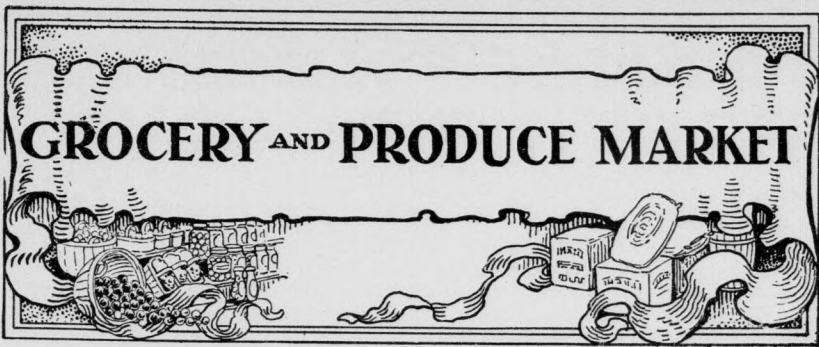
Detroit—The Bailey Motor Truck Co. has engaged in business with an authorized capital stock of \$100,000, of which \$50,000 has been subscribed and \$15,000 paid in in cash.

Kalamazoo—The Kalamazoo Motor Company has been incorporated with an authorized capitalization of \$15,000, of which \$10,900 has been subscribed and \$7,450 paid in in property.

Hillsdale—E. A. Dibble, referee in bankruptcy, sold at auction the O. R. Letherer grocery stock and fixtures to George Beck, who will continue the business at the same location.

Owosso—Frank Logan has sold his interest in the music business of Salisbury & Logan to W. F. Zimmerman and it will be continued under the style of Salisbury & Zimmerman.

Kalamazoo — George Hanselman, Secretary and General Manager of the Kalamazoo Playing Card Co., has tendered his resignation and will in the future devote all his time to the management of the Hanselman Candy Co.



The Produce Market.

Apples—\$3.25@3.50 per bbl.
 Beets—\$1.50 per bbl.
 Butter—The market has been very active on the ruling basis. The demand is readily absorbing all the fancy fresh butter coming in, but under grades are not meeting with as ready sale as fresh. The market, however, is in a healthy condition and while the consumptive demand continues as good as now there will probably be little or no change. The quality arriving is fine for the season and the outlook is firm. Local dealers hold creamery at 31c for tubs and 31½c for prints; dairy ranges from 18@19c for packing stock to 23c for No. 1; process, 25@26c; oleo, 12@21c.
 Cauliflower—\$2 per doz. for California.
 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—Receipts are heavy, but none too heavy to meet the increasing consumptive demand. There is no fear but what the consumptive demand will keep pace with the receipts on account of the high price of meat. Local dealers are paying 20c f. o. b. shipping point to-day, holding case count at 21c and fancy candled at 22c.
 Egg Plant—\$2 per doz.
 Grape Fruit—Florida is steady at \$4 per box for 96s, \$4 for 80s and \$4.75 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 \$3.25@3.50 per box for both Messinas and Californias.
 Lettuce—Hot house leaf, 12c per lb.; head, Southern stock, \$2.50 per hamper.
 Onions—Home grown, 85c per bu.; Spanish are in fair demand at \$1.60 per crate. Green from New Orleans command 40c per doz.
 Oranges—Navels, \$2@2.75; Floridas, \$2.65 for 200s and 216s and \$3 for 176s and 150s.
 Potatoes—The market is discouraging from every standpoint. Growers are unable to market their crops above 12@15c, while handlers are unable to secure cars. Local handlers hold at 30c in small transactions.
 Pieplant—10c per lb. for home grown hot house stock.
 Pineapples—\$3.50@4 per crate for Cuban.
 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.

Organization of New Bank Completed.

At a meeting of the stockholders of the Michigan Exchange Bank, held in the office of the Lemon & Wheeler Company Monday evening, directors were elected as follows: Fryer Halladay, S. M. Lemon, George Clapper-ton, E. A. Stowe, George A. Rumsey, H. J. Dudley, Edward Owen, W. J. Breen and George M. Ames. The directors elected the following officers: President—Fryer Halladay. Vice-Presidents—E. A. Stowe and George A. Rumsey. The Cashier will be elected later. The bank, which has been in the process of organization for some time past, will open for business about April 1 in the Rumsey block, 416 Grandville avenue. It will be a private institution and will be capitalized at \$30,000, all paid in. The vault and safe for the new bank were furnished by the Grand Rapids Safe Co.

Sold His Interest in Williams Bros.

Detroit, March 1—George Peck, J. L. Hudson, J. F. Hartz, Frederick H. Holt, Fred L. Silk and Charles B. Sawyer have purchased the interest of William H. Williams, President and for thirty years one of the active heads of the Williams Bros. Co., manufacturer of food products, one of the largest institutions of its kind in the country. Officers have been elected as follows: President—Walter H. Williams. Vice-President—J. F. Hartz. Secretary—Charles B. Sawyer. Treasurer—Frederick H. Holt. Superintendent—Fred L. Silk. The Williams Bros. factory was established in 1880. Walter H. Williams has been Secretary-Treasurer for a number of years and Mr. Silk has been in charge of the manufacturing department for a long period. J. Niergarth, general merchandise, Long Rapids: I wish to continue the Tradesman. Would not like to be without such a valuable paper. The Schantz Bros. & Palmer Co. have changed their name to the Schantz Co.

The Grocery Market.

Sugar—Raws are strong and higher, both foreign and Cuban. Reports from Louisiana say the crop as estimated is now generally admitted to be too high on account of unexpected drawbacks which have been mentioned before, which will prevent the totality of the cane in the fields from being brought to good avail. The output of this year's crop will certainly fall below the estimate of 1,831,000 tons, as was at first estimated, in view of the immense amount of cane in the fields. All the refiners advanced their quotations 10 points last Wednesday and the Federal and Warner refineries announced another advance of 10 points yesterday. It is expected that the other refiners will place their brands on a parity with Federal and Warner before the close of to-day's market. Detroit—A movement is on foot looking to the organization of a company in this city to manufacture rotary cut veneers. It is expected that the details will be perfected in the near future. Tea—The available supply of low-grade Ceylons, which the English tea blenders use in large quantities, is so small and the price is so high that they are using low-grade Congous as a substitute. The price is strengthening up and the situation is strong. There has been a very large quantity of low-grade Ping Sueys rejected under the pure tea law—enough to affect the market probably 1c per pound if the rejections are confirmed on appeal. The general demand for tea is fair and prices are mainly about unchanged. Coffee—The general demand is light. Mild grades are strong but quiet. Exceptions are some fine grades of some varieties of Bogotas, Mocha and Java are unchanged and very dull. Canned Goods—The opening prices on the 1910 pack of Maine corn have been announced and the packers say they are selling well at prices about the same as last year. The future price on asparagus was also announced a few days ago by the California packers. The price is a little higher than the 1909 opening price. There is a fair demand for tomatoes and prices are unchanged. There is very little change in the canned fruit market. California fruits are in fair demand, with prices the same as last week. Southern fruits are not in very good demand at unchanged prices. Gallon apples are moving well and prices are the same as for some time past. Supplies of red Alaska salmon on spot stock are getting into small compass and there is very little being offered from first hands and the market has a very strong tone. Medium red is also scarce and about the same as last quoted. Sockeyes and Columbia River Chinooks are not in very large supply. Dried Fruits—Apricots are dull and unchanged. Raisins are weak and neglected. Currants are selling in a seasonable fashion at unchanged prices. Apples are steady and quiet at the reduced quotations. Citron, dates and figs are dull and unchanged. Prunes are unchanged and dull. Peaches are

still slightly cheaper in secondary markets than they are on the coast, but the demand is light. Rice—Advices from the South note an improved demand and in Louisiana and Texas the demand is increasing. The request has been very heavy on some of the stocks here, but jobbers' and wholesalers' stocks are in good shape to supply the demand. Nuts—The market is firm on almonds as a result of a limited supply, but the demand at present is light. Brazils and filberts are firm and stocks are light. Walnuts are in better demand, although selling in small lots. Higher prices are anticipated because of the close clean-up in primary markets. All shelled nuts are firm and some anticipate a raise in price. The demand is very good. The stock of all shelled nuts is said to be below the average for this time of the year. Syrups and Molasses—Glucose is unchanged. Compound syrup is in fair demand for the season at unchanged prices. Sugar syrup is wanted for mixing and export at firm prices. Molasses is unchanged and quiet. Cheese—The market remains unchanged. Stocks are gradually decreasing while the consumptive demand is increasing. This is usual for the season. The supply is ample and the outlook is steady. Fish—Domestic sardines are unchanged and in light demand. Some packers manifest a disposition to hold for higher prices. Imported sardines are unchanged and quiet. Salmon is unchanged in prices, but shows continued firmness, particularly Alaska and Sockeye. Mackerel shows a better demand and there seems to be considerable strength to the situation, speaking especially of small Norways. No. 4 Norways are particularly scarce and firm. Provisions—Pork on the hoof touched \$10.05 per 100 pounds in Chicago Monday, being the highest price touched since the war. Everything in smoked meats is firm at ¼@½c advance over a week ago. Pure and compound lard are firm at ¼c advance, all these advances being due to light receipts and a short supply of hogs. The consumptive demand is good considering the high prices. Barrel pork is firm at an advance of 50c@\$1 per barrel. Dried beef and canned meats are unchanged. The Western Michigan Development Association has made a ten-strike by engaging John I. Gibson, of Battle Creek, as its Secretary. Mr. Gibson is a man of remarkable executive ability. He is one of the men who make things go. At the same time he has the faculty of keeping himself in the background. He is a clean, honest, intelligent, alert and progressive man and he will in all probability direct the work of the Development Association stronger and better than it has ever been done before. S. Harkema has bought the shoe stock of W. Purchase at 689 Madison Square.

THE NEW CLUB.

Some Features Which Will Make It a Success.

A movement is on foot to organize a new social club to take over the property of the old Lakeside Club and to reopen and occupy the club house at the lake. President Benj. S. Hanchett, of the Grand Rapids Rail-

amount of \$27,000, representing repairs to the building, taxes, insurance and caretaking for the two years the club house has been closed, and it is expected the holders of \$25,000 second mortgage bonds, mostly in amounts of \$100, will cheerfully turn in their claims as a donation to a good cause. This leaves \$36,000 first mortgage bonds outstanding, and the

were Chauncey, Kennan, I. M. Weston, Eugene W. Jones, Leon Chase, Chas. McQuewan, John Killean, Fred Smith, Peter Doran, Henry J. Bennett, John Homiller, Heber A. Knott and a lot of other good fellows. Organized as a boat club its activities the first season were confined chiefly to schooners, with hot wenes on Saturday nights. As the membership

summer, but it was not built for winter use, and, besides, it was inaccessible as soon as the cars to the lake stopped running upon the close of the resort season. Downtown rooms large enough to accommodate the greatly increased membership were desired, and Willard Barnhart, who was about to build at Ionia and Louis streets, consented to provide the club with a home. The second and third floors of his block were fitted up for club house purposes, and the rooms were certainly sumptuous, with big parlors, reading rooms, card rooms, gymnasium, bowling alley and other accommodations and conveniences. The club flourished for three or four years, then creditors began to grow insistent and one morning the sheriff came around and took possession. In the course of time the club's assets were sold at auction or private sale and its affairs wound up, the creditors realizing a small amount on their claims.

The Lakeside Club was organized soon after the collapse of the Owashanong to take over the club house at the lake. The club house was materially enlarged and became a very cosy and attractive resort and popular. The old club house burned about ten years ago, and it seemed to so nearly meet a large public need that plans were made at once for rebuilding. In rebuilding it was proposed to invest about \$35,000 or \$40,000, and the Street Railway Company guaranteed building bonds to this amount. The club management did not feel content to build on a modest scale. Warren Swetland was at the head of the enterprise and he wanted a big club house. The plans expanded and continued to expand, and when the building was finally completed the amount put into it was found to be between \$60,000 and \$80,000. The club proved to be popular, but it was not profitable. To increase the income the bars were let down to get in members who would be good spenders, and some of the members were not altogether desirable in character and when they came in the desirable members went out. The end came two years ago. A vain effort was made to effect reforms, but the debts that had accumulated proving too big a burden to be taken on with the reputation that had been acquired, the club peacefully passed away.



Exhibit made by Frank A. Smith, a fruit grower of Peninsula township, Grand Traverse county, in the show windows of one of the stores in Traverse City. This display was made at a time when a large number of strangers were in the city, that their attention might be called to the fact that the Grand Traverse region is a fruit country.

way Company, has given the matter a start and a committee which Dudley E. Waters will appoint will see what can be done about it. The first step will be to eliminate, eradicate, wipe out and forget the old club's name and a certain kind of its traditions, and then to outline plans for an organization that will in membership be low in price but high in character, popular yet sufficiently exclusive to make membership in it worth something. If the movement is successful, and the prospects are encouraging, the club house will once more become the center of much social activity and a favorite place for the entertainment of strangers in town. The plan in a general way is to organize a club with 800 to 1,000 members, with \$15 admission fee and \$10 a year dues. The initiation fees would be used to build a summer water garden out over the lake and build a fence around the property in the interest of greater privacy and in making other improvements. The membership dues would be for maintenance. If the club is organized the Grand Rapids Railway Company will forget floating indebtedness to the

annual interest on these bonds, taxes, insurance and repairs will be the only charges aside from ordinary maintenance for the new club to assume, and this will be a moderate rental. By paying the bonds the new club can purchase the club house and a ninety-nine year lease of the real estate. With the lease the new club will acquire several thousand dollars' worth of furniture, pictures, bric-a-brac and rugs and one of the finest collections of steins and fancy plates in the country, left there when the old club quit. There will be drawers of tableware and cupboards of china, to say nothing of glassware and kitchen utensils.

The new club will be the successor in all but name and traditions to the old Lakeside Club, as the Lakeside Club was the successor to the older Owashanong Boat Club. The Owashanong Boat Club was organized about 1882 by C. W. Chauncey and Asa P. Kennan, then in the United States engineering service. They had bachelor quarters on the top floor of the Commercial Savings Bank building, then occupied by the Fourth National, and they let the club meet in their back rooms. In the club

increased the boat club feature was given a chance to develop and a club house, the old Owashanong Club house, at the lake was built. The old Northwest Amateur Rowing Association held three of its regattas on Reeds Lake, and these were important events from the sport point of view and also socially. The club house at the lake was very nice for

WORDEN GROCER COMPANY
The Prompt Shippers
 Grand Rapids, Mich.

The new club, with proper attention paid to the membership and under the right management, ought to be a success and certainly will supply a need of the city as a place for the entertainment of visitors and strangers. If it is to be a family club, where the sons and daughters of members may go for an afternoon or evening of entertainment it ought to

pensive books—on these subjects were purchased on his recommendation or at his suggestion, for he would frequently direct the Librarian's attention to them. As indicative of the spirit of the man it should be said that frequently when works which he had recommended were purchased by the Library and he saw them he also purchased them for

hung. He took particular interest in this exhibition, visiting it frequently and spending the first evening it was open at the Library to meet the young people whose work was represented in the exhibition. During the last few months he often referred to the importance of making this exhibition of the work of art students and amateurs an annual event and the influ-

ing and ready to give most freely his time and the benefit of his great knowledge and varied experience; and the Librarian a personal friend and one whose character he will always remember with the greatest of pleasure and satisfaction.

Samuel H. Ranck.

Give the People the Facts.

The city papers are giving their "unqualified endorsement" to the Pure Water Commission's plan of rapid sand filtration as a solution of this city's water problem. This would be distinctly encouraging were it not so easy to remember that the city papers gave their "unqualified endorsement" to the Lake Michigan plan, also to the upriver spring water plan and likewise to the town hall project of a year ago. The rapid sand filtration plan, which is now presented, however, appears to have merits strong enough to overcome the hoodoo which seems to accompany the "unqualified endorsement" of the newspapers. The plan is easily understood, the estimated cost is within the city's means without an increase in taxes or water rates, and the result will be positive and satisfactory. There is nothing visionary about the plan, but on the contrary it is practical and has been successful in other cities. Now if the city papers will just give the people the facts and figures they need for their proper information and withhold their "unqualified endorsements" there is little doubt but that the people, exercising their own good judgment, will

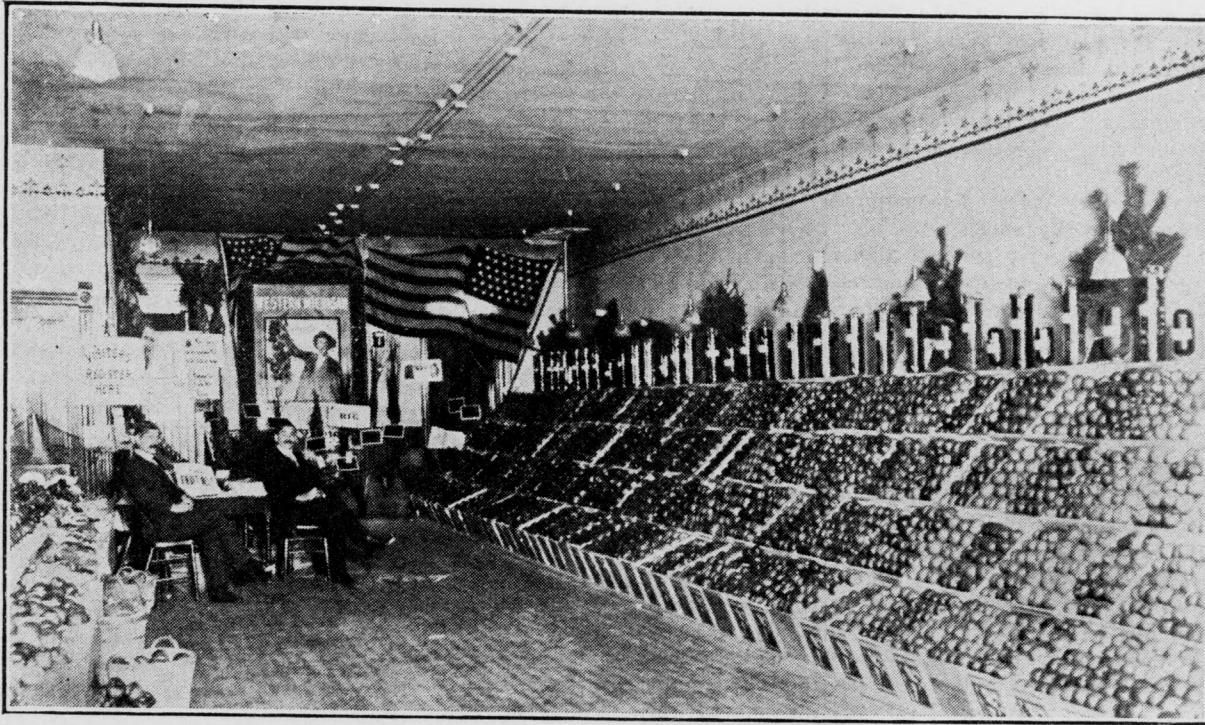


Exhibit made by the Western Michigan Development Bureau and the Grangers of Western Michigan at the time of the thirty-seventh session of the Michigan State Grange, in Traverse City, in December last.

be conducted on "dry" principles. If the sale of liquor is to be permitted as in the old club many who would be desirable members will keep out of it. Other refreshments and luncheons and dinners may be served, but the bar must be left out. If those who visit the place feel they must have a drink there are other places at the lake to which they can go.

Personal Tribute To the Memory of D. W. Kendall.

In the death, on February 16, in the City of Mexico, of David W. Kendall the Library has lost a friend whose work and interest in the institution perhaps none of the Library Board realized or few persons knew of except the Librarian. Mr. Kendall was much interested in many phases of the Library's work, but particularly in the art exhibitions and in the development of the Library's collection of books on furniture and design. It may be recalled that on December 12, 1904, the President of the Board appointed three furniture designers to serve as an Advisory Committee to the Librarian in building up the Library's collection of books on furniture and the allied arts. Mr. Kendall was one of these three and he served continuously to the time of his death. To the work of the Library he gave a good deal of time and it is, perhaps, no exaggeration to say that he discussed with the Librarian this and other activities of the Library in which he was interested to the extent of scores, if not hundreds, of hours in the past few years. Many of the books—and ex-

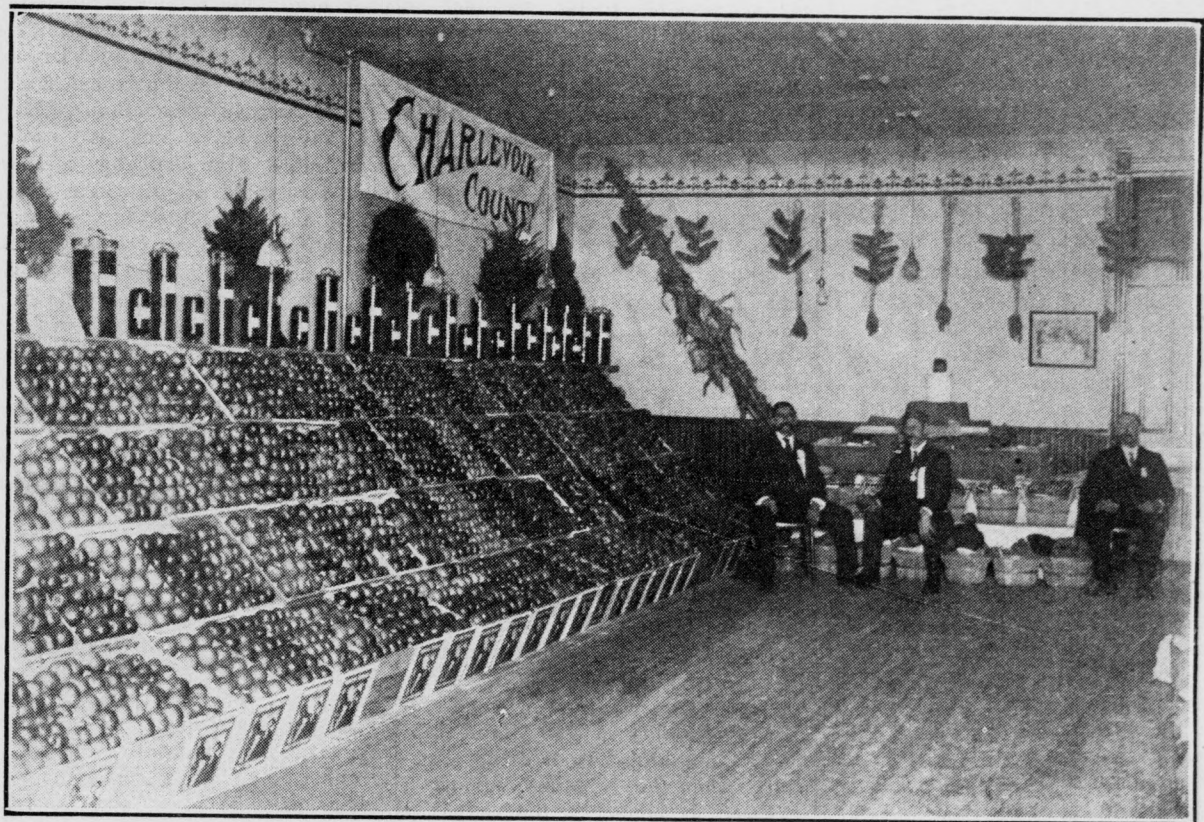


Exhibit made by Charlevoix county, in connection with the Western Michigan and Grange exhibit, at the time of the thirty-seventh session of the Michigan State Grange, in Traverse City, in December, 1909.

himself, and this was true of books that cost as much as \$30.

Last fall for the exhibition of the works of art students and amateurs Mr. Kendall was one of the jury to select the pictures which were to be

ence it might be made to exert in the future development of the art and industry of the city.

In his death the Librarian feels that the Library has lost a valued friend and counselor, one who was ever will-

endorse the bonding proposition at the polls.

There is no such thing as divine service to you if you can not make all service divine.

MICHIGAN TRADESMAN

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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

Subscription Price.
Two dollars per year, payable in advance.

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No subscription accepted unless accompanied by a signed order and the price of the first year's subscription.

Without specific instructions to the contrary all subscriptions are continued according to order. Orders to discontinue must be accompanied by payment to date.

Sample copies, 5 cents each.

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

Wednesday, March 2, 1910.

HIS USUAL PLAY.

George E. Ellis is now, for the third time, posing as the friend of the working man; calling to the working men of the city: "Just watch me change the expression on my face without leaving the stage."

Like all demagogic pretenders, his strong stunt is an appeal to class distinction and hatred. The usual clap-trap of such a petition is as false, vulgar and commonplace as are the mouthings of the midway barkers, who care nothing at all for the integrity of their assertions and boast that the general public, as a foolish entity, is "dead easy meat."

From the time George E. Ellis left the Syracuse University he has never done a legitimate day's work, his bent being along lines that may produce something from nothing; his most intimate associates have been gamblers, thieves and crooks, and his business enterprises have been almost invariably directly related and subservient to the tricks and conscienceless practices of the sporting classes.

For the third time George E. Ellis lugs in his church relations and asks decent people to overlook the face of the claim. For the third time he brags of his loyalty to the working men and expects them to swallow the mess as a placebo.

Instead of being a harmless bluff, as are the innocent substitutes given by doctors to patients now and then, the Ellis placebo is the direst poison, guaranteed to stupefy all sense of honor and develop in the one who swallows it a blindly foolish and fatal loyalty to a man who is not, never was and never will be an admirer or in any way a help to the working men.

George E. Ellis has never in his life appointed a genuine labor man to membership on any of our municipal boards; men who work with their hearts and heads and hands. His appointments from the so-called ranks of working men have been confined to men who have graduated into the ranks of ward-healers, precinct and district bosses, labor union organizers and walking delegates—the type of men who work harder with their mouths than in any other way.

If the working men of Grand Rapids and the employers of men in Grand Rapids desire to see in this city a repetition of the dreadful social and business conditions now prevailing in the city of Philadelphia they can take a long step in that direction by working and voting for Deacon Ellis.

LET'S PROVE OUR CLAIMS.

Civic revivals, admirably conceived and enthusiastically carried out, have been held annually in Grand Rapids during the past two years and the chief results thus far are embodied in generous and unqualified commendation all over the country and most flattering imitation in various places.

These events have demonstrated excellent publicity values.

Now that we have an opportunity for proving the sincerity of our efforts, we are confronted by Politics, with a large P.

At the urgent solicitation of a very large number of representative citizens—and this is no mere makeshift assertion—Otto H. L. Wernicke, the directing head of the Macey Co., has consented to make his individual interests a secondary consideration and, in the hope of bestowing large civic benefits upon our city, will accept a nomination to become Mayor of Grand Rapids.

This community may be searched with most careful scrutiny without finding a more patriotic, loyal and competent man upon whom to bestow this honor, for it becomes an honor in the hands of such a man.

One of the commonplace pleas of the self-seeking parlor reformer is that it is an impossibility to prevail upon a successful man of business whose reputation for rectitude and civic virtue is established to accept a nomination to political office. That such a statement is a silly exaggeration is demonstrated by Mr. Wernicke's present attitude and now it is up to the citizens of Grand Rapids to still farther show the falsity of such a claim by taking the gentleman at his word.

We have no means of knowing where Mr. Wernicke "stands" upon some hair-splitting details, but we do know beyond any peradventure that he is a broad brained, fair minded man who views all questions squarely from the standpoint of good citizenship; that his fealty to the best interests of Grand Rapids is without any qualification whatever, of the strongest, highest caliber; that he is keen to solve any problem or meet any exigency without fear or favor. He is a square man and of wonderful all-around ability; a man Grand Rapids can not afford to pass up, especially when he is pitted, against a trickster, a gambler, a time-server, a religious hypocrite, against a man willing to stand in the light of a traitor to his town by attempting to ride into office through stirring up class hatred and class prejudice, against a man beneath the contempt of every good citizen and true patriot.

The man who spreads pessimism ought to go into moral quarantine.

SCATTER THE ADVERTISING.

Too often the retailer underestimates the value of the advertising circular which the wholesaler has furnished to him at considerable cost to himself. In the country town, printer's ink, when used direct, is often not in accordance with the rules of the specialist. The copy is too often furnished on the spur of the moment, with one hand counting out cigars while the other scratches off the required words with a pencil for the waiting newspaper man. The storekeeper may pride himself on his ability to manage the advertising end himself; but to the one who has made this feature a life study there comes a pardonable smile.

It is this same man who is apt to cast aside the circulars of the various manufacturers with whom he deals, oblivious to the fact that a single one of them may cost more in the preparation than his copy for a year and judiciously used it will be worth more. If it escapes the waste barrel it is offered with an apology. And, be assured, if you show by your manner that you do not value what you offer no one else will consider it worth a glance.

When firms give circulars to be sent to patrons promoting the publicity of articles of value which you handle, is it not worth your while to address them to the proper parties? If you do it mechanically, sending one to "Mrs. Abraham Jones," although you know Jones is a bachelor, you not only lose the power of personality, but take your chances of bringing the wrath of Jones upon your head. Or if you send mail to John Cole at Deer Creek when he has always lived at Littleton, he will conclude that your personal friendship is largely affectation. Scatter the advertising, which is enough sight more systematically arranged than you could do it, where it will reach those interested. Study it yourself and be able to apply the points made. It is not simply distributing advertising matter for a rich firm; it is making money for yourself. They pay the bills; you share the profits.

RETURNED GOODS.

Despite our utmost care goods will occasionally come back through various reasons. There is the unsuitable purchase, possibly made by a third party, with or without your advice. When an exchange proves desirable to the buyer always make it cheerfully, without protest or comment that can be construed as disapproval. Although you may think the exchange a mistake, an opinion from you at this stage will more than likely be mistaken for but a selfish motive. Advice may be given with moderation before buying, but afterwards the buyer fortifies himself behind the premise that he knows more about his own needs than you do and is apt to resent any further suggestion.

If the article has been found defective, unless assured that the flaw was not present when the goods left your store, do not show any disappointment at the return; rather let your customer emphatically under-

stand that you wish anything objectionable reported at once. Thus a ham may be found peopled with insect life and returned after cutting into the first slice. It is up to you to replace it with meat which has safely passed rigid inspection. How much better on all sides is this spirit of honesty, retaining a pleasant face even although you did think the meat was all right when it was sold. You might have easily saved the price of a ham by boldly asserting your suspicions; but you would lose many times this amount by offending a good customer who was equally conscientious; and his circulation of the unpleasant experience among friends would ultimately increase the loss many fold.

This is one of the points where home patronage has a great advantage over the mail order system. There is the protection of restitution in case for any reason it is demanded. Withdraw this and you lose one of the great leverages on home trade, as well as public confidence.

LEADING TO GRIEF.

We have all seen those who were always coming to grief, always getting into a scrape of some kind. On the other hand there are some stores into which it would seem that one can not step without inadvertently stepping into trouble. The candy box is overturned or the peanuts, heaped upon the box, are brushed off upon the floor.

There is much in the arrangement of goods which serves to promote the trouble. Even although the proprietor may assert that the fault is his own, that things were not properly secured, the visitor who meets with misfortune is not wholly at ease again during the day. He keeps thinking about the damage done, even although himself fully aware that he was innocent. He fears some one may blame him or charge him with awkwardness. He is pretty certain to avoid the place in future for fear a similar accident will ensue.

The man who sits down on a box conveniently near the counter is chagrined to find a couple of dozen bars of soap sprawling over the floor. The proprietor's apology that Mr. Blank had a similar experience a few hours before, instead of putting him at ease in regard to his supposed awkwardness, only loosens the vials of wrath and he wonders why in common sense the box was left in such a shape after being upset once. There is just one way out of such an episode—to remove the offending box to a less frequented spot.

Do not leave a box which can be easily overturned where people must frequently pass. Do not leave a sheet of sticky fly paper loose on the counter, ready to ruin the clothing of the first one who comes along. Do not place snares where the unsuspecting will fall into them. Even if you forgive the offense they will not forget the episode and will shun the place lest a new disgrace await them.

The self-satisfied man is seldom content with little things in any other respect.

CONVINCING ARGUMENTS.

More and more, as time goes by, is the conviction growing stronger that wrong-doing does not pay. From the men "higher up" to Satan's chestnut-gatherer the world and they that dwell therein are learning, in lessons they can not forget, that "Though the mills of God grind slowly" they do grind exceeding small and that "with exactness grinds He all."

For years the belief was strengthened that in the contest going on with crime and money the latter carried the day a hundred to one. No rich man was convicted, be his villainy ever so great, and when money offered its barrier that was the last of the crime it protected. That reasoning, however, does not hold any longer. However great the barrier, this "even handed Justice" starts in and by and by there are a yielding here and a giving away there and the exact grinding secures the penalty which too often guilt has laughed at.

Two examples continue to be talked of by press and people: Walsh, who at more than three score years and ten enters upon the expiation of his wickedness, and the conviction of the Black Hand gang at Toledo.

The Walsh case excites considerable sympathy. Here is a paper from Wyoming which writes him down as a "brave old man" and leaves him "alone with his God" with "the smile fading from his face and the tears streaming down the cheeks of this proud man." It has been merely an unusually slow grind and the resulting exactness only gives point to the proverb that has furnished fact and illustration since wrong-doing began. The truth is that he persisted in his thieving, and under the hope that the dollar was a sufficient defence he kept at it and landed at last in the cell that should have been his long ago—a result that has startled crime and impressed upon the criminal class the conviction that right is the law of the land and that he who breaks that law will suffer for it.

The Black Hand combination, at this period of the world's progress, is passing strange. It is only one of a long list of such combinations, every one of them ending in detection, disclosure and punishment. The Molly Maquire organization carried on its murderous work in the dark, but the end came. Harry Orchard centralizes another crime-stained episode, not yet forgotten, and this conviction of the Black Hand, aside from breaking up what one periodical calls "a nest of devils," goes a great deal farther than that, for it shows that such villainy can not succeed, that "murder will out" and that Cain's work, sooner or later, in one way or another, will be sure to betray itself and so add another proof to the list, already long enough, that numbers do not count, that secrecy does not count, that money and strength and position do not count when the principle involved is antagonistic to the leading laws of the decalogue.

No one believes that Walsh's con-

viction and punishment will put a stop to his form of law-breaking any more than the world supposes that the detection of the Black Hand at Toledo will wipe that and similar crimes from the court records, but the belief is abroad that such detection and punishment do have a restraining influence and that this influence will be all the greater in proportion as the crime and its punishment prove just this one thing: "Though the mills of God grind slowly yet they grind exceeding small; Though with patience He stands waiting with exactness grinds He all."

A DANGEROUS WEAKNESS.

An investigation into the personal qualifications of the United States fleet not long ago brought out the fact that there are some 2,500 enrolled who can not swim.

The swimming will, doubtlessly, be carefully looked after and in the meantime comes the wonder how such a thing is possible. Are these men from inland homes where no water is, has the mother-fear of drowning been strong enough to keep the boys away from the water until they have learned the practice of the life-saving art or has the importance of swimming been so minimized as to become a matter of indifference to those who ought to be most deeply concerned?

If the homes of these non-swimmers are in the arid regions of the West one can readily understand how an ignorance of the art is simply a result. Boyhood has been deprived of one of its leading enjoyments. Health and cleanliness and indifference thereto have interfered with the boys' best development, and here they are—2,500 of them—with danger and death staring them in the face and not one of them able to prolong life a minute by the ability to swim a single stroke! "Then, too, think of a boyhood passed in a region wellnigh limitless, with never a glint of rippling water nor the melody of winding streams. It is strongly suggestive of a thoughtless parentage, attended with the wonder whether the sand and the sage brush have lessened the solicitude always intensely active where swimming-hole and river are constantly suggesting a lurking danger.

A rather intimate acquaintance with the mind masculine furnishes convincing proof that maternal anxiety does not account for the non-swimmers. The Saxon youngster has such an inborn belief in his ability to keep his head above water and such an inborn determination to try it that the reward of disobedience offers no check to belief or determination and, in spite of wet hair and wrong-side-out shirt, he swims and dives to his heart's content, and when size and strength have made a "lick-in'" impossible he tells about his learning to swim and the fun he has had at the old swimming-hole, even if he did sneak off down through the orchard or "play hooky" during schooltime. The main point is: he learned to swim, one of the first les-

sons to be taught when childhood has reached the earliest learningtime.

The idea that parents are indifferent is not worth considering. They are not built that way and it will generally be found that the boy's disregard for his mother's fear is a paternal inheritance and the father's silence when told of the boy's offense is well enough understood by the youthful culprit to rob of its terrors the interview in the woodshed and the hickory stick kept there!

Whatever the causes of the delinquency the investigation of the navy and its surprising results will lead to having these men learn to swim; but, with 2,500 in this arm of the service, what of the uncounted number who are not so cared for—what is to become of them?

Not a summer goes by without its fearful drowning record. Boys and girls, men and women alike crowd the watering places, the leading amusement of which is sport connected in some way with the water, and to allow the participation of such sport to those who can not swim should not be tolerated. It is a home duty to be looked after by the home and should the home be indifferent the matter is one in which the public should be greatly concerned.

WELL FOUNDED COMPLAINT.

When a well-meaning reader 'phoned Mr. Strong the other day that the heroes of that gentleman's Tradesman stories always came out right side up and that so far as the reader's experience goes that outcome is not according to the facts, the man at the office end of the line laughed and answered that the coming out all right was the story-writer's end and aim and that he was glad to learn that his object in the reader's view had been realized. Urged for his reason the man with the pen made answer, in substance, as follows:

"In this world of light and shadow there is enough of the shadow to go around and a great deal more, while the sunshine supply a great many times is hardly equal to the demands. In the commercial world there are trouble and fret and perplexity without adding thereto and by keeping man and boy, employer and employe, within sight of perpetual sunshine both sides at sunset are much better off than they would be if the happenings going on daily at the store always ended disastrously."

It does not make life any easier to live to read of the clerk's neglect of duty or of the provoking results of an order from the front office. Both offenders—if they are offenders—are

not anxious to have their mistakes served up to them and the tale that is burdened down with woe does not make attractive reading. If it does nothing else the tang it is sure to leave on the tongue is apt to smack of the disagreeable. The patient, doomed to a choice of doses, prefers the sweet to the bitter and the physician knows that the sweet accomplishes its purpose as certainly as does the other.

This idea of keeping the bright side in view, it is much to be feared, is too often lost sight of in the whirl constantly going on in business hours, and it is a matter of daily experience that the man with the sunshiny face is worth his salary from that single possession, while the pessimist, gloomy and sad and sour, by his very presence will do more to make the day and its work a failure than it would be easy to calculate. There is no better way to get rid of the darkness than by letting in the light and there is certainly no surer way to secure the full benefit of the light and the sunshine than by basking in the genial joy that comes from both. "In Thy light shall we see light" and, be it in the office or behind the counter, at the foot of the ladder or on the seat of the delivery wagon, it is the light of life that is wanted and appreciated, not its sorrow and its gloom, and he who lives in such light and takes it with him wherever he goes is the one that business, from basement to attic, wants and needs.

It is for this reason that the story, the reflex of the business house, clings to the sunny side of the day's doings carried on there. The lesson if there be one is learned as pleasantly and as efficiently—teachers believe more so—as it would be if ending in disgrace or disaster. There may be enough of the old Puritan still alive to be thankful for his misery, but in the majority of instances it is the bright things of earth that make existence here an "abode of the blest." And, so believing, the story-writer likes to keep himself and his pen—above all things the outcome of his narrative—where it will shun the dark and end in enough of the light to win the passing approval of the reader who follows the story to the last. It is sunshine vs. shadow, with the sunshine always ahead where that is possible.

The more a man can pardon in himself the less he will forgive in others.

The more serious a man is the more he knows the value of a smile.

A FIVE HUNDRED THOUSAND DOLLAR ESTATE

Cost of administering, \$5,100.
If one-half of this were real estate the charge would be \$2,500.
This includes all the work of settling the estate, paying debts and distributing to heirs.



THE MICHIGAN TRUST COMPANY





Necessary Qualifications of the Successful Salesman.

It is a common occurrence for a customer to quote another store, its superiority or otherwise, to men waiting on them. Is it good salesmanship to take up such discussion and try to prove your store and your goods superior? No! It is better to listen patiently to all he has to say, and when he finishes, go right on with your story as though the other had never been mentioned. It will instinctively make him respect your good judgment; you are furthermore taking no chance of saying what may send him direct to the other fellow. A word, a misunderstood accentuation, may do that. If compelled to speak of competitors, it is bad salesmanship to abuse or make slighting remarks. When questions referring to other stores or men in the same line must be answered, it is the best policy to answer by very respectful expressions toward the party in question. These replies may astonish your customer and cause him to tell you that So-and-So's opinion of you is not as good. The contrast will appeal to any intelligent man. His judgment of reason and fairness is most likely to favor you.

Self-confidence is a feature which the salesman should acquire. This does not mean that the customers must be impressed that the salesman "knows it all." Self-confidence means an ability to hold your own, to be able freely to express your opinion, though never to intrude nor force it on others. Self-confidence means an ability to hold your own, to be able freely to express your opinion, though not to intrude nor force it on others. Self-confidence means to feel at home in your proper station. It does not mean familiarity and, on the contrary, it does not allow of bashfulness or nervous haste in addressing customers or in waiting on them. A salesman understanding his business will not be embarrassed by a customer's criticisms, but, confident in the knowledge of merchandise he is presenting or having sufficient address to cover his ignorance, will explain away the faults found or allow of a graceful retreat which will probably assure the purchaser's continued patronage. Salesmen who mind their own business are apparent in many stores known as "first-class." On entering a store and approaching a salesman who happens to be showing goods or standing by while his trade is examining the goods, it often irritates customers if that salesman pays no attention to them. They fail to realize the man is but an inexpensive live fixture. His business is to wait on one person. He is not obliged to do more—sees no interest in doing more—and believes his salary is not in any degree commensurate with his ability. Salesmen can successfully wait on trade and yet find time to

make a courteous side remark which will assist customers to find counters for which they are looking, thereby furthering the firm's interests. Such attentions will be noticed and will earn their reward.

Undoubtedly there are many salesmen who think some of these comments on salesmanship very wide of the mark. Why not let us hear more often from you, boys? Get busy! Tell your side of the story. We can learn from one another and from what is said here, there and everywhere. Keep in mind that salesmanship is not a little job confining you behind a counter or in a store, but throughout life everything except manual labor requires salesmanship. Why, it is even said of Dr. Cook recently that one of his greatest abilities is salesmanship.

Upon entering many stores one questions his welcome. No one in sight, or those who are, busy or idle, apparently in no haste to greet you. In other stores you barely approach the doorstep before one and often more rush to tell you you want this or that. Good salesmen, men who desire to build up a trade, should carefully avoid either extreme. I believe that every store, large or small, should have someone not far from the door, someone who appears, and who is, ready to receive trade and give people quick attention. Receiving a customer with a respectful, polite greeting can never hurt and frequently helps a sale materially. This does not mean cringing, but catching the entering person's eye with respect and politeness often "thaws out" on the start and makes your customer feel pleased that his custom is valued. Many salesmen commit the error of receiving poorly dressed persons, work people, etc., with "Something?" or "What do you want?" and by the tone of their address make the customers feel they think themselves on a higher social shelf. They may be so and the customers very likely instinctively realize the fact. A pleasant greeting, a polite request for their wishes, will in many cases have a pronounced effect on that class of trade. Maybe they feel flattered, but it is a fact that I have received men whose faces on entering the store showed sullenness, doubt and distrust, and whose expression changed immediately. Instead of asking such people what they want—even if they are ready to tell it before being asked—I always "pass the time of day" pleasantly. Usually I find they will then take pains to return such polite greeting by becoming communicative. The sullen, cross customer is often easily sent to your competitor, not because of lack of the proper merchandise or proper prices, but because the salesman failed to please his humor. Many salesmen believe it is not their place to put up with unpleasant moods which customers happen to be in. I always enjoy meeting the man "out of sorts;" to make him feel cheery is easy for good salesmen. The salesman who is working to spend his old age in a Salesmen's Home can not comprehend the possibility or need

of studying the people he is to wait on. He sells as the other fellow saws wood.

Visiting with customers is often badly overdone in clothing stores by clerks and proprietors. At the same time the opposite must be avoided. A certain amount of conversation is always desirable, and with good judgment visiting on matters your customer "loves to talk about" is necessary and good salesmanship. Those who feel their customer's value is such that, while in the store, regardless of other business going on, that customer must be entertained, are not good salesmen and are not clever business men. When they desire to "visit" it is often difficult to shut off some people without offending them, but proprietors and clerks can do this quite easily and without giving offense merely by continuing with their work in hand, or very politely asking to be excused "just a moment" on the entrance of new customers or to find out the wants of people waiting to receive attention. Converse and make your trade realize how much you value their custom, but draw the line on lengthening out unprofitable visiting.—Men's Wear.

SUCCESSFUL SALESMEN.

Thomas A. Rogan, Representing H. A. Seinsheimer & Co.

Thomas A. Rogan was born in Ireland March 30, 1885, and came to this country with his parents when 4 years of age, locating at Kalamazoo. When he was 13 years of age the family moved to Detroit, where they now reside. Mr. Rogan secured a position as clerk in the hat department of J. L. Hudson & Co. at \$2 a week. He remained with this house nearly three years, when he obtained a position as traveling salesman for Moore, Smith & Co., hat jobbers of Boston. His father, M. J. Rogan, was with this house eight years, but left same to sell clothing over his old territory. Thomas made good on the road and sold nearly as many hats as his father did. He remained on the road until March, 1909, when he opened a clothing store in Columbus, Ohio. His health not permitting him to remain indoors he sold out his business and is now traveling for H. A. Seinsheimer & Co., of Cincinnati, manufacturers of popular priced clothing for young men, boys and chil-



Thomas A. Rogan and His Father.

All But Dinny.

She was an old and obviously earnest Irish woman and she had traveled all the way from Frankfort to see her son Dinny drill with the First Regiment, now stationed at Todd's Point.

Up and down, up and down, Dinny was being drilled within an inch of his life by the Commander of the "awkward squad."

Dinny did not see his old mother, and she saw no one but Dinny. There she stood with her sweet old blue eyes suffused with tears and such a longing, mother-love look in them that she attracted the gaze of the crowd. Turning for one instant to those nearest her, she gulpingly said: "Ah, wisha, look at 'im—ivery mother's son of thim out of step but me bye Dinny!"

Information Wanted.

Teacher—All of you who have never told a lie hold up your hands.

Willie—Is it a lie, ma'am, if nobody finds it out?

dren. His territory includes Michigan, Ohio and Indiana.

Mr. Rogan is married and has four children, two girls and two boys. They reside at Columbus, where he also has an office with the Union Clothing Co.

Mr. Rogan is not much of a jiner, belonging to but one society, the Knights of Columbus.

Mr. Rogan will be in Chicago from March 2 to March 9, in charge of the booth of H. A. Seinsheimer & Co. at the clothing show and will be glad to see his old friends and new friends as well.

Testing Age of Eggs.

Dr. Harvey W. Wiley, Chief Chemist to the Government, explained before a Congressional Committee recently that by putting eggs in a 10 per cent. salt solution one could tell fresh from storage as the former would sink and the latter float.

Come to know folks by love and you will not need to do much guessing about God.

Winning Approval

Young
Men's



Clothes

Distinctiveness marks these garments because they are made for young men exclusively.

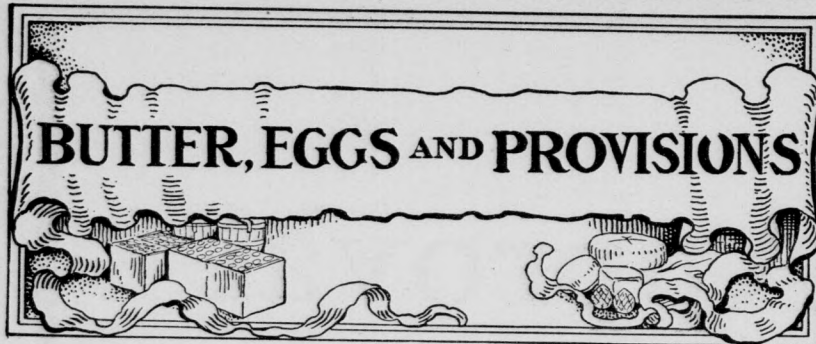
Our whole energy is to produce designs with the snap and vim that are winning approval everywhere.

Dealers Are Invited to Send for Samples

THOS. A. ROGAN
Michigan Representative

We shall have a complete display of models on exhibition at the Chicago Clothing Show at the Coliseum March 2 to 9 in charge of our Mr. Rogan, who will be pleased to welcome our friends and customers from the Middle West. Mr. Rogan's father, M. J. Rogan, the veteran clothing salesman, will assist his son on this occasion.

H. A. SEINSHEIMER & CO.
Cincinnati



MILK POWDER.

It Would Solve Problem of Many Producers.

The United States is now preparing to experience one of the most far-reaching industrial evolutions in recent years.

The dairy business has arrived at the stage at which the meat packing business had arrived when the public demanded and obtained a reform.

It is not more than twenty-five years ago when every large city was provided with its fresh meat from butchers, slaughter houses and abattoirs in and around the city. But conditions rapidly developed which made such a method of supply too expensive and which resulted ultimately in making it impossible.

The question of transportation was naturally a vital factor in bringing about this change, and one of equal importance was that of preservation. For if the source of supply of any perishable commodity, such as fresh meat, is removed 100 or 1,000 miles distant from the consumer, two things must be provided, quick transportation and some means of preservation.

Shrewd and masterful minds saw this problem and grappled with it and, as will always be the case in this country, they solved it. The refrigerator car was conceived, constructed, operated and eventually it dominated and controlled the entire meat industry of the nation.

As a result, to-day the inhabitants of a flat in New York may rely every morning upon getting their fresh meat from the butcher who is doing the slaughtering in Kansas City or Omaha.

In the milk supply problem the dairyman has borne the brunt of it all. He gets, as usual, the small end of the profits and the big end of the hard work. For as the demand for fresh milk increased with the growth of population in the cities, the accommodating farmer was kept busy trying to conform to city conditions by getting up earlier and earlier in the morning—or the night—in order to haul his milk to the market place.

It is a common matter for a farmer to lose a considerable percentage of his month's milk shipments through condemnation. State boards of inspection go through the county inspecting his dairy and if he ships milk for city consumption he is forced to spend money in improving his stables. His herds sometimes are put to death by these inspectors. In every conceivable way he is made to bear the brunt and money loss and to face

alone the solving of the milk problem.

Of the twenty-one million cows in the United States the Agricultural Department at Washington estimates, after a careful census of all the conditions in every state in the Union, that fully 50 per cent. of these cows are kept at a loss; that of the remaining 50 per cent. fully one-half return no profit to their owners. Therefore only 25 per cent. of the total number of cows in the United States actually afford any profit to their owners. These statistics are possibly the most curious of all those issued by the department in connection with any industry in the United States.

Men who have made a profound study of this economical problem, which has for so long confronted the milk producers of the country, believe that solution is at hand. The idea is to overcome the disadvantages of the inspection system and the cost of transportation.

The enormous revenue now accruing to the railroads from milk shipments is due to the preponderance of water in the product. When one realizes that New York City alone consumes two million quarts of milk each day, that that two million quarts weigh more than four million pounds, and that 90 per cent. of that vast quantity is commercially valueless—being merely water—the enormous waste in transporting it, often from far distant milk sections of surrounding states, presents a tremendous problem in civic economy.

It is impossible to estimate the amount of money which the nation as a consumer is throwing away merely in the transportation expenses of this commodity every day. Speaking conservatively and estimating the railroading expense, cartage, handling, bottling, etc., at one cent a quart, there is now wasted at least \$17,500 a day in New York City alone, or nearly \$6,500,000 a year. All this is spent merely for the transporting of water to one city.

It is impossible to estimate what the waste must be for the entire nation. A rough and very conservative guess would place it at about \$63,000,000 a year. Therefore, the milk producers are out of pocket annually \$63,000,000 for this one purpose.

The proposed method now advanced for overcoming this disastrous outlay should prove a modern treasure trove to the farmers. It consists in the reduction of the milk to a powdered form at the farm.

It has been demonstrated that the process not only eliminates all moisture, but preserves the milk in a pure, raw state. This has been a simple

matter when sufficient heat was applied, but heating serves to kill the milk and destroy all nutrition therein.

The pulverized cooking milk which certain scientists have now evolved is simply the nutritious atoms of the solids of fresh, sweet, raw, pure milk. In preparing it the fluid milk—normally nine-tenth water—is evaporated without heat, and in a vacuum protected from all possible contamination by the air.

It is asserted that this process completely sterilizes milk, eliminating all possible harmful bacteria. Many scientists agree that cooked milk is dead milk and dangerous to the human system. Its living or antiscorbutic properties have been destroyed and the product rendered indigestible. Milk preserved under this new process is prepared virtually at the farm and all of the nourishing solids retained without the product having been heated beyond the temperature at which it comes from the cow. And the experts claim that it will keep

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FRUITS AND PRODUCE

Grand Rapids, Mich.

fresh and sweet in any temperature or climate, opened or unopened.

The product therefore becomes a treasure trove to the housewife in the city as well as to the producer in the country. This powdered milk may be used for any of the many purposes for which the ordinary fluid milk is now used. In making biscuits of all kinds, waffles, muffins and cakes the powder is mixed dry with the flour and sifted thoroughly, water being added later. It is also used in the making of custards and sauces of various kinds.

The experts say that the powdered milk is unusually valuable for use as nourishment for invalids and infants, and that a powdered cream may be prepared for use, after dissolving, in coffee, tea, chocolate, etc. They further believe that it will prove a treasure trove to the bakers and candy manufacturers, especially on account of its saving in cost of transportation, handling and storing.

Such a process as this, if put into general operation, will affect not only the buying and selling conditions in the milk business, but will have a direct bearing on that much despised commodity, skim milk. In fact, this is perhaps the most important side of the whole subject.

Statistics show that there was produced in the United States in 1908 upward of 7,000,000,000 pounds of skim milk. Practically speaking, this was all thrown away. Skim milk has always been considered a waste product, fit only to be fed to the hogs. In recent years it has been used more widely in the making of cheap cheeses and there has also developed quite a business in the manufacture of sizing, paints and hard substances like buttons out of the curd.

According to the chemists of the United States Department of Agriculture, skim milk contains about 90 per cent. water. Of the remaining substance about 50 per cent. is sugar of milk, which all comes from the whey. Of the remainder there is a heavy percentage of albumen and some ash and other mineral substances which is invaluable for the building of bone and body. According to these experts, practically all the nourishment that there is in milk is in the skim milk. All that milk does to build tissue, body and bone it does through the skim milk solids, while practically all that the cream of butter fat does is to furnish extra heat or fuel value to the body.

One pound of the solids of skim milk, according to these experts, contains the same nourishment as two and one-quarter pounds of lean beef and has the same fuel or heat value. Every pound of butter that is made in the United States means a waste of about two pounds of skim milk solids. The average creamery will return a forty quart can of skim milk to the farmer for ten cents. Sold for casein, it may bring him as high as 15 cents or 18 cents a hundred-weight. Scientifically fed to swine, at the experiment stations of the Agricultural Department, it has been shown that skim milk is worth 15 cents a hundred-weight.

If the solids of skim milk in a raw state can be kept and marketed and be supplied for human food, instead of food for the sty, they are worth to the consumer, at the lowest possible calculation, 25 cents a pound. Taking 25 cents a pound as a basis of calculation, this seven billion pounds of fluid skim milk, containing seven hundred million pounds of nourishing solids and fetching to-day an average of 1 cent a pound, means a total waste of at least 24 cents a pound, or \$160,000,000 a year. Properly utilized and marketed, more than double that sum is the actual figure. Harold Charman.

Observations of a Gotham Egg Man.

The uncertainties of the February egg market are well exemplified by the conditions lately prevailing. A week ago, after about a month of uninterrupted favorable conditions for production in the South and Southwest, stock was coming in to primary points in very liberal quantity. In Missouri and some other Southwestern States, collections seemed to be rapidly approaching the flush and with every indication of a steady enlargement of supplies there was nothing to support the distributing markets above a price at which clearance of receipts could be effected except the chance of a later interruption by bad weather. But that is what happened, for from Wednesday to the close of last week one of the most severe cold waves of the season spread over the producing sections, accompanied by snow and sleet in many places. Collections were impeded and it is supposed that production must have been temporarily lessened; certainly the tendency toward increased lay in the central and northerly sections was checked. The immediate effect of this storm was naturally to cause a more reserved offering and prices recovered to some extent. But of late the tone of the market has been uneven and unsettled with fluctuating values and a very uncertain outlook.

Storage eggs are now nearly exhausted and there are believed to be few to come in from outside points. The weather conditions this winter, taken as a whole, have been more than usually favorable to holders, but the season's operations as a whole have doubtless been unprofitable; had the winter been generally open the results could not have been other than disastrous and it has been clearly demonstrated that the prices paid last spring and summer were unwarrantably high.

The lot of foreign preserved eggs that arrived here early last week—equal to 440 30 dozen cases—was "held up" by the city health and national pure food authorities to ascertain whether there was anything injurious to health in the paraffine coating, some of which, it is said, was found to have penetrated the shells. To all casual inspection these eggs seemed of good useful quality and the delay in their sale might have, under different market conditions, occasioned heavy loss. We understand that the city health

authorities finally released the goods late last week and the federal authorities have since given permission for the sale of the goods. Some of them have since been moved, generally at 23c a dozen.

A lot of 100 120 dozen cases of untreated eggs came in from Hamburg on Wednesday and these were also "held up" by the authorities pending laboratory examination. These are supposed to be German eggs. They are packed in the usual long European cases in shavings and arrived in good condition. The eggs are evidently held stock, considerably shrunken, rather weak in body, and show some loss on candling. They compare with an ordinary grade of domestic storage eggs and on the present market would hardly command more than 22@23c, if, indeed, the latter price could be realized. These goods were also released on Monday but too late to find any market.—N. Y. Produce Review.

Dried Chinese Eggs.

A Washington, D. C., dispatch reports that a total of 300,000,000 eggs are reported to be dried by the Chinese every year and sold at the rate of two cents a pound, and without the shell.

The Chinese government is about to take a hand in the greater exportation of this commodity, which is not unknown in this country, as nearly 350 tons of them were imported last year.

The Department of Commerce and Labor is authority for the statement that the seven factories near Shanghai which prepare these eggs for the export trade are considered insufficient and six more are now being constructed.

These eggs are guaranteed to be real hens' eggs and fresh at the time of preparation. A Chinese formula is used to dry them after the shell is removed. While they can not fry "sunny side up," analysis has proved that the integral part of them does not lose its properties by the drying.

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

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OUR CUTLET UNEXCELLED
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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.

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

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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

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ATLANTA, MICHIGAN

GOOD PATTERNS TO COPY.

South Bend and Certain of Her Practices.

Written for the Tradesman.

It does not matter greatly which one of the three railway routes between the two cities a citizen of Grand Rapids may select in order to reach the city of South Bend, Indiana, because the metropolis of Northern Indiana is not only "world famed" but it has fairly earned and is still earning the right to use that slogan.

Originally the fame of South Bend went here and there continuously and in all directions because of the Oliver plows, the Studebaker wagons, the Singer machines, etc., and those great publicity factors are still in operation with the South Bend Watch Co. and other great industrial enterprises as equally enthusiastic and effective promoters of the city's good repute.

And so, whether the Grand Rapids man travels via Kalamazoo and Niles, or via Kalamazoo and Vicksburg or over the Holland and St. Joseph route, he is certain to reach a city most happily located, wisely laid out and splendidly improved. Its plan is rectangular; streets are wide and well paved; alleys (which are paved and maintained in a cleanly condition) through each square and a very large water power development, by virtue of the flow of the St. Joseph River.

All of these resources are prized, as is the venerable University of Notre Dame and its younger sister, St. Mary's Academy; as are the picturesque windings and parklike shores of the river and as are the intimate relations of the entire neighborhood, with the historic explorations of Pere Marquette, LaSalle, Tonty and their followers late in the seventeenth century.

And yet, while the people of the metropolis of Northern Indiana reverence those things of the past, they center their present day enthusiasm and appreciation chiefly upon the superb public spirit of its citizens which has equipped the city with the million dollar Hotel Oliver, the Young Men's Christian Association building, the Home for the Young Women's Christian Association, the Auditorium, the Studebaker building and the Oliver Opera House. In the demonstration of this enthusiasm the citizens of South Bend are self-reliant, resourceful and generous in their efforts to prove that they truly recognize and value that which has already been done by the earlier and most generous benefactors.

The South Bend Chamber of Commerce, H. D. C. Van Asmus, Secretary, has adopted and strictly adheres to the policy that those very wealthy citizens who have already given of their millions for the general welfare of the community must not be appealed to farther; that they have already dispensed their just portion and that it is up to the younger, the active and the ambitious business men to carry the good work along.

Prominent in exemplification of this policy is the showing made by the Young Men's Christian Association. Provided with a splendid building, the 1,500 members of the organiza-

tion—which includes practically every member of the Chamber of Commerce—are a unit in a wondrously effective handling of the resources and influence of the organization.

Members of the Y. M. C. A. who desire to do so may rent comfortable, "homey," clean and ample sleeping apartments at from \$1.25 to \$2.50 per week, and these latter apartments consist of a very attractive sitting room and a bed chamber, ensuite, a double deck single bed, with dresser, chiffonier and chairs, so that two men may split the rental cost between them. Shower baths, Turkish baths (with attendant masseur), electric baths and a swimming pool 40 x 100 feet in area are provided. The water in this immense pool is drained off entirely and the concrete basin is washed with super-heated steam and thoroughly scrubbed once a week, and each day one-third of the total volume of water in the pool is drawn off and fresh water to a like amount is substituted. By a novel system it is possible to heat a sufficient volume of water to fill this pool in a trifle over three hours.

There is, of course, a large and abundantly equipped gymnasium with a race track balcony, the track "dishing" toward the center; two bowling alleys, a basket ball court and billiards, while nearby and out of doors there is a well built tennis court.

An adjoining house, formerly the residence of Mr. Studebaker, is given over wholly to the amusement of boys, with reading rooms, games, books, etc.

A very elaborate system of classes under competent instructors is also conducted and along lines which constitute a veritable revelation in genuine constructive effort. Under this system a boy may become a pupil without cost except his membership fee of \$5, and in three years if he passes the examination he becomes eligible for a position as a theoretically skilled workman in any of the very large factories in the city, and if, choosing his factory, remaining there steadfast and always improving during a period of three years, he not only becomes practically a skilled artisan, but if he then chooses to locate and work elsewhere, the firm or corporation with which he has served three years is bound to present the young man with a purse of \$300.

Also any of the industrial enterprises which are thus contributing toward the success of the system may—and many of them do—send any one of their young employes to the Y. M. C. A. school, pay his membership fee and, receiving monthly reports from the educational secretaries as to the progress and general record of such pupils, watch their proteges as accurately as a parent until they graduate and are eligible for the \$300 premium after serving an additional three years. Of course, all of these boys who work three years in the factories—on probation, as it were—receive weekly wages in accordance with the ruling wage scale.

"This means to South Bend," said a member of the Chamber of Commerce, "that within three years South Bend will annually develop its own

necessary quota of really skilled workmen having a good grammar school education, in addition to a fine technical education in some specific direction. It means, also, that such artisans will, being able to progress constantly, enjoy a contentment and an individual pride which are bound to eliminate labor troubles.

"There is one thing more, however," continued the gentleman, "which must be settled, and fairly, very soon; and we manufacturers believe our Y. M. C. A. plan is a step in that direction. That is the question of wages. The plan works both ways: It not only inspires an ambition on the part of the student artisans and provides a means for satisfying such ambition, but it convinces employers that better wages must be paid. Of course, the employer is the only one who knows how much he can afford to pay and remain successful. Also he is the one person who knows what is a fair profit on his investment. Too often the theory followed is that it is unwise to pay more for help than it is absolutely necessary—that no man can pay more than others pay and remain long in business—but when a concern is making, year after year, on an investment of \$50,000, and so on up to \$500,000 or a million dollars from 20 to 30 or even 35 per cent. net profit, many of us South Bend people believe that from 8 to 12 per cent. of such profit should be applied to increases in wages. And that is an opinion that has been and is being generated by our Y. M. C. A. school experiences."

There is another very strong feature of the South Bend Y. M. C. A. work: Every week there is a competitive meeting at the building where people of like interests are pitted against each other in games. For example, last week the barbers of South Bend divided into teams from the East Side and the West Side, respectively, and indulged in bowling, billiards, basket ball, and so on, the teams winning the largest number of events being declared the victors. Opposing teams from different factories, from different branches of merchandising, from different trades or professions meet in like contests, all of which tends to breed a spirit of comradeship and an increased interest in the work of the Association and deeper personal interest in all efforts for the betterment of the city.

The Y. M. C. A. also operates a large Serve-self restaurant with an admirably equipped grill-room attached. Meals excellently cooked of wide variety, clean and inviting, may be had at from 15 up to 75 cents, and it is not only liberally patronized by members, but by men who are not members and by ladies. "No," said the Secretary, "we have no protests as to the restaurant from hotels and none of any kind except now and then we hear of indefinite complaints about our renting apartments, coming, presumably, from people who have rooms to rent. We are not in competition with such citizens, except as to men who are members of our Association. We do not rent to outsiders. Indeed, we have even declined to give night's lodging asked for

by hotels in behalf of guests they could not accommodate."

The income of the Y. M. C. A. is not adequate to support the deficit of about \$7,000 a year developing. This shortage is met by popular subscription each year and the estimate in which the Association and its work are held is demonstrated by the fact that the money necessary to make up the difference between receipts and expenses is subscribed promptly and willingly.

C. S. Hathaway.

Hardware Business Now of Secondary Importance.

Alden & Judson, the West Bridge street hardware dealers, have built up a large business in machine shop supplies, and this illustrates how one little incident may bring big results—when those to whom it occurs have the acumen to appreciate its significance. Four or five years ago a traveling man selling machine shop drills dropped into the Alden & Judson store to show his samples. The firm did not handle drills, doubted if drills could be sold in quantities large enough to make it worth while to carry them in stock and was not particularly interested.

"If you think you can't sell drills just come with me and I'll show you," said the traveler, and as there wasn't much doing in the store, out of good fellowship Mr. Judson went along.

They visited nearly every machine shop in town and at nearly every shop an order was booked. The drills were shipped to Alden & Judson for delivery and billed to them direct, and the amount called for by the bill made their hair stand on end. The transaction was in bigger figures than they had been used to. They hastened to distribute the goods as ordered and to their great relief the collections were easy.

Not long after this incident a file salesman dropped in and he "showed" Mr. Judson just as the drill man had done, and there was another big shipment and a big bill came with it, and similar success attended the collections on delivery.

It dawned upon the partners that the machine shop supplies field was not properly cultivated, but before venturing too far they looked into local conditions. They found that the machine shops had to send to Chicago and Detroit for nearly all their supplies as there was no place in town where stocks were carried. Alden & Judson took up this branch of the business, modestly and conservatively at first and expanding as trade warranted it. They now supply not only the machinists of this city but in most of Western Michigan, and so important has this branch become that the old hardware trade is of comparatively secondary importance to them. And it all started from "being shown" by a traveling man.

Your religion was born in the wrong place if the happiness of a child irritates it.

The way to get even with your detractors is to disappoint them.

For the understanding of others the heart is the best philosopher.

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

<i>Adams Exp. Co.</i>	APd	- 0.75
<i>2 bu potatoes</i>	BCa	- 2.00
<i>Mrs. A. Meyer</i>	ARc	10.05
<i>Drayage</i>	APd	- 0.50
<i>1 Ham</i>	KCa	- 1.73
<i>2 lb. Coffee</i>	DCa	- 0.72
<i>Mrs. J. C. Williams</i>	ECh	- 4.91

This strip of paper is wound on a continuous roll, works automatically, and is 4 1/4 inches wide, with ample space for writing.

- 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.

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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.

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SUNNY ITALY.

The Land of Low Wages and Artistic Buildings.

Rome, Italy, Feb. 5—The boot shaped country, lying as one of the three peninsulas of this continent, has often been spoken of as "Sunny Italy," and while sojourning in Northern and Central Europe during the months of November and December and experiencing many cold days, naturally enough we longed to get to a country that could produce a winter temperature that entitled it to this inviting name.

On New Year's day the little country to the North was covered with a blanket of the beautiful and as we left her, crossing the Alps via St. Gothard's tunnel, we experienced a very cold temperature up in the mountains during our six hour ride from Central Switzerland to Northern Italy.

We could hardly conceive that the latter would make good on the name given her, that such a great change could come within such a short distance and so little time to cover it, but as soon as we came down from the mountainous district (being now south of the Alps but yet in Switzerland) no snow was to be seen and the temperature had raised from zero weather to temperate and when the Sunny South was really reached at Milan, where we arrived at 5 o'clock, we found the oranges and lemons hanging in golden clusters and the great palm trees with their wide branches, as it were, waving us a welcome. It really seemed like fairyland, and to our question of whether this was a fair sample of the winters enjoyed here, we were given an affirmative reply.

The Alps seem to be a barrier to the cold wintry blasts from the North and with the breezes tempered by the Mediterranean Sea, the mild weather prevalent here may be accounted for.

There have been several nights that frost has fallen, however, so as to damage flower beds and the tender varieties of plants; yet we can see roses in bloom everywhere, also pansies, mignonette and primroses, which denotes that they must have been sheltered or have withstood the temperature.

While this land has been favored in location, perhaps, and all that would come from this in the way of growth, yet she has her drawbacks as a place of abode. Scarcely any timber remains here, either on the plains or mountain sides; neither does Mother Earth yield any coal or oil, the former being shipped in from either England or America and the latter from Russia or the United States.

If you were here and watched the trimming of trees, which is not at its height, you would see the limbs and branches, even to the smallest that are clipped from the shade trees or olive orchards, being gathered together in bundles of medium sizes and securely tied with a wisp, ready for the market.

These are then gathered together

and loaded on wagons and drawn to market, being sold to grocery stores where they are stored until dried properly, after which they are offered for sale. This is suggestive of the scarcity of wood here in this ancient land and may hint to us that more care should be given to the timbered lands of our own country. We might add, in this connection, that the same condition prevails largely in Switzerland, as there we saw the farmers all along the railways employed at this same kind of work, during these otherwise dull winter days.

The wagons above referred to are mostly carts drawn by mules, but few draught horses being seen, comparatively. If the load requires a large wagon, several mules, with a horse to lead, will be provided. In the country many ox teams are to be seen; in fact, for heavy work as plowing, etc., scarcely anything else is used for these purposes. Horses are very numerous, but are used in the cities on hacks and omnibuses, and we feel that we are safe in saying that in no country have so many horses been employed in attending to the wants of the public as are seen right here in Italy.

While the automobile has found its way over here, it is in a very small minority, as a means of conveyance, when compared with the carriages and bus lines.

In many of the larger cities besides the street car system one may see on a number of the main traveled streets, not having a car line, a line of omnibuses for the carrying of passengers from one point to another, and this is done for distances up to a mile for the sum of two or three cents (ten to fifteen centesimis).

The rates for carriages are equally low, all being regulated by the metric system. Upon entering the convey-

ance, you will see the word "Liben" on a sign attached to the meter and this informs you that your journey is commenced free from any charges made to former occupants of the carriage; in other words, that nothing has been rung up on the meter, but immediately on your engaging the services of the hackman and his conveyance you will see him pull a lever and notice that a charge has been made by ringing up fifty centesimis.

This is allowed by the city ordinance and, of course, it is taken advantage of. The distances for which jehues are often engaged are so short that they would not receive a fair compensation for services rendered were they not allowed this preliminary charge.

These one horse conveyances will seat four comfortably, and six quite well, if not too large people, and it is really surprising how many gain a livelihood by this means in the cities where many visitors come.

It will be necessary to state, perhaps, the kind and value of the money used here. The lire is the common piece of money and is equal in value to the franc or about twenty cents. It also equals 100 centesimis, the copper coin of smaller denomination used here. This is coined in one, five and ten values, the five centesimi piece being called a soldo and when speaking of a number of centesimis so many soldos are named.

The lire is a silver coin about the size of our old twenty cent piece and is coined in three sizes, one, two and five, the latter being slightly larger than our silver dollar.

In paper money the denominations of five, ten and fifty are made, as well as larger values.

The American, as well as French, English and German gold pieces are readily accepted everywhere, but

IF YOU CAN GET
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**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.**

smaller money will not be taken unless at a bank when a charge is made for the transaction.

Strange to say, when conversing with an Italian about finances, whether in bank or store, he will speak of the money as so many francs and centimes, rather than as lires and centesimis, which you would suppose he would do out of pride for his own nationality rather than honor the French system of names.

The country at large seems to be fairly prosperous at the present time, in spite of so many beggars seen on the streets. The objection we would have to the kind of prosperity the nation is enjoying is that everything is done on too narrow a margin. Wages are very low here, a working man, day laborer, receiving three francs per day and the bricklayer or stone mason 4.60 francs (92 cents). Bank clerks, first-class, receive \$50 per month, while second-class positions pay but \$36. Men capable of drawing \$100 per month are called high salaried men here.

Maids in hotels or private families receive but 20 francs per month, all of which shows that everything here is regulated on what an American would term a starvation basis.

Many meals eaten here are said to consist of but dry pieces of bread with a glass of wine to wash them down. The drinking of wine among this people reaches an enormous amount, both men and women using it as a common beverage.

In many places visited, building operations are quite active, the weather permitting work to go forward at all times of the year.

Everything is of brick and stone and built in a very substantial manner, apparently. No limit is placed on the height of buildings in this country as in Germany, hence, you will see some towering eight and ten stories high. The old buildings that are here so numerous and stand as monuments to their builders of many centuries past show great artistic ability. In the construction of the buildings here marble is used in a lavish manner. The fact is that it not only makes a handsome and fireproof building, but is cheaper than some other materials.

Speaking of the fireproof buildings, we want to state that we have yet to see the first conflagration since our arrival in Europe, now well towards four months, and have not even seen the fire department called out.

In the construction of many of the buildings, great artistic ability is shown, in fact the builder will place marble figures in niches made in the corners, or above the doors or on the top of the building in a very profuse manner, proving again that this land is one of sculptors and sculpture.

The sound of the chisel and mallet is heard everywhere and places where statuary can be purchased are very numerous. This and the catering to the Americans and English people who come here form no small part of the business in some of the larger cities, as Florence, Rome and Naples.

Chas. M. Smith.

Women Hold the Destiny of the Nation.*

When I was requested to give some little talk to-night on business men's wives, I said, "I can't."

Then I remembered what an old teacher used to say to us at school long ago, that there were three kinds of people in the world, the wills, the won'ts and the can'ts. The first accomplished everything, the second opposed everything and the third failed in everything; but I promised so I will say a few words:

I call a wife a man's business partner and a true wife should have the courage to keep within the income of her husband and, under no circumstances, incur any obligation without his full knowledge and consent (unless she does this the foundation of the home is impaired and its happiness is forever destroyed); to uphold the wavering resolution of the sorely perplexed bread winner; to have courage to face responsibilities and accept whatever can not be helped; to surmount obstacles and win out by sheer determination of character when force is unavailing. It is a fact that to the so-called weaker half the whole family comes for strength and help.

I am very much pleased to-night to be counted a member of this Association. "This society differs from so many others," as an eminent speaker once said, "in that we not only embrace the ladies but also the gentlemen." I have been in harness in Sand Lake for two and thirty years and, as Will Carleton said in his poem, "I have worked my title clear." I am the working end of the concern. The beauty doctor says, "Many a homely woman has a fine face for business." A very large proportion of people think business is a gold mine and conducts itself without work. As a matter of fact, I find it quite otherwise, and yet I have always liked business and expect to stay right along until my time comes to vacate for John's second wife.


They say there are three motions of the sun, the first straightforward or over direct motion, the second the retrograde or backward motion, the third the sun stands still. Now, ladies and gentlemen, I hope this won't be our case in Sand Lake. It is the duty of every good citizen to help all good projects for the improvement of our village. The more united we are the better work we can accomplish. I have read somewhere that man's true destiny is to be not dissatisfied but to forever be unsatisfied, for all great things are worth our striving. I like this suggestion. If we strive hard enough and "all together" let our slogan be, "We can accomplish wonders for our town."

Woman lives on a higher plane than man. A good woman is said to be the best thing this side of Heaven. The second best thing is man. Our homes are on a level with women. Towns are on a level with homes. What the town is the men will be; so women hold the destiny of the Nation.

*Address by Mrs M. J. Butler at annual banquet Sand Lake Board of Trade.

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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.
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MUNICIPAL AFFAIRS.

Why Politics Has a Stigma Attached To It.*

At the beginning of things, in the few joyful days that my great, great, etc., etc., etc., grandfather Adam spent alone on earth, there were no municipalities or municipal affairs. I never had the opportunity to discuss the subject with my late lamented ancestor, but I have often heard it told of him that he prided himself on having kept himself always in close communication with Nature, and until after his early and unhappy marriage, he never once entered a city. My great, great, great, etc., etc., etc., grandmother, Mrs. Eve Adam, however, was not contented long to dwell in peaceful rural solitude, and grandfather, very much against his own personal inclinations, finally left the farm with its peaceful, restful atmosphere and went out into the world to seek his fortune. Our family history is not quite complete upon the subject, but I have understood that grandfather never knew a completely happy day after he permitted himself to depart from the simple life to which he had been accustomed. I believe he got a fairly good job in the city after a while—in a fruit store, I think it was—and afterwards he went into politics on the side. My recollection is that he was elected alderman once or twice, as he controlled all the voters in his ward, and later I think he was elected mayor, but I am not quite sure of this latter position. He was a Democrat in politics, and therefore perhaps the less said about his political history the better for the credit of the family.

But, anyhow, the old gentleman took quite an interest in public affairs and was generally regarded as a public-spirited man. His later life was considerably embittered by family troubles, as my grandmother Eve was a leader in fashionable society, for which grandfather had no taste, and the boys, after leaving the farm got into bad habits and took to staying out nights anywhere from 8 to 9 o'clock most every night, which was a great disappointment to their father. So, as a kind of recreation, grandfather took up politics and was mixed up in municipal affairs pretty much all of the latter part of his life.

Of course, that was quite a little while ago. It was before the first of the present Pere Marquette engines were built, and there were not so many municipal problems then as there are now. But grandfather was a good citizen and he always kept the alley clean back of the house and shoveled the snow off the sidewalk in the winter, although it didn't snow where he lived as it does over here in Michigan, or he might not have done his shoveling so regularly. But he was a mighty good citizen just the same, and was always a prominent figure at all the old settlers' picnics until his death.

I think his example has been an

*Address by Frank E. Jones, President Muskegon Chamber of Commerce, at annual banquet Fremont Board of Trade.

inspiration to all the Jones family ever since. I forgot to mention, I guess, that my grandfather's family name was Jones, but it was, yes, Adam Jones was his name, a very old name, you see, not as common then as it is now, but quite a distinguished name. I think, also, I forgot to mention that my grandfather was a white man—a pure white man—although there is a colored man down near Muskegon who claims his name is Adam Jones, but he is no relative whatever, I assure you.

Now, as I was saying, before I was interrupted, our family has always taken a great interest in public affairs; we have been quite prominent citizens. Even I myself have been mentioned three or four times for mayor down in Muskegon. Merely mentioned, of course, in a very apologetic way, not so as to hurt anybody's feelings. I don't believe anybody ever even whispered about making me Treasurer though. Those real good offices where a man has a chance to make something for himself never seemed to come my way. But I have been sort of hanging on the edges of politics for several years, taking an interest in public matters and getting put on committees of various kinds whenever they wanted somebody to go out with a sandbag to collect dues or subscriptions or what not. And one day when I was looking the other way, along came John Ross here and told some other lunatic that I would make a neat and handsome President of the Chamber of Commerce of Muskegon and I got elected by a majority of one vote, I being present at the time and, by a coincidence, voting only once myself.

Now, down in Muskegon we all think quite a lot of Ross, especially the ladies. That handsome face of his and almost honest smile have endeared him to all. Of course he comes dearer to some than to others, but he is fairly dear to all of us; in fact, almost everybody in Muskegon is a client of his now. I didn't realize, when Ross nominated me for President of the Chamber of Commerce, just what his object was, but later on I found out, for one day he said to me, "Jones, they are going to have a Board of Trade banquet up at Fremont and they are going to ask you to go up there and make a speech, and when they do I want you to take me along, so I can make a speech, too." "All right, John," I said, "I'm getting so I don't care much what kind of company I keep. I'll take you along, but tell me why you are so anxious to make a speech in Fremont." "Well," said he, "I used to know a girl up in Fremont years ago, and she turned me down, and I want to have her see me now and make her feel sorry."

But, anyway, Ross is a fine fellow, even if he is good looking, and I don't blame him for wanting to get back to Fremont. It is a mighty good place to be in. I wouldn't mind being adopted and settling down here myself—if I wasn't married.

But I have wandered from my

subject. I started to talk on Municipalities, and I have wandered from the "Individualism" of John Ross to "Fremont," which is the subject of the next speaker, who even now is hoping I will quit so as to give him a chance. Cheer up, my friend, I am not going to talk over a couple of hours and you can have the rest of the night. Don't be selfish about it. What's a couple of hours or so between gentlemen?

And here I am again at my subject. I always get back there, you will notice. Never in all my history have I been unable to find my way home, although I am both an Elk and a Mason. I try to keep the two separate, however (that is, on separate nights). It does not seem to me that it would be wise to attempt to be both at once, you know. But we will not discuss that.

Municipal affairs, that is the affairs of the municipality, are the business of everybody. And as everybody's business is nobody's business, so municipal affairs often get to be nobody's business, at least nobody seems to take any interest in them. The word politics, in fact, has gotten to have a sort of stigma attached to it, and a "politician" couldn't bring along a worse recommendation to a business man than to state his trade. A business man, in fact, when brought to the necessity of doing business with a municipality, doesn't think of doing it in the way he would do business with another business man, but begins "to play politics," to exert a "pull," instead of going after the business of a municipality in a business way. Certain it is, my friends, that municipal affairs have fallen into strange and unclean hands in many places—into the hands of spoilers and thieves and worse than thieves—until the decent men and women have grown to despise their rulers, to ridicule and scorn them and to avoid any relations with them whenever possible.

His Idea.

Kickson—I wonder how it feels to have so much money that you don't know what to do with it?

Wickson—I was that way once.

Kickson—On the level?

Wickson—Sure; I only had so much and my creditors were demanding as much again.

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Is Flesh Food Essential To Man?

The fact that thousands of working men are temporarily adopting a non-flesh dietary naturally raises the practical question as to what extent flesh food is really essential for health, strength and endurance. The result of this experiment, carried out on such a large scale, may yet prove to be a greater contribution to the study of popular dietetics than even its influence on the market prices.

The public should be fully informed in regard to the tremendously interesting studies and experiments that have been made in late years in this direction by some of our most eminent scientists. As a result of these careful and painstaking investigations we are compelled to modify to some extent our former views regarding the importance of a meat diet. This point is emphasized in an editorial entitled: "Diet and Health," in the journal of the American Medical Association, which is an official organ of the medical profession in this country. We quote the following:

"Physicians should impress on the public and on the individual the important fact that too much food, especially too much meat, is eaten by a considerable portion of the population. Economically the reduction to the lower level advocated by Chittenden would secure a saving of from one-third to one-half the amount at present expended for food—a sum of great moment in these times of fierce industrial competition. Our present knowledge will necessitate a change in several popular conceptions, both lay and professional, regarding the value of different kinds of food. The belief that there is something especially strengthening and nutritious in meat is not well founded."

Several years ago Prof. Russel H. Chittenden, director of the Sheffield Scientific school, Yale University, and popularly known as "the watch dog of modern science," conducted a remarkable series of experiments lasting over six months on a group of United States soldiers. The meat portion of their diet was gradually replaced by nonflesh foods until they were eating only something like a third as much protein food as the regular army rations provided. These men were put through the regular severe army maneuvers and exercises, but at the end of the experiment they were in a more fit condition mentally and physically than at the beginning.

This led Irving Fisher, professor of political economy at Yale and chairman of the committee of one hundred on national health, to undertake an investigation on the relation of meat eating to physical endurance. He first tested a group of flesh eating Yale athletes as to the number of times they could repeat ordinary exercises such as deep knee bending and the length of time they could hold their arms extended horizontally, etc. He then made the same test on several hundred nonflesh eating young people who were not athletes at all, but who were engaged in ordinary work and to his surprise he found that they had double or treble the endurance of the flesh eating athletes.

The head of the laboratory at the University of Brussels made a similar investigation on the flesh eating and nonflesh eating students and he reports that in endurance the nonflesh eaters surpassed the meat eaters from 50 to 200 per cent. They also found that the vegetarians recuperated from fatigue far more quickly than the meat eaters, hence this great authority recognized the nonflesh plan as the best system for workingmen.

How often we hear the expression that a certain man is as "strong as a Turk!" And those who have seen a Turkish porter fling a heavy trunk unaided upon his shoulders will do well to remember that these men rarely taste flesh food in any form whatever.

A large share of the robust peasantry of Europe secure meat only on holidays and special occasions. It is interesting in this connection to recall that it was the nonflesh eating soldiers in Napoleon's army that possessed the almost superhuman endurance in the famous retreat from Moscow.

George Allen, the man who walked a thousand miles across England and Scotland in seventeen days and a few hours, outdistancing his flesh eating rival by nearly seven days, was a strict vegetarian.

The nonflesh eating long distance walkers have so persistently carried off all the honors in Germany that Von Noorden, the noted German medical authority, professor in the University of Vienna, in his recent work on Metabolism says:

"In Germany in these competitive races the vegetarian is ahead of the meat eater. The nonvegetarian can not compete with the vegetarian in these long distance walks. The vegetarian is ahead in the matter of rapid pedestrian feats."

The Rev. Newell Dwight Hillis says: "A little fruit, a little cereal and wheaten bread, a glass of milk—these are within the reach of all, even the poorest laborer; anything more is at the peril of the eater."

Gen. Booth, now 80 years of age, still directs the great work of the Salvation army, lectures to immense audiences, does enough work every day to tire two or three ordinary men, and he attributes his endurance largely to his simple habits of life and to a nonflesh dietary.

Gautier, the great French dietetic expert and one of the world's greatest authorities, speaking of a non-flesh dietary which includes dairy products and eggs, says:

"It is practical and rational. It should be accepted and commended by those who pursue the ideal of the formation and education of gentle, intelligent, artistic, and nevertheless prolific, vigorous and active races."

Protein, the food element of flesh food, peeps out here and there in other foods that nature provides more cheaply. Four per cent. of every glass of milk is cheese and about one-tenth of every loaf of bread is gluten, which is bodily repair material the same as meat is, and it is by no means a mere figure of speech to say that there is more beefsteak in every pound of either beans, peas, lentils, or ordinary nuts

than there is in a pound of butcher's meat.

The indisputable conclusions from all these facts are gradually percolating down into the workingmen's strata and many of them are to-day investing in literature and the conveniences of life the money that they formerly paid for meat. They are gratified to find that they have clearer brains, greater endurance, and have at the same time bidden adieu to much of the rheumatism, neuralgia and a host of other troubles that formerly clung to them like poor relatives.

It is more than likely that if several hundred thousand workingmen shall carry out their present resolution to live without meat for a couple of months half of them will experience so much benefit that they will continue the experiment indefinitely.

David Paulson.

You can let loose a lie in a second, but some have spent their lives trying to catch up with one.

Spiritual Gifts.

"Did you like the brandied peaches I sent you, father?"
"Yes, my dear, and particularly the spirit in which they were sent."

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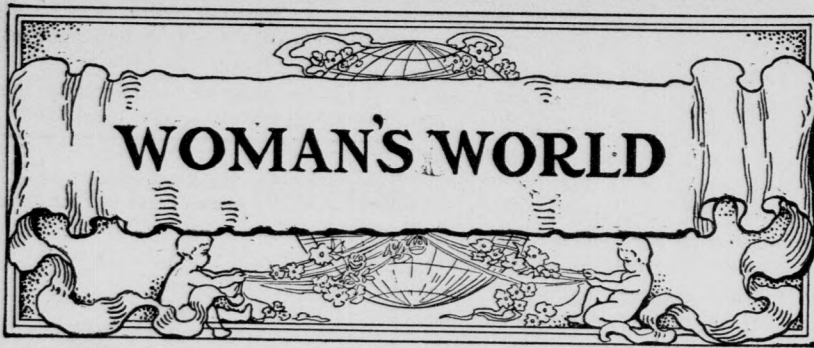
When you can find such a line you are going to tie up to it, aren't you?

Our Trunks, Suit Cases and Bags embody such a line. Every article represents honest toil, honest material and an honest price. We realize the competition each one of them has to meet, and we strive to make them so good that when once used a customer will want no other—will never need any other.

And you take no risk in handling these goods, because they are backed up by our firm guarantee of QUALITY.

Then why not ask us RIGHT NOW—TODAY—for our catalog—it does not obligate you in any way, and it may mean more dollars for your future business.

Brown & Sehler Co. Grand Rapids, Mich.



The Straw That Breaks the Camel's Back.

A bill has been introduced into the legislature of one of the Eastern States which provides that all unmarried women between the ages of 35 and 50 shall be taxed \$25 a year, while all bachelors between 40 and 65 shall be required to pay a fine of \$50 annually into the coffers of the State. The proposed law is doubtless founded on the sound democratic principle that luxuries and not necessities should bear the burden of taxation and that single blessedness is a privilege that is worth paying for.

So far as bachelors are concerned no voice need be raised in their defense. If a man does not marry it is his own fault and because he does not want to, and he deserves to be harried by the tax collector. Moreover, the man who escapes having to pay milliners' bills and dressmakers' extortions is getting off so cheaply that it is absurd to assess his freedom from the cares that cumber married men at the low sum of \$50 a

year, but taxing a woman for the misfortune of being an old maid looks like rubbing things in.

In nothing is man more inconsistent than his attitude on the marriage question. He holds wifehood and domesticity up to woman as the ideal career and yet he makes iron-clad conventions that keep her from trying to achieve it on her own book; he berates her for leaving her own fireside, when she has no fireside to which to stick, and now he proposes to tax her for not getting married, yet debars her from popping the question.

This last is too much. It is the straw that breaks the camel's back. Of course, there are men one would not be married to for \$25 a year, or \$25,000,000, but on the other hand there are plenty of delightful, unattached men floating around in society one would not in the least mind having for a husband, and if the proposed measure becomes a law, the old maids of the Empire State will be justified in starting out on a personally con-

ducted matrimonial campaign and proposing to every eligible bachelor in sight. Taxation without representation is tyranny, and one of the inalienable rights of every woman is to dodge the tax gatherer if she can.

The proposed passage of a law licensing celibacy, as it were, serves, however, to call attention to the fact that marriage is more and more being looked upon as a hazardous experiment, to be undertaken only by the brave, instead of the manifest destiny of every man and woman. Bachelors have always been a privileged caste, but the time was, and not so long ago, when the prim old maid was a reproach that indicated that a woman had lacked some charm or grace to attract men and had been passed over and, in consequence thereof, the spinster was expected to walk humbly before her married sisters.

That is all changed now. When a woman elects to remain single nobody even suggests that it is anything but her own free will, and so far from pitying her, the bachelor woman of an independent income, or with a good position in business or a paying profession is an object of open envy among married women. The old maid who had to live in somebody's else house, and be the fringe on somebody's else family, led the most forlorn existence imaginable, but there is nothing doleful in the state of the modern, independent, unmarried woman.

If she is intelligent she can make as good a living as the average man.

Her work furnishes her with absorbing interests. She gathers about her a circle of friends that is congenial and often brilliant, for the clever woman of affairs who knows life makes the most entertaining of companions. She can dress well and live well. No husband doles out money to her and grumbles over the bills. No howling babies keep her awake at night. She is free to go and come as she pleases. In a word, she does not work half as hard as the average domestic woman, she has fewer cares and anxieties and more liberties, and it is no wonder that more and more this free, large life is appealing to women and that they show an increasing disinclination to marry.

It is precisely the same argument—a selfish one, if you please, but a very cogent one—that leads so many men to choose bachelorhood, on the ground that it is better to bear an occasional pang of sentimental loneliness than it is to be a family dray-horse, always straining on the collar. With the enormously increased expense of living now, the luxuries that have become necessities, the poor man who marries lets himself into a life sentence at hard labor, and it should cause no surprise that an army of prudent individuals hesitate before donning the domestic stripes.

This decadence of matrimony is to be deplored or rejoiced in, according to the point of view from which one regards it. There can be no doubt that married people are better people than single ones. The most chastening and humbling experience on earth



A Square Deal to Everybody

North — East — South — West

One price to everybody—that's the basis. No special privileges to Chain Stores, Department Stores, Buying Exchanges, etc.

The average retail grocer is our best friend and we give him the square deal—small lots with the assurance of fresh goods.

The bottom price is the price you all pay, and it allows you a good profit on

KELLOGG'S

TOASTED CORN FLAKES

We protect our own interests in protecting yours. We long ago discovered that "free deals" frequently meant overstocking—stale goods, etc., that eventually affected the entire trade.

Every customer knows that Kellogg's Toasted Corn Flakes sells on its merits. Ten cents' worth of the best for ten cents, and a good, clean profit for you.

That's why you have stuck, and why you are going to stick, to the one big thing in the cereal market today—Kellogg's Toasted Corn Flakes—the "square deal" cereal.

KELLOGG TOASTED CORN FLAKE CO.
BATTLE CREEK, MICH.

is being married. No man or woman has any idea of how many faults they possess or bad they look to another person until they hear the litany of their shortcomings recited with unflinching candor by their husband or wife. Marriage is also a state of perpetual self-sacrifice where one is continually called upon to do the thing they do not want to do and leave undone the thing they were dying to do, while parents who have reared a large family of children and put up with their noise and dirt and teething and colic have qualified for the society of the saints and the martyrs without any further purgatory. To offset these tribulations, however, there is love—that mysterious, inexplicable something that robs sacrifice of its bitterness, makes toil sweet and that binds a man and woman together in a companionship that is the nearest approach to heaven that this sad old world ever knows. Nobody need fear that people who are genuinely in love are ever going to be kept apart by any consideration of prudence or any allurements that the freedom of the bachelor of either sex offers.

On the other hand, it is an encouraging sign to notice that people are approaching matrimony with more seriousness and more real consideration of what it means. It is the unsuitable marriages that keep the divorce mill busy. If only the fit wed we should hear nothing of the family skeletons that are always rattling their dry bones in our friends' closets and hear nothing of the horrible scandals that disgrace society.

A man who has no settled way to support a family has no more right to get married than he has to commit murder, and it is a matter of congratulation, and not pessimism, to know that the world is coming to look upon it that way. A stock witticism when a poor, inefficient, shiftless fellow married used to be that he had as good a right to starve a wife as anybody. Nobody regards that as a pleasant jest now, and it is a good proof of advancing civilization that it is no longer regarded as romantic but idiotic for a couple to marry without something to live upon.

No man has any more right to marry if he means to continue to run with the boys and stay out drinking and carousing of nights than he would have to torture his wife to death on the rack. The agonies of the Inquisition were not one whit worse than the sufferings a woman undergoes who waits night after night for a drunken husband to come home to her or who eats her heart out in jealous misery wondering where he is. No woman has a right to marry unless she knows how to keep a house and is willing to do her share towards making home happy. If she hates domestic affairs, if she rebels at motherhood and considers children nuisances who keep her away from society or prevent her following some career, she defaults on her contract. Far better for her, for her children, for her husband, if she had never married at all.

And the hopeful sign of the times is that people marry later. Early marriage is suicide—mental, moral and physical. At the best there are enough risks in the matrimonial game without adding to them the unknown quantity of what one is going to be one's self, and that is what every boy and girl who marry do. The man a girl thinks she adores at 16 she would not look at at 26. The most profound prayers of gratitude a man ever offers up are for the escapes he made from his first sweethearts. But he does not always escape. Sometimes the fool killer misses him and he loads himself down with a wife and family while he is still a youth. What is the result? Ninety-nine times out of a hundred he outgrows the wife and, by the time he is old enough to know what he wants in a life companion, he is heartily ashamed of his bargain. Always he is burdened with care. He never has a chance to get a start in the world and he is old and broken before his time.

Nor is it any better for the woman. She, too, has thrown away her youth and grown faded and unbeautiful while she still ought to be in all the bud and bloom of girlhood. Under Heaven there is no more abjectly pitiful sight than a wan young mother with a little, sickly baby, herself as helpless as the child she is probably killing through her ignorance.

Any one who would advise people to get married without all of the auspicious circumstances possible pointing that way, on the ground that they will probably get along, would counsel a man to jump overboard at sea because some people can not be drowned. It will be a great deal better for society when there are fewer marriages and happier ones, when people think more before they take the fatal step, and regret less afterwards, and so there is no cause for the wail over the decadence of marriage.

There are people who are born for marriage—women who are utterly miserable unless they are fussing and fidgeting about a house and coddling somebody they love, men whose every instinct is as much to build a home as a bird's is to build a nest. These will always find their mates and marry, but the wild creatures to whom captivity is death, to whom even the gossamer thread of love is a chafing fetter, bring only misery on the person to whom they are married, and unrest and discontent into society. Better is celibacy for them, and the time will come when they will recognize it, and no amount of taxation is going to drive them into matrimony. They will always be willing to pay for freedom. Dorothy Dix.

Single Blessedness Preferred.

Hodge—Brown's daughter is very strict with him.

Dodge—Yes?

Hodge—He asked her some time ago if he could marry again. She told him he could if he permitted her to pick the kind of stepmother she desired.

Dodge—Well?

Hodge—He is still unmarried.

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.

GROWTH INCREASES INVESTMENT

But added telephones mean at once increased income.

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

Telephone Magic

Presto! and your wants are granted.

Use the Bell

and the doors of all shops are opened to you.

Michigan State Telephone Company



Stock-keeping Hints Which May Prevent Accumulations.

No doubt inventory is over with; the stock is booked; broken lines and old stock have been forced out and what is left is reduced in price. Spring goods are coming in and a new season is in preparation.

Regardless whether much or little is left of undesirable stuff, it is good policy to push and advertise such now, even in connection with announcement of store news, preparatory for the spring moderate display of advertising and "readers" at this time can be made effective by telling of the store's plans for the spring and reminding the public of this and that to be found in the stock at real inducements.

Preparations for spring are the important topic of the day. If not before adopted, why not now introduce the "Red Lot Book?" If it is impossible to trace back and enter stock in hand in detail, state its summary at the head of the "Red Lot Book." Start the new stock RIGHT! This book should show the following columns: Date, Merchandise Received—Received from Whom—Lot No. Bill—Your Lot Number in Red—Quantity of the Lot Ordered—Quantity of the Lot Received—Date of Receipt—Columns for Each Size Coat—Columns for Cost—Your Selling Price—Date and Price Reductions.

Your red lot number as it appears in your books should be on a separate ticket especially made to be slipped on over a button of the garment. In addition to this red lot number this ticket is to bear nothing except the size and your selling price. Price reductions, when necessary, it is best to put on a new ticket. The ticket sewed into the garment by the manufacturers should never be disturbed in any way, but should remain for identification on the garment, as per your red lot book.

Size columns for each size should be sufficiently spaced to permit of a single line in representation of each garment of that size and of that lot number received. Whenever a garment of this size and lot number is sold, such line should be crossed in red, thus always showing the unsold. At a glance you can see the lot that sells well and the one that hangs fire, giving you daily opportunity for prompt remedies.

A merchant who can open a book and, by running along one line, can see in black and white before him the goods that are threatening to remain on his hands will much more quickly realize the need to force off the proper numbers and will buy more in-

telligently. There is no guessing; there is no asking clerks how much is left of this or that, or how this or that sells—it is absolute machine work; it tells no guesses nor lies.

One of the most material features of economy, one of the most helpful and necessary requirements in the success of retail clothing is stock-keeping. Many stores are confident that their methods can in no way be improved upon, when in reality their stock work is very faulty. In fact, houses which fully realize the importance of good stock-keeping always freely welcome criticisms and investigate the work of stores elsewhere. Many employers are hesitant in insisting upon changes in stock because their help are ill disposed to accept any innovations. First, clothiers should aim to make their stock show its worth. We instinctively judge men by their appearance; your customer judges your goods and your business by the appearance of your store. There are stores which cater exclusively to a grade of trade that would feel uncomfortable in a clean, orderly store. That class is here out of question.

The intelligent workmen, whether native or alien, their families and the public at large, feel safer and have more confidence where merchandise looks clean, orderly and new.

A gentleman of wide experience in the retail field and who has had an opportunity to visit many stores in various sections has the following to say on stock-keeping:

"Cabinets, of course, are very excellent and serve to beautify a store; in addition to their preventing the clothes from wrinkling and keeping them clean, they save a great deal of stock work and avoid odds and ends. Where cabinets are used no make nor device, to my mind, is as effective as the hanger which holds coat, vest and trousers on one hook. This last method simplifies stock work and does away with the old evil of having so many coats and vests in stock for which no trousers can be found to match. It is very remarkable that visitors to clothing stores throughout America should find so very many faulty methods of stock-keeping; but it is a daily occurrence for the men who call on clothiers regularly to find stores where the coats are kept on one floor and the pants and vests on another. Such a store generally takes inventory by matching the lot numbers of the coats and the pants—these checked off from paper memorandums. Some day a special occurrence, generally after much controversy, induces such people to fold the

pants and vests temporarily into the coats to which they belong. Frequently a great many broken suits are found, and very often so many as to prove a serious difference on the inventory taking.

"Stores that can not afford nor would not have the new, costly clothing cabinets generally stack their clothing in two different ways—the coats, vests and trousers are folded into one, or the coats are stacked separately and the pants and vests are stacked separately. The latter method, for the general run of business, is the only correct one, mainly for the sake of appearance. As shown above, when the three pieces are kept together it is to the advantage of the business and further saves the time of salesman and customer. Where the

"Graduate" Clothes for Young Men
"Viking System" Clothes for Boys

Made by
BECKER, MAYER & CO.
CHICAGO, ILL.

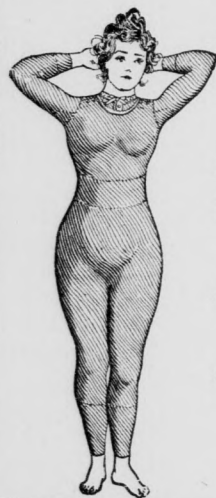
We are manufacturers of
Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

20, 22, 24, 26 N. Division St.

Grand Rapids, Mich.



SPRING and SUMMER UNDERWEAR

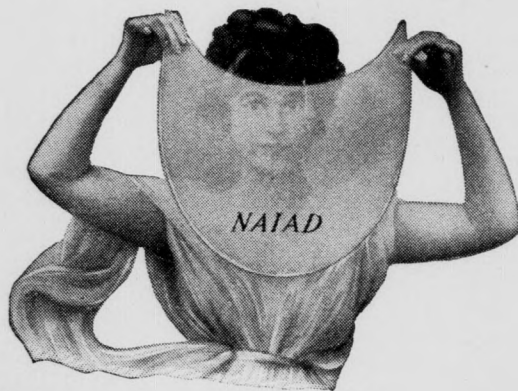
We show one of the most complete lines in Michigan in Gents', Ladies' and Children's Underwear.
Ladies' vests, long sleeve, short sleeve and sleeveless. Pants in knee and ankle lengths.
Ladies' Union Suits, all styles, a very large line.
Children's vests and pants.
Gents' shirts, long and short sleeve. Drawers, knee and ankle lengths.
Union Suits, long and short sleeve.
Look at our line before placing orders.

P. STEKETEE & SONS

Wholesale Dry Goods
GRAND RAPIDS, MICHIGAN

"The Crowning Attribute of
Lovely Woman is Cleanliness."

NAIAD



Odorless

Hygienic

DRESS SHIELDS

Supreme in Beauty, Quality and Cleanliness

Absolutely free from Rubber, Sulphur and
Poisonous Cement

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

At the stores or sent on receipt of 25 cents.

The C. E. CONOVER CO., Mfrs.
101 Franklin Street
New York City

pants and vests are stacked separately each lot should be carefully kept together and as near as possible to the coats to which they belong.

"The coat, vest and trousers folded into the coat and stacked on tables is only permissible—or, better, excusable—during the course of a special sale, where considerable additional business is expected. Then it is the only way to stack clothing, notwithstanding all who talk to the contrary. This claim is very much disputed, but when analyzed it will be found that the objections are based on the amount of labor required to make such a thorough overhauling of stock.

"When coat, vest and trousers are folded in one and stacked on tables, stock should be sorted in sizes. This method enables the salesman to have before him all that the store has in that particular size in one or a few stacks. Here is all that he has to offer the men who must have that particular size. What he can sell from the stock in the store can be shown from the few stacks containing the specific size required—no need of hunting in any other part of the store, no need of asking questions; here is all there is. At a special sale additional salespeople are generally employed. The above arrangement gives the stranger the same opportunity to know stock as it does the employe, who is at home. It hands each salesman the three garments which belong together, and does away with the necessity of giving customers trousers which do not belong to the coat and vest. The latter mistake is daily losing many dollars for clothing stores. In a rush many of your regular good salesmen do not find as quickly as they wish the proper pants and vest that belong to the suit. That is losing time. Some get out of patience, find trousers that will do just as well and which possibly can be changed afterwards if needful. This latter happens too often.

Consequently, good stock-keeping resolutions for the spring are an important consideration, and the present slack time offers opportunities for experiments and improvements in stock work."—Apparel Gazette.

Why Salesmen Should Never Stuff An Order.

A great many salesmen—understand, a great many—seem just naturally to start wrong, and they finish soon.

When starting out to sell goods it is well for all to make up their minds never to stuff an order. And under the head of stuffing orders there should be included mention of all "phoney" orders. The practice is confined generally to newcomers in the field of salesmanship. Young salesmen new to the "road," out late nights, and sleeping late, discouraged chaps who shy at the embarrassment of showing up at the office empty-handed, and fellows who get into the sales department and are unsuccessful help to bring about this condition in selling.

Some sell small bills of goods and write the order for increased amounts. Customer orders one dozen, gets two

gross, orders one ton, gets three tons; in many instances the writer recalls where the firm has a credit man whose duty it is to pass on all orders before filling. The salesman as a climax to a poor day would sit down and write up several large and good orders, turn them in to the manager, who would look them over, and say: "Nice orders, Smith. Why don't you other boys land 'em this way?" They would then be sent to the credit man. They never went any farther, as each man or firm to whom they were sold either had a reputation as a dead beat and "never pay," or was so rated that it would be foolhardy to extend credit.

The credit man, a good fellow, would simply destroy them and not report it to the manager. Now, who calls himself a salesman and does such things? Why, it's worse than petty larceny.

Results of stuffing orders run like this: Customer comes home and finds that during his absence a lot of goods have been delivered and receipted for that he never ordered; calls up the firm which made the delivery and asks why. The salesman is not in, and the firm knows nothing except that the order was given in by the salesman. Later on the salesman calls up:

"Thought you needed those goods—market's going up anyhow. You keep them. I will see that you get next month's dating on them."

You can't say you are a salesman and a seller if you are addicted to such practice as this. What employer would promote you to a better position on the road or elsewhere when he knows he could expect this kind of sales with a prospect of lawsuits, goods laying in freight houses uncalled for, returned shipments, long extensions of credit, and money tied up? No firm wants such orders or such salesmen. Who wants to pay a salary to a person, figuratively speaking, a "human ostrich," who hides his head in sand and imagines he won't be found out.

This specialty salesman on the road used to "stuff 'em." Now, every concern that sends men on the road almost without exception furnishes order blanks for the salesmen with carbon copy, to furnish customer duplicate, and the customer fixes his signature affirming order written above.

In Chicago and its locality this practice is not general. The smaller the caliber of the salesman the quicker he drifts into stuffing orders.

Even in the retail stores a clerk with a bad day and nothing in the book does not scruple to send out a bunch of "C. O. D's." to fictitious addresses, which are all eventually returned to stock. There they get away with it, as often people come in, order goods, and for various reasons on delivery decline to receive them.

No firm wants such people on its sales force. Be square and upright. I won't say honest, because I recall well a certain manager who on one occasion said: "I don't think any one's entitled to credit for being

honest. If he is not honest no one wants him, and he usually lands in jail." The business is to be had, and you can get it if you are strong, right and a hustler.

If you want to make your mark in selling success, never—

Stuff an order nor write fake orders.
Henry Baxton.

An Inducement.

Lady—I want to put in this advertisement for a cook. It will go in three lines, won't it?

Clerk (after counting)—No, madam, we'll have to charge you for four lines; but you can put in four more words if you wish.

Lady (suddenly inspired) — Say: "Policeman stationed opposite corner!"

The Beginning.

Woggs—The Old Man of the Sea had a thousand shapes.

Boggs—I wonder if his wife did.

Woggs—Why?

Boggs—If she had she was the mother of modern fashion all right.

BAGS New and Second Hand

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

ROY BAKER

Wm. Alden Smith Building 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.



Curtains

Lot 200. Color Arabian. Size 2½ yards by 35 inches.

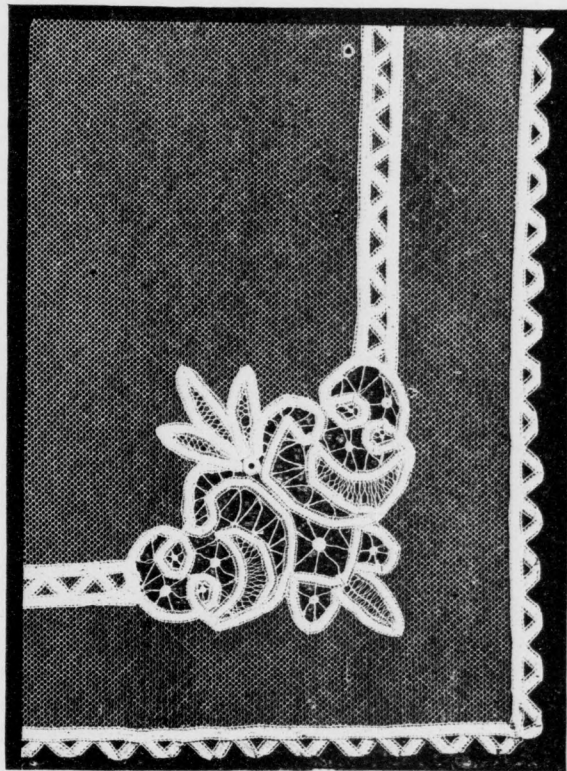
Large Renaissance corner insertion and edging to match, plain center. Price per pair \$1.50.

This is One

of about forty patterns we are showing in this department. These range in price per pair at 55c, 60c, 80c, 90c, \$1.10, \$1.25, \$1.30, \$1.50, \$1.75, \$2.15, \$2.25, \$2.50, \$3.00 and \$3.25.

The Strathmore is New

This is something entirely new this season. It is



really a pretty curtain. Can be used for over-drapes and otherwise. Price per pair \$2.25. Ask to see it.

Muslin Curtains—An item that will soon be in good demand and our line contains some excellent values at 37½, 42½, 70 and 75 cents per pair.

Lace Door Panels—We have them packed assorted patterns at \$1.75 and \$2.25 per dozen.

Window Shades—Shade Pulls, Curtain Rings, Drapery Pins, Sash Rods, Extension Curtain Rods and Cottage Rods are also to be found in our stock. Look us over.

Grand Rapids Dry Goods Co. Exclusively Wholesale Grand Rapids, Mich.

SAND LAKE.

How the Town Can Be Made To Grow.*

Charles Shepard is the name of a much-traveled, big-hearted, impulsive Yankee cosmopolitan who recently was showing an English friend the sights along New York's Fifth avenue, it being the Britisher's first visit to America.

Presently the two were encountered by an old friend of Shepard's. They had not met for two or three years and naturally both were much pleased with the sight of each other and for half a minute forgot the somewhat puzzled Cockney.

Then Shepard, realizing the situation, exclaimed: "Pardon me, but this is Claude Hard," at the same time indicating the long-separated friend.

Before he could complete the somewhat informal introduction by mentioning the Englishman's name, that person drawled monotonously: "Deah me! 'Ow did it 'appen?"

"How did what happen?" asked Shepard.

"That such a stunnin' young chap should be Clawed 'ard," serenely drawled the Englishman. "I'll lay 'e can put hup 'is 'ands with hany youngster of twelve or fourteen pounds an' win hout."

"You bet he can," retorted Shepard, "and one more stupid English pun like that 'n' I'll sick him on to you."

The English people are not the only ones who make mistakes as to names, even although they do hold the play upon a name as the acme, the very criterion, of wit and humor.

And for that reason, particularly because Americans are inquisitive as to names, their origin and significance, we must be careful and wise in the selection of names.

It was all well enough hundreds of years ago for our Shakespearian friend, Master Romeo, to jolly his sweetheart, Juliet, by exclaiming, "What's in a name? That which we call a rose by any other name would smell as sweet." But we are too intensely practical to-day. That kind of sentiment won't wash. We want to know, you know.

We demand serviceable, useful names and so I merely want to suggest that the name Sand Lake may not be the best one possible for your village. There are men present, doubtless, who can remember the present city of Cadillac as Clam Lake; the city of Holland as Black Lake, and so on. True, you have your beautiful lake, and it is all right to call it Sand Lake; but is it wise from a purely business standpoint to tie your village to the same name? Think this over.

And to help you in contemplating the matter let me tell you that there are to-day in Michigan thirty-six villages or cities which have taken lake names. Lake Linden, with a population of 3,000, and South Lake Linden—across the lake from its sister city—with a population of 2,000, are the largest among those lake-named towns. Then come Lake Odessa,

with 1,400; Lakeview, with 1,100; Lake City, with 1,000, and so on, down to a score or more mere hamlets having from fifty to 100 inhabitants.

I thank you for the courteous manner in which you have listened to my suggestion as to your village name, and now I will tell you why I have touched at all upon the subject:

The name of your corporation may be an asset if you so elect.

Here you are a couple of miles from the village of Pierson, with Cedar Springs less than five miles to the south, only seven miles to Howard City and with Grand Rapids but twenty-five miles away. Indeed, all of the places I have named—your own with the rest—constitute practically a continuous arm of the great metropolis of Western Michigan, so that so far as business, educational and social facilities are concerned you are most fortunately situated. Those resources are practically yours in abundance, but there are other and, as yet, undeveloped resources which may be yours with but little effort:

Assuming that you will fondly cling to the old name of Sand Lake, it is up to you as citizens of this community to make Sand Lake the most influential, attractive and prosperous place in this section.

By logic and the utmost fairness your town is the center of twenty-six square miles at least of high grade agricultural territory, second to none as a fruit growing section and with but few superiors anywhere as a neighborhood adapted to general farming. This territory belongs to Sand Lake as its commercial center.

Good as a potato producing center; good as a market gardening center; good as a fruit growing center, with the production of all other kinds of farm produce—grain, hay, dairying and poultry raising—the village of Sand Lake must profit thereby.

How is this to be done?

By increasing the total area that is under cultivation to-day within your twenty-six square miles of territory and by cultivating that area without being hidebound to the traditional methods—or lack of methods, I came near saying—of farming in vogue thirty, twenty-five, yes, even ten years ago. Try to get next to up-to-date facts and practices.

In no department of life has greater and more profitable advance been made in this country during the past ten or fifteen years than that which has been achieved in the practice of farming. And to a very large extent indeed this betterment of the lot of the farmer is due to the National Agricultural Department and to the agricultural colleges of the various states.

Moreover, all of the proven processes as to the cultivation of the soil, all of the many reliable methods of combatting crop pests and each sure and economical resource in the way of fertilizing soil are yours at a cost of 2 cents postage. Write to your Congressman or your Senator, asking for any information you may desire and you will get it.

Don't stand in such awe of your Senator or your Representative that

you do not like to write to him.

More than all that, don't be so short-sighted, so opinionated and so cock-sure that you are the whole thing that you will neglect to secure the benefits that may be had so easily.

I am a printer—a practical printer—learned my trade in Big Rapids over thirty years ago—yet I do not know all there is to be known about the art of printing. I thank my stars I know enough so that I am not afraid to admit my ignorance and I can recognize and utilize a good thing for my business when I see it. The business world moves unceasingly and always forward and the chap who does not keep up with the procession is down and out in short order—and this applies to the business of farming as it does to every other branch of business.

But to return to Sand Lake as a specific topic:

Has your village anything like an adequate fire fighting department? Have you piped the water anywhere? Have you the means for pumping water in the lake to any central point for public use? If you have you appreciate the lake just so much. If not the lake might as well, so far as you are concerned, be over in Genesee county.

But how? I think I hear someone ask, "Can you expect a community of 500 or 600 people to accomplish the development thus suggested?"

I don't expect it, I merely suggest it. You are the ones to accomplish it. It is up to you, and the king-pin factor in any effort you may make toward realizing such expectations must be harmonious, sincere and long-continued co-operation on the part of the men and women of your village.

Successful co-operation requires not only the most genuine patriotism but it must embody local pride and ambition and earnest, constant effort as a community. That means that your effort must be organized and carried forward systematically. And it need not be an expensive venture if you men will contribute your thought, your influence and your work generously, gladly and wisely. Presumably the business men of a town not yet fifty years old—practically a young town—can not afford to pay office rent, secretary's salary and heavy postage, printing and advertising bills to carry on such a campaign.

But you can and you must, unless you are willing to lose your position in the parade, get together as business men who are not jealous nor suspicious of each other; as citizens who are proud of your town and loyal to it and work as one man for the town.

I will venture the assertion that there is not a business man here present who is not well acquainted with all of your twenty-six square miles of contributory territory. You know the good farms and the poor ones; you know the good lands (so-called) and the poor lands (so-called); you know the improved lands and the lands that are not improved and you know current land values.

That knowledge is worth something. Make it give up its value to

Sand Lake. Don't concentrate your portion of such knowledge upon an effort to sell your own land. Help to sell any of the land; but don't misrepresent. Get new settlers into your territory, but get them honestly or don't get them.

I presume I am drawing it very mildly when I tell you that there are at least 100 men, heads of families, at present in the city of Grand Rapids who would gladly welcome an opportunity to become installed each one upon twenty or forty acres of your Sand Lake Reservation if they could get the land at a low figure, and who, young, strong and ambitious to become farmers—dairy farmers, garden farmers, poultry farmers, fruit farmers—would work sixteen hours a day to make good upon such a venture.

One trouble with Sand Lake, or any other similar agricultural town, is that you assume without any question that men in the cities do not care to tackle farming and that if they did they would prove failures.

All men in the cities do not aspire to the life of a farmer and all those who do entertain such an ambition would not succeed; but the percentage of those who would come and who would succeed is well worth seeking. But don't seek in a haphazard, impatient and doubtful way. If you do you will fail.

Create a committee first, charged with the duty of compiling a list of lands in your territory which are for sale at a very low figure—you have lots of them. Then let that committee obtain soil tests for every five acres in that list from the Agricultural Department, together with recommendations as to fertilizing and cultivating each five acres.

Then prepare separate schedules for each five acres, showing where they are located, their proximity to district schools, whether or not they are touched by running streams or lakes, and then give the Government soil tests and recommendations.

All of this can be done, aside from the individual attention and work performed by the members of the committee, at an almost nominal cost—probably not exceeding \$25 for stationery and postage.

Thus equipped—that is to say, with all of this information available to every man and woman in Sand Lake—let the men and women of Sand Lake keep their eyes and ears open and be alert with their enquiries. Hearing, directly or indirectly, that this one or that one in Grand Rapids, Detroit, Chicago or anywhere else is looking for ten, twenty or more acres of land upon which to take up garden farming, chicken farming, fruit raising, bees and honey farming, ginseng growing or all of these together, get in communication with these people. Show them what you have to offer and show them, more strongly than as to all other points, that the land can be made to pay and that it can be bought very cheaply.

Of course, you will bump up against the professional real estate agents; against the men who are very anxious to sell their own property; against the sharks who misrepresent to any ex-

*Address delivered by E. A. Stowe at annual banquet Sand Lake Board of Trade.

YOU'LL COME BACK AGAIN

If you have ever used Lily White, "The flour the best cooks use," and you are persuaded to try some other brand for any reason whatever, you'll come back again.

You'll come back to Lily White just as hundreds of others have done and you'll promise yourself that you'll never stray away again.

We don't blame you for straying away once in a while. It's a good way to find out how good Lily White is and the best way in the world to satisfy yourself that there's no other flour in the same class.

But, naturally we'd like to have you become an honorary member of the old "standbys"—people who have used Lily White steadily for over 20 years and wouldn't have any other flour if you gave it to them.

LILY WHITE

"The Flour the Best Cooks Use"

Has been made in one mill by the same miller all these years, but both the mill and the miller have improved with the years and kept up to date.

Every new invention in milling machinery is adopted by us as soon as its efficiency is proven to our satisfaction.

We have the only electric flour baking and testing apparatus in this part of the State.

We are the only mill in the world that sews paper sacks, thus protecting the consumer from substitution and fraud.

We do not bleach our flour and comply in every respect with the National Pure Food Law.

Valley City Milling Company
Grand Rapids, Mich.

tent so long as they can sell: but if your Committee performs its work conscientiously and if the citizens and landowners they consult are honest with the Committee you will, with the data furnished by the Government, be in a position to meet selfishness, avarice, deceit and dishonesty squarely and to defeat those characteristics. It is a possibility well worth your while to undertake.

There is no reason that I can see why Sand Lake should not have a thousand population instead of 500; why it should not provide homes for more men and their families who are employed in Grand Rapids; why market gardeners should not be more numerous within the three mile circle which has your railway station as its central point.

This can be done.

It can not be fully accomplished next summer, next year or the year thereafter, but it can be done within a reasonably short time provided the people of Sand Lake, those who are already here, have that spirit of civic righteousness, the "gimp," the "sand"—and surely you have that—to act sincerely, patiently, vigorously and with wisdom as one man in the effort to build up your town, if you do not lose courage, do not give way to selfish impulses, do not suspect your neighbor and criticise upon mere hearsay and do not expect too much during the first year of such effort.

I have been in business on my own account for twenty-seven years and I know that a great many people live according to the "Everybody-for-himself" idea; but I am not so mean as to believe—and my experience has not taught me to believe—that a majority of the men of this country are of such a stamp. I believe—and I have met with men in pretty nearly all lines of business and of every variety of temperament—that most men are fair, generous, public spirited and conscientious. They desire to prosper, but, also, they realize that the prosperity of all means their own advancement and they believe that the man who is thoroughly selfish is a detriment to the community in which he lives.

But, believing this, they do not center all their effort upon criticising and berating such a man. They ignore him, don't even mention him and put their entire influence and activity

in operation in behalf of the entire community, and the first thing they know there is no selfish man—he has quietly fallen into line and is doing good work with the rest. The force of good example does this.

Believing that Sand Lake has its fair proportion of good citizenship; that it has many and valuable resources and that the invigorating and permanent helpfulness of true public spirit is at work in this community and that it will triumph, I congratulate you as a village, and trusting that I may have offered some grain of encouragement, if not inspiration, I thank you sincerely.

Chas. N. Crittenton Remembers His Employes.

The will of the late Charles N. Crittenton left between \$3,000,000 and \$5,000,000. In addition to bequests to relatives and for the Florence Crittenton Rescue Homes for Girls, Mr. Crittenton bequeathed 400 shares of stock of the Charles N. Crittenton Co. to such of the following employes as were in its employ at the time of his death, Thomas E. Delano, Alfred H. Kennedy, William H. Demarest, Franklin B. Waterman, George W. D. Crittenton, William P. Stephenson, Charles O. Hahn and Alfred Marsh, in equal shares.

Mr. Crittenton also left \$5,000 to the male employes of the company not thus provided for who had been in its employ ten years or more. This sum is to be divided in proportion to their salaries. Another \$2,000 is to be divided equally among those male employes who have worked for the concern for five years or more. Three thousand dollars is also left to the female employes to be divided in proportion to their salaries.

Where To Push Hardest For Trade.

That you are going to push harder during 1910 is a foregone conclusion. The only question is where the extra force is to be exerted. Shall it be on the prescription department, or the stationery, or the specialties or on some new side line? In deciding this it is wise to consider what branch of the business is failing to hold its own; along what line you are not getting your share of the trade. It is also well to consider what is the line of the least resistance. It is often the case that bearing on hard in a direction where opposition is tem-

porarily weak will result in a surprising gain in all departments. Give the matter some careful thought before beginning the new year's campaign, but push hard as soon as the plan is made and keep on pushing right up to the last day of next December.

As To Regulating Fees and Prices.

Considerable interest has been aroused in this country over the proposed establishment of an irreducible minimum for fees by the confederation of physicians in Paris. American doctors who have been interviewed are inclined to the opinion that such an arrangement is altogether impracticable in France, as well as in this country. That this is true will be realized by any pharmacist who pauses to consider the subject in all of the breadth of its ramifications. As well might we seek to establish irreducible minimum prices for the compounding of drugs in prescriptions.

The Fool and the Knave.

A man left his umbrella in the stand in a hotel recently with a card bearing the following inscription attached to it: "This umbrella belongs to a man who can deal a blow of 250 pounds weight. I shall be back in ten minutes." On returning to seek his property he found in its place a card thus inscribed: "This card was left here by a man who can run twelve miles an hour. I shall not be back!"



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.



Get in the Lead! Don't be a Follower!

Be the first to get for your store the finished product of expert and up-to-date milling in the most complete and modern mill in Michigan today. You sell

New Perfection

"The Faultless Flour"

and let the other fellow trail behind. Write us today for prices.

WATSON & FROST CO., Makers
Grand Rapids, Mich.

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.

Lost His Train While Helping a Neighbor.

Written for the Tradesman.

The traveling salesman bade his wife and children a hurried good-bye, passed around a few short order demonstrations of affection, took his hardware catalogue in one hand and his grip of wearables in the other, and hurried down Henry street. Passing the door of a neighbor a white capped Angel of Mercy flagged him and said:

"Mr. Smith is very ill. Would you mind stopping at the corner grocery and calling Dr. Thompson? Our phone is out of order and Mr. Smith needs immediate attention." Of course the traveling salesman would oblige the Smiths and the Angel of Mercy fluttered back to her patient.

The traveling salesman, weighted, in addition to his own belongings, with the responsibility of obtaining prompt aid for Smith, peddled to the corner grocery and grasped the telephone directory.

A call on the telephone bell was responded to by the tall person surrounded by skirts, who pushed her lead pencil into the mass of unknowable things upon her head, with a pleasant "Yes."

Having found Dr. Thompson's number, the traveling salesman planted it deep in his memory and awaited the pleasure of the tall young thing. One part of the dialogue which the traveling salesman was obliged to hear ran as follows:

"Yes, the Florida oranges are in. They are very nice."

"One dozen?"

"How many pounds of maple sugar did you say you wanted?"

"Yes. The oysters are fine. We receive them fresh every day."

"Anything else? Why, some people prefer Florida grape fruit to Cuban. Very well."

"How's Leon? It is very kind of you to ask about him. He's quite well! Hah! hah! hah!"

"Yes, she is to be married next week. Where? Why, at her old home near New Era."

The traveling salesman re-examined the directory, having forgotten the doctor's number.

"Yes, I shall attend the wedding. We are old friends, you know, and I like her very much. We will go by the train part of the way and drive over from New Era in a private conveyance."

"Yes, they will meet us at the station. I shall be glad when it is over. She has many relatives, you know, and, of course, they will act foolish and cry."

The traveling salesman wondered if Smith was alive or dying.

"Oh, I shall wear heavy clothing. I don't care to run the risk of taking pneumonia. Thank you ever so much. I will do so."

"Yes, they will go to Chicago and perhaps to St. Louis."

"Why, no. They will not keep house. They will live with her people for a while."

The traveling salesman looked at his watch and wondered if he could make his train, just as a street car

whisked by. Another would pass in ten minutes.

"When am I to be married? Why, it is a little early to talk about that. Hee! Tee-hee-hee-hee! I think he's nice. Oh, yes, four girls that I know are trying to get him, but it's no use. I've got him nailed to the floor. Uh, huh!"

The traveling salesman gathered up his burdens and rushed out of the door. The telephone in the corner drug store was busy. He re-examined the directory in a dazed sort of a way, having forgotten whether Dr. Thompson's name was spelled with or without a "p." At last he succeeded in establishing communication with the doctor, reporting the urgency of prompt attention to Smith, who might have died in the meantime, and then he regained the street just in time to see a car rush by. Ten minutes passed slowly away, with the traveling salesman standing on the crossing, nervously chewing the end of a cigar and consulting his watch every fifteen seconds. A car approached and in a moment more the traveling salesman was en route to the depot. Arrived in the shed, he saw his train rapidly departing. Weighted with a deep disappointment he carried his catalogue and wearables to the check room and went up town to explain to his house that he had lost his train in serving a neighbor who was very ill.

"And what about Smith, the sick man?" the reader naturally enquires. Smith died. Arthur S. White.

His Congratulations.

A young Concord lawyer had a foreign client in police court the other day. It looked rather black for the foreigner, and the Concord man fairly outdid himself in trying to convince the magistrate that his client was innocent.

The lawyer dwelt on the other's ignorance of American customs, his straightforward story and enough other details to extend the talk fully fifteen minutes. His client was acquitted.

In congratulating the freed man the lawyer held out his hand in an absent although rather suggestive manner. The client grasped it warmly.

"Dot was a fine noise you make," he said. "Tanks. Goo'-by."

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

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.

MEN OF MARK.

John A. Higgins, Secretary Watson & Frost Co.

Biography often is a completed or a nearly completed story, but it is a question whether the biographer sometimes does not wait too long. We still are piecing together, a little at a time, life histories of our ancient philosophers, our oldtime soldiers and our vanished statesmen. No doubt much that might have been written, and should have been written, has been forever lost to record because of our delay. The chief purpose of biography is not so much to pay tribute to its subject as to have in permanent form a story that will be an inspiration to others that come after. We do not draw that inspiration from men's achievements merely. It is not enough for us to know that this general won a battle, that statesman made a master stroke of diplomacy or that a certain philosopher fathered some occult theory or discovered some important fact. Their achievements are interesting, but we find inspiration more certainly in the intimate story of their beginnings and struggles. There is as much inspiration in the story of Abraham Lincoln's lowly birth and hard schooling as there is in the vital sentences of the Emancipation Proclamation. More American boys have been inspired by the popular picture of Abraham Lincoln as a rail splitter than by any other incident in his career. It is such incidents that are in many instances lost in belated biography.

It is the story of a man's career that really shows after generations the manner of man he was—whether a child of fortune, swept into position and prominence with almost no volition of his own, or whether he went out and made a place for himself by application to a definite purpose. Such a story also displays something of his personal characteristics. It shows how well he stood up in adversity and with how much sense he accepted prosperity. His actions are still fresh in the memory of those who have known him since the beginning of his interesting life history.

The Tradesman has before this published biographies of many men who still are young in years and fresh in the field, knowing that such stories would be an inspiration to other young men who likewise are at the very beginning of life. Such a story is not only taken from the dead past but from the living present. It shows what man can do under conditions now existing. The pioneer had great hardships and great opportunities. The young man of to-day has fewer hardships and more competition. The pioneer was confronted by the necessity of establishing new precedents, of breaking a road or blazing a trail. The young man of to-day finds the road open, but filled with a vast cavalcade of other young men like himself struggling forward to a common point. He has as much difficulty keeping his footing and his place in the forward march as the pioneer encountered in

making that road in the first place. There is as much inspiration in the struggle of the present as there was in the struggle of the past; and the Tradesman presents this week the story of a young man who has gained prominence under the conditions that now prevail and that every young man nowadays must encounter.

John A. Higgins was born at Nunica, July 14, 1876. His parents on both sides were born in Ireland, having been natives of the County Mayo. At the age of four years, the family moved to Coopersville, where John spent his boyhood, graduating from the high school in June, 1894. In the fall of the year he entered the Grand Rapids Business College, from which he was graduated in June, 1895. Next winter he taught school in Ravenna

of the company, a position he still retains. In 1908 the capital stock was increased to \$50,000, at which time about seventy-five Grand Rapids retail merchants were interested in the corporation, financially, including some of the best merchants in the city. After the capital stock was increased, the company erected and equipped an entirely new mill at 126 Second street, adjacent to the G. R. & I. railroad. The mill has a capacity of 100 barrels of flour every twenty-four hours, its principal brands being Perfection, Tip Top and Golden Sheaf flour, Perfection buckwheat and Watson's self-rising flour, which is sold in 3 pound cartons. The company makes a specialty of buckwheat flour, claiming to be the largest producers of this staple in West-

was also a candidate for County Clerk of Ottawa county twice on the Democratic ticket, being elected to remain at home on both occasions. This result was not due to the personal unpopularity of Mr. Higgins, but to the fact that Ottawa county is so overwhelmingly Republican that a Democrat stands little show of election.

Mr. Higgins' hobbies are horse racing and base ball, to both of which he devotes his spare hours. He plays as hard as he works, which is saying a good deal, because all he has in this world—and he has achieved no mean success—is due to persistent effort, constant application to business and a pleasant personality which enables him to make and retain friends.

Pretty Near It.

"Yes, this is an emblem of mourning for one of my relatives," said the man with the black band around his sleeve. Yes, he was an uncle. He wanted to live to see to-day, but he was taken two weeks ago."

"Wanted to see Washington's birthday, eh?" was asked.

"Yes, that was it. He was an old man, and he claimed that he once saw and talked with Washington. We knew that he wasn't old enough for that, but he stuck to his story and was often written up for the papers. Three days before he died, when he knew he must go, he said to me:

"Homer, I'm not exactly sure the man I talked with was Washington. I've said that it was, but I'll take it back."

"The next day, and three hours before his death, he called me to his bedside and said:

"Homer, I've been thinking about Washington."

"Yes, uncle."

"I've finally made up my mind that I never met him."

"Well, don't worry about it."

"But I once came pretty near it, Homer."

"There, there, uncle!"

"I'll be darned if I didn't see his tracks in the mud and foller 'em all of forty rods!"

Cold Comfort.

Excited Individual—See here, Mr. Bangs, you're a scoundrel of the first water. When I bought that horse I supposed I was getting a good, sound animal, but he's spavined and blind and got the staggers. Now, I want to know what you're going to do about it?

Bangs — Something ought to be done, that's a fact.

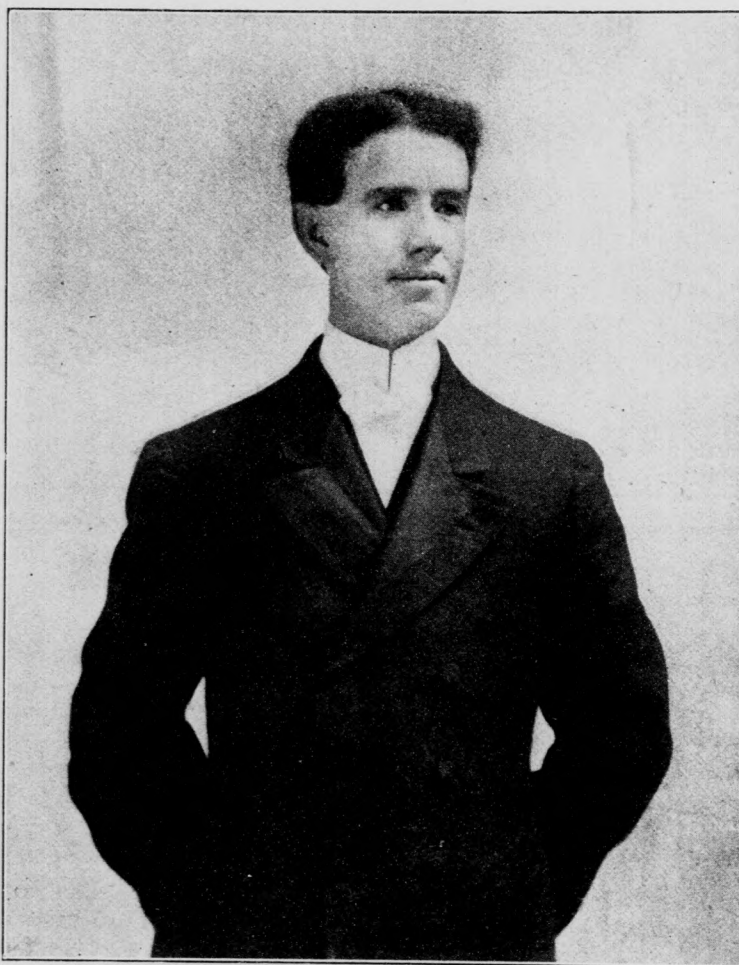
Excited Individual—Well, I should say there ought.

Bangs—Well, I'll give you the name of a good veterinary surgeon; it's a shame to allow the horse to suffer in that way."

A Merger.

Regular Customer—There used to be two or three little bald spots on the crown of my head, away back. Are they there yet?

Barber—No, sir; it ain't so bad as all that. Where those spots used to be, sir, there's only one now.



John A. Higgins

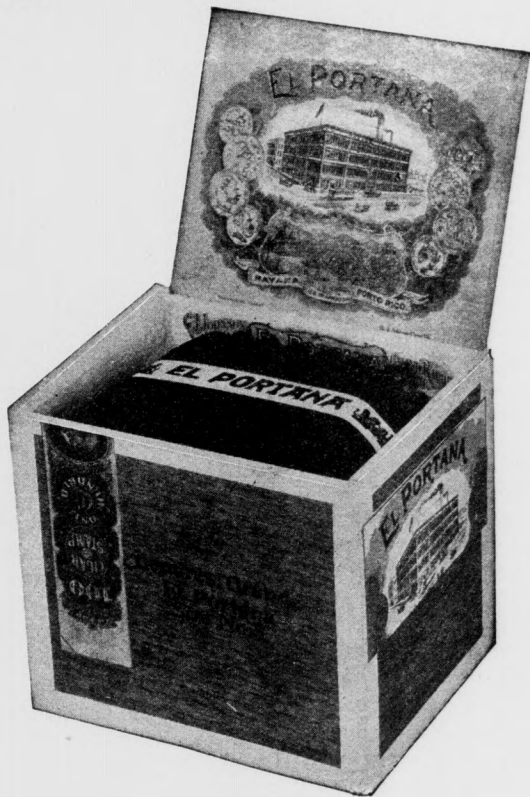
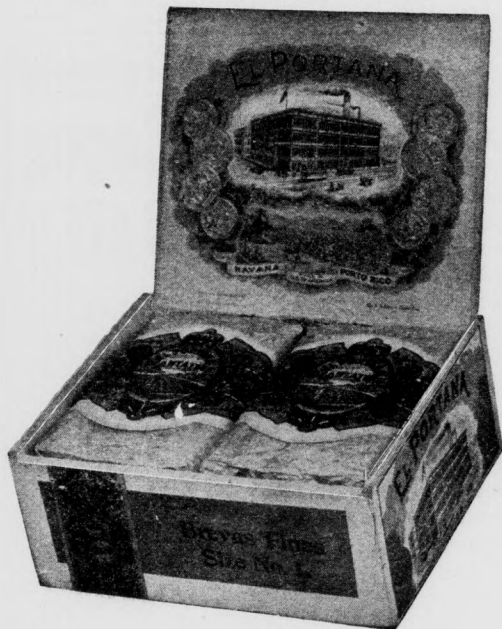
township, Muskegon county, subsequently working for nearly a year for the Ocker & Ford Manufacturing Co. here as assistant book-keeper. He then sought and obtained employment in the store of L. & L. Jenison, at Jenison, with whom he remained eight years. He spent three years of this time in the store, afterwards devoting his time to the grist mill, which he managed the last three years he was with that firm. In 1905 he joined with M. C. Monteer and others in purchasing the flour and feed business of Watson & Frost, which was merged into a stock company under the style of the Watson & Frost Co., with a capital stock of \$15,000. Mr. Higgins was elected Secretary and one of the managers

of the company, a position he still retains. In 1908 the capital stock was increased to \$50,000, at which time about seventy-five Grand Rapids retail merchants were interested in the corporation, financially, including some of the best merchants in the city. After the capital stock was increased, the company erected and equipped an entirely new mill at 126 Second street, adjacent to the G. R. & I. railroad. The mill has a capacity of 100 barrels of flour every twenty-four hours, its principal brands being Perfection, Tip Top and Golden Sheaf flour, Perfection buckwheat and Watson's self-rising flour, which is sold in 3 pound cartons. The company makes a specialty of buckwheat flour, claiming to be the largest producers of this staple in West-

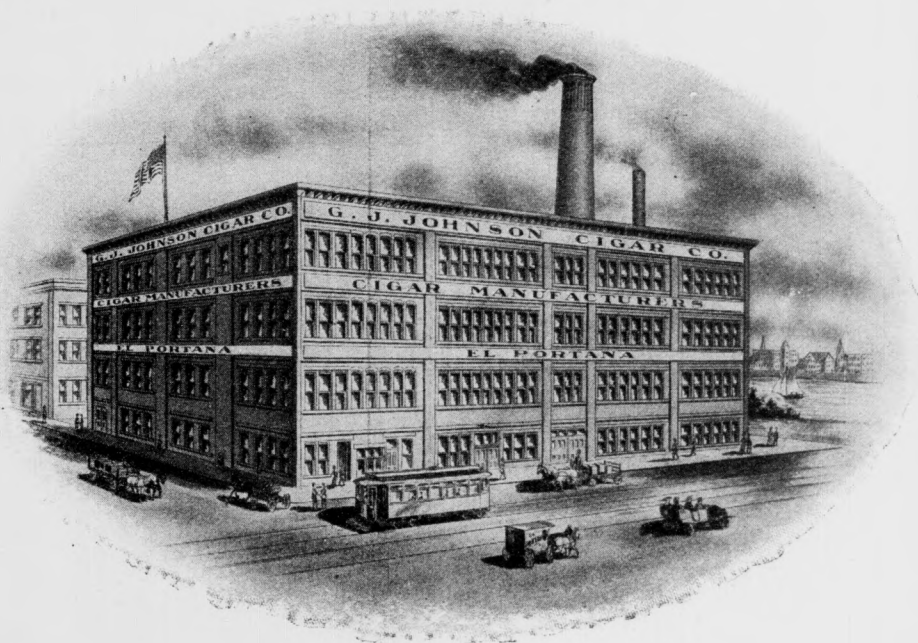
ern Michigan. The sales of the company last year were nearly half a million dollars. Three salesmen are kept constantly employed—Leo H. Higgins and Peter H. Davies in the city and G. W. Brummeler on the outside.

Mr. Higgins was married June 26, 1906, to Miss Lottie A. Jenison, daughter of Hiram Jenison, of Jenison. They have one daughter, two years of age. They reside in their own home at 512 South Lafayette street. Mr. Higgins is a member of St. Andrews Cathedral and the Knights of Columbus. He has never held any office in either organization, but while he resided at Jenison he was Justice of the Peace for two years and School Inspector for two terms. He

EL PORTANA 5c CIGAR



"In a
Class by
Itself"



Manufactured
Under
Sanitary
Conditions

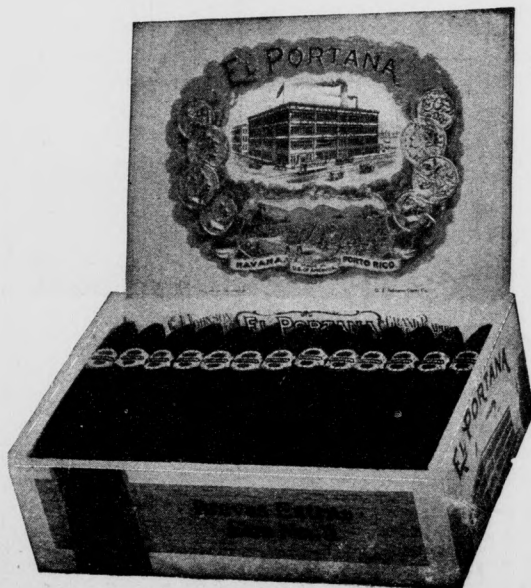
Made in

Five Sizes

G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.



BAD BOOKS.

Kinship Which Brought Two Friends Together.

Written for the Tradesman.

There were two children, both boys, and long before Jack was 10 and Dick was 8 years old Mrs. Maine reached the conclusion that she had her hands full and full they were going to be for the next ten years anyway and for as much longer as Providence, merciful or unmerciful, should decide. One thing was certain there was to be no trouble with Jack. His indwelling spirit was a mere matter of inheritance, his father's right over again, "a chip of the old block" and a good sized chip at that; but as for Richard—well, if the truth must be told, he, too, was a chip and the block in this case was his father's father, a sample of masculine perversity unequaled in a long line of forebears however far back the line was extended; and what made it especially hard for Mrs. Maine to put up with was the fact, following what seems to be an unbendable law of Nature, this undesirable quality had been transmitted through her.

A strong characteristic in the mother, however, was to look a trouble squarely in the face, remove it, if she could, and, that being impossible, to make the best of it. So when Richard, the lion-hearted, was found to have a temper of his own and a will to match it the mother-wit from that moment took up the task with patient endurance and with every sense alert took advantage of every suggestion that came to her in regard to bringing up this child in the way he should go. So then one day when she had been tried beyond the usual limit and on the verge of despair was wondering what she was going to do, in her despondency her eyes fell upon this sentence in Milton's Areopagitica: "A good book is the precious life-blood of a master-spirit embalmed and treasured up on a purpose to a life beyond life;" and after that those last four words of the quotation clung to her and finally settled into this determination: "I'll fight this fight with a good book, with good literature, and I'll see what that will do to help me keep this child from giving way to a temper that is simply wrecking him and unfitting him for the good life and the good citizenship that I am certain are before him. She laughed a little at the idea; but there was a comfort in it and she'd make the most of it.

This thought came to her after a fierce struggle with Dick when that youngster was hardly 5 years old. A passing fancy had seized him, it was one not to be indulged in and the result was a childish outbreak with passion-blackened face and vociferous screams. The back of a hair-brush? It was tried and pronounced a failure. "Kindness is better than violence. God is love." Tried and found wanting. The little devil thought he had made a point and took advantage of it. So the screamer was left to himself and in time he "came to himself" and that same day he began to be better acquainted with "Mother Goose."

With the child's positive make-up sifting was an easy process. What he liked was marked and reserved for future usefulness, and with that for a hint, slight as it was, the little determined mother widened the literary world of her peppery offspring, and without a single overdose the child was fed upon such mental pabulum as he seemed to crave. Do I mean to say that, when a tempest in all its violence suddenly broke out, his foolish mother, armed with her "Mother Goose," rushed into the raging storm and with "High diddle diddle, the cat and the fiddle" or "Little boy blue, come blow your horn" the tumult ceased? What nonsense. The thought in this instance coincides with the fact that, as Dick grew older and the result of his mother's abiding patience showed itself, very gradually the child's bright mind began to find companionship in the often repeated and so finally learned story and when, his letters learned—the old-fashioned way but the sure one—he began to pick out his favorites and to commit them to memory there were signs that the leaven in the meal was at work, and that "the precious life-blood of a master spirit," the master spirits of the best in books, was already at work "on a purpose to a life beyond life." There is no doubt that Dick continued to be an explosive, that in spite of the book and the gentle voice of his mother he continued to be human and so to receive the benefit that comes from a richly deserved "good lickin'," but the years and his mother's intelligent use of them told in the right direction and, restless and impatient as he continued to be, it was a comfort to his ever watchful mother to see how even in his most active boyhood—isn't 12 the period?—he liked to get into his favorite sofa-corner by the window and by the hour unconsciously give himself to embalming and treasuring up "on a purpose to a life beyond life."

Thus the Maine boys lived and grew up and when text books and schools had done their best for them there came the inevitable home-leaving—the circumstances did not keep them together. Jack found a place in a near-home city and Dick turned his face toward the sunset—"the worst place on earth for a boy of his make-up"—to grow up with the country.

It is a great temptation to copy here Mrs. Maine's letter to her friend in the Western city into whose house and family the impetuous Richard was to be admitted as a member. It is too long to copy, however, and as its leading idea is all that is interesting to us, a single sentence will be all that is necessary: "Since Richard began to walk my one strong purpose has been to make him determined to read no bad books, and I am going to ask you if you should see any such book in his possession to give him a motherly caution and to tell me of it at once. I am ready to believe that what I have striven for for so many years has not been thrown away and now nothing could give me more satisfaction than to know that he is beyond the influence of bad books." This extract the friend read

to her husband, who admitted that there was good reason in what she said, but at this period in the world's history it looked very much as if the time had come for the boy to take his chances and for his mother to trust to luck and a kind Providence for the hoped-for result.

The same ancestor that had given Dick his temper had been kind enough to transmit with it an attractive physique, an agreeable manner and an unusually pleasing face, so that when the young man presented himself to the head of the house the young fellow's make-up made a most agreeable impression. The smile lurking about the mouth- corners, the honest gray eyes, looking straight into the merchant's face and the deferential manner that attended the taking of his employer's hand had everything to do with the pleasing future which began right then and there. He was a snug, well-put up young man; he was well dressed and wore his clothes as if he was unconscious of them; thanks to home-training he talked good English, an accomplishment which more and more is receiving a commercial value, and naturally enough when the manager took Dick in charge and introduced him to his mates there were glad hands to greet him and an evident belief that the Yank was all right and all he needed was to become acclimated as soon as possible. Then with the breaking in which "all o' them cubs from the East" had to have he'd be all right for sure!

The breaking in was not delayed.

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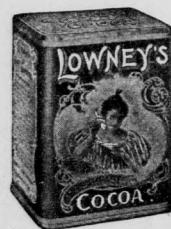
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These superfine goods bring the customer back
for more and pay a fair profit to the dealer too

The Walter M. Lowney Company
BOSTON

After a few days had been considerably allowed to recover from the fatigue of the journey and to get over that strange-cat-in-the-garret feeling, peculiar to that hide-bound section of country which he had had the courage to break away from, "the fellows" concluded that a Denver smoker was going to be the proper caper to initiate. Where did they have it? A trifle curious, aren't you? All right; for that time and for that crowd the only proper place was the Brown Palace, and the crowd, "a dozen of us fellers," managed to get around pretty early in the evening and it didn't take long after that to get down to business. You c'n bet your life, though, we didn't find Dick Maine any tenderfoot. He said at first he had an idea that we of the Wild and Woolly were going to try to smoke him out. He said a college gang of Sophs tried that old gag on him and he beat 'em at their own game, and sent every one of 'em home sick as a horse, eating lobelia. After that they let 'im alone. He's just an even, square young feller all 'round. Pretty well brought up, you c'n see at a glance. One or two of the boys had an idea of going in for a soak, but he isn't that kind. When he had enough his steinlid—the boys all put in and made him a present of a dandy stein with a silver lid; oh, she's a corker all right!—came down with a "that's all for me, boys," with a something in his tone which gave us to understand he meant it, and that's all there was to it; but there's a lot the bunch found out. You know Jet Kimberly wags a rather free and easy tongue and he began one of what he calls his richest. Maine did not take kindly to it at all. After the roar that followed died out, in the funniest way that set us all laughing Maine said that the story had wit enough in it to laugh at, but it was so flooded with profanity and smut that the point of the story did not have half a chance. One of these nights we'll have it again with the objections left out. For his part the cigars were too good to spoil in that way. It made him think of—and he told us a story that fairly doubled every one of us up. That changed the atmosphere completely and Jet didn't try his specialties for the rest of the evening.

The bad companion and the bad book, which had furnished Kimberly his story, had gone down together and the little mother in the far-off Eastern home, like Abon Ben Adhem, awoke that night "from a deep dream of peace" and wondered at it.

One or two of the "smokers" who thought they were well acquainted with Kimberly predicted trouble ahead for Maine. There were no fears entertained as to the result, but Jet Kimberly was not the fellow to take the dose that Maine had given him without a protest, and they were on the lookout. None came. What did take place occasioned a long row of the largest exclamation points. What seemed to be extremes were not only attracted to each other but they were drawn to each other. It was to all intents and purposes the old story of the magnet: the positive

and the negative had come into the same magnetic field and as time went by they were actually approaching each other. Some laughed, others wondered and the extremes fell into step, if that is the military expression, and tramped on together. Was it a good thing for either? Was either equal to it? What would be the outcome? Everybody was interested from "Pop" Barnard, the man at the helm, down and he having expressed what he wanted to apparently lost sight of the whole affair, other matters of daily concern displaced it and the boys mutually satisfied were not finding any fault.

When the intimacy had reached that period where the young men were often found in each other's rooms, it so chanced that Kimberly, suffering from a violent cold and compelled to stay at home, had 'phoned Maine to come and spend the evening with him. They would have a smoker all by themselves. He had laid in a store of Dick's favorite brand and while a man down with a miserable cold would hardly prove to be especially companionable he would do his best and try to make up for any failure with a limited supply of refreshments. "Come on, Dick, I'm homesick and lonesome and need you if a poor fellow ever needed another;" and Dick came.

Kimberly's quarters were comfort itself. An alcove took care of the sleeping arrangement and a rousing fire in the old-fashioned fireplace with heat and flame together gave the young fellow a roaring welcome as he came in. Kimberly, "completely knocked out," as he put it, in long dressing gown and slippers was making the most of firelight and lamp-light and with something steaming hot on a little round table beside him was managing to endure with composure the suffering of the damned. Without any ceremony an empty easy chair on the other side of the study table received the guest in its welcoming arms and the two were soon getting all the enjoyment there was to be got from pleasing surroundings and congenial companionship.

"What's your book, Kim?"
 "A regular scorcher: 'The Adventures of Madame Le Val.' You may have it after I've finished it."

"Not for your uncle, Kim. It's one of the world's bad books. I never read them. It would leave a bad taste in my mouth and leave stains deeper and bigger than those Lady Macbeth failed to wash out, and to my mind stains of that sort are lasting. None in mine, please."

"Yes, but a fellow wants to know both sides of life, doesn't he?"

"I don't. I'm not curious to know how it seems to be a thief, any more than I care to kill a man for the sake of sympathizing with a murderer. My mother, Kim., made me promise her to have nothing to do with that sort of reading. I've never broken the promise and I'm never going to. It leads to the worst kind of wild oats sowing, and there are good books enough in the world to keep me busy. What in your opinion is Dickens' best?"

"Haven't read any of 'em and don't know."

"Then I'll tell you what you'd better do: Let me have that rotten book to burn, if it isn't too vile to burn, and you start in on reading something your mother isn't ashamed of. Promise me what I promised my mother, 'I will read no bad books,' and you're going to be astonished to find how even the promise increases your self-respect. Will you do it? There's my hand on it; will you shake?"

Both sprang to their feet and there in the glow and comfort and abundance of Kim's hospitality the young men stood sealing in that hearty handclasp a pledge far-reaching in its influence and having much to do with the future lives of both; and then it was, when the evening again began, that Kim. cleared up one matter which had been a mystery to the friends of each:

"That was a brave thing you did, Maine, at our first smoke. You may not know it, but my first impulse was to knock you down. You're the first young fellow I have ever met willing to say what you did, and at heart I had been long ashamed of what you found fault with. The fact is we're alike in that, only I had bluffed so long in that line that it seemed to me the thing. I like neither the swearing nor the smut, both came through the bad books I thought a man ought to read and I thought it womanish to care for what my mother said. The fact is, we are alike as two peas and we have been drawn together by that 'one touch of Nature which makes the whole world kin.' Let's make the most of the kinship;" and they did.

Richard Malcolm Strong.

Papa's Game.

Teacher—Does your papa ever play with you children?

Willie—Yes, mum.

Teacher—What games?

Willie—Well, we children play hide and seek and then papa plays "snap the whip."

Forearmed.

"With all your wealth are you not afraid of the proletariat?" asked the delver in sociological problems.

"No, I ain't," snapped Mrs. Newrich. "We boil all our drinkin' water."

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THE COST OF LIVING

Due To Lack of Economy Among Americans.

The various questions connected with the cost of living that have come up for discussion combine to form a problem whose solution is of the greatest economic importance.

The attempt to answer these questions has brought into notice some most interesting facts, as well as some highly absurd theories.

For instance, we are brought face to face with the fact that there is a steady and constantly increasing drift of population from the rural districts to the cities. In view of the growth of the population that is to be fed, both at home and abroad, this desertion of the farming districts is a fact to be considered.

Then there is the theory that gold, which is supposed to be the standard of value in the United States, is growing so excessively abundant that it has correspondingly declined in value, and, therefore, a gold dollar will only buy, possibly, half of what it recently stood for, and is, therefore, a drug on the market, while there has been really no advance in the price of necessaries.

It would be difficult to start any notion more false and foolish. This notion might have some foundation if there were such a thing as an excess of gold, or of its paper representative, but the fact is, simply, that there is not money enough in the country to do the country's daily business, and, therefore, in every part of it money can only be got at high rates of interest. Money is not being hoarded when it is in general demand at good prices, and too often the demand made by great undertakings and new enterprises is greater than the supply. Whenever there shall be an excess of gold or its current representative the fact will be made known in the eagerness of the holders of it to get rid of it, and to secure tangible property in its stead.

There is another notion put forward by revolutionary theorists, to the effect that employers, by means of the labor of their employes, are reaping enormous profits, while they are paying the workers only a pittance. This may be true in occasional instances, but they are so rare as to cut no particular figure in the solution of the problem.

While the existing conditions can not be properly attributed to any single cause, but to a combination of causes, the chief factor in the situation is the tone of extravagance and the lack of economy that characterize our American style of living, compared with what it was a few decades ago. The subject is set forth with extreme clearness by Professor of Political Economy Patten, of the University of Pennsylvania, in a recent issue of the New York Independent.

According to that authority the American standard of living is the marvel of the world. During the past twenty years there has been an enormous increase in wealth throughout the country and in the number of families with an income of more than \$5,000 a year. Among the groups of

organized skilled labor the rise in the standard of living has been hardly less marked. Many to-day living in the modern two-story house, with its porch and sanitary plumbing, enamel bathtub, running hot and cold water and steam heat are enjoying luxuries denied to kings in the Middle Ages.

Perhaps in no field has there been so much progress in the last fifty years as in that of food supply. Hand in hand with an increase in quantity has gone an increase in variety. This fact can readily be appreciated by a comparison of the corner store of to-day with that of fifty years ago. Many articles of common consumption are now there which were either absent or rarely seen at an earlier date. All these have changed the laborer's table from the monotony of stewed meat and bread to one with a well-balanced variety. The introduction of the sewing machine and other labor-saving devices has also liberated much of the housewife's time, and enabled the average man to dress and care for his family in a style before impossible. Ready-made clothing, including shoes and hats, enables all classes in this country to dress in a style approximating a uniformity unknown elsewhere or before.

The evidence of our material well-being is no less apparent when we consider the vast sums of money Americans spend on education. Today the child in the poorest district of our large cities has provided for him free educational opportunities with which the old type private school of the well-to-do classes could not compare. In place of poorly lighted and badly ventilated rooms of the old schoolhouse the modern structures complete in every detail of efficiency and artistic finish.

Another evidence of our general prosperity is the amount that Americans spend on amusements. Theaters, pleasure parks, nickel shows, day excursions, Coney Islands and Atlantic Cities all bear testimony to the general surplus that is available for such purposes, not to mention the vast sums of money that change hands each year in Christmas purchases or the enormous expenditure of Americans for travel and culture.

Who is it that is indulging in this higher and more expensive standard of living? The answer is: Everybody. Nobody practices the old-time economies. Every family spends its income, with the result that America has the most comfortable, the best supplied, the most advanced and most apparently prosperous salaried and wage-earning class in the world, until a financial panic caused by a scarcity of money precipitates an industrial depression, and it is found that nobody has saved anything to live on in such a time of need.

We plainly do not learn any useful lesson from these recurring financial and industrial convulsions any more than we do from the foreign immigrants who come among us steeped in the depths of poverty, and by the strict economies which they practice, living on what we throw away, in a few years they grow rich, and in a couple of decades they are

great capitalists and are among the financial magnates of the city.

Do their examples teach any wisdom? Not a bit. It is the nature created through years of extravagance of the masses of the American people to spend all they get and when through increased wages or other receipts they get more, they simply advance their standard of living to meet the increased income.

Why are abstruse and far-fetched theories needed to account for conditions that our everyday lives thoroughly explain? Frank Stowell.

Other Fish in the Sea.

A teacher in one of our elementary schools had noticed a striking platonic friendship that existed between Tommy and little Mary, two of her pupils.

Tommy was a bright enough youngster, but he wasn't disposed to prosecute his studies with much energy, and his teacher saw that unless he stirred himself before the end of the year he wouldn't be promoted.

"You must study harder," she told him, "or else you won't pass. How would you like to stay back in this class another year and have little Mary go ahead of you?"

"Aw," said Tommy, "I guess there will be other little Marys."

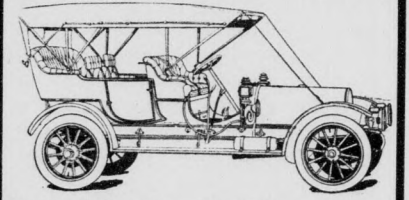
No Sense of Humor.

Howell—Rowell has no sense of humor.

Powell—I know it. When I told him that my mother-in-law was dead he did not even smile.

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Air Cooled, Light Weight, Easy Riding



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7 Passengers, \$3750.00

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

The 1910 season has begun with a new world's record for the Franklin; this was established by Model G. (the \$1850.00 car) at Buffalo, N. Y., in the one gallon mileage contest, held by the Automobile Club of Buffalo.

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

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

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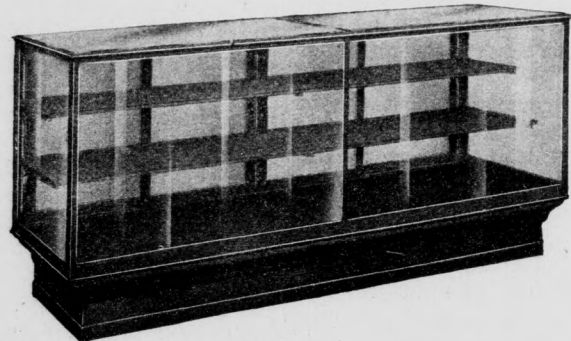
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134 South Baum St.,
Saginaw, Mich.

How Ridgely Found the Road to Success.

Written for the Tradesman.

An employer was very fond of embodying his ideas concerning work and business in terse, epigrammatic sentences, to which he frequently would give utterance in the presence of the young men in his service. He was so forceful and convincing that these mots sounded to his hearers like the very quintessence of wisdom.

Perhaps the one he repeated more often than any other was this: "Always hoe out your row, boys." More along the same line usually would follow: "Don't be crazy to stop just the minute it comes quitting time. It shows a most praiseworthy interest when a young man is willing to work overtime. Such a one is on the sure road to promotion and success."

Ridgely was especially impressed with this saying, and followed its leadings. He often came a little early in the morning, and went to work before the others. At night he seldom left as soon as the gong sounded, but would stay to finish the piece of work he was on or to catch up some odds and ends that needed attention. Gradually he fell into the habit of keeping track of a lot of things that most of the other men shirked doing. It became his custom to take an hour's or two hours' work home with him every night. He overloaded himself with detail that properly did not belong to him.

Before Ridgely came, these parts of the work always had balled up badly. The employer, being overjoyed at the turn things had taken, often praised Ridgely highly, and repeated his "Always hoe out your row, boys," and "Don't be crazy to stop just the minute it comes quitting time," more often and more sententiously than ever.

There came a time when a branch place of business was to be started. Hodgson was selected to take charge of it, although Hodgson had been with the firm only half as long as Ridgely. In the next few months there were three or four more promotions, and every one of them was given to some one Ridgely's junior both in years and in time of employment.

Then Ridgely went to thinking, which was what he ought to have done long before.

Those fellows who had been advanced were none of them especially close followers of their employer's maxims, but all of them were bright, active young men with initiative and vim and hustle.

"I have become a drudge by doing work that properly belonged to others to do," Ridgely said to himself bitterly. "A drudge never can expect promotion."

He was not the man to spend much time in lamenting; nor, when he saw his error, to fail of making speedy correction.

He quickly shifted all work that did not rightly belong to him back to where it came from. He kept up his own work well, but arranged so as to cover it within the regular hours. In times of rush or special

emergency, he was willing to work overtime, for he took a real interest in the welfare of the business, and was ready to help out in a pinch, same as were all the other men that were good for anything. But he stopped off entirely prowling around to find every old job that some one who was slack and behindhand wanted to shove off on to his erstwhile willing shoulders.

Not taking work home as formerly, he now had his evenings mainly to himself. Some of these he spent in recreation, genuine recreation, not dissipation. He commenced to read more. He read the trade papers as well as books and magazines. He began to think, think, think about his work as he never had found time to do in the old days when he was plodding along under his enormous self-imposed burden. He lost the jaded, tired-out-all-the-time look he so long had carried.

His work soon showed the change in him. He was better-tempered and more tactful. He displayed a forcefulness and originality that his employer never before had supposed he possessed.

The next time a promotion was made Ridgely got it. His employer complimented him heartily on the very obvious improvements in his work.

"There's only just one thing, Ridgely, in which I've noticed any falling off," he continued. "You used to attend to so many little odds and ends. You don't do it any more and there's a lot of that tiresome detail that it seems impossible to get any one to see to properly. I sometimes wish you would take up some of those things again."

"I can't do it," said Ridgely quietly. "I'll tell you why: The first several years I worked for you I was imbued with the idea that working overtime would gain the favor of the management. I was ambitious to advance, and I worked with diligence. I did every old piece of work I could find to do. I was fast becoming a spiritless drudge. Other men who had been with you a far shorter time than I were promoted over me."

"I thought the whole matter over. When it comes right down to the real facts in the case, why should the worker throw in extra hours of work, any more than the employer should throw in extra pay for regular work? Should you consider it businesslike to add a dollar, or even half that amount, as a gratuity to the wages agreed upon? 'Why, no,' you will say; 'that would be a bad business policy and an unjustifiable waste of the firm's money.'

"If the proprietors can not afford to give away their money, certainly the workers can not afford to give their extra efforts and energy as a present to their employers. I do not refer to the occasions of special need, when, of course, every good man is willing to take hold and help out. But I do say that the idea that a man may expect to advance by working over hours at routine work is exploded."

"But I should be willing to give you

pay for your overtime work, if you would only attend to some of those things you used to see to for us," persisted the employer.

"I can't afford to do it, even for the pay," Ridgely replied. "A worker's evenings are his most precious capital. If he wishes to advance he must use them wisely. I take it that to get on a man must do well the work he is doing and be getting ready for the next step up. Drudging away on odd jobs outside of hours does not help him to climb."

The shrewd old boss rarely admitted that he was in the wrong, but he saw the force of Ridgely's arguments and, in his heart, warmly admired the pluck and independence of judgment that had dared break away from his own oft-reiterated teachings. Quillo.

Yielding To the Majority.

A Philadelphia physician, in declaring that insanity was frequently productive of sound logic tempered by wit, told the story of a patient he once met in an asylum:

He came across this patient while strolling through the grounds, and, stopping, spoke to him. After a brief conversation on conventional topics the physician said:

"Why are you here?"
 "Simply a difference of opinion," replied the patient. "I said all men were mad, and all men said I was mad—and the majority won!"

Seldom do we regret unsaid words save when they would have been kind ones.

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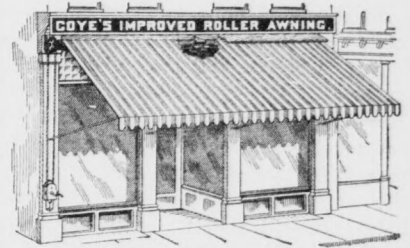
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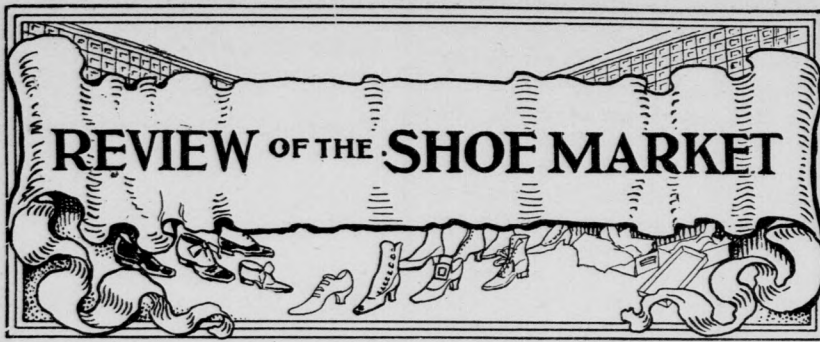
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 Write your nearest jobber.

**CORN PRODUCTS REFINING CO.
 NEW YORK.**



Valuable Asset In the Shoe Business.

The shoe man who is going to be a success should be always and ever thinking, in everything that he sees, hears and reads, about something that he can do to help his business.

For instance, the other day a woman worker in a church society called upon a bluff, quick witted merchant with a subscription list to raise money to help a poor widow with two children. One of the children was a girl of eleven and the other a baby in arms. For the sake of arousing sympathy the church worker brought the mother and her baby along. The merchant looked at the subscription list on which shilling subscriptions amounting to a paltry sum had been realized. Then he looked at the baby, a bright, laughing little thing, peering over its mother's shoulder.

"Can't you get any work to support your family?"

"Nothing that I'm strong enough to do, and besides people don't like to have me bring my baby, and the little girl shouldn't be kept out of school to take care of it."

"That's right. That's right. I'll tell you what I'll do, if you'll bring that baby down here every morning after it has its nap, until noon, and every afternoon after it has its nap until five o'clock, I'll give you \$2 a day."

"Why, what can I do to earn the money?"

"Just let the baby sit in a nice padded market basket in the window. That's all, and if she cries, take her out of the window and tend her."

Would the woman accept? Of course she would, and the resulting window trim was the greatest thing ever seen on that street. The crowds in front of the show window got so large, sometimes, that policemen had to remonstrate. Did the baby cry? Not a cry. Just sat there and kicked up her heels, dressed in an outfit that cost the merchant a pretty penny, and smiled back at the crowd of smiling faces outside.

Sometimes there was a sign neatly worded, reading:

"I'm Going To Wear Blank's Shoes, When I Grow Up."

One day the entire window was filled with novelties in babies' shoes. Another day a novelty trip showed the seven ages of man (and woman) as expressed in shoes, in infants' shoes, the school shoes and so on to the old fireside comfort sort at the end of the row.

One day the trim was all of dainty ball slippers such, the card said, as the little one would be wearing some

day at the commencement ball. Another day it was a window full of fine shoes for men, of the sort that her lover would wear when he came a wooing, and another day, in contrast to the little feet just starting out in life, was a window full of shoes for old folks of the sort that after a long, happy life she would be wearing with comfort as she descended the hill.

The whole idea was wonderfully effective. There is a lot more to tell about the baby and her mother and all that, but enough has been told to show how one merchant combined his philanthropy and his business.

Scheme of a Shoe Missionary.

A young woman came in to a merchant one day and asked for work.

"You don't look as though you could stand confinement in a store," he said.

"I ought not to be inside," said the girl. "Can you recommend me to outside employment of any sort?"

"I'll give you seven dollars a week for awhile to go around to the houses with a little satchel of shoes and show the ladies."

"I don't believe that I could sell enough to pay you."

"I don't want you to sell a shoe if you can help it unless people insist. Just take a line of our finest goods for women and go to the swellest places in the city, asking for the privilege of showing some choice new designs."

The girl did it and in spite of her efforts she could not resist the women who asked her to get their sizes in certain styles and bring them to the house. The experiment didn't cost five per cent. and it did a lot for the fine trade.

Surgeon Lost—Shoe Man Gained.

A young physician and surgeon who had made a study of the human foot invented a shoe design which he thought would cure broken arch if properly fitted and would also be a healthful and comfortable shoe for anybody to wear. He went to a shoe manufacturer and tried to sell his invention or let it out on a royalty.

The manufacturer was impressed but he hesitated. "I'll tell you what I will do," he said. "If you will help, I'll test it out. I will rent you a small store on a principal street and make up a line of shoes from your designs. I will advertise it extensively and you shall go in there and meet the customers personally and prescribe your shoes for their feet. See that their trouble is correctly diagnosed and that they have what they need."

It was bad for professional pride,

but the young surgeon was poor and enthusiastic about his discovery and he took charge of the store. A good physician and surgeon has been lost to the world in general because the success of the store became so enormous that others had to be started along the same general line, and now the young physician is partner in a big shoe manufacturing business.

Psychology of Shoe Prices.

A shoe dealer bought enormously of a shoe for women at \$1.60 which he believed would sell like hot cakes for \$2. On the volume of business he anticipated a good thing. The shoes did not move well. Customers looked at them, admired them, but passed them by and either took something else or did not buy.

A clerk said: "Two dollars is a bad price for a shoe."

"I can't afford to sell them any less," said the proprietor.

"Try them as a wonderful value for \$2.25," suggested the clerk. "It is the better and more attractive price of the two."

The merchant tried it and the shoes went so fast that duplicate orders, and triplicate orders, and then some, came along in due course. What the young man said about the \$2 flat

MAYER Honorbilt
Shoes Are Popular

MICHIGAN SHOE COMPANY

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

Made in all leathers for
MEN, WOMEN AND BOYS

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

MICHIGAN SHOE CO., DETROIT

Our **BOSTON** and **BAY STATE RUBBER** Stock is Complete



Esago

So called because they go on easy and fit all over.

This shoe has an exceedingly tough and durable upper that is just as soft and pliable as a glove. It is made tan or black in bal or blucher cut.

Its foot-comfort and long wear give it that quick selling quality that makes profits for you and makes them often.



Rindge, Kalmbach, Logie & Co., Ltd.
Grand Rapids, Mich.

price was so. There's something psychic about it. Nobody can explain it, and yet two dollars is not an attractive price at which to purchase a shoe. It is like a 3 C shoe for women. That is the hardest size to dispose of when there is an overstock. Every shoe man knows that. Why a shoe at \$2.25 sells quicker than a shoe at \$2 is something that no merchant can recognize, but that it does is where the shoe merchant with an imagination has an advantage.

Bright Collecting Scheme.

A young shoe dealer who had a rather small capital had the good fortune to get a large trade among wealthy people—not wealthy business people but wealthy people who lived on large incomes and devoted themselves to society and the pursuit of pleasure. They were splendid, profitable customers. Bought good goods at good prices and had everything put down on the books without question.

All that was very fine, only the young shoe merchant had a very small capital, and he needed it in his business instead of on the books. Good accounts are a fine asset, but they don't help much when it comes to paying the jobber and manufacturer and copping out fat discounts. Customers of this class, as every merchant knows, are the hardest people in the world to collect from. They are sensitive, don't like to be dunned, except in the way of a mere statement, and they don't like to have these come too fast or frequently or for small amounts. As I heard one of them say once, "I hate to bother to write a check for these little, paltry sums." Then they are often away from home for long periods with no one in charge authorized to settle, and so, practically always, with money in bank in wads, they keep the merchant waiting.

The young merchant studied over the matter quite a time. He figured that in opening the letter containing the statement, the customer at the first blush thought to pay it, and the second thought of getting his check and filling it out, directing the envelope and all that, caused him to hesitate, he laid it away until such a time as the accumulation of bills in one spot would be worth writing checks for, the statement became mislaid and lost, and another delay ensued.

Then a bright thought occurred to him. He made a point of finding out which banks his wealthy patrons used for their open accounts and got a supply of checks from each bank. Then, in sending out a statement to one of these people he enclosed a neat statement of account, a stamped and addressed envelope and a bank check made out for the amount of the bill, but unsigned. This check pinned to the statement looked good when it came in, the patron enjoyed a good laugh at the clever scheme, saw he had but to sign his name and put the check in the envelope, did it and one scheme of collecting had made good. The young merchant states that the plan works like a

charm and has hurried up many a long drawn out account. Noticing that it worked so well with this class of customers he tried it with a class of customers who were perilously close to no good, and, strange to relate it worked also there. The delicate compliment of assuming that the debtor had an open account at the bank named was too flattering to be resisted by some of them. In fact, one man is said to have been so pleased that while he had no account at any bank, he took the sum called for by the check to the bank named and opened an account so that he could send the check back and have it honored.

It is a great scheme. Try it.—Chas. H. Newton in Boot and Shoe Recorder.

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

Buffalo, March 2—Creamery, fresh, 27@31c; dairy, fresh, 22@27c; poor to common, 19@21c.

Eggs—Strictly fresh, 25@26c.
Live Poultry — Fowls, 18@19c; springers, 18@19c; ducks, 17@18c; old cocks, 12@12½c; geese, 14@15c; turkeys, 20@22c.

Dressed Poultry—Old cocks, 13@14c; fowls, 18@19c; chickens, 19@21c; 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.

Price in Place of Terms.

Detroit, Feb. 24—If you will look over our advertisement in the Feb. 23 issue, page 11, you will notice under lot I that you put down, in place of the terms, a price of \$2.10 that does not belong there. This is a bad error, because it confuses the prices of these goods.

If your proofreader had gone over this item before printing he would have discovered this error. I would suggest that in your next issue, in the news column, you make this correction and set us right in this matter and oblige. Crowley Brothers.

Perfectly Simple.

"It's no trouble now, you know, to tell cold storage eggs from fresh eggs."

"How do you do it?"

"You mix a pint of salt with ten pints of water and stir it till all the salt is dissolved. Then you drop an egg into the mixture, and if it sinks to the bottom—no, if it floats it's—well, I've forgotten which it is, but that's the test, anyway."

Worse Than Ever.

"She never used to have a good word for anyone else!"

"That's so; and since she's bought an auto she's running people down more than ever!"

To be gentle with the wickedness of one may be but cruelty to the goodness of many.

No man is right with God who is asked with his fellows.

Rouge Rex Welts



People do not look for style only in welt shoes. They expect comfort and service as well.

Our New Rouge Rex Welt Shoes

Combine Style, Comfort and Wearing quality. They are repeaters well worthy of your consideration.

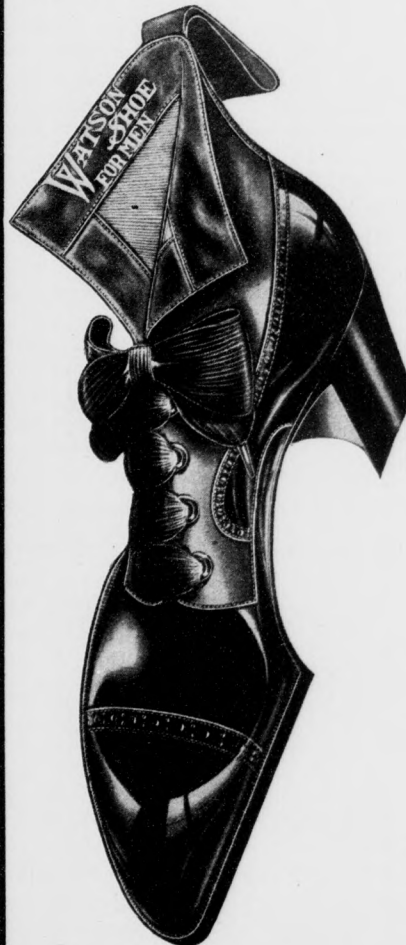
LET US SAMPLE YOU

Hirth-Krause Company

Shoe Manufacturers

Grand Rapids, Michigan

Send for Catalogue



"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

Factories
Dixon, Ill.

THE BANQUET HABIT.

How It Has Developed in Grand Rapids.

This city ought to know how to give banquets—and it does. More luncheons, dinners, suppers, banquets and similar functions are given in Grand Rapids, probably, than in any other city of its size on earth. During the season there is a constant succession of them. From October to May scarcely a week but has its gastronomic functions, and some weeks there is a spread of some sort nearly every night. The central idea at some of these gatherings around the mahogany is business, at others it is social and at still others it is politics. Religion and reform bring men together to eat before talking, and so do pleasure, promotive enterprises, fraternalism and sport. This city sure is great on the "eats," and long and much practice has made the people proficient in entertaining and being entertained at table.

With the passing of the cigars the real purpose of the function appears, and this means speechmaking. And right here it may be observed that all who speak at the dinners, luncheons and banquets in this city seem to make use of the same model. The usual proceeding is some gentle wit at the expense of the toastmaster, then a funny story, then another funny story and finally the serious matter that may be under consideration. The delivery of the real message may not take more than ten minutes, but the persiflage usually requires twice as long. In theory this proceeding generates a pleasing geniality, but why does it not occur to somebody that even the telling of good stories can be overworked, that there are times and occasions when talking right off the bat would be much more effective? At the sessions of the Board of Trade Committee of 100, for instance, when time is limited and many subjects are to be considered, why should every man who rises to his feet think it necessary to tell a story before relieving his mind? At the Advertising Club, the Credit Men's Association and other banquets would not 99 per cent. of the company prefer getting home an hour or even a half hour earlier to hearing jokes and stories that have been heard before?

There are occasions, of course, when a couple of good stories well told enliven the evening and make it more enjoyable. The first speaker of the evening might well be given a little latitude that the transition from the delights of the table to serious matters may not be too sudden. The last speaker, after a series of sober talks, might appropriately throw in a good story or two to wake up the folks and make them cheerful before the driving of the last nail. But why should all the other speakers do time-consuming stunts at humor? Would it not be better if a larger proportion of them delivered their messages and quit? This last point, "and quit," is fully as important as the flying start, for how few speakers really know when they are through?

One of the striking characteristics of this city's sessions at the table is that they are of the pure cold water brand. So rarely is wine served that such occasions may be regarded as exceptions. This was not always the rule. At the first annual banquet of the Board of Trade, given Jan. 31, 1895, the menu shows that sauterne, claret, champagne and creme de minthe were served—an excellent combination for a headache the next morning. At this first banquet Col. Geo. G. Briggs was toastmaster and the speakers of the evening were Edwin F. Sweet, Wm. J. Stuart, Chas. W. Garfield, W. R. Shelby, E. D. Conger, T. Stewart White, Roger W. Butterfield, John Patton, Wm. Widdicomb, A. C. Sekell, Henry Spring, Chas. R. Sligh and E. B. Fisher. Wines were served at some of the subsequent banquets and then the liquid refreshments were cut down to beer. It has been several years since even beer was served. The Board of Trade functions are now all on a cold water basis, and so are a great majority of the other functions in which business men participate. It is not sentiment that banishes the bottle, nor is it a desire to keep down the expense. The business men of Grand Rapids know that a fuzzy-wuzzy feeling in the morning does not give zest to the work of the day—therefore they leave liquor alone.

At a recent dinner at which wines were served three of the cocktails at a table of twelve business men were untouched, five were partly drunk and only four were emptied. Two let their champagne bubble undisturbed, five sipped theirs and five allowed their glasses to be filled a second time. Seven of the thimbles of cognac which came last were untouched. This table represented a fair average of the entire company, and it is probable that even those who took all that came their way would not have much cared if nothing had been served. This is not a time of hard drinking. It is not a time for calling a carriage when home-going time comes.

Smoking is of course much more common than indulgence in beverages that cheer, but a surprisingly large number of business men do not even use tobacco. At the next dinner or banquet of business men observe how many let the cigar box pass them by. On an average every third or fourth man will shake his head. It isn't that they have scruples or that they object if others smoke but simply it is they have found that they are better fitted for business without tobacco, and therefore they leave it alone.

Hard Luck.

Caller—How pleased you must be to find that your new cook is a stayer.

Hostess—My dear, don't mention it! She's a stayer all right, but unfortunately she's not a cook.

The man who has eaten well often thinks his smile will feed the hungry one.



Conservation Is the Topic of the Hour

H B HARD PANS

Men's Boys' Youths'

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

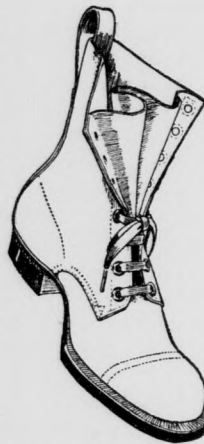
Uncommon wear in every pair—and good style.

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

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

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

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



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

Herold-Bertsch Shoe Co.

Makers of the
H B Hard Pan and Bertsch Shoe Lines

Grand Rapids, Mich.

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. * * * * *



Bird of Paradise Feathers in Window Trimming.

Written for the Tradesman.

Any window having for its central item of attraction a big bunch of bird o' Paradise feathers, either on an elegant hat or off it, is bound to win a large measure of the attention of every one of the feminine part of humanity whose glance takes in the particular locality where are displayed these magnificent specimens procured to gratify the extravagant taste of those who can afford such luxurious possessions. A small bunch and head foot up to \$50 at retail.

Few of those who admire these beautiful factors of the millinery art are familiar with their history. The window trimmer may add greatly to the interest aroused by contemplation of their loveliness if, from time to time, he will but give on a placard in small lettering or in handwriting a few facts concerning the same. Too often, however, the window dresser himself is utterly unknowing of where these lovely feathers come from or how obtained, even although he may see and handle them frequently in their disposition in the window. When he realizes his ignorance concerning these he should allow no grass to grow under his pedestals before posting himself wherein he is deficient.

I was enquiring of a local window man recently as to the habitat of the bird that furnishes this splendid accessory and was informed by him that its home is in Brazil and its immediate neighborhood.

Since my conversation with him I have been studying up the subject on my own account in books claiming to be an authority, and I could find no mention whatever that this bird lives in the South American country mentioned, but, instead, that its home is in New Guinea, Northern Australia and nearby islands, where there is a great variety of species—about fifty.

One author states that they are "nearly allied to the plainly-clad crows," which seems odd if true. Sometimes they go by the name of "birds of the sun" on account of their way of joining in loud choruses at the peep o' day. They receive their name from the native one in the Batchian Island, "manukdewata," or "birds of the gods." They are not all of the same size, the species ranging in bulk from a sparrow to a crow. They are very active and anything but a quiet bird. They prefer the treetops, where they perch in small flocks, taking themselves to the thickest part of the foliage as though fearful lest their enemies discover their whereabouts by their brilliant feathers.

The food of most of these tropical birds consists principally of fruit, berries and seeds, figs and nutmegs, while some obtain honey from certain large flowers. Insects help to furnish a varied diet, also snails, worms, frogs and lizards. In searching for the first three animals referred to some of these birds consume a deal of time in going about the trunks of trees like the birds called "creepers."

None of the birds of Paradise sing, but most of them give vent to a loud strident cry or a sort of shrill whis-

tle, while some make a peculiar sound almost like the mewing of a cat.

The nests and eggs of many of these birds are not very well known. Some of the species fashion loose platforms of sticks, moss and leaves in bushes and trees. These nests somewhat resemble those of the swans. The eggs—mostly but two or three in a nest—are streaked and spotted and differ in tint and shape.

It is the adult male alone that displays the marvelous plumage, the female and all the fledglings being as plain in attire as a sparrow. This is probably a wise provision of Nature, intended to protect the mother and her babies from observation when huddled defenselessly in the nest. The enemies of the birds of Paradise are serpents, civet-cats, lemurs, monkeys and other predatory animals which are fond of eggs and young birds.

The courting period of the birds of Paradise begins at the opening of the rainy season. At that time the males gather on the limbs of trees, sometimes on the ground, and go through fantastic behavior to attract the notice of the females and influence them to make a choice, raising their wings, spreading their tails and lifting their crests.

These so-called "dancing parties" generally occur at sunrise and it is then the birds are killed with dull arrows by the natives. So great is the millinery demand for bird o' Paradise skins and feathers that numerous species on the islands in the vicinity of Australia have become almost exterminated.

A few of these birds have been taken alive and brought to certain of the zoological gardens of Europe, but they do not do well in captivity. Two dead specimens were brought to Europe in the sixteenth century by some of Magellan's company when they returned from the first circumnavigation of the globe. The two were of the best known type, the "great emerald" of the Moluccas. They were presented as an evidence of extreme royal favor. The wings and feet had been severed by the natives, according to their custom, and this circumstance gave rise to the ridiculous report that birds of Paradise were hatched minus wings and feet and hung themselves to the limbs of the trees by their tail feathers. Other yarns were that they gazed constantly at the orb of day and that the female laid her eggs on the back of her mate. The "great emerald" is of about the size of an average crow.

There is a great latitude in the splendor of the covering of these eccentrically ornamented birds. One species is said to have "large bunches of fanlike plumes on either side of the breast." Another has the special embellishment of three long feathers coming from behind each eye, which look like wires, and they have a web at the end that may be raised and moved about as the owner desires. Some birds of Paradise show a sort of shield of scale-like metallic-appearing feathers on the breast, also on

the back. These are either purple, green, shining blue or bright scarlet or a mixture of these four colors. The queerest of all the birds of Paradise is the one called "superb," which shows a large forked shield of satiny black feathers with reflections of violet and bronze, springing from the nape of the neck, which rest flat on the back ordinarily. The feathers on the head are a steely-blue and green. On the breast is a pointed shining shield of narrow bluish-green, somewhat stiff feathers. During courtship of the hen the Australians say that the enormous back crest is spread way out like a fan, while the shield on the chest is likewise expanded, so that a complete circle of glossy feathers is formed around the head of the bird, entirely hiding the rest of the body, looked at from the front.

German naturalists have written extensively on the bird o' Paradise family in periodicals devoted to scientific subjects, which articles were drawn on extensively by Rothschild in his treatises on these birds in "Das Tier-Reich."

Any of the above facts would make interesting reading if utilized by a window dresser in his placards.

The religion you can leave at home will never get you a home forever.

Commercial Credit Co., Ltd.

Credit Advances and Collections
MICHIGAN OFFICES
Murray Building, Grand Rapids
Majestic Building, Detroit
Mason Block, Muskegon

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

Kent State Bank
Grand Rapids, Mich.
Capital . . . \$500,000
Surplus and Profits . . . 180,000
Deposits
5½ Million Dollars
HENRY IDEMA . . . President
J. A. COVODE . . . Vice President
J. A. S. VERDIER . . . Cashier
3½ %
Paid on Certificates
You can do your banking business with us easily by mail. Write us about it if interested.

We Make a Specialty of Accounts of Banks and Bankers
The Grand Rapids National Bank
Corner Monroe and Ottawa Sts.
DUDLEY E. WATERS, Pres.
CHAS. E. HAZELTINE, V. Pres.
JOHN E. PECK, V. Pres.
F. M. DAVIS, Cashier
JOHN L. BENJAMIN, Asst. Cashier
A. T. SLAGHT, Asst. Cashier
DIRECTORS
Chas. H. Bender
Melvin J. Clark
Samuel S. Corl
Claude Hamilton
Chas. S. Hazeltine
Wm. G. Herpolsheimer
Geo. H. Long
John Mowat
J. B. Pantlind
John E. Peck
Chas. A. Phelps
Chas. R. Sligh
Justus S. Stearns
Dudley E. Waters
Wm. Widdicomb
Wm. S. Winegar
We Solicit Accounts of Banks and Individuals

Many out of town customers can testify to the ease with which they can do business with this bank by mail and have their needs promptly attended to
Capital \$800,000
Resources \$7,000,000
THE
OLD NATIONAL BANK
NO 1 CANAL STREET

THE NATIONAL
CITY BANK
GRAND RAPIDS
WE CAN PAY YOU
3% to 3½ %
On Your Surplus or Trust Funds If They Remain 3 Months or Longer
49 Years of Business Success
Capital, Surplus and Profits \$812,000
All Business Confidential



An Evening Function Window That Commanded Attention.

A window that drew to itself more than passing notice and mention was set as an evening scene:

In the background was fastened a canvas that took in the entire width and height of the window. On it was painted a lifesize automobile of splendid appointments—liveried chauffeur and all.

With their faces partially turned from the spectators stood a good looking young gentleman dummy, who was handing an equally good looking young lady dummy into the limousine.

The young gallant was clad in the very pink of fashion as regards attire for after sundown functions, while the girl had on the prettiest evening costume imaginable. A modish pale blue opera cape fell to the hem of her gown, but the left corner was flung carelessly over her shoulder, revealing a wonderfully fine evening frock fashioned entirely of net scarfs covered with bits of silver hammered on indissolubly—the scarfs of late affected by women of wealth. Her feet were encased in pale blue silk hose and kid pumps of the same shade as the cape, which matched in tint her long glaze kid gloves. A willow-plumed hat, also in the same light blue, adorned the dummy's flaxen head, her hair being coifed in the very latest style. She was a dream—a symphony in baby blue and silver.

The dummy driver of the whiz wagon, in his "correct clothes for the correct chauffeur," sat looking straight ahead with a stolid stare on his determined features, totally oblivious of the soon-to-be occupants of the big touring car under his control, as becomes a correct chauffeur.

Imitation snow lay on the floor of the window, but a strip of matting reached from the glass of the window to the curbing in the painting.

There was no placard with this handsome exhibit, really none being needed—the elegant clothes of the figures spoke for themselves.

The chief expense of the window was expressed in the painting of the canvas for the background, but in this case the principal cost was in the outlay for the canvas and the paints, for the window trimmer who got up the display is something of an artist and only filled in chinks of time in the developing of the devil wagon, which it was no trick at all for him to paint from an illustration in a manufacturer's catalogue of expensive machines.

Hundreds of people tarried not long

ago in front of a window on a downtown street in Grand Rapids simply out of curiosity to see what it was that caused a bunch of red tissue streamers in the right rear corner to flutter towards them. Twigs surrounded the strips of tissue, which combination was intended to represent a little bonfire in the woods. Small branches from a cherry tree strewn the ground, while larger branches sentined the background.

A placard hanging on one of the trees heralded the fact that the half-filled keg of cherry cough drops in the left rear corner were a panacea for tickling in the throat. The keg lay on the floor and held all the cough drops inside, which was a cleaner way of exhibition than to allow them to scatter out on an uninviting window floor as so many make the mistaken practice of doing, thereby disgusting people in need of the medicine instead of inducing them to purchase it.

Another recent example of "something doing" in a window that paused pedestrians had to do with such a common household object as a sewing machine. It stood in the center of the window, while a dozen or more blue ribbons reached from the so-called foot of the machine to as many placards, which were stood on the floor to face the observer. Each of these contained some reference to the especially good qualities of the sewing machine, which was running merrily and causing those blue ribbons to be violently agitated. Several people were even known to get off the street car to gratify the desire to find out how those ribbons were made to move, which discovery could not fail to impress on them the name of the machine and, quite naturally, they would read on the cards some of the excellencies of the attachments.

If You Live
In
Glass Houses
Don't Throw Stones
Better
Stock Up With Curtains
We Have 'Em
All Sizes
All Kinds
All Prices
Just What You Want

Have You Seen
?
We Carry Them
The New Buttons
of
Colored Bone
With

Metal Lines
and
Jewels

Everything
Is
Metal
Metal
Metal
You Make No Mistake
In Buying
Metal
in
Trimmings

Even
The
Queen's Taste
Ought
To Be Satisfied
With
Those Deep Fringes
of
Gold and Silver
That
We Just Got In

The Aggressive Milliners
Show
Original and Fascinating Designs
Artistic Coloring
Classy Models
We
Are
The Aggressive Milliners

The
New Handkerchiefs
Are
Printed in Colors
On Sheer Background
Charming

Step In
and
Have a Peep at Them

Just the Thing



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.

What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

Tradesman Company
Grand Rapids

For
Your New Spring Suit
That
Combination Lacet
and
Soutache Braid
With
Fine Gimp
Just Fresh From the Mill

Young Bloods
Take To
Crochet Neckwear
of
Nonstretchable Texture
Nothing Common
About
The Numbers
In Our Stock

Good One on Caruso.

Caruso, the great tenor, recently went to the New York postoffice, accompanied by a friend, to cash a large money order sent to him from Europe. The official refused to hand over the money to him. Caruso vainly exhibited envelopes, checks and photographs; the postal employe would not be convinced. "Come again to-morrow," he said coolly. "But I am leaving this country to-night," exclaimed Caruso. "I must have my money now!" The postal official suddenly appeared to have been struck by a bright idea. "You claim to be Caruso, do you? Well, then, you can easily prove it; sing us something!" Taken aback at the request, Signor Caruso hesitated. But the postal official was insistent, and had invited his colleagues to act as judges. So the famous singer gave in his most enchanting tones the romance from the third act of "La Tosca." "Bravo! bravissimo!" exclaimed the officials at the concluding notes. "And now," added the letter clerk, "here is your money. We knew who you were all the time; only, as you charge the poor public such impossible prices for hearing you, we thought we would give you an opportunity to entertain us free of charge. Kindly sign the receipt and accept our sincere thanks."

A Versatile Justice of the Peace.

In the early days of Osceola county there was a justice of the peace who would marry a couple one day as justice of the peace and divorce them next day as notary public.

One time, so the story ran, a man surrendered himself to this J. P.

"An' phwat's the matter?" asked the justice.

"I killed a man out here in the woods in a fight," was the reply. "I want to give myself up."

"You did kill him, sor?" asked the J. P.

"Yes, sir," was the reply.

"Who saw you?" asked the J. P.

"Nobody."

"An' nobody saw you kill him?"

"No, sir; just we two were there."

"An' you're shure nobody saw you?" reiterated the J. P.

"Of course I'm sure," was the reply.

"Thin you're discharged," said the J. P., bringing his fist down on the table. "You're discharged. You can't 'criminate yourself. Fifty dollars, please!"

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Feb. 26—With the cessation of shipments of coffee from Santos the market here shows greater firmness, although the sales individually are of very small quantities. Some jobbers say trade is of smaller proportions than for months, while others take a more optimistic view and seem fairly well content. At the close Rio No. 7 is quoted in an invoice way at 8¾@8⅞c. In store and afloat there are 3,647,090 bags, against 4,060,393 bags at the same time last year. Mild coffees sag and hardly anything has been reported except a little business in Bogotas. Good Cucutas, 10½c.

Sugar is firm. While big crops of raws are promised—the biggest ever, in Cuba—it is too early to have the market much affected thereby. Refiners now quote granulated at 5.15c, less 1 per cent. cash, and some prophesy 5¼c in the near future.

The tea market as a whole has been extremely quiet during the week, and the best that can be said is that quotations show no decline. Sales have been made to some extent of low grade Formosas, but there is a good deal of room for improvement.

Rice planters in the Southwest are asking big prices, in fact higher than millers will pay. As a result, the machinery is not turning and the only business there seems to be such as must be transacted. Trading here is of limited character. Prime to choice domestic, 5¼@5½c.

A little better feeling rules in the spice market and some pretty good sales of China cassia were reported. Quotations show no material change, but are well sustained.

Grocery grades of molasses are said to be in fair demand, as the continued winter weather has a stimulative influence on this line. Supplies are not noticeably large, although there seem to be sufficient to meet all requirements. Syrups are in better supply and are practically without change.

Sixty-five cents for standard threes tomatoes at Baltimore f. o. b. seems to be the lowest, and at that figure there is little request. Some enquiry has set in for futures, but not enough to cause any excitement. Other goods are practically unchanged. What sales are made seem to be of the very lowest-priced goods, and the supply of such is apparently inexhaustible.

Butter is firm and transactions are active. Creamery specials, 32c; extras, 31c; firsts, 29@30c, creamery, held specials, 31@32c; extras, 30@30½c; firsts 28½@29½c; imitation creamery, 24@25c; factory, firsts, 23c; seconds, 22c. Supplies here and reported in transit are not overabundant, with no sign of weakness shown.

Larger supplies of eggs have caused something of a drop, although as yet it has not been very conspicuous. Western extras 27@28c; Western

and Southern firsts, 25¾@26c; prime refrigerator, 24c.

Cheese is steady, with N. Y. State full cream held at 17½@18c.

The Conductor's Revenge.

A well-dressed man entered a car the other day, according to a story that is going the rounds of the street car men, and handed the conductor a \$10 bill. The conductor was unable to change it and he let the man ride free. The next day the man presented the same bill, and again the conductor was unable to change it, for the man had evidently found a time when he would be sure to catch the conductor without much change.

"I'll fix you," thought the conductor, and he obtained \$10 worth of nickels and was ready for the man when next day he flashed the bill. The man took the matter good-naturedly and soon left the car, his pockets fairly bulging with the nickels.

The conductor was much pleased with his "coup" until next day, when he learned that the bill was worthless.

Desecrating the Sabbath.

Son—Do people desecrate the Sabbath when they go fishing on Sunday?

Father—Not when they go fishing so much as when they come back and tell of it!

Good Quality.

Customer—Are these apples fresh?
Grocer—Well, I guess. They'll give you the best sass you ever had.

There is no nourishment in the bread of life when you use it as a club.

GRAND RAPIDS FIRE INSURANCE AGENCY

THE McBAIN AGENCY

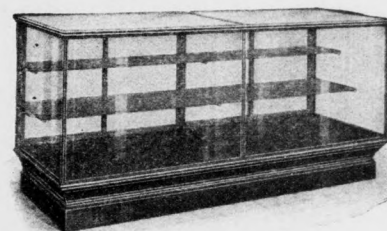
Grand Rapids, Mich. The Leading Agency



IF
one of
your
customers
should
ask you
some day
why

MINUTE GELATINE (FLAVORED)

is the best, you will want to know. Then bear these points in mind: It is absolutely pure. The flavors are TRUE FRUIT. The gelatine is the best to be had. When prepared for the table it is the clearest, firmest, and most NATURAL flavored gelatine on the market. If a customer is dissatisfied, we will refund the purchase price. You are absolutely safe in recommending it. Where do YOU come it? The 33 1-3 per cent ought to look good to you, especially when every package you sell makes a friend for you. Don't sell it for less than 10c STRAIGHT. It's not in the three for a quarter class. Let us send you a package to try at home. Write us to-day, give your jobber's name and we'll prove our claims. **MINUTE TAPIOCA CO.,** 223 W. Main St., Orange, Mass.



Grand Rapids Show Case Co.

QUALITY

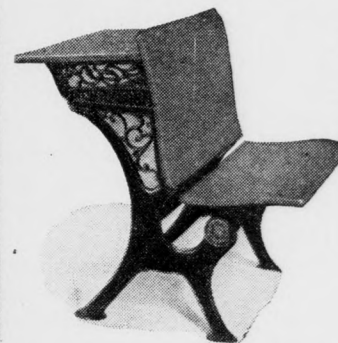
Do you realize there is as much difference in store fixtures as in grades of merchandise?

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

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

Grand Rapids, 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
- Office Desks and Tables
- Bookcases Blackboards
- Globes Maps

Our Prices Are the Lowest

We keep up the quality and guarantee satisfaction.

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

American Seating Company

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS NEW YORK BOSTON PHILADELPHIA



The Best Method of Obtaining Results.

Sixth Paper.

Assuming that a man has a good character, possesses the qualities of salesmanship, has acquired a thorough working knowledge of his subject and, above all, has an overwhelming desire and ambition to succeed, the purpose of this chapter is to give a brief outline of some of the best methods of procedure in order to obtain the largest possible number of orders in his territory.

Intensive land culture and present day methods of selling specialties are much alike, and it is only the man who will adopt thorough and scientific measures who can make a success of either one. Farmers nowadays, especially in the populous Eastern sections of the country, have developed a system of cultivating the soil whereby they obtain a larger net return from the thorough working of twenty-five acres of land than their forefathers did in the working of ten times that surface.

The farmer who adopts this method must have as a groundwork a knowledge of the science of agriculture or horticulture, confidence in his ability and sublime faith that the harvest will follow the seedtime.

He then proceeds to make a careful and thorough analysis of his land. He determines from this analysis exactly what he must do in the way of fertilization or enrichment, the best way of plowing, harrowing, cultivating and working in order to obtain the most prolific year and what kind of vegetable or fruit is best suited to the particular soil and, having a full knowledge of the entire situation, he then proceeds with his work.

First. He starts at the earliest moment in the season to prepare for his work and has all of his tools, materials and seeds ready for use.

Second. He clears his ground thoroughly. He does not leave a clump of bushes in one place, a boulder in another and a tree stump in a third, but he gets everything out of the way so that when he plows he can plow his furrows straight and uniform in depth, that no single foot of ground shall be wasted. He does not say that one place is too dry and that another is too wet, or that one is too high and another too low. He works it all and plows it all to discover for himself just exactly what conditions he will encounter on every foot of the ground that he has to utilize.

Third. He, having uncovered his soil and developed its qualities, is now prepared to decide definitely the use he will make of each separate sec-

tion. Having determined this he gives it exactly the chemical treatment necessary to fit it for the purpose for which he has chosen it.

Fourth. He now goes over the entire field thoroughly with the harrow, mixes the chemical elements with the soil and then plants his seed. He has done his work so thoroughly and so intelligently that he has every reason to expect definite results from his work. Aside from the water supply, which is sometimes beyond his control, he will be able to tell you to a fraction what he will harvest.

Fifth. Although he is a man of ability, knowledge and faith, he knows that the planting of seed is merely the beginning of his endeavor and that if he would receive that to which he is justly entitled he must expend further labor and after the seed sprouts and the plant begins to grow he must intelligently and carefully cultivate it from time to time until it blossoms and gives absolute evidence of coming fruition.

Sixth. From now on it is merely a question of watchfulness and faithful care to protect the work which has already been done and he will, therefore, set around about his land all necessary fences and safeguards and exercise personal intelligent watchfulness so that the results of his labor will not be destroyed by prowlers, ignorant wanderers or petty thieves.

If he does all these things and does them at the right time and in the right order and with the proper energy he knows positively that, in due time, he will gather the harvest.

He also knows that if he fails to put forth a single necessary effort or neglects any reasonable precaution the results will not be what they might have been and will, consequently, nullify to a very large extent his positive acts.

The Best Method of Canvassing.

Treat your territory just as the intensive farmer treats his small piece of land.

Start off with the firm conviction that, properly plowed, harrowed and cultivated, your territory will produce a crop of orders. Do not forget for a moment that there are numberless people in your territory who need your goods, some knowing and some not knowing it.

The thorough, conscientious, systematic and strenuous canvass of your territory is like the plowing on the part of the farmer.

The information you obtain, telling you best how to work and what additional efforts to make is like the

mixing of the chemicals and the smoothing of the harrow.

The acquaintances you make in your interviews, carefully leaving your imprint, tearing down false impressions and building up a better understanding of yourself, your company and the goods you are selling, are like the careful cultivation which the farmer gives his crops after they begin to grow.

The systematic following up of items, watching your man and keeping in touch with him to see that he is not misled, misinformed or deceived by your competitors may be likened unto the fence building and careful watchfulness of the farmer after he has done his plowing, harrowing and cultivating.

If the new salesman pursues this method from the beginning and refuses to allow himself to be led astray by false teaching or become despondent or discouraged because his business does not immediately grow as fast as he desires, he will soon find that he has a steady income of enquiries, business and orders in a larger measure than his most sanguine hopes led him to expect in the beginning.

Salesmanship the Effect of Will.

Persistent, tireless effort in locating possible customers is highly commendable, but the man who stops there and is unable to make use of the knowledge gained in his canvass to finally close the sales and secure the orders is not a salesman.

The work of the canvasser may be likened unto that of the prospector for precious ores. If he does not develop his prospect, dig ore and discard the worthless elements and separate therefrom the valuable portion by washing, working and cradling and, finally, by smelting and refining the precious metal, thus reducing it to a marketable commodity, all of his labor in prospecting will have been in vain so far as his own personal gain is concerned.

Having canvassed a portion of the territory thoroughly the salesman will begin to develop his prospects and, in doing so, he will consciously or unconsciously use certain well defined principles.

Every successful salesman uses the same principles in the practice of his profession, whether he knows it or not.

He knows that the determination to make a sale is the main factor in the premises and that he only fails when he meets determination or will force superior to his own.

This method of procedure in the sale of specialties is identical and the variations are only in the detail and technicalities.

There are seven rungs in the ladder of salesmanship which you will surmount, round after round, as you go upward toward success in selling:

1. Attract favorable attention to yourself.
2. Arouse an interest in your product.
3. Create a desire for its possession.
4. Feed the desire and cause determination to buy.

5. Cultivate determination into a resolution to buy of you.

6. Develop the resolution into a decision to buy of you now.

7. Take the order.

Proceed Logically.

Your purpose will be most easily accomplished by making your progress logically. We recommend the following order, namely:

1. Seek out your possible customer.
2. Introduce yourself and attract favorable attention.
3. Carefully study and properly classify your prospective customer.
4. Learn his peculiarities and probable needs.
5. Get on common ground as early as possible.
6. Determine whether you will make the sale or not.
7. If yes, prepare your plan and stick to it.
8. Preserve unity and harmony in introduction, demonstration and development of argument and climax. Do not wobble.

Near-Spheres.

Two traveling salesmen, detained in a little village hotel, were introduced to a crazy little billiard table and a set of balls which were of a uniform dirty-gray color.

"But how do you tell the red from the white?" asked one of the guests.

"Oh," replied the landlord, "you soon get to know them by their shape."

An Appropriate Present.

Mr. Johnson—I don't know wot toe git fo' a birthday present fo' dat boy of mine.

Deacon Jones—Well, I specks a hatchet would be de mos' 'ppropriate thing, bein' his name is George Washington Johnson.

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 American in London starts for Hotel Cecil, the Englishman in America hunts for St. Regia.

The tide of popular favor in Grand Rapids is turned toward

Hotel Livingston

Grand Rapids

SUCCESSFUL SALESMEN.

Charles H. Phillips, President Michigan Knights of the Grip.

Charles H. Phillips, the oldest of a family of five children, was born at Forrest, Ontario, Jan. 25, 1864. His father was of English antecedents, having been born in New Brunswick. His mother was of Scotch ancestry, having been born in Ontario. When he was 18 months old the family moved to Hadley, Michigan, where he lived until 18 years of age, when he went to Lapeer and sought and obtained employment in the women's wear store of Joseph Armstrong, where he remained one year. He then went to Flint and secured a position as clerk in the domestic department of Smith & Bridgman. A year later he went to Columbiaville and clerked in the general store of Wm. Peter for six months. He then returned to Hadley and managed the general store of Marks & Frank for a year. From there he went to Lapeer, where he obtained a position in the clothing store of Hart Woldenberge. Three years later he was offered a position to go on the road for Tuckerman & Colton, manufacturers of men's furnishings at Utica, New York. His territory included the State of Michigan and he saw his trade four times a year. He remained with this firm for eight years, when he went to work for J. S. Temple, of Boston, carrying the same line and covering the same territory for a year. He then engaged in the men's clothing business with Roy Hadrell, under the style of Phillips & Hadrell. He continued in this business three years, when he sold out and went on the road for the Flint Pantaloon Co., covering the States of Michigan, Wisconsin, Ohio, Indiana and Kentucky, remaining with this house four years. He then traveled for W. E. Homer & Co., of Cleveland, manufacturers of ladies' ready-to-wear goods, his territory being Michigan and Indiana. He remained with this firm for three years, when he accepted a position with L. M. Gross & Co., handling the same line of goods and covering the same territory for two years. On Jan. 1, 1910, he went back to the old firm of W. E. Homer & Co., with which company he is still identified.

Mr. Phillips was married March 16, 1887, to Miss Allie C. Mills, of Hadley, who died Jan. 17, 1896. Nov. 1, 1900, he married Miss Grace Woodward, of Lapeer. They have one child, a daughter 8 years old.

Mr. Phillips is engaged in the ladies' ready-to-wear business at Lapeer under the style of the C. H. Phillips Co., but he spends one-half of each year on the road in the interest of his house and covers the trade so thoroughly that he reaches every city and town of importance in the State.

Mr. Phillips is not much of a jiner, being a member of but one order, Nepepping Lodge, No. 62, K. P. He has held the position of Master of Work in this lodge. He belongs to all the side issues of the Knights of Pythias, such as the Uniform Ranks

and Mecca Temple, also Knights of Khorassan of Detroit. Mr. Phillips is a base ball enthusiast and when he goes to a base ball game he plays just as hard as he works when he is on the road. To this fact and to the general character of the man is due the success he has achieved as a salesman. The esteem in which he is held by the fraternity was plainly shown by his election to the presidency of the Michigan Knights of the Grip on the occasion of the last annual meeting at Lansing and the selection of his home city, Lapeer, as the next place of meeting.

Gripsack Brigade.

W. N. Burgess, Michigan representative for Kinney & Levan, is showing his fall line at Room 304, Pant-

is a genuine pleasure to have A. B. Gardner back as landlord of the Hotel Cody. Mr. Gardner has been away from home three or four years, but he comes back full of energy and is determined to make the Cody more popular than ever before. He and his good wife have the best wishes of the traveling public generally.

Wexford Council, No. 468, United Commercial Travelers, is now in a very prosperous condition with fifteen good members and two candidates for initiation Saturday, March 5, and some more in prospect. After the meeting the ladies will put on a social session with some pleasant and interesting features. Rev. A. W. Johnstone, pastor of the Presbyterian church, presented a beautiful Bible to the Council for use on their altar.



Charles H. Phillips

lind Hotel. He will remain here until March 15.

A meeting of the Board of Directors of the Michigan Knights of the Grip will be held at the office of the Secretary, F. M. Ackerman, in Lansing Saturday, March 5.

G. Bode & Company, shoe jobbers at Fremont, are now represented on the road by three traveling salesmen—Arthur Bode on the P. M., John H. Ensing on the G. R. & I. and Fred Vanderbilt—to the near-by trade.

Chas. H. Sowers has resigned as Western Michigan representative for Osborne, Boynton & Osborne, of Detroit, to accept his old territory with his former house, Burley & Tyrrell, of Chicago. He will cover the entire State of Iowa.

The traveling public insists that it

New York Trade Review: It has been reported that M. J. Rogan, who has represented Solomon Bros. & Lempert, Rochester, for many years, is now with a Cincinnati house. Such is not the case. Mr. Rogan is still selling clothing for Solomon Bros. & Lempert and has his office in Detroit. Mr. Rogan has a son, Thomas A., who was in business in Columbus and who sold out lately to represent H. A. Seinsheimer & Co., of Cincinnati, which, undoubtedly, is the cause of the rumor that his father has changed houses. M. J. will be in Chicago during the clothing show to assist his son at his booth in the Coliseum.

There's something wrong with your faith if a need does not prompt to a deed.

Movements of Working Gideons.

Detroit, March 1—A Gideon State rally will be held at Flint Saturday and Sunday, March 19-20. All Gideons, Christian traveling men and those interested are invited.

W. H. Gorsline, of Battle Creek, is being considered as a candidate for sheriff. He is now selling Nichols, Shepard & Co.'s threshing machines and separators, and he is experienced in separating the wheat from the chaff.

Edw. A. Field, 26 Buhl block, Detroit, is now a 1910 Gideon.

The Griswold House meetings have been very successful during the past few weeks. Last Sunday evening the meeting was led by the writer. The River Rogue Baptist male quartette were present and sang several selections near the office and aided in the singing during the service. C. P. W. Nims, representing A. W. Hews & Co., Cambridge, Mass., gave an address, also David L. Jenkins, representing the Bostwick Steel Lath Co., Niles, Ohio. C. H. Joslin gave his old and new experiences. The pianist and Mrs. Gates were present. Guests of the hotel gave their attention from the hall.

Next Sunday evening the Grand River Avenue Baptist Baraca class will take charge of this meeting and an invitation will be given every Baraca in the city to join.

Saturday noon the Detroit Camp of Gideons will meet at the Y. M. C. A. lunch room for luncheon and a business session to arrange for the coming National Gideon convention in Detroit July 22-24. Aaron B. Gates.

If You Read the Tradesman.

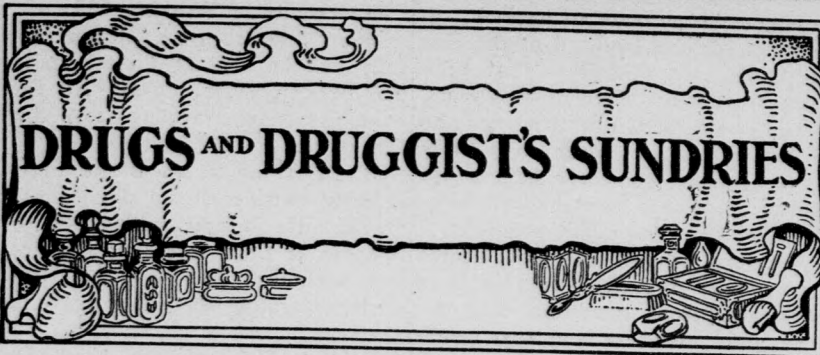
Evansville, Ind., March 1—Merchants, jobbers and retailers—
In Michigan, Ohio and Indiana—
Catch many grand ideas
High in the
Intellectual world; they are
Grand, true and very rich
And can be made profitable—
Not only for the merchants but
for everybody else.
Treat this subject as a
Rich garden
And you will find
Diamonds—bright thoughts—
Easy to understand.
Small as they may seem—
Many are worth more than gold—
And you will say—as many have
said—
Nothing like it—if you read the
Michigan Tradesman.

Edward Miller, Jr.

Annual Reception and Banquet.

Traverse City, March 1—Traverse City Council, No. 361, U. C. T., gave its annual reception and banquet last Saturday evening to a large delegation of members and friends. In the afternoon a business session was held and a class of candidates were initiated. We had the honor of having with us Brother John D. Martin, member of the Grand Executive Committee, who gave us some very instructive information. After the meeting dancing and a banquet were enjoyed, about seventy-five couples being present. It was a success financially as well as socially.

Fred C. Richter, Sec'y.



Michigan Board of Pharmacy.
 President—W. E. Collins, Owosso.
 Secretary—John D. Muir, Grand Rapids.
 Treasurer—W. A. Dohany, Detroit.
 Other Members—Edw. J. Rodgers, Port Huron, and John J. Campbell, Pigeon.

Michigan Retail Druggists' Association.
 President—C. A. Bugbee, Traverse City.
 First Vice-President—Fred Brundage, Muskegon.
 Second Vice-President—C. H. Jongejan, Grand Rapids.
 Secretary—H. R. McDonald, Traverse City.
 Treasurer—Henry Riechel, Grand Rapids.

Michigan State Pharmaceutical Association.
 President—Edw. J. Rodgers, Port Huron.
 First Vice-President—J. E. Way, Jackson.
 Second Vice-President—W. R. Hall, Manistee.
 Third Vice-President—O. A. Fanckboner, Grand Rapids.
 Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—Willis Leisenring, Pontiac.

Made a Success of Analytical Work.

Some years ago the thought occurred to me that, aside from the monetary considerations, a chemical and bacteriological laboratory would furnish means of studying the drugs and chemicals which were bought and dispensed in our store. I also knew there was some demand for analytical and chemical work from the medical profession as well as the general public. Boards of Health were having the city water analyzed, hospitals and physicians were having urine analyzed, etc. I felt that such a department would be profitable as well as interesting and put our pharmacy on a higher plane.

Of course, I won't deny that the thought of profit entered into the calculation. But the success of the venture proves the value of our foresight in establishing a department of this nature. Our intimate association with physicians for many years told us how greatly they would appreciate the value of competent, positive and exhaustive analyses of urine, sputum, blood and pus in the intelligent diagnosis of obscure diseases. This is work that the busy practitioner has neither the time nor the apparatus to perform.

A room was provided expressly for this purpose of suitable size, 14x16 feet, light, bright and protected and fitted completely with every new and necessary appliance for the plainest or most complex work. Here are located the incubator, steam sterilizer, hot air sterilizer, delicate analytical balance, centrifuge, stills, condensers, a modern powerful microscope and the complete list of U. S. P. reagents. Nothing was overlooked, no expense was spared, and no opportunity missed to make it complete in its appointments for the purpose.

The next step was to inform the physicians of this innovation and so

notice was sent to every physician in Ohio county as well as some of the adjoining counties, explaining our new idea and inviting their inspection of the laboratory. Of course, solicitations were made for their work when requiring thorough and dependable examination of urine, qualitative, quantitative or microscopical, the examination of blood, sputum for bacilli of tubercle, pus for gonococci, etc.

The response was gratifying, proving the soundness of our judgment in the establishment of this laboratory and the desire of physicians to recognize its advantages in their profession. Compliments we received galore and business, too.

Although this department is considered only as a side-line to our pharmacy, it has quickly become a leading feature. The laboratory represents an investment of about \$500 and has paid us a handsome interest on this amount. It has done more than this, it has gained a prestige and renown for our store among physicians and public alike of a value to our business not to be reckoned in dollars and cents.

Food, water and milk are brought to us by the laity for a chemical and bacteriological examination, which proves the public benefit of this work in the absolute proofs that are not physically discernible.

In relation to our pharmacy itself the laboratory is of vital importance in the examination of drugs and chemicals. Standard of purity demand freedom in drugs from adulterations and the agencies of the U. S. P. reagents, the microtome and microscope, provide an easy and absolute method of determining if drugs and chemicals come up to the U. S. P. standard. The fact that we are fitted for this work gives a guarantee of purity and results to physicians and patients that redounds to our professional credit and with profit.

There are physicians, some in our own city, who do their own urine, sputum and pus analysis, also the staining of pathological specimens. To these doctors we sell the necessary stains, culture mediums, reagents, test-tubes, etc. The busy physician finds this a convenience, and he appreciates the dependable, fresh quality of the stains or culture mediums, which are made according to his views, if he expresses any in the matter.

The manufacture of culture media of every kind is an important feature in our laboratory, and in connection with a big stock of sterilized test-tubes and other paraphernalia we

can provide the physician with means to conduct his own examination very acceptably. These are additional sources of income directly from this new laboratory.

We supply gratis to physicians a sterilized cotton swab sealed in a test-tube for a culture of diphtheria bacilli in suspected cases. With the return of this swab to our laboratory we inoculate a blood serum medium, place it in our incubator and in eighteen to twenty hours the specimen is ready to examine to determine the growth of these bacilli.

In many large cities, and I believe in your city, where the work is done by the Board of Health, this convenience is not always at hand, and the appreciation of such a laboratory, as we have connected with a pharmacy calls for the practitioner's best efforts toward its support.

John Coleman.

Incompatibles of Some New Remedies.

Acetylsalicylic acid with free acids and iron salts and alkalies.

Albargin with chlorides and tannin.

Antipyrine with tannin, iodine, quinine, iron salts, calomel, and spirits of nitrous ether.

Antipyrine salicylate with free acids (see also antipyrine.)

Argonin, see Albargin.

Arterenol with alkalies and solutions of iron chloride.

Benzol with alkalies.

Dermatol with alkaline sulphur compounds.

Ferripyrrin with salicylic acid.

Guaiasanol with alkalies.

Holocain with alkalies.

Urethane with alkalies.

Homorenon is incompatible with alkalies, solution of iron chloride and sodium acetate.

Hypnal is incompatible with amyl nitrate.

Isoform with reducing substances such as tannin.

Migrainin has the same incompatibilities as antipyrine.

Methylene blue with caustic alkalies.

Novocaine with alkalies, tannin, calomel, potassium, di-chromate potassium permanganate, and silver salts. The last named may be dispensed with novocaine nitrate. Pyramidon with amyl nitrite, apomorphine, and acacia.

Suprarenine with alkalies and solutions of iron chloride.

Tumenol ammonium with salts and acids.

Tussol has the same incompatibilities as antipyrine.

Formulas for Flashlight Powder.

Here are several formulas:

- 1 Magnesium, powdered 4 ozs.
 Potassium permanganate 4 ozs.
 Barium peroxide 2 ozs.
- 2 Aluminum, powdered . . . 5 ozs.
 Antimony sulphide . . . 1 oz.
 Potassium nitrate . . . 2½ ozs.
 Potassium chlorate . . . 12 ozs.
- 3 Potassium ferrocyanide . . . 5 ozs.
 Potassium chlorate 260 grs.
 Sugar 175 grs.
 Aluminum, powdered . . . 2 ozs.

A formula contributed by M. L. Puff, under the name "flashlight com-

pound," calls for pure magnesium powder, 2 parts, and powdered potassium nitrate, 1 part; the substances being mixed with a little trituration. For flashlight "cartridges" Mr. Puff directs that 15 and 30 grains of the compound be placed in No. 29 and No. 30 pill boxes, these selling two for five cents and five cents, respectively.

Cartridges composed of powdered magnesium and chlorate or permanganate of potassium are somewhat liable to explosion and susceptible to moisture and to obviate these disadvantages some operators have advocated the addition of a diluent like kieselguhr, plaster of Paris, boric acid, etc., directly to the powdered magnesium. It is said that more perfect combustion results on account of the separation of magnesium particles and the production of smoke is also lessened. Martin Neuss.

How Ether Soap Is Prepared.

The method of preparation of this soap, which is a fluid used to cleanse skin areas before surgical operations, is as follows: Oleic acid, 7 fl. oz., is mixed with 90 per cent. alcohol, 3 fl. oz., and to the mixture is added 1½ fl. oz. of a saturated solution of potassium hydroxide in water. After the neutralized product has cooled, add lavender oil, 20 minims, and make the bulk up to 20 fl. oz. with ether.

Ether soap is used by rubbing a small quantity into the skin until the surface is dry, when the skin is thoroughly scrubbed with a brush and hot water. The ether, being a fat solvent, penetrates the epidermis and carries the soap with it.

M. Billere.

Separation of Water and Gasoline.

Chauffeurs take advantage of the fact that when chamois skin has been "wet" with gasoline, water will not pass through it. When water is mixed with gasoline therefore the chauffeur gets rid of it by straining the mixture through a chamois skin previously moistened with gasoline. The gasoline passes through, leaving the water.

All Is Ready.

"Hubby, did you bring home my new switch?"

"Yep."

"And my puffs?"

"I did."

"How about my face powder?"

"Here's your complexion. Now get busy and assemble yourself."

Helping to Entertain Him.

George (making a call)—Maudie, dear, the parrot doesn't seem to like me any too well this evening. What have I done to offend him?

The Parrot—Jack, am I the first girl you ever kissed?

Some Christians think they have the whole armor as soon as they buy a chevron.

You can never find the divine in a book if you turn your back on it in people.

The man who does not know where he is sailing always complains of the winds,

WHOLESALE DRUG PRICE CURRENT

Table listing various pharmaceuticals and their prices, including categories like Acids, Alkalies, Barks, and Chemicals. Includes sub-sections like '1910' and 'LaBelle Moistener and Letter Sealer'.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Index to Markets

By Columns

Table listing various grocery items and their prices, organized by columns A through Y. Includes items like Ammonia, Baked Beans, Butter, etc.

Table listing various grocery items and their prices, organized by columns 1 and 2. Includes items like Arctic Ammonia, Oysters, Plums, Peas, etc.

Table listing various grocery items and their prices, organized by columns 3 and 4. Includes items like Cheewing Gum, Chicory, Chocolate, Cider, Sweet, etc.

Table listing various grocery items and their prices, organized by columns 5 and 6. Includes items like Coconut Hon Fingers, Coconut Hon Jumbles, etc.

Table listing various grocery items and their prices, organized by columns 7 and 8. Includes items like Festino, Bent's Water Crackers, Cream Tartar, etc.

6	7	8	9	10	11
Kansas Hard Wheat Flour Judson Grocer Co. Fanchon, 1/8s cloth 6 30 Lemon & Wheeler Co. White Star, 1/8s cloth 5 90 White Star, 1/4s cloth 5 80 White Star, 1/2s cloth 5 70 Grand Rapids Grain & Milling Co. Brands Purity, Patent 5 70 Wizard, Flour 5 60 Wizard, Graman 5 50 Wizard, Corn Meal 4 00 Wizard, Buckwheat 6 00 Rye 4 50 Spring Wheat Flour Roy Baker's Brand Golden Horn, family 5 95 Golden Horn, bakers 5 85 Duluth Imperial 6 00 Wisconsin Rye 4 55 Judson Grocer Co.'s Brand Ceresota, 1/8s 6 40 Ceresota, 1/4s 6 30 Ceresota, 1/2s 6 20 Lemon & Wheeler's Brand Wingold, 1/8s 6 40 Wingold, 1/4s 6 30 Wingold, 1/2s 6 20 Worden Grocer Co.'s Brand Laurel, 1/8s cloth 6 35 Laurel, 1/4s cloth 6 25 Laurel, 1/2s cloth 6 15 Laurel, 3/4s cloth 6 15 Voigt Milling Co.'s Brand Voigt's Crescent 6 00 Voigt's Flour 6 00 (whole wheat flour) Voigt's Hygienic Graham 5 40 Voigt's Royal 6 40 Wykes & Co. Sleepy Eye, 1/8s cloth 6 20 Sleepy Eye, 1/4s cloth 6 10 Sleepy Eye, 1/2s cloth 6 00 Sleepy Eye, 3/4s paper 6 00 Sleepy Eye, 1/8s paper 6 00 Meal Bolton 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 Middings 26 00 Buffalo Gluten Feed 33 00 Dairy Feeds Wykes & Co. O P Linseed Meal 35 00 O P Laxo-Cake-Meal 32 50 Cottonseed Meal 34 00 Gluten Feed 30 00 Brewer's Grains 28 00 Hammond Dairy Feed 25 00 Alfalfa Meal 25 00 Oats Michigan carlots 43 Less than carlots 45 Corn Carlots 65 Less than carlots 68 Hay Carlots 14 Less than carlots 15 HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25 HORSE RADISH Per doz. 90 JELLY 5lb pails, per doz. 2 25 15lb. pails, per pail 55 30lb. pails, per pail 98 MAPLEINE 2 oz. bottles, per doz 3 00 MATCHES C. D. Crittenden Co. Noiseless Tip 4 50@4 75 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Good 22 Fair 20 Half barrels 2c extra MINCE MEAT Per case 2 90 MUSTARD 1/4 lb. 6 lb. box 18 OLIVES Bulk, 1 gal. kegs 1 10@1 20 Bulk, 2 gal. kegs 1 00@1 10 Bulk, 5 gal. kegs 95@1 05 Manzanilla, 3 oz. 75 Queen, pints 2 50 Queen, 19 oz. 4 50 Queen, 28 oz. 7 00 Stuffed, 5 oz. 90 Stuffed, 3 oz. 1 40 PIPES Clay, No. 216, per box 1 75 Clay, T. D., full count 60 Cob 90 PICKLES Medium Barrels, 1,200 count 6 25 Half bbls., 600 count 3 65 Sma! Half bbls., 1,200 count 4 50 PLAYING CARDS No. 90 Steamboat 85 No. 15, Rival, assorted 1 25 No. 20, Rover, enam'd 1 50 No. 672, Special 1 75 No. 98 Golf, satin fin. 2 00 No. 808 Bicycle 2 00 No. 632 Tour'n't whist 2 25 POTASH Babbitt's 4 00 PROVISIONS Barreled Pork Mess, new 22 00 Clear Back 24 50 Short Cut 21 50 Short Cut Clear 21 50 Bean 20 50 Brisket, Clear 24 00 Pig 24 00 Clear Family 21 00 Dry Salt Meats E. P. Hellm Lard Pure in tierces 13 3/4 Compound Lard 9 80 lb. tubs 1/2 advance 1/2 50 lb. tubs 1/2 advance 1/4 50 lb. tins 1/2 advance 1/4 20 lb. pails 1/2 advance 3/4 10 lb. pails 1/2 advance 7/8 5 lb. pails 1/2 advance 1 3 lb. pails 1/2 advance 1 Smoked Meats Hams, 12 lb. average 14 Hams, 16 lb. average 14 Hams, 18 lb. average 14 Skinned Hams 15 1/2 Ham, dried beef sets 16 1/2 California Hams 11 1/2 Picnic Boiled Hams 15 Boiled Ham 22 Berlin Ham, pressed 11 Minced Ham 11 Bacon 17 1/2 Sausages Bologna 8 Liver 5 Frankfort 10 Pork 11 Veal 11 Tongue 11 Headcheese 9 Beef Boneless 14 00 Rump, new 14 00 Pig's Feet 1/4 bbls. 1 00 1/2 bbls. 2 00 3/4 bbls. 4 00 1 bbl. 9 00 Tripe Kits, 15 lbs. 80 1/4 bbls., 40 lbs. 1 60 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 32 Beef, rounds, set 25 Beef, middles, set 80 Sheep, per bundle 90 Uncolored Butterine Solid dairy 10 @12 Country Rolls 10 1/2 @16 1/2 Canned Meats Corned beef, 2 lb. 3 00 Corned beef, 1 lb. 1 75 Roast beef, 2 lb. 3 00 Roast beef, 1 lb. 1 75 Potted ham, 1/4s 50 Potted ham, 1/2s 90 Deviled ham, 1/4s 55 Deviled ham, 1/2s 95 Potted tongue, 1/4s 50 Potted tongue, 1/2s 90 RICE Fancy 7 @ 7 1/2 Japan 5 1/2 @ 6 1/2 Broken 2 1/2 @ 3 1/4 SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box Arm and Hammer 3 00 Deland's 3 00 Dwight's Cow 3 00 L. P. 3 00 Standard 1 80 Wyandotte, 100 3/4s 3 00 SAL SODA Granulated, bbls. 80 Granulated, 100 lbs. cs. 90 Lump, bbls. 50 Lump, 145 lb. kegs 5 SALT Common Grades 2 40 100 3 lb. sacks 2 40 60 5 lb. sacks 2 25 20 10 lb. sacks 2 10 20 10 1/2 lb. sacks 2 10 56 lb. sacks 32 28 lb. sacks 17 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 24 Common Granulated, fine 1 00 Medium, fine 95 SALT FISH Cod Large whole @ 7 Small whole @ 6 1/2 Strips or bricks 7 1/2 @ 10 Pollock @ 5 Halibut Chunks 15 Holland Herring 16 Pollock @ 4 White Hp. Bls. 11 00@12 00 White Hp. 1/2 bbls., 6 00@6 50 White Hoop mchs. 65@75 Norwegian Round, 100 lbs. 3 75 Round, 40 lbs. 1 90 Sealed 14 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75 Mackerel Mess, 100 lbs. 15 50 Mess, 40 lbs. 6 60 Mess, 10 lbs. 1 75 Mess, 8 lbs. 1 40 No. 1, 100 lbs. 14 00 No. 1, 40 lbs. 6 00 No. 1, 10 lbs. 1 60 No. 1, 8 lbs. 1 30 Whitefish No. 1, No. 2 Fam. 100 lbs. 9 75 3 50 50 lbs. 5 25 1 90 10 lbs. 1 12 55 8 lbs. 92 48 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8oz 2 80 Dusky D'nd 100 6 oz 3 80 Jay Rose, 50 bars 3 60 Savon Imperial 3 00 White Russian 3 15 Lome, oval bars 3 00 Satinet, oval 2 70 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 5 00 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 85 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 80 Marseilles, 100 cakes 6 00 Marseilles, 100 ck toil 4 00 Marseilles, 1/2bx toilet 2 10 A. B. Whisley Good Cheer 4 00 Old Country 3 40 Soap Powders Snow Boy 24 4lbs. 4 00 Snow Boy, 60 5c 2 40 Snow Boy, 30 No. 2 2 40 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 00 Kirkoline, 24 4lb. 3 80 Pearline 3 75 Soapine 4 10 Babbitt's 1776 3 75 Roseine 3 50 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 30 Rub-No-More 3 85 Scouring Enoch Morgan's Sons. Sapolio, gross lots 9 00 Sapolio, half gro. lots 4 50 Sapolio, single boxes 2 25 Sapolio, hand 2 25 Scourine Manufacturing Co Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes 5 1/2 Kegs, English 4 1/2 SPICES Whole Spices Allspice, Jamaica 13 Allspice large Garden 11 Cloves, Zanzibar 16 Cassia, Canton 14 Cassia, 5c pkg. doz. 25 Ginger, African 9 1/2 Ginger, Cochin 14 1/2 Mace, Penang 50 Mixed, No. 1 16 1/2 Mixed, No. 2 10 Mixed, 5c pkgs. doz. 45 Nutmegs, 75-80 25 Nutmegs, 105-110 20 Pepper, Black 14 Pepper, White 25 Pepper, Cayenne 22 Paprika, Hungarian 33 Pure Ground in Bulk Allspice, Jamaica 12 Cloves, Zanzibar 22 Cassia, Canton 12 Ginger, African 12 Mace, Penang 55 Nutmegs, 75-80 35 Pepper, Black 11 1/2 Pepper, White 18 Pepper, Cayenne 16 Paprika, Hungarian 33 STARCH Corn Kingsford, 40 lbs. 7 1/2 Muzzy, 20 lb. pkgs. 5 1/2 Muzzy, 40 lb. pkgs. 5 Gloss Kingsford Silver Gloss, 40 lbs. 7 3/4 Silver Gloss, 16 3lbs. 6 3/4 Silver Gloss, 12 6lbs. 8 3/4 Muzzy 48 lb. packages 5 16 5lb. packages 4 1/2 12 6lb. packages 6 50lb. boxes 4 SYRUPS Barrels 28 Half barrels 30 20lb. cans 1/4 dz. in cs. 1 70 10lb. cans, 1/2 dz. in cs. 1 65 5lb. cans, 2 dz. in cs. 1 75 3 1/2 lb. cans, 3 dz. in cs. 1 80 Pure Cane Fair 16 Good 20 Choice 25 TEA Japan Sundried, medium 24@26 Sundried, choice 30@33 Sundried, fancy 36@40 Regular, medium 24@26 Regular, choice 30@33 Regular, fancy 36@40 Basket-fired, medium 30 Basket-fired, choice 35@37 Basket-fired, fancy 40@43 Nibs 26@30 Siftings 10@12 Fannings 14@15 Gunpowder Moyune, medium 28 Moyune, choice 32 Moyune, fancy 40@45 Pingsuey, medium 25@28 Pingsuey, choice 30@35 Pingsuey, fancy 40@45 Young Hyson Choice 30 Fancy 40@50 Oolong Formosa, fancy 45@60 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 25 Choice 30 Fancy 40@45 India Ceylon, choice 30@35 Fancy 45@50 TOBACCO Fine Cut Cadillac 54 Sweet Loma 34 Hiawatha, 5lb. pails 56 Telegram 30 Pay Car 33 Prairie Rose 49 Protection 40 Sweet Burley 41 Tiger 41 Plug Red Cross 30 Falo 45 Kyo 35 Battle Ax 31 American Eagle 33 Standard Navy 37 Spear Head, 7 oz. 41 Spear Head, 14 1/2 oz. 44 Nobby Twist 55 Jolly Tar 39 Old Honesty 43 Toddy 34 J. T. 33 Piper Heidsick 69 Boot Jack 86 Honey Dip Twist 43 Black Standard 40 Cadillac 40 Forge 34 Nickel Twist 32 Mill 32 Great Navy 36 Smoking Sweet Core 34 Flat Car 32 Warpath 26 Bamboo, 16 oz 25 1 X L, 5lb. pails 27 1 X L, 16 oz. pails 31 Honey Dew 40 Gold Block 40 Flagman 40 Chips 40 Kili Dried 33 Duke's Mixture 21 Duke's Cameo 40 Myrtle Navy 44 Yum Yum, 1 1/2 oz. 39 Yum Yum, 1lb. pails 39 Corn Cake, 2 1/2 oz. 38 Corn Cake, 1lb. 21 Crow Soy, 1 1/2 oz. 39 Flow Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 39 Air Brake 36 Cant Hook 30 Country Club 30 Forex-XXXX 32-34 Good Indian 30 Sea Binder, 16oz. box 20-22 Silver Foam 32 Sweet Marie 32 Royal Smoke 42 TWINE Cotton, 3 ply 24 Cotton, 4 ply 24 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium N 24 Wool, 1 lb. balls 8 VINEGAR State Seal 12 Oakland apple cider 14 Morgan's Old Process 14 Barrels free. WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels 1 10 Bushels, wide band 1 25 Market 40 Splint, large 3 50 Splint, medium 3 00 Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, me'm 7 25 Willow, Clothes, small 6 25 Butter Plates Wire End or Ovals. 1/2 lb., 250 in crate 30 1 lb., 250 in crate 30 1 lb., 250 in crate 35 3 lb., 250 in crate 40 5 lb., 250 in crate 50 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 Clothes Pins Round Head. 4 inch, 5 gross 50 4 1/2 inch, 5 gross 55 Cartons, 20 2 1/2 doz. bxs. 60 Egg Crates and Fillers Humpty Dumpty, 12 ds. 20 No. 1 complete 40 No. 2 complete 28 Case No. 2 fillers 1 35 Case, mediums, 12 sets 1 1b Faucets Cork lined, 8 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90 Mop Sticks Trojan spring 90 Eclipse patent spring 85 No. 1 common 80 No. 2 pat. brush holder 85 12lb. cotton mop heads 1 40 Ideal No. 7 85 Pails 2-hoop Standard 2 15 3-hoop Standard 2 35 2-wire, Cable 2 25 3-wire, Cable 2 45 Cedar, all red, brass 1 25 Paper, Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Bamquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes 22 Mouse, wood, 4 holes 45 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 65 Rat, wood 80 Rat, spring 75 Tubs 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable, No. 1 9 25 18-in. Cable, No. 2 8 25 16-in. Cable, No. 3 7 25 No. 1 Fibre 10 25 No. 2 Fibre 9 25 No. 3 Fibre 8 25 Washboards Bronze Globe 2 50 Dewey 1 75 Double Acme 3 75 Single Acme 3 15 Double Peerless 3 75 Single Peerless 3 25 Northern Queen 3 25 Double Duplex 2 00 Good Luck 2 75 Universal 3 00 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wood Bowls 13 in. Butter 1 50 15 in. Butter 2 25 17 in. Butter 4 00 19 in. Butter 5 90 Assorted, 13-15-17 3 00 Assorted, 15-17-19 4 25 WRAPPING PAPER Common straw 2 Fibre Manila, white 3 Fibre Manila, colored 4 No. 1 Manila 4 Cream Manila 2 Butcher's Manila 2 1/2 Wax Butter, short c't 13 Wax Butter, full count 20 Wax Butter, rolls 19 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Yeast Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. Whitefish, Jumbo 16 Whitefish, No. 1 12 Trout 1 1/2 Halibut 10 Herring 7 Bluefish 14 1/2 Live Lobster 29 Boiled Lobster 29 Cod 10 Haddock 8 Pickered 12 Pike 9 Perch 8 Smoked, White 12 1/2 Chinook Salmon 15 Mackerel Finnan Haddie Roe Shad Shad Roe, each Speckled Bass 8 1/2 HIDES AND PELTS Hides Green No. 1 11 Green No. 2 10 Cured No. 1 13 Cured No. 2 12 Calfskin, green, No. 1 13 Calfskin, green, No. 2 11 Calfskin, cured, No. 1 14 Calfskin, cured, No. 2 12 1/2 Pelts Old Wool @ 30 Lambs 50@75 Shearlings 40@65 Tallow No. 1 @ 5 No. 2 @ 4 Wool Unwashed, med. @ 23 Unwashed, fine @ 23 Standard Twist 8 Case Jumbo, 32 lb. 7 1/2 Extra H H 10 Boston Cream 13 Big stick, 30 lb. case 8 Mixed Candy Grocers 6 1/2 Competition 7 Special 7 Conserve 8 Royal 7 1/2 Ribbon 13 Broken 10 Curt Loaf 8 1/2 Leader 8 Kindergarten 10 French Cream 9 Star 11 Hand Made Cream 16 Premio Cream mixed 14 Paris Cream Bon Bons 10 Fancy-In Pails Gypsy Hearts 14 Coco Bon Bons 14 Fudge Squares 13 Peanut Squares 9 Salted Peanuts 12 Starlight Kisses 13 San Blas Goodies 13 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 Imperials 10 Ital. Cream Opera 13 Ital. Cream Bon Bons 12 Golden Waffles 13 Red Rose Gum Drops 10 Auto Bubbles 13 Fancy-In 5lb. Boxes Old Fashioned Mocha es. 10lb. bx 1 20 Orange Jellies 50 Lemon Sours 60 Old Fashioned Hor- eound drops 60 Peppermint Drops 60 Champion Choc. Drps 65 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 12 1 10 Bitter Sweets, as'd. 1 3/4 Brilliant Gums, Crys. 60 A. A. Licorice Drops. 90 Lozenges, printed 65 Lozenges, plain 67 Imperials 60 Mottos 60 Cream Bar 65 G. M. Peanut Bar 60 Hand Made Crms 80@90 Cream Wafers 65 Wintergreen Berries 60 O. Time Assorted 2 75 Buster Brown Good 3 50 Up-to-date Asstm't 3 75 Ten Strike No. 1 6 50 Ten Strike No. 2 6 00 Ten Strike, Summer as- sortment 6 75 Scientific Ass't. 13 00 Pop Corn Cracker Jack 3 35 Giggles, 5c pkg. cs 3 50 Pop 3 Corn Balls 200s 1 35 Azulkit 100s 3 35 Oh My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS—Whole Almonds, Tarragona 16 Almonds, Drake 15 Almonds, California aft. shell 12@13 Brazil 12@13 Filberts 12@13 Cal. No. 1 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. Shelled Spanish Peanuts @ 9 Pecan Halves @ 58 Walnut Halves 30@32 Filbert Meats @ 27 Alicante Almonds @ 42 Jordan Almonds @ 47 Peanuts Fancy H. P. Suns @ 7 1/2 Roasted @ 7 1/2 Choice, H. P. Jum- bo @ 8					

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon .55 6 00

BAKING POWDER



Royal
10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Doz
Small size, 1 doz. box .40
Large size, 1 doz. box .75

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots .31
El Portana .33
Evening Press .32
Exemplar .32

Worden Grocer Co. brand

Ben Hur

Perfection .35
Perfection Extras .35
Londres .35
Londres Grand .35
Standard .35
Puritanos .35
Pantellas, Finas .35
Pantellas, Bock .35
Jockey Club .35

COCOANUT

Baker's Brazil Shredded



70 5c pkgs, per case .2 60
36 10c pkgs, per case .2 60
16 10c and 38 5c pkgs,
per case .2 60

FRESH MEATS

Beef

Carcass .6 1/2 @ 9 1/2
Hindquarters .8 @ 10 1/2
Loins .9 @ 14
Rounds .7 1/2 @ 9
Chucks .7 @ 7 1/2
Plates .5 @ 5
Livers .6 @ 6

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 25
70ft. .1 60

Cotton Windsor

50ft. .1 30
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 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1 lb
White House, 2 lb
Excelsior, M & J, 1 lb
Excelsior, M & J, 2 lb
Tip Top, M & J, 1 lb
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids,
Lee, Cady & Smart, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.

FISHING TACKLE

1/2 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 to 2 in. 11
2 in. 15
3 in. 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

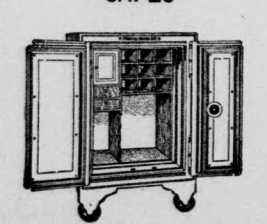
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large .1 80
Cox's, 1 doz. Small .1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's .1 50
Knox's Acidu'd. doz. .1 25
Oxford .75
Lymouth Rock .1 25

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP



100 cakes, large size .6 50
50 cakes, large size .3 25
100 cakes, small size .8 25
50 cakes, small size .1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 3 25

TABLE SAUCES

Halford, large .3 75
Halford, small .2 25

Every Price In Plain Figures Why?

In each of our four Distributing Houses and seven Sample Houses every article we sell is marked in PLAIN FIGURES.

If our price is four dollars and a quarter per dozen, it is marked \$4 25—not in mysterious characters known to the salesman alone.

We dare to do this because we have only one price.

And the prices marked on the samples are exactly the same as those printed in our current catalogue.

Whether you come to market or buy at your own desk, you pay precisely the same.

If a wholesaler has but one price, is there any more reason why his quotations should be marked in plain figures than why YOURS should be?

Our new March catalogue, just out, will bring the markets of the world to your store.

Ask for catalogue No. F.F. 774.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise
New York, Chicago, St. Louis, Minneapolis

Sample Houses: Baltimore, Cincinnati, Dallas, Kansas City, Omaha
San Francisco, Seattle

Use

Tradesman

Coupon

Books

Made by

Tradesman Company
Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—Wool, hide and fur business established twenty years. Volume, \$200,000 per year. Present owner has made a competence and desires to retire. Will sell warehouse, cellar and residence for \$6,000 (cost \$12,000), all cash or partly on time. Purchaser should have \$5,000 or more additional capital to conduct business. Address No. 454, care Michigan Tradesman. 454

Don't buy a soda fountain of any kind until you see ours. Also have four second-hand fountains. Michigan Store & Office Fixtures Co., Grand Rapids, Mich. 452

Have a 400 acre farm south of city at \$40 per acre. Will exchange for stock of merchandise. Michigan Store & Office Fixtures Co., Grand Rapids, Mich. 453

For Sale—Clean dry goods stock on west side. Good corner for trade. Grocery and meat market contiguous. Invoice about \$2,000. Rent, cheap. Address No. 451, care Tradesman. 451

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 throw your store with eager buyers and sell your goods at a profit. Stocks reduced and closed out. Give size of stock. Write me to-day. **B. H. Comstock**, the man with the Sale Plan that makes good, 907 Ohio Building, Toledo, Ohio.

For Sale—Fine improved 360 acre stock farm, Knox county, Illinois. Also eight foot buffalo robe. Charles Webb, Galesburg, Ill. 450

For Sale—Grocery, queensware stock, corner room, central location, clean stock. Last year's business twenty-eight thousand. Other business, must sell at once. **W. E. Caldwell**, Ligonier, Ind. 449

Stock of general merchandise for sale or exchange for good farm. In good location and doing good business. Will invoice about \$3,500. Don't enquire unless you mean business. Address No. 448, care Tradesman. 448

Meat business for sale at Pellston, inventories about \$800. Can show good receipts for last three years' business. Can't stand cold winters. Market rents for \$25 month, including part of fixtures. Must have first price on what I have here for I have done well. Others can do the same. **W. A. Darling**, Pellston, Mich. 447

For Sale—The new plant and land which I bought on the Belt Line here (and which connects up all the railroads). Easily and cheaply converted into a box shooek factory or woodworking plant of any kind. Norfolk is one of the best locations in the country today for plant of this character. Cheap lumber and cheap freights. Write for particulars. Address "Cornelius," Box 677, Norfolk, Va. 446

Koshkonong, the great fruit belt. Come where you can plow all the year a raise everything. Don't stay in that cold country and perish when you can be 20 acres of unimproved land for orchards and poultry. Farms \$15 per acre, \$5 per acre cash, balance \$10 per month. No interest, no taxes. Also 40 acres of unimproved land for \$350, a little farther out. **Bern Carr**, Koshkonong, Mo. 445

Soda fountain for sale, 15 syrup. Glass dome for water spray, three tanks, glass-ware and silverware. \$900 worth for \$200. **W. I. Benedict**, Belding, Mich. 443

For Sale—Dry goods and notion stock, invoicing \$4,000, in Southern Michigan town. Address **J. P. Southard**, Harbor Springs, Mich. 442

Bakery, ice cream, confectionery, grocery; college town; everything to work with; Roberts oven No. 6; reason, to dissolve partnership. **Green & Corsette**, Olivet, Mich. 441

For Sale—My two-story frame store building, living rooms attached, with stock of general merchandise and fixtures of about \$1,500, situated near Devil's Lake; good trade. Poor health, reason for selling. Address **E. A. Clark**, R. F. D., Townley, Mich. 440

Wanted—To buy small men's furnishing goods stock in small town in Northern Ohio or Indiana. Address **C. A. N.**, care Tradesman. 439

Wanted—To buy general merchandise stock at once. Address 435, care Tradesman. 435

Bargain—Combination 5c and 10c store with millinery, Iowa City, 5,000 population. Stock, fixtures \$4,500. Established three years. Answer if interested. Money talks. Address 400, care Tradesman. 400

For Sale—Established light manufacturing mail order business in Chicago. Low priced patented article in good demand. Patents, tools and stock included. Trade for town or farm property. **E. F. Cameron**, Helena, Mont. 399

For 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

Typewriter and office supplies, rubber stamps, etc. Catalogues free. **Waiace-Detroit Company**, Detroit, Mich. 429

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**, 463 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, kaffir 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

Have You Land to Sell?

D. & J.—We have an inexpensive but very successful plan in selling farms, gardens 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

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—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—The New Alpena House, Alpena, Mich. Furniture, bar, fixtures, stock of liquors, cigars, etc. Large livery barn. Possession at once. For particulars write **W. E. Rogers**, Alpena, Mich. 381

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 \$5,000. Yearly business, \$10,000. Located in Central Michigan manufacturing city, population 60,000. Easy terms. Address **Drug Store**, care Michigan Tradesman. 374

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.

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 incumbrance. May accept building. **Lock Box 206**, Maynard, Iowa. 403

Attorney, having acquired typewriters at bankruptcy and other sales, will dispose of same cheaply. **William Capesius**, 99 Randolph St., Chicago. 402

For information regarding Western North Dakota or Eastern Montana lands or regarding locations for any business projects, write **L. W. Richards**, Beach, N. D. 398

For Sale—Cheap, bakery. Reason, poor health. 1134 Washington Ave., North Lansing, Mich. 397

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, 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. E.**, 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. Landeman**, 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

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. 19b

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

SITUATIONS WANTED.

Position wanted by an experienced retail salesman in general merchandise lines. Twelve years' experience. Address **Box 33**, Gowen, Mich. 330

HELP WANTED.

Head clerk for dry goods department and for grocery department. None but first-class salesman and hustler need apply. State experience, give references, etc. **Parsons & Holt**, St. Charles, Mich. 444

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address **Store**, care Tradesman. 247

Wanted—Manager for a drug store in a live country town. Address **Noah A. Gerig**, Grabbill, Ind. 424

Want Ads continued on next page.

**FIRE AND
BURGLAR
PROOF**

SAFES

**Grand Rapids
Safe Co.**

Tradesman Building

Manufacturing Matters.

Rockford—The Hunting Well Cover Co. has been organized to manufacture and sell the B. D. Hunting cast iron well and cistern cover, for which B. D. Hunting has been granted a patent.

Detroit — The National Fulton Brass Co. will erect a new factory building to cost about \$100,000, on Grand Boulevard east, on the site adjoining the Detroit Steel Products Co.

Shelby—A new company has been incorporated under the style of the Oceana Canning Co., with an authorized capital stock of \$35,000, of which \$17,500 has been subscribed and paid in in cash.

Mt. Clemens—The Mt. Clemens Motor Car Manufacturing Co. has been incorporated with an authorized capital stock of \$200,000, of which \$100,000 has been subscribed and \$75,000 paid in in property.

Detroit—A new company has been incorporated under the style of the Peerless Automobile Radiator Co., with an authorized capital stock of \$20,000, of which \$11,800 has been subscribed, \$5,000 being paid in in cash and \$1,910 in property.

Detroit — The Blakeslee-Hoffman Co. has engaged in the general manufacturing and mercantile business at wholesale and retail, with an authorized capital stock of \$30,000, of which \$15,000 has been subscribed, \$5,262 being paid in in cash and \$9,737.80 in property.

Jackson—A new company has been organized under the style of the Wilson Packing Co. for the purpose of manufacturing and selling pickles and sauerkraut, canned fruits and vegetables, with an authorized capital stock of \$30,000, of which \$19,000 has been subscribed and \$4,000 paid in in cash.

Detroit—The Knop Battery Co. has engaged in business to manufacture and sell, at wholesale and retail, storage batteries and lighting and sparking devices of all kinds, with an authorized capital stock of \$15,000, of which \$8,350 has been subscribed, \$300 being paid in in cash and \$4,000 in property.

Bay City—The Hanson-Ward Veneer Co., operating a large veneer plant and hardwood planing mill, the latter just built, is putting on more men, having called for twenty-five men on Monday of the present week. With the two plants and a large lumber yard the company is handling a large amount of business.

Ludington — Chapman Cartier & Co., manufacturers of vehicle specialties, have merged their business into a stock company under the style of the Cartier Manufacturing Co., with an authorized capital stock of \$75,000, all of which has been subscribed, \$506.10 being paid in in cash and \$74,493.90 in property.

Battle Creek—A new company has been organized under the style of the Farlin Ventilated Window Tent Co., for the purpose of manufacturing and selling ventilated window tents, awnings and attachments germane thereto, with an authorized capital stock of \$50,000, of which \$26,020 has been subscribed and \$5,000 paid in in cash.

Menominee — Shippers everywhere complain bitterly of the great detriment and inconvenience to their logging operations on account of a shortage of cars and insufficient train service, most of the shippers being under the necessity of decking their logs at an extra expense of 75 cents per thousand, instead of loading them on the cars.

Detroit—The Partridge Manufacturing Co. has engaged in business for the purpose of manufacturing and selling Partridge's improved wash-proof liquid court plaster and other plasters, compounds and remedies, with an authorized capital stock of \$5,000, of which \$4,300 has been subscribed, \$86.48 being paid in in cash and \$4,213.52 in property.

Gladstone—By negotiations which have been just closed one of the largest hardwood flooring mills in the world will be constructed at this place by the Northwestern Cooperage & Lumber Co. The mill will be erected on the old Johnson mill site and will be 100x350 feet in dimensions. Construction of the plant will begin next spring and will be completed as soon as possible.

Pittsford — The Pittsford Mill, which has been run by O. E. Britton for the last four or five years, will hereafter be run by Mr. Britton's father, O. W. Britton. A few years ago O. W. Britton bought the mill of Geo. F. Wolcott and W. S. Reedier and gave a half interest to his son, who assumed control and ran the mill until last week when he sold his half interest to his father.

Detroit—The Lowrie & Robinson Lumber Co. has sold its Leavitt street yard to the Van Dyke Motor Car Co., manufacturer of light delivery trucks, and, as part of the deal, will erect a factory on the site for the motor concern. The consideration was \$52,000. The Lowrie & Robinson Co.'s new planing mill, at Fifteenth street and Warren avenue, now almost completed, will be ready for business in about two weeks.

Petoskey—When the Levinson department store stock was offered for sale the other day by the officials of the Federal Court Mr. Levinson bid \$17,000 for the stock, which was appraised at about \$19,000. R. C. Ames thereupon bid \$17,100. Levinson then stated that he would increase his bid, but in the meantime he would offer 33½ cents on the dollar for a composition with his creditors. Inasmuch as there are preferred claims and also complications of an unfortunate character, it appears quite likely that the creditors will accept this offer, although it is a very small one, in view of Levinson's previous record, both in point of fires and failures, and also in the face of his sworn statement filed with the Secretary of State less than a year before he failed.

Rose City — The Prescott-Miller Lumber Co., of which C. H. Prescott & Sons, of Tawas City, are heavy stockholders, has sold the Prescott-Miller Co. sawmill, two miles and a half from this place, and with the mill all the timber and lumbering outfit. It is calculated there is about 10,000,000 feet of mixed timber, the

buyer being the S. A. Robinson Lumber Co., of which S. L. Eastman, of Saginaw, is the principal stockholder. The Prescott-Miller mill will be operated until early in April to clean up the logs on hand and it will require about a year to ship the manufactured lumber at the mill. The remainder of the timber will be cut and railed to the mill of the Robinson Lumber Co., near South Branch, excepting that portion of the stock utilized in the manufacture of heading, and this will be worked up here.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Bay City's Board of Trade is taking on new life this year. There has been lack of interest on the part of the membership in the past.

Saginaw is discussing ways and means for securing a pure water supply. W. B. Mershon, a prominent citizen, who is spending a few weeks in Pasadena, Cal., writes one of the Saginaw papers, giving figures to show that filtered water—an invaluable asset—may be secured and not a cent will be added to the tax roll for construction or operation of the plant. One paragraph of his letter will be of interest to the patient, long-suffering citizens of Grand Rapids. It reads as follows: "It seemed odd to me last night when I could get a drink of good, clear as crystal, cool water by just turning the faucet and to get the dust of desert and train out of my system by using that same faucet to fill a tub with soft, clear, sparkling water. I am sure that Pasadena, with its glorious climate, its wealth of flowers, its grand and impressive background of mountains, would not be what it is if the water were like that which comes through the taps at Saginaw."

Coldwater has raised \$15,000 as a bonus for the proposed Battle Creek & Coldwater Electric Railroad. The city realizes deeply the need of more than one railroad.

Jackson will put into effect this spring the billboard plan of advertising her commercial advantages. The boards are now being completed and will be placed along the Michigan Central between Detroit and Kalamazoo at distances of two and a half miles.

The first "get-together dinner" given recently by the Howard City Board of Trade was a decided success and stamps Howard City as one of the best towns in the State. The Board has fifty-five working members, with dues paid a year in advance.

The Business Men's Association of Sault Ste. Marie has reduced the size of its standing committees this year from twelve to five members each,

with a view to increased effectiveness.

Ann Arbor has secured the removal of the Climax Specialty Co. from Seneca Falls, N. Y., to that city.

The Commercial Club of Manistee has been absorbed in the newly-organized Board of Trade of that city. It is hoped to push the membership up to the 500 mark this year.

Almond Griffen.

If we had fewer despairing Christians there would be fewer doubting people.

They who are candid over little faults often have big ones in the closet.

Some temptations may be invitations to moral athletics.

Discussing the plans usually delays the doing of the will.

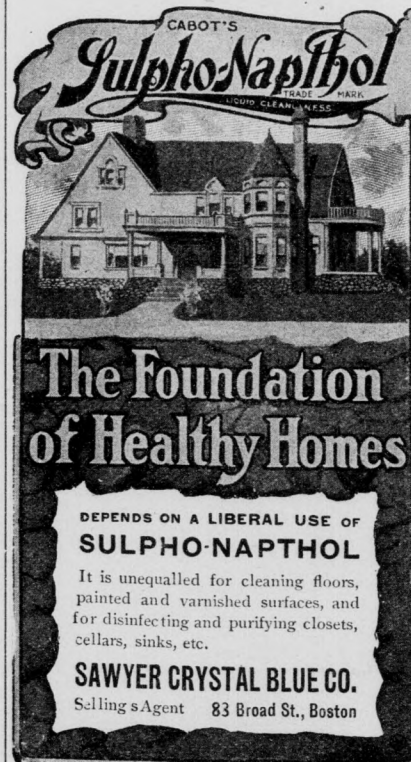
BUSINESS CHANCES.

General stock of merchandise, invoicing about \$3,000, consisting of groceries, dry goods, clothing, crockery, millinery, in village of 1,000 population. Will consider exchange. A. P. Hough, Jackson, Mich. 459

Wanted—Location for an up-to-date clothing store or would buy out stock clothing, shoes. Burt Jennings, Sturgis, Mich. 457

For Sale—\$5,000 stock of general merchandise located in Genesee county. One of the best business propositions in the State of Michigan. Stock can be reduced to suit purchaser. Address No. 456, care Tradesman. 456

Two fine mission settees, double back; twelve feet each; slightly used; will sacrifice. Apply Sheirer & Poorman, Reading, Pa. 458



CABOT'S
Sulpho Naphthol
TRADE MARK
LIQUID CLEANLINESS

The Foundation of Healthy Homes

DEPENDS ON A LIBERAL USE OF
SULPHO-NAPHTHOL

It is unequalled for cleaning floors, painted and varnished surfaces, and for disinfecting and purifying closets, cellars, sinks, etc.

SAWYER CRYSTAL BLUE CO.
Selling Agent 83 Broad St., Boston

For sale by
Hazeltine & Perkins Drug Co.
Grand Rapids, Mich.
Agents Wanted

POTATOES APPLES

Wanted—Carlots and Less
Advise us what you have and price wanted

M. O. BAKER & CO.

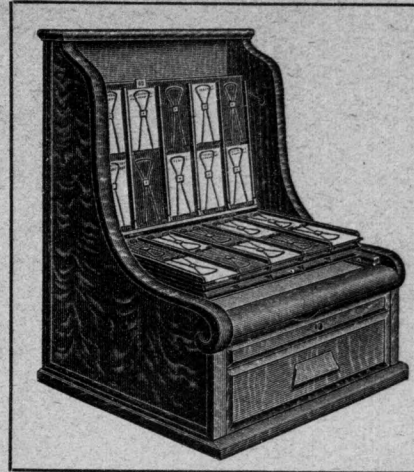
TOLEDO, OHIO

ALWAYS THE
SAME COFFEE
 AND SAME QUALITY



It must be a great satisfaction for dealers to handle coffee of "WHITE HOUSE" character — thus eliminating all doubt and uncertainty, and absolutely insuring against complaint and possible loss of good customers. You cannot say too good things about "WHITE HOUSE"—for the good things are *really there*. The coffee will "back you up" every time.

Symons Bros. & Co.
 Wholesale Distributors Saginaw



Which would you do, employ one man at \$4 a day and board or four men at \$1 per day and board, if the one man could do the work of the four?

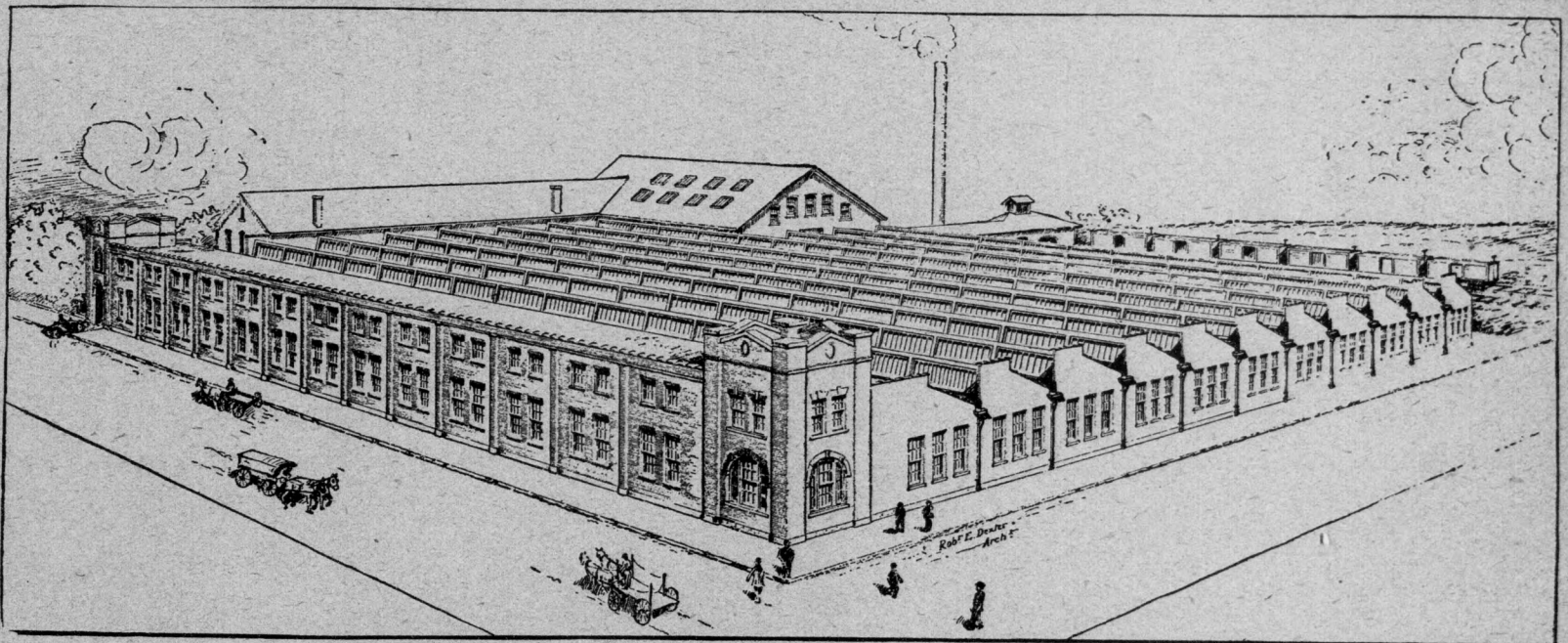
THE McCASKEY ACCOUNT REGISTER SYSTEM is the one man end of this problem. Ask us why. Information is free.

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 3568
 Grand Rapids Office, 256 Sheldon St., Citizens Phone 9645

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 employes. 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

The Only Reason Someone Doesn't

Make as good a ketchup as Blue Label is because they can't.



The Only Reason We Don't

Make Blue Label ketchup better is because we can't.

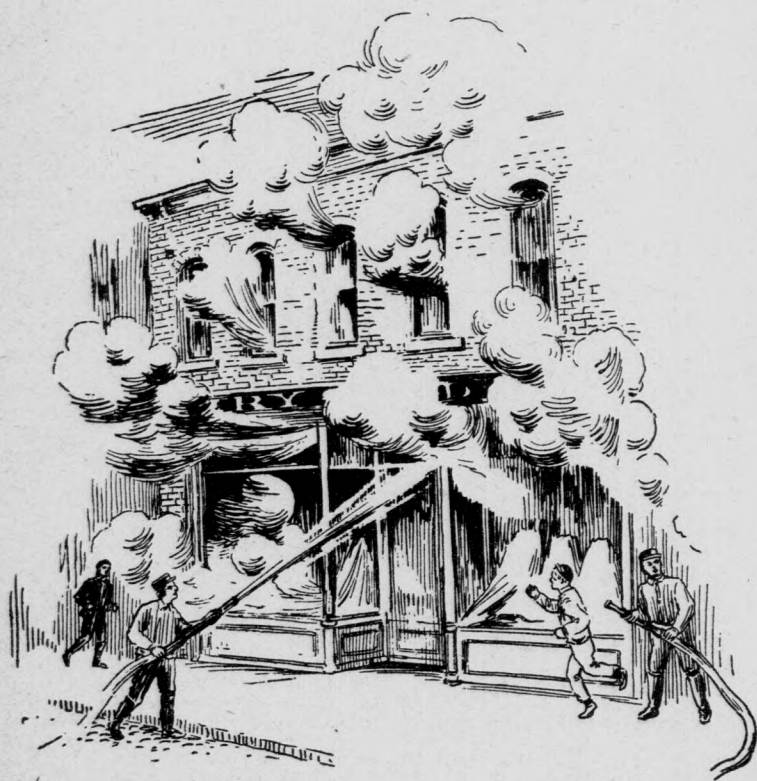
As long as we have the finest ketchup on the market we are satisfied. As long as we create an enormous demand for it by our advertising and keep your customers buying it on account of its quality and give you a good profit, we believe you will be satisfied.

When you are satisfied,
When your customers are satisfied
And when we are satisfied
We figure that the problem is solved.

If you have a customer who doesn't buy BLUE LABEL KETCHUP from you, tie her closer to you by telling her to try it—you will only have to do it **once**.

Conforms to National Pure Food Laws

CURTICE BROTHERS CO., Rochester, N. Y.



Account Books Burned

Stock Fully Insured But There Will Be a Big Loss on Accounts

You have noticed these daily paper headlines frequently, haven't you? Of course you have, but you always said:

"It Will Never Happen to Me"

Well, we hope it won't, but it's liable to just the same. If you haven't a safe, or if it's old and furnishes no protection, don't delay a minute.

Order a Safe Today

Or at least get the business under way by writing us for prices. We can give you what you need, save you money and do you good.

Grand Rapids Safe Co. Tradesman Building Grand Rapids, Mich.