

The Ghost of John Gear



In his coffin bed John Gear lay dead,
But John Gear's Ghost stood near;
And the clergyman talked at the funeral
And the Ghost bent low to hear.
The waiting Ghost of the man who was dead,
He lingered to hear what the clergyman said;
So the clergyman spake and the people wept
And the Ghost looked on and the dead man slept—
And the dead man slept.

"The man who is dead," the clergyman said,
"Was the true, true salt of the earth;
Who shall gauge the good of his well-spent life
And the measure of his worth?
For he was a man of the olden type—
Of the honest, noble, sterling stripe."
Shame fell on the Ghost as he stood nigh,
For he alone knew these words were a lie—
These words were a lie.

And the Ghost was afraid and was sore dismayed
As he heard the words of praise;
And he thought of the wreck and the wrong he had done
Through the stretch of the long-gone days;
And a woman's Face that was blanched with tears
Loomed up from the vast of the clamoring years;
And the Ghost, while he heard all the praise of the priest,
Felt burn on his forehead the mark of the Beast—
The mark of the Beast.

And the priest preached on, but the Ghost of John
Heard naught but the woman's tears,
For the silent tears of her silent life
Were thunder in his ears.
And the priest still preached with his words of praise
And the Face loomed up from the long-gone days;
The priest still praised and the people wept
And the Ghost passed on and the dead man slept—
The dead man slept.

Sam Walter Foss.

Gems of Thought



It is with men as with trees: If you lop off their finest branches, into which they are pouring their young life-juice, the wounds will be healed over with some rough boss, some old excrescence, but what might have been a grand tree expanding into liberal shade is but a whimsical, misshapen trunk. Many an irritating fault, many an unlovely oddity, has come of a hard sorrow, which has crushed and maimed the nature just when it was expanding into plenteous beauty; and the trivial, erring life which we visit with our harsh blame may be but as the unsteady motion of a man whose best limb is withered.—*George Eliot.*

The size of the home and the character and extent of its appointments typifies the disposition of the husband, but the atmosphere of the home depends altogether upon the wife. If the husband and children love the home and seldom care to leave it it may safely be assumed that the atmosphere is congenial; but if, on the other hand, both husband and children absent themselves from home as much as possible, because they find more congenial surroundings elsewhere, it will invariably be found that the atmosphere of the home, which is due entirely to the personality of the wife and mother, is made repellent instead of attractive.—*Henry Van Dyke.*

Let us, then, be of good cheer. From the great law of progress we may derive at once our duties and our encouragements. Humanity has ever advanced, urged by the instincts and necessities implanted by God, thwarted sometimes by obstacles which have caused it for a time—a moment only in the immensity of ages—to deviate from its true lines or to seem to retreat, but still ever onward.—*Charles Sumner.*

For, by what I could observe in many occurrences of our lives, that which we called giving advice was, properly, taking an occasion to show our own wisdom at another's expense.—*Lord Shaftsbury.*

Let us be of good cheer, however, remembering that the misfortunes hardest to bear are those which never come.—*Lowell.*

Every man should keep a fair-sized cemetery in which to bury the faults of his friends.—*Henry Ward Beecher.*

Some people are so fond of ill-luck that they run halfway to meet it.—*Douglas Jerrold.*

A Reliable Name

And the Yeast
Is the Same

Fleischmann's

On account of the Pure Food Law
there is a greater demand than
ever for ❁ ❁ ❁ ❁ ❁ ❁

Pure Cider Vinegar

We guarantee our vinegar to be
absolutely pure, made from apples
and free from all artificial color-
ing. Our vinegar meets the re-
quirements of the Pure Food Laws
of every State in the Union. ❁ ❁

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.



"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.I. Grocer! It increases your profits. Ask your jobber.

Oakland Vinegar & Pickle Co., Saginaw, Mich.

Are You In Earnest

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

Michigan Tradesman

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

Grand Rapids, Michigan

Snow Boy keeps moving out-Profits keep coming in



Start your Snow Boy sales a'moving The way they grow will make your friends sit up and take notice

Ask your jobber's
Salesman

Lautz Bros. & Co.
Buffalo, N.Y.

MICHIGAN TRADESMAN

Twenty-Seventh Year

GRAND RAPIDS, WEDNESDAY, MARCH 9, 1910

Number 1381

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ON THE WRONG TRACK.

In his campaign for renomination for a third term Mayor Ellis is making an issue of the proposed merger of the electric power, gas and traction interests in Michigan of Hodenpyl, Walbridge & Co., E. W. Clark & Co. and W. A. Foote. What Mr. Ellis can do about it is not exactly apparent, but probably he thinks this "a good enough mangan until after election." As a matter of fact that part of the merger plan to which Mr. Ellis is making his present most strenuous objection is the very part which will be of the greatest value to the city of Grand Rapids. Application has been made to the State Railroad Commission for permission to change the name of the Commonwealth Power Co. to the Consumers Power Company and to increase the capitalization from \$7,500,000 to \$12,500,000, and to issue \$35,000,000 in bonds, of which \$2,679,000 are to be used in payment of properties to be acquired, \$6,071,000 to retire underlying bonds and \$26,250,000 to be marketed as money may be needed for development purposes. The properties to be united in the Consumers Company are the Grand Rapids-Muskegon Power Company, the Commonwealth Power, the Grand Rapids Edison, the Jackson Light & Power, the Pontiac Power, the Flint Electric, the Saginaw, the Bay City and the Au Sable Power companies. The present Commonwealth, the name of which is to be changed, is capitalized at \$7,500,000. The Grand Rapids-Muskegon Company is capitalized at \$3,000,000. What the capitalization of the other seven companies in the deal is is not known, but among them it ought not to be difficult to make another \$2,000,000 to round out the \$12,500,000, to which it is desired to increase the Consumers' capitalization. The new capitalization, in fact, will be very little, if any, different from that now authorized except that it will be all one instead of nine separate and distinct parcels. How much of the merger capitalization is to be preferred and how much common stock,

and how much of it is to be actually issued and how much held in the treasury are not stated in the dispatches, but this no doubt will come out at the hearing before the Railroad Commission. The present Commonwealth, although capitalized at \$2,500,000 common and \$5,000,000 preferred, has only \$1,500,000 common and \$1,270,000 issued, and the Grand Rapids-Muskegon has \$1,500,000 common and \$958,000 preferred outstanding. The preferred stock in both instances represents money or property actually put in. The proposed merger, as it is understood here, will not add a drop to the water already in the properties to be brought under one control. If there has been inflation the air will probably stay in, but it will not be increased in volume.

The merger of these power companies will be a good thing for Grand Rapids. At present this city is dependent for electric power and light upon the Grand Rapids-Muskegon Company. When the merger becomes a fact Grand Rapids in emergency can draw upon the power of the Kalamazoo and Upper Grand Rivers and also upon the Au Sable. This greatly increases the area of safety as it is inconceivable that all these sources of supply will fail at the same time. Another benefit to Grand Rapids will be in the development of the smaller towns within the Grand Rapids zone. The big company will have many thousand horse power of current to market and there will be more money in making a price so low that electricity will be as cheap or cheaper than coal than in keeping it for the select few. This means cheap light and power, and cheap light and power are great encouragers of industrial enterprises.

The merger company asks for an authorized bond issue of \$35,000,000, of which \$25,250,000 will be held for future development, these bonds to be issued on 80 per cent. basis, which means that \$800 bonds can be marketed when \$1,000 has been expended in improvement or development. Before all these bonds shall be issued the company will have to expend \$32,812,500. To have all this money, mostly Eastern capital, spent in Michigan, and most of it in Western Michigan, for building materials and labor may be a great calamity, but at any other than campaign times it might be somewhat difficult to make people believe it.

There may be some undesirable features in the big holding company that is to take over all the gas, electric and traction stock, but in the present instance what Mr. Ellis is protesting against is only one phase of the larger enterprise and, as stated, it is in reality the particular phase that will benefit the city instead of being a detriment.

HONESTY IN BUSINESS.

One of the oldest axioms and proverbs is that "honesty is the best policy." We teach this to children and seek to impress it upon youth. In these later days honesty in business is the rule and dishonesty is comparatively the exception.

It is a fact of every day knowledge that millions and tens of millions of dollars' worth of goods are bought and distributed through the country every year by sample. The commercial traveler shows a yard of this, a half pound of that or a pint of something else, and the goods when delivered come in cases, in barrels and in carloads. In practically every instance the goods delivered are precisely like the sample shown. There is, moreover, greater uniformity in price. In the old times the traveling man could sell at one price to one merchant and to another at another. In fact, the rule was to get the best figure possible for the goods, without much regard to what the last customer paid. That was before the trade papers published extensive market reports which every retailer could read. Now the buyer is as well informed as to current prices as the seller. Business sense, if no higher motive, compels honesty. The price must not only be right, but the goods must be right. The house which shows samples of one sort and sends goods of an inferior quality can never get the second order. The young men in the big concerns are brought up on this idea, and as they show fitness and capacity they are promoted and accept the lines laid down as the governing idea. Business honesty is a fact too well established to be successfully disputed.

HASTE WHICH IS NOT WASTE.

William George Jordan characterizes hurry as the scourge of America. Yet he makes a careful distinction between hurry and haste—a distinction which is too often lost sight of in the business world. There are those who will never swerve from the regular gait, no matter what the stress. This is aggravating in the extreme at times and the tradesman who habitually adheres to his own fixed rules may be sure that patrons will look elsewhere.

"Hurry is a counterfeit of haste," says Jordan. "Haste has an ideal, a distinct aim to be realized by the quickest and most direct methods. Haste has a single compass upon which it relies for direction and in harmony with which its course is determined. Hurry says: 'I must move faster. I will get three compasses; I will have them different; I will be guided by all of them. One of them will probably be right.' Hurry never

realizes that slow, careful foundation work is the quickest in the end."

While much of the quickstep work of the store might be classed as hurry, there is some which is haste and should be treated accordingly. When a customer is desirous of making a certain train or car, and has so stated, it is little short of exasperating to him to see the clerk walk leisurely in filling his order, as though he had an abundance of time. Step lively. Hurry. Accommodation is worth something. Of course you do not want to be imposed upon in this way, but emergencies come to all. And when the call comes to hurry, do it properly and with good grace. The habit of making haste habitually will assist in an emergency and curtail the list considerably. Speedy work, well done, is the work which gives best results.

MR. AMOS S. MUSSELMAN.

Mr. Amos S. Musselman, the only candidate for the Republican nomination for the governorship of Michigan, is proving his faith in frank, honest and fearless behavior as such.

He has declared his platform clearly, earnestly and without equivocation, exactly as was to be expected of a very high grade, competent and upright man of business.

Any man who can read knows what Mr. Musselman says and any man who knows Mr. Musselman knows that he will do exactly as he says if he gets the opportunity; that what he says is open to no sort of complication, dodging inference and that—nominated and elected to be Governor of Michigan—there will be no shading of his present declared intent.

Mr. Musselman is, first of all, a citizen who is brimful of real civic righteousness and, next, he is a business man who sees large and wisely and succeeds in producing broad and beneficial results. He is in no sense a politician of the ordinary, commonplace school.

In his view Michigan as an entity is a very great enterprise in which every citizen of the State is a deeply interested stockholder; and his chief ambition as a good business man who is willing to undertake to perform the duties of chief executive of such an enterprise is—and will be if he is chosen Governor—to handle the business of the commonwealth—the educational system, the financial system, the charitable system, the agricultural, commercial, industrial, transportation and all other departments of the State—in the interests of all the people of Michigan; to win the approval and confidence of every individual stockholder.

The thing that keeps many out of religion is that we make it so petty.

MONEY-MAKING HENS.

Instances Where Big Money Has Been Made from Poultry.

Many interesting accounts can be told of the earning capacity of hens. In fact, there are instances where poultry, for the amount of capital invested, proved to be better money-makers than any other branch of farm life.

Some years ago J. L. Todd, of Iowa, told how misfortune struck him some eight or nine years previous and left him with comparatively nothing but his hands and a few pure-bred fowl and a family to support. But from those few pure-breds he gradually built up a poultry venture that in nine years enabled him to pay off an indebtedness that saved his comfortable home, worth at least \$3,000.

It was about twenty-five years ago that two young men by the name of Roy and Jay Curtiss started in poultry farming on a small scale at Ransomville, Niagara county, New York. They closely applied themselves to their task, and the farm gradually grew. They met with all the drawbacks and stumbling blocks that are always sure to beset the path of the beginner, but they persevered. They had grit and they won. By dint of hard work, economy and a determination to win they have to-day the largest poultry plant in Western New York—one of the largest, if not the largest, in this country—the 100,000 chicken Niagara Farm.

Twenty-three years ago George H. Northup, of Raceville, New York, first learned of Black Minorcas through the English poultry journals. He imported a trio which cost him \$85. From that beginning grew his large Minorca farm; and from that imported stock began the development of his famous Rose Comb Black Minorcas. Of this new breed Mr. Northup sold one cock for \$1,000, one for \$500, one for \$200, a hen for \$200 and fifteen other hens at \$100 each, making a total of \$3,400 for nineteen fowls. Since then he has sold a number at prices ranging from \$100 to \$300 each.

Those prices created quite a comment in the poultry world, but the sensation was nothing compared to the shock received when it was announced that Madame Paderewski, the wife of the famous pianist, had paid Ernest Kellerstrass, of Kansas City, Missouri, \$7,500 for a pen of five White Orpingtons, an average of 1,500 per fowl, and that Mr. Kellerstrass had refused to sell her his famous hen, "Peggy," for \$10,000.

Hundreds of instances could be given where it has been proved that hens have averaged in flocks not less than \$2 each per year profits, when the eggs and poultry were marketed for table purposes.

It can not therefore be disputed that poultry can be made a source of profit. But the profits are not so much measured by the territory the plant covers, but rather by the care that is given the fowls. As a rule, small farms are more profitable than large ones. A farm just large enough to keep one man busy will yield a better profit than one upon which a

number of men must be employed.

"Nothing is the matter with the American hen, but something is wrong with the American farmer," once said a former U. S. Secretary of Agriculture. No one is better, naturally, equipped to make a success with poultry culture than the American farmer. Yet, on the average farm the poultry department is a small affair, and often delegated to the women folks, who already are over-burdened with household duties. Many a mortgage could be lifted from the farms by well kept hens, and it is strange that more advantage is not taken of their earning power.

Here is the testimony of veterans: Theodore Sternberg once said: "I honor the hen; and she, if given half a chance, will pay every mortgage in this country and buy exchanges enough to knock the spots off the city mortgages." Colonel E. O. Roessle said that there is a handsome living in poultry raising for anyone who has a love for the pursuit, the ability to raise and care for the stock and a small capital to start with. These three things must go hand in hand; separately they can not bring success.

At the close of the nineteenth century the value of the annual poultry products of this country was placed at \$300,000,000, a sum which seems almost incredible and which goes to prove that the American hen is a moneymaker in every sense of the word.

In 1877 Isaac K. Felch wrote a manual entitled, "The Breeding and Management of Poultry" (now out of print), which shows the magnitude of the business at an early date—long before the successful operation of incubators or before the adoption of scientific methods for creating strains of heavy laying poultry. The extracts we make from Mr. Felch's book are interesting and show what a good prophet he has been:

"Although the poultry interest of the nation has been considered of minor importance, yet when we investigate we find the egg and poultry product to be much larger than any other agricultural product or industry, and we become amazed at the amount of wealth annually accumulated by practical poultry keeping.

"The census for 1870 informs us that the cotton crop was 3,011,996 bales; the corn crop was 761,000,000 bushels; the wheat crop was 288,000,000 bushels the value of all the cattle, sheep and swine slaughtered or sold to be slaughtered was \$398,956,376; the hay crop 28,000,000 tons, valued at \$14 (a high estimate), was \$384,000,000.

"The assertion that the egg and poultry produce of the States exceeds either of these large products is met with derision; yet it is true, and the produce finds no rival save in the entire meat and dairy product combined.

"When we commence to make figures we become surprised at their magnitude; and that you may not underrate the hotel consumption we will say that a New York innkeeper

offers 60 cents per dozen for 300 dozen of eggs per day, if he can find the party who will guarantee their delivery fresh; and this is for the demand of three hotels only. The consumption of meat of each guest per day at the Grand Pacific, the proprietor of the hotel informs us, is \$2.50, and two-thirds of that amount is for poultry and game. Another item should be considered in this connection, and that is, thousands of prairie farmers, who live so remote as to make the running of meat wagons unprofitable, are obliged to rely on their farms for fresh meat, and it is a fact that two-thirds of it is poultry and eggs. It is the custom with them in early winter to kill and pack in snow and ice the sup-

plies of poultry for home use. This, with the richer third of the population, who consume far more than the estimate offered, will more than make up for the poor of our Eastern cities, who consider poultry a luxury and seldom indulge in its use.

"Like in comparison as the giant oak to its acorn origin is this large product, made up from the small collections from the small flocks of fowls seen about the door of the hamlet and the farmhouse in numbers of twelve, twenty, thirty and fifty, and where a large number are seen so rarely that they become the exception. These flocks pay a large profit on their cost of production as may be seen by consulting the different societies' reports. In 1858 we

The Home Traders' League

Valparaiso, Indiana

I Trade at Home Because—

1. It is more convenient. We must have local stores.
2. I can see what I buy.
3. It keeps money in circulation at home.
4. I can secure credit when I need it.
5. I like to deal with men whom I know.
6. I ought to trade where I get my living. It is the law of "give and take."
7. I ought to build up the community for I need it as much as it needs me.
8. The local store-keeper helps to pay the taxes and to support our churches, schools and lodges.
9. The local merchant guarantees every purchase.
10. For in the long run, all things considered, it costs less money.

—Therefore I Trade at Home

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

see that thirty-eight fowls, kept in small yards, under unfavorable circumstances, with a market of 38 cents for corn, 16 $\frac{2}{3}$ cents for eggs and 15 cents per pound for poultry, yielded a net profit of \$1.38 per head. In 1861 Mr. Mansfield's experiment with 100 hens, having a free range of the farm, consuming but ninety-three bushels of corn or its equivalent, produced 147 eggs each (no chickens being raised that year), and yielded a net profit on eggs alone of \$1.35 per head; with which, had the value of the guano been added, the figures would have reached the sum of \$1.60. These and other statements are to be found in the Middlesex South Society's reports, of \$2, \$2.25 and \$2.50 per head profit per annum; and last, but not least, the banner statement of Mr. Whitman in 1873. With fifty-one Leghorns, which laid 207 eggs each, which he sold for 31 cents per dozen, the cost of keeping the fowls being \$1.13 each, he showed a profit of \$4.04 per head, proving conclusively that these small flocks pay much better with care than do other farm stock."

De Not Dwell On Past Follies.

Written for the Tradesman.

Late at night a man sat alone by his fireside, thinking so intently as to be oblivious to sight and sound. His aspect was that of deep gloom and dejection. He had been engaged in a retrospect of his life, in which his mind had dwelt chiefly upon the mistakes he had committed and the failures he had made. With bitterness of soul he deplored his lack of judgment and wisdom.

As it happened, an important crisis in his affairs was at hand and he knew not how to act. "Poor fool that I have proved myself to be," he moaned, "how is it possible for me rightly to decide so weighty a matter? If I err in this I shall be ruined, and surely my past career shows me more prone to error than to rectitude."

The man had reached the sad state of having lost faith in himself.

Suddenly there stood beside him a Wise Presence.

"Soul of waning courage, come with me," said the Presence.

The man obeyed and soon was led beneath an archway above which was the strange title, "The Follies and Failures of Successful Men."

With his companion he entered a brilliantly lighted gallery, in which there was taking place an exhibition unlike anything he ever had seen before.

There were spread before him in slowly passing panorama the lives of a large number of the world's greatest men, both those of history and those of the present time. Not the victories and successes were shown, but the defeats, the failures and the foibles. He of the waning courage was greatly astonished as the dismal array passed before his eyes.

After a time the Presence led him to the farther end of the gallery, that he might see the lives of his acquaintances and personal friends displayed in like fashion.

Here he marvelled even more.

"Ah, there is my neighbor," he exclaimed, "whom I always have con-

sidered the very embodiment of success. His mistakes and failures have been far worse than my own."

Then the Presence led him out of the gallery.

"Friend, I think you have learned the lesson. All commit serious errors, but the wise and successful draw the lesson from each mistake and then ignore it. To dwell upon past follies poisons the mind and saps the strength of the will."

When the man awoke from his fireside reverie, the Wise Presence had left him. His spirit was blithe and his heart brave. Quillo.

The Level Head in Business.

You may be smart, sharp, shrewd, cunning, long-headed, you may be a good scholar, very clever—even brilliant—but are you sound? That is the question everybody who has any dealings with you will ask. Are you substantial, solid? Have you a level head?

Everywhere we see men who are very brilliant out of work, plenty of sharp men who wonder why they do not get responsible positions. But people are afraid of these one-sided, poorly-balanced men. Nobody feels safe in their hands. People want to feel that a man in a responsible position can keep a clear brain and level head, no matter what comes, that he can not be shaken from his center, no matter how much influence is brought to bear upon him. They want to be sure that he is self-centered, that he is sound to the very core. Most people overestimate the

value of education, of brilliance, sharpness, shrewdness, which they think can be substituted for a level head and sound judgment.

The great prizes of life do not fall to the most brilliant, to the cleverest, to the shrewdest, to the most long-headed, or to the best-educated, but to the most level-headed men, to the men of the soundest judgment. When a man is wanted for a responsible position his shrewdness is not considered so important as his sound judgment. Reliability is what is wanted. Can a man stand without being tripped; and, if he is thrown, can he land upon his feet? Can he be depended upon, relied upon under all circumstances, to do the right thing, the sensible thing? Has the man a level head? Has he good horse sense? Is he liable to fly off in a tangent or to "go off half-cocked?" Is he faddy? Has he "wheels in his head?" Does he lose his temper easily? or can he control himself? If he can keep a level head under all circumstances, if he can not be thrown off his balance, and is honest, he is the man wanted.—Success.

A Dilemma.

Lawyer—Well, what's the trouble?

Rastus—Ah wants advice 'bout calling a man a liar.

Lawyer—Explain.

Rastus—Well, yo' see, ah can't write and ef ah could nobody could read it, and ah can't tell him to his face 'cause he's def and if ah should happen to make him hear he'd punch mah head.

Profits and Advertising for You

When you sell Dandelion Brand Butter Color, you get not only a steady stream of profits from the sales, but the best kind of advertising for your store.

Because every buttermaker who lives near you wants Dandelion Brand—the only safe, reliable, purely vegetable butter color.

And Dandelion Brand will bring new customers to your store—customers that you can make your own in other lines.

Dandelion Brand Butter Color is just as steady a seller as any staple you have in your store—sugar, coffee, flour or tea.

Wideawake grocers the country over are selling it—making big profits—winning new customers. Why can't you do the same?

**Dandelion Brand Butter Color Is
Endorsed by All Authorities**

**Dandelion Brand
Purely**



**Dandelion Brand Is the Safe and
Sure Vegetable Butter Color**

**Butter Color
Vegetable**

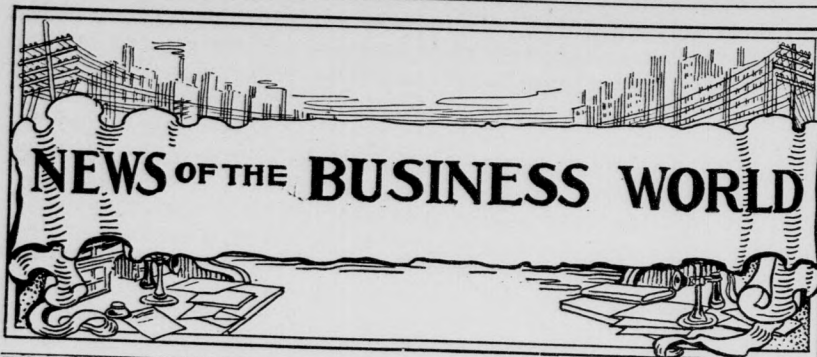
We guarantee that Dandelion Brand Butter Color is purely vegetable and that the use of same for coloring butter is permitted under all food laws—State and National.

WELLS & RICHARDSON CO.

= =

Burlington, Vermont

Manufacturers of Dandelion Brand Butter Color



Movements of Merchants.

Frankfort—Goodemoos & Glarum have engaged in the grocery business here.

Greenville—J. L. Case & Son succeed Dallavo Bros. in the coal and wood business.

Detroit—The Eby Auto Parts Co. has increased its capitalization from \$5,000 to \$25,000.

Detroit—Fox Brothers & Co. have increased their capitalization from \$25,000 to \$50,000.

Mendon—The Malbone Hardware Co. Succeeds W. G. Simpson in the hardware business.

Middleton—O. S. Almack has sold a half interest in his hardware stock to Wesley Kinney.

Adrian—Louden Bros., recently of Montpelier, have engaged in the grocery business here.

Allegan—Andrew Raber has purchased an interest in the Allegan Hardware Supply Co.

Pontiac—I. M. Beattie has sold a half interest in his stock of dry goods to Otto Sachse.

Detroit—The capital stock of the Lozier Motor Co. has been increased from \$10,000 to \$2,000,000.

Bangor—Lewis McKinney has added dry goods and shoes to his stock of crockery and groceries.

Calumet—Stern & Field have engaged in the clothing business here, with Hugo Field as manager.

Pellston—J. M. Becker, recently of Traverse City, has engaged in the wholesale and retail produce business.

Albion—George T. Bullen & Co. will close out their stock of dry goods and carpets and retire from business.

Allegan—The capital stock of the Allegan Hardware Supply Co. has been increased from \$10,000 to \$15,000.

Sheridan—W. G. Wolverton has sold his stock of general merchandise to Charles L. Heisler, recently of Butternut.

Kalamazoo—A. Everard & Co. have taken over the meat department of the A. B. Scheid grocery and meat market.

Buckley—C. M. Olney has purchased the stock of the Queen City Chair Co., of Traverse City, and will move it here.

Battle Creek—A. F. Walters has sold his stock of groceries to Roy Hughes, of Augusta, who took immediate possession.

Menominee—The Prescott Co. has increased its capital stock from \$150,000 to \$450,000. The company manufactures machinery.

Mendon—Wm. G. Simpson has sold his interest in the tinning business of Simpson & Auton to his part-

ner, Homer Auton, who will continue the business under his own name.

Stanton—T. S. Earle has sold his stock of general merchandise to John Mathews, who will continue the business at the same location.

Brooklyn—Robertson Bros. & Cobb, dealers in drugs, have changed their name to H. E. Cobb & Co., the Robertson brothers retiring.

Buckley—C. M. Olney & Son have sold their stock of furniture to the Husted Co., of Ashley, which will continue the business as a branch.

Thompsonville—G. W. O'Connor has closed his bakery and grocery store, preparatory to closing out his stock and engaging in other business.

Saranac—E. C. White has sold his stock of clothing to T. N. Feldt & Co., of Howard City, who will continue the business at the same location.

Kalamazoo—The Quinn Manufacturing Co. has increased its capital stock from \$75,000 to \$150,000. The company manufactures plumbing supplies.

Adrian—E. J. Doerr has sold his stock of bazaar goods to Lee Wade and son, Glen, who will continue the business under the style of L. Wade & Son.

Lapeer—Gillett Bros., dealers in confectionery and ice cream, have dissolved partnership, Arnold Gillett taking over the interest of his brother Calvin.

Sault Ste. Marie—The grocery and general merchandise stock of L. S. O'Neill, which was recently destroyed by fire, was completely covered by insurance.

Lansing—John Jennings has opened a packing, crating and storage warehouse at 502 Michigan avenue east under the name of the Capital Storage Co.

Ludington—The Ludington Lumber Co. has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Dorr—Frank W. Noel succeeds Mrs. J. C. Neumann in general trade. Mr. Noel has been employed in the store fourteen years, which comprises his entire mercantile experience.

St. Joseph—Edward Goodfellow, who has been employed at Rice Bros.' grocery for the past nine years, has resigned to accept a position with the Truscott Boat Manufacturing Co.

Muskegon—The Markel Cement Co. has merged its business into a stock company under the style of the Markel Cement & Coal Co., with an authorized capital stock of \$20,000, of which \$10,000 has been subscribed and \$2,000 paid in in cash.

Reading—Stewart McGowan has sold his stock of harness and hardware to Arthur and Oliver Hayward, of Allegan, who will continue the business under the style of Hayward Bros.

Manistee—Albert Sorenson, formerly of the grocery firm of Christ Sorenson & Sons, has withdrawn from the firm to take a position with the National Grocer Co. as city salesman.

Durand—Henry Cowles has sold his stock of groceries and bakery to F. Healy and O. J. Jones, who have formed a copartnership and will continue the business under the style of Jones & Healy.

Ithaca—E. D. Hamilton has formed a co-partnership with Charles P. Yost, taking over the Peet Bros. grocery stock and consolidating it with his own, also adding a line of dry goods and shoes.

Brighton—George W. Cushing, who has been in the grocery business in this village thirty-five years, has sold his stock to George Conrad, a retired farmer of Genoa township. Mr. Conrad will take possession April 1.

Lansing—B. H. Marling, formerly President and General Manager of the Perry Glove & Mitten Co., has become identified with the Michigan Knitting Co., in this city, in the capacity of Manager.

Lansing—Theodore Hirsch, for twelve years manager of the Creole Cigar Co., has resigned his position with that concern. Mr. Hirsch intends to move his family South and go into business for himself.

Manton—Hubbell & Thompson have uttered a trust mortgage on their general stock, naming Geo. A. Corwin, of Detroit, as trustee. The store was closed March 7 for inventory. It is thought the stock will be appraised at about \$8,400. The indebtedness is \$6,700.

Kalkaska—Oscar Watson, one of the best known citizens of this section, passed away March 2. For twenty-seven years he conducted a jewelry store here, retiring from business about a year ago. He was 73 years of age and came to this place thirty years ago.

Detroit—John J. Gorman, dealer in men's furnishing goods, has merged his business into a stock company under the style of the John J. Gorman Co., with an authorized capital stock of \$20,000, of which \$18,000 has been subscribed, \$3,000 being paid in in cash and \$15,000 in property.

Mt. Clemens—Chas. S. Ferrin, dealer in hardware, has merged his business into a stock company under the style of the Chas. S. Ferrin Co., to engage in the general wholesale and retail hardware business, with an authorized capital stock of \$30,000, all of which has been subscribed, \$208.55 being paid in in cash and \$29,791.45 in property.

Alpena—B. R. Young, dealer in hardware, has merged his business into a stock company under the style of the B. R. Young Hardware Co., to engage in the general retail and wholesale hardware and mill supply business, with an authorized capital stock of \$30,000, all of which has been

subscribed, \$648.41 being paid in in cash and \$29,351.59 in property.

St. Joseph—A new company has been organized under the style of the American Tool Works, for the purpose of manufacturing and selling rifles, guns, air guns, pistols, toys, novelties and kindred products, with an authorized capital stock of \$40,000 common stock and \$20,000 preferred stock, of which \$33,000 has been subscribed, \$4,900 being paid in in cash and \$28,100 in property.

Pontiac—Walter J. Fisher and Mark R. Fisher have purchased the grocery stock of Frank Smidley. The business will be conducted under the firm name of Walter J. Fisher & Brother. The members of the firm are sons of the late Walter J. Fisher, who conducted a grocery at this same location for about eighteen years. Mr. Fisher disposed of the business to George Griffin and the latter moved one door north. Later Smidley opened the grocery he has now disposed of at the old stand.

Manufacturing Matters.

Pigeon—The Huron County Creamery Co. has increased its capital stock from \$2,500 to \$5,000.

Detroit—The Remaking Hat Co. has changed its name to the Eastern Hat Manufacturing Co.

Detroit—The Newcomb, Endicott Co. has increased its capital stock from \$500,000 to \$750,000.

Ypsilanti—The Michigan Pressed Steel Co. has increased its capitalization from \$30,000 to \$50,000.

Lansing—Herman Messerschmidt has sold a half interest in his furnace manufacturing business to William Purdy.

Caro—The capital stock of Jacob Strohauser & Sons Co., manufacturer of medicine, has been decreased from \$50,000 to \$39,000.

Owosso—The Connor Ice Cream Co. has taken over the Burton creamery, formerly a branch of the old Michigan Milk and Food Products Co.

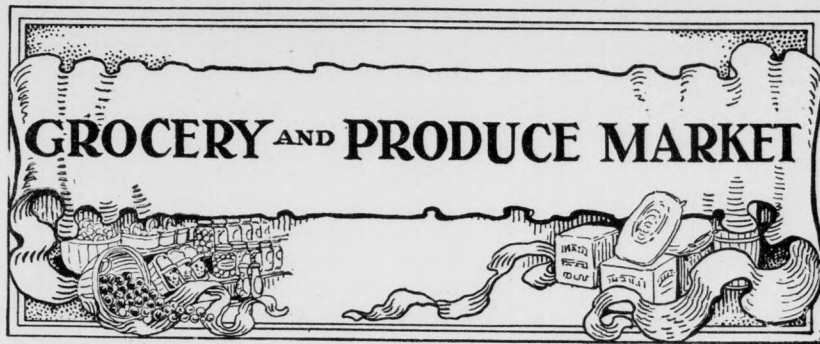
Detroit—The Lullabye Cradle Co. has changed its name to the Lullabye Manufacturing Co. and has also increased its capital stock from \$25,000 to \$35,000.

Detroit—The American Motor Washer Co. has been organized with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed and \$1,500 paid in in cash.

Kalamazoo—The Union Trim & Lumber Co. has been organized to take over the plant of the Kalamazoo Interior Finish Co., with an authorized capital stock of \$25,000, all of which has been paid in.

Port Huron—The Huron Auto Body Co. has been incorporated with an authorized capitalization of \$25,000, of which \$12,500 has been subscribed, \$1,500 being paid in in cash and \$11,000 in property.

Chesaning—The Big Rock Knitting Co. has been organized for the purpose of engaging in the business of manufacturing and selling wearing apparel and clothing, with an authorized capital stock of \$15,000, of which \$7,500 has been subscribed and \$4,500 paid in in cash.



The Produce Market.

Apples—\$3.25@3.50 per bbl.

Beets—\$1.50 per bbl.

Butter—The market has been very active during the past week, and, in consequence, there has been no decline in price, high as it is for this season of the year. The trade has been mainly for consumption. Stocks are much higher than usual for the season, and a continued good demand at firm prices is expected. 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; \$2.50 per crate for Florida.

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

Cucumbers—Hot house, \$2 per doz.

Eggs—The receipts of fresh eggs have increased very materially during the week, and as a result the price has declined 1@2c per dozen. The receipts are not more than normal for the season, however, and the quality arriving is very good. Present prices are also about normal. The demand is entirely for consumption and is on a clean, healthy basis, being wholly dependent on fresh receipts, as storage eggs are exhausted. This year's holders lost much money on their holdings of storage eggs. From now on the receipts will probably continue good and the demand active. Local dealers are paying 18@19c f. o. b. shipping, holding case count at 20c and carefully selected stock at 21c.

Egg Plant—\$2 per doz.

Grape Fruit—Florida is steady at \$3.25 per box for 96s, \$3.50 for 80s and \$4.50 for 54s and 64s. Cuban is 50c per box less.

Grapes—\$5@6 per keg for Malagas.

Honey—15c per lb. for white clover and 12c for dark.

Lemons—The market is steady on the basis of \$3.25@3.75 per box for both Messinas and Californias.

Lettuce—Hot house leaf, 11c per lb.; head, Southern stock, \$2.50 per hamper.

Onions—Home grown, 85c per bu.; Spanish are in fair demand at \$1.65 per crate. Green from New Orleans command 30c per doz.

Oranges—Navels, \$2.75@3.25; Florida, \$2.75 for 200s and 216s and \$3 for 176s and 150s.

Potatoes—The market is still without a ray of hope. Growers are unable to market their crops above 12@15c, while handlers are unable to se-

cure cars. Local handlers hold at 30c in small transactions.

Pieplant—10c per lb. for home grown hot house stock.

Pineapples—\$3.50@3.75 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. There is still a shortage in the supply of poultry and advances have been the rule on both live and dressed. The shortage in dressed poultry has increased the demand on live, which has sold well the last week. From all indications the market will be firm for some time to come.

Squash—2c per lb. for Hubbard.

Sweet Potatoes—\$3.50 per bbl. for genuine kiln dried Jerseys.

Turnips—50c per bu.

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

The Grocery Market.

Tea—The demand has been from hand-to-mouth only and in a small way at that. There has been no special softening of prices, however, although at the present writing values are no more than steady.

Coffee—The consumptive demand has been fair, but from first hands the current business has been very light. Nevertheless prices have remained steady to firm, and in some cases strong. No. 4 Santos, for instance, a standard grade, is very firm and holders are predicting further advance of ½c in the near future. If it comes that will make a total advance of ¾c within a few weeks. Actual scarcity is the explanation. Mild coffees are still firm, though some large holders asked for slightly reduced bids during the week, especially on Maracaibos. The stock of the latter coffee is much below normal for this season of the year. Mocha and Java are unchanged and quiet.

Canned Goods—Tomatoes are the same as last week, both in price and demand. Reports from Baltimore regarding futures say that packers are not anxious to sell at present prices. Corn is holding very firm for both spot and future goods, and some grades are getting scarce. Maine reports that the demand for futures was good and much better than last year. There has been a good demand for future asparagus since the California packers quoted the opening prices. The market conditions are the same on California canned fruits as for

some time past. Prices hold very firm and stocks of the principal varieties are very much broken up. California cannery expect to begin the 1910 pack with an absolute cleanup on nearly all lines. Gallon apples are moving well at unchanged prices. There is a moderate demand for berries of all kinds. There is an active demand for canned salmon at present and stocks are steadily reducing, which causes a stronger feeling among holders. A feature of the market is the enlarged demand for pinks from local retailers. Chinooks and sockeyes are in small supply, but prices remain the same as at last quotation. Domestic sardines are in fair demand, but supplies are small and prices firm. Shrimps and oysters are scarce and prices firm.

Dried Fruits—Apricots are dull and unchanged. Raisins are weak and neglected. Currants are in fair demand at unchanged prices. Citron, dates and figs are dull and unchanged. Prunes show better demand but no change in price. Peaches are only moderately active at ruling prices.

Spices—There is a fair demand, but the market is the same as for some time. Peppers are firm, both in white and black. Cloves and ginger remain the same as a week ago and reports from the primary market say they are firm.

Rice—Receipts from the South are not so large as some time ago. There is a report that the banks in the South are taking care of the planters, which may enable them to hold for higher prices.

Syrup and Molasses—Glucose is unchanged for the week. Compound syrup is in fair seasonable demand at ruling prices. Sugar syrup is absorbed as fast as made at full prices. Molasses is dull, but good grades are still very firm.

Cheese—The market on full cream stock is very firm. Under grades are relatively a little more plenty and show a range of prices wider than usual. The demand is chiefly for high grade goods.

Provisions—Smoked meats have taken another advance during the week—½@1c per pound on all cuts. The supply is very short for the season. Smoked meats are to-day selling for more money than for many years. Pure lard is also ½c higher and compound ¼@½c. Barrel pork, another hog product, has advanced 50c per barrel. Dried beef and canned meats are unchanged and in moderate demand.

Fish—Cod, hake and haddock are in fair demand at unchanged prices. Salmon is quiet but firm. As to Sockeye and red Alaska, there is nothing to sell in first hands and prices in second hands are very firm. Domestic sardines are exactly where they were a week ago, one or two holders continuing to quote basis of \$2.50 for quarter oils, f. o. b., while the majority ask 10c more than that. Imported sardines are quiet and unchanged. There has been practically no change in mackerel during the past week. Small sizes continue firm and are wanted on a basis relatively above larger fish.

Muskegon Meat Dealers Go On Cash Basis.

Muskegon, March 8—To place the meat market trade of this city on a cash basis because of the demands made upon them by the wholesalers and the general bad condition of the business, twenty-four of the butchers here have organized a protective association, which is expected to cut short the losses suffered through the man who does not pay his bills and through the almost immediate pay demanded by the wholesalers against their extended credit systems.

The organization will be officered as follows:

President—Martin Burch.

Vice-President—Joseph Grevey.

Secretary-Treasurer—Alfred Davidson.

Trustees—Charles Schoenberg, C. D. Richards, Peter Wierenga.

It is the plan of the butchers to give the general public sufficient notice before the cash system is started, so that every one will be in shape to even up accounts before that time.

Regarding the placing of the business on a cash basis, one of the butchers says: "The meat business in general is in poor condition and high prices have resulted. Pork at the wholesale price comes higher to us than since 1864, and even at that we are forced to close our accounts with the wholesalers each week. This results in our having to shift the business to the cash basis, so that we may meet the regulations of the wholesale dealers and the poor condition of the business. Meats from the farmers are bought only on spot cash and the top of the prices has not yet been reached."

Grand Haven—The tannery at this place heretofore conducted under the style of the Eagle Tanning Co. has been merged into a new company to be known as the Ottawa Leather Co. The capital stock of the new corporation is \$100,000, all of which has been subscribed. The property has been turned in at \$80,000 and \$20,000 additional capital has been supplied. The company will continue to make sole leather, but will send its output to the Eagle Tanning Co., at Whitehall, to be finished suitable for use in automobiles.

The A. T. Pearson Produce Co. has rented the building formerly occupied by the Vinkemulder Co. to engage in the poultry, butter and egg business, buying outright and on commission. Mr. Pearson is engaged in business at Fremont, but for the past year has conducted a branch buying house at Arkansas City, Kansas. The Vinkemulder Co. will occupy the new Vinkemulder building.

Gilbert L. Daane has been engaged as Cashier of the lately-organized Michigan Exchange Bank and will assume his new position about April 1. Mr. Daane has been Assistant Manager of the South End branch of the Commercial Savings Bank for the past five years, previous to which time he was employed in the main bank for about a year.



New Kinks in Clothing Should Be Specialized.

Clothing stores should make the most of every little change in the fashions and they should feature these in their windows. The most should be made of every oddity in the way of lapels, cuffs, pocket flaps, stitching. If these are all dwelt on in the windows the idea is broadcasted that you are particular people in keeping up with the trend of the times. The clothing store that has an eye to the mainchance will see that it is never closed. The establishment that makes a note of the small new differences in styles is the one that is going to be rated A1 in the public's estimation, other things being equal.

People are taking trips the year around. Women who are bound by household cares the livelong year of course can not go affitting as often as their husbands and sons on business bent, but they get an occasional vacation from the perennial domestic duties.

As trunk dealers, even in a small town, can not always know just when people are going ajourneying it behooves them quite often to have an exhibit of trunks, bags and small "touristy" accessories.

Rubber or rubberized cloth cases, compartmentized to hold all sorts of little necessities likely to be called for when away from home, are well calculated to seize the desire of those possessed with the "vacation spirit."

When such goods are frequently shown they often impress themselves on the minds of those who may not immediately go away, but who are "getting a good ready to start sometime" by gradually accumulating the commonplace needfuls for a trip.

Then there are the "professional" travelers—those who are continually on the wing. It's the "proper caper" with these to cling to a bag that has seen much going by land and by water, especially by the latter, if it has labels slapped all over it, as these show the owner to be a much-traveled personage; but there comes a time when a beloved bag is in the last stages of dilapidation and can be carried no more, and then if one in a window strikes the fancy of the party in need of replenishment he will step into the store and make enquiries about what he has remarked in the exhibit.

When
You
Contemplate
Moving Around
Step In and See
What We Can Do For You
In the Way

Of An Elegant Alligator Bag Or Hatbox

With the new way of wearing the hair have been devised all sorts of odd-shaped ornaments, greatly differing from the erstwhile fashionable, but now passe, combs, no matter how beautiful in design or refulgent with settings of gems and semi-precious stones these might be. All dry goods and general dealers are presenting—just figuratively speaking—the new turban and coronet hairpins: plain, carved, strand and mounted. The barrettes have most assuredly not yet been given the cold shoulder. It is more than probable that these will not go out in a hurry, for they are a vast necessity, serving, as they do, the dual purpose of holding the "scolding locks" securely from the neck and beautifying the hair. Those with the counter-sunk hook and hinge are the most practical. One manufacturer of tortoise shell novelties advertises of one of the barrettes it puts out that

It Locks The Locks

With the articles to enhance the elegance of the finished headdress should be shown in the window, by way of contrast, the tools that are used to keep the hair "in repair"—Ideal and whalebone brushes to take out the snarls, "smoothing brushes," brilliantine, tonics, etc. Gain prestige, you dry goods and general store merchants, by informing the feminine public by eye-witnessing that you keep the identical merchandise for coiffures—and their successful attainment—as that of the Beauty Shops.

There's a magnificent new brush on the market, the back of which is of satinwood, the bristles being some two inches deep and of the penetrating type so indispensable to satisfactory brushing. In a box befitting its quality, the brush, sans comb or anything else, flirts around the price of \$12! It comes from across the Big Pond.

"Chanticleer puffs" have put in their appearance. They are frightfully homely—worn at the side of the face in front of the fluffy Barrymore braid—and will not be liked by sensible women, a few of whom are still residing on this mundane sphere.

Some of the Beauty Parlors have taken kindly to her of the dry goods store—the ubiquitous dummy. They fix her up in fine togs and show her with the "very latest" in hairdressing or represent her as in a "booth," with the customary "barbers' apron" covering her shoulders and dress, her

hair flying all around her shoulders, and the attendant brushing out "her lady's" tresses. Safe to say, nobody going past such a window skips a peep at the mysterious manipulation.

The ladies' belts observed in window displays this spring are wonderfully alluring. They come in an immense variety of materials, designs and prices—all the way from a neat narrow serviceable "waist-hugger" for 50 cents to those that make hubby's eyes stick out at \$35 and more. It's a very nice little belt that she of slender income may acquire for "haluf a tollar," so few girls of small means need go around with a sloppy piece of ribbon tied around the place where the beaux like to put an arm!

The backs of some of the patent leather belts are ooze leather finished and are of assorted shades, while the fronts are all-black. The colored backs add highly to the appearance—and thus to the selling quality—of the patent leather belts, many of which are guaranteed not to crack. Some sort of buckle is usually eyeleted on in front, with a fancy-shaped tab or flap to cover the snap or real fastening underneath.

There's a new idea being shown in a few of the ladies' handbags exhibited in the windows, an idea that will be extremely popular with the ones for whom it was invented. It consists of a firm reinforcement of the bottom of the bag, which will not sag even when it is full to overflowing with heavy stuff. This innovation, as remarked, will be sure to find itself liked by the women, who, in purchasing a handbag, invariably look at the lower part of it. They like one that "goes straight across," as the bulging pleated bottom of a bag looks anything but refined.

A Great Success Is Sometimes Declared To Be Greatly Embarrassing Ergo We Are Greatly Embarrassed Over the Situation Of Our Nifty New Spring Stock Of Ladies' Handbags

A shoe merchant who recognizes the confessed disadvantages of the pumps without the straps keeps the disadvantages to himself but proposes to sell those that have fewer imperfections—those with the confining straps, either instep or ankle. This dealer has in his windowful of up-to-the-instant ladies' pumps the following placard:

A Pretty Woman Loves Pretty Pumps We Have Them With The Instep Strap Or The Ankle Strap

A firm that carries none but first-class goods has this placard with a windowful of as handsome hose as

ever caused fluttering in impressionable hearts;

The Shape Of Our Hosiery Does Not Come Out in the Wash It Has A Staying Power

Sales of gymnasium suits and shoes and dumbbells were augmented by the presence, in a sporting goods window, of four dummy boys trigged out with the trappings of the "gym." The boys were bending to the floor in the act of picking up the bells.

This "inviting" card was hung above the dummies' heads:

These Are Dummies Playing With Our Dumbbells We Want Real Boys To Drop In And Look Over The Nicest Line of "Gym." Stuff They Ever Saw

Pearls "Die" From Lack of Use.

A beautiful collar of pearls lies at the point of death in its velvet bed within the walls of the Louvre of Paris. It is valued at \$60,000, consists of 145 pearls, and once belonged to the personal estate of Thiers and was worn by his wife. This collar is doomed to die because pearls keep their incomparable sheen only when worn next to the flesh. When Queen Augusta died it was discovered that her magnificent strings of pearls were also in a decline, and that because for years she had not worn them against her neck but only around the fabric of the neck of her waist. At that time a treatment of baths in sea water was prescribed for the dying pearls, and for several months they were sunk into the sea and thus restored to their former luster.

When pearls are taken from the warm neck and laid on the dressing table, with a temperature, it may be, only half that of the living flesh, they experience a chill which can easily cause the tender outer layers to contract and the beautiful luster to disappear. The Thiers collar lies on a plaque of red velvet that also helps to dull the shimmer of the pearls, for the color produced by chemical means exercises a slow and certain influence. The rays of light from the Louvre window also have an injurious effect. The jewelers of Paris regard the necklace as an instructive experiment in the longevity of pearls that have nothing done for their preservation. When treated thoughtlessly a pearl comes to a speedy end, but if constantly worn it preserves the bloom of its youth and beauty through centuries, as many heirloom necklaces prove.

A New Field.

"What is your occupation?"
"I does wash-drawings, ma'am."
"Goodness! An artist?"
"Deed, no. I totes de clothes home fur mah wife."



No.
53



No.
50



No.
42



No.
82



No.
52



No.
119

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this page

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and colors

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E. A. STOWE, Editor.

Wednesday, March 9, 1910

THE END AND AIM.

A competency had been secured a good many years ago and true to his inheritance and the American fear of rusting out instead of wearing out he kept on in the same wearisome grind that had always been his. Asked one day what his object was, now that all need of effort was removed, he said, "In the first place because I must have something to keep me busy and after that there will be just so much more to divide up among the kids." He did not go on, there was no need of it, but he, like other men, was thinking that a few thousands more for each of the boys would come in handy one of these days and that the world would change very suddenly and materially if his girls, wives and mothers as they then would be, were not happier if their account at the bank should be increased by the amount he was earning and saving for them now.

That is the average end and aim of the average successful business man to-day, but—and a tremendous but it is—it is submitted with great candor, that while the father's heart and deed are all right so far as the "kids" themselves are concerned, the principle upon which they, the end and aim, depend is wrong. No man, no matter how he gets his living, need be told that opposition is the soul of success and that by removing the one the other is very apt to become a minus quantity. The story of the large fortune is not a story free from all difficulty and hardship in its accumulation. It is the up-against-it condition that tries men's souls and as they meet that condition and overcome it so the reward will be.

There is where the old-time New England training comes in. Money? There was not a cent to trifle with in the whole section, and the boy who wanted to go to the circus or to be the owner of a sled had to earn the quarter—that was before the time of high prices—or make the sled, and the boy who didn't go to the circus or have his own sled was not a boy who was a credit to himself or to his family. Here's a penny to a pound that the man with a million

or more was not the boy who teased his mother to tease his father for the 25 cents or the sled. His own hands were the producer thereof and with that lesson learned in life's practical workshop he went to the city one day with the traditional dollar or dollar and a half in his pocket, met the difficulty that tried to keep him back with the world of opposition behind it, downed it and to-day is a financial victor. Ask that millionaire what was the most delightful period of his life and he will answer, ten to one, "That time when I was fighting tooth and nail to settle the bread and butter question with the doubts all against me."

Now, then, is it not better for the boys and girls to have less money to fall back on and more of the practical training backed by well trained brain and hand with the home-inculcated idea that they must stand or fall as they overcome or give way to the opposition they are sure to meet?

Let, then, the practical be the end and aim of all life preparation and then—it is the lesson of experience—the less the inherited bank account the surer the inevitable success.

LOCAL BETTERMENT.

Perfection is not yet reached in any locality. The spirit of public improvement is one which should be fostered, enlarged and improved upon. Even if actuated by no other motive than that of gaining popularity among your townsmen, you can not afford to be lukewarm on the subject. Are your streets in the most satisfactory condition? If not, what can you do to better them? If they lack shade, the matter is easily settled. Shade trees in variety are now to be purchased at comparatively low prices and some of them mature so quickly that the desired end is reached in a very few years.

If street paving is the crying need, get at the head of the line of enquiry, and do not be satisfied until you are convinced that you have found the best method within your reach. Half way processes are that much money simply thrown away. Asphalt, brick and macadamized roads have each their advantages, local conditions modifying them to a greater or less degree. It is safe to say that good streets and roads go a long way toward enticing those from a distance to your doors; mud and slush are never conducive to a rush of business.

A vacant lot which has become the receptacle for rubbish of various sorts is not only an eyesore but a positive damage to the town, harboring more or less of vermin and insect life. Strive to get rid of it. If you can not buy, strive to rent the lot, then get the little folks interested in a school garden. The change effected in a short time by careful culture will give a better atmosphere to the place, to say nothing of the advantage to the culturists. Read what others have done toward beautifying back yards. There is an abundance of room for improvement in the majority of places. The greatest need is some one to make the start. Why should not you be the one?

ALWAYS BE FOREARMED.

The recent floods in various portions of the country emphasize the fact that some of Nature's freaks can be made less disastrous by a careful summing up of the probabilities and preparing for them. Cyclones and hail storms send out no advance agents, but the floods attending the breaking up of the streams, swollen by the melting of mammoth snow banks, were half expected and in many instances prepared for. Experience should be a constant teacher along many lines. A sudden rise in temperature should serve as a warning to the butcher that his stock must be disposed of at once, even though at a loss, or placed in the refrigerator or brine barrel. The return of warm weather brings with it insect pests of various sorts, all of which we must watch for and destroy or more damaged goods will be the result.

The leaking roof can be easily repaired if taken on the start. If left, some day the water will damage a shelf of goods or, perhaps, the plaster, loosened by periodic soakings, will come tumbling down on the head of an innocent victim. This will not only mean more damaged goods, a larger repair bill and much personal inconvenience, but the public are not slow to take note of such neglect and associate the slipshod methods with your general business ways. We all know that rains will come. The ultimate result of a leaking roof is the same, varying only with the extent of the leakage and the caprices of the weather. Spring is a tiptop season in which to make repairs, the cost being less than in stormy and cold weather; the task more agreeable than when mercury is measured at 90 in the shade, for of all places a roof is about the hottest.

Forewarning is of no avail unless the signs and precepts are prepared for. Many of the so-called accidents are due rather to carelessness. Look to the future and plan for it.

EGGS.

"Eggs are eggs" is a saying which is growing each year worthy of more modification and the time is not far distant when quantity will be taken into consideration, as well as quality—when the product will be sold by weight instead of count. In no other produce is this measure so indefinite. If small oranges are offered, the vender does not expect to get as much apiece for them as for the larger ones, yet eggs are counted out by the dozen, no matter whether the product of a scrub Bantam or a mammoth Plymouth Rock.

In some localities color does matter, although the chemist assures us that both white and brown eggs have the same nutritive value. The Bostonian will give from 2 to 5 cents more a dozen for the brown shelled eggs of the Cochin, Brahma and Plymouth Rock, while the New Yorker will just as carefully seek out the white shelled eggs of the Leghorn and Minorca.

When your offering is a promiscuous one, sort over according to size

and color. Even though there is no declared preference in your market, they will look better assorted and give a better impression of your goods in general. Be sure that they are strictly fresh. Ship often, to avoid danger of their becoming stale on your hands. In olden times the accommodating country merchant took produce that he did not want and had no use for simply to oblige a customer or to avoid offending him. But with the universal demand all over the country at the present time there is no danger of investing too heavily in the prime article. Pack carefully for shipping, turning the cases every day or two to prevent the yolk from adhering to the shell. Clean, carefully sorted and packed eggs will sell at good figures. Be sure and keep them away from onions or other strong goods. The porous shell absorbs odors.

LITTLE DEFECTS.

If there is any one small thing, more than another, which serves to vex the purchaser it is to find, after his purchase is made, that there is a little flaw in the goods or that a portion is lacking. A maple sugar maker was surprised to find, when opening his camp, that only a portion of the pail covers were provided with wire fasteners. His only alternative was to lay them on top of the pails, running the risk of their being blown all over the camp if a little wind came up, or to return them, the time required being at least half a day, when every hour was needed to care for the fast running sap. While the dealer might most courteously accede to the first term of the demand, "Furnish the missing wires or cancel the order," the inconvenience which the error made is not readily forgotten. It not only caused a damage in the camp, but it sadly weakened your standing with the injured patron, with the community in which he lives.

A sap pail may prove leaky. The mere disability of the pail is a small factor in comparison with the need of it. While a bit of solder or rosin may in a few minutes render it water tight, the purchaser feels that he has been imposed upon, even if he can take the time for the necessary repairs.

It is much easier to create confidence than to regain it after it has been lost. Give your goods a thorough overhauling on their arrival and see that everything is O. K. You should do this as a protection against the manufacturer. The call is doubly stringent to protect you from the censure of another. It takes but a short time to see that things are complete and that they are not defective. Get the habit of counting to see that packages are full; that there are no culls, no leaks to be mended.

No man knows anything about heaven who is content that others shall wait for happiness till they get there.

Some conversions seem to be on the plan of giving a man a bath by combing his hair a new way.

OUR LEPROSY SCARE.

A distinct shock to the entire American public has been caused during the past month by a fully authenticated report that a number of girls and women employed in one of the largest retail stores in Chicago have become infected with the dreadful disease known as leprosy.

If the report be true it is a distressing circumstance, but the truly monstrous phase of the matter is embodied in the alleged fact that this infection came about through the handling, by the women thus afflicted, of human hair cut from the bodies of Chinese cadavers—remains of human beings whose deaths were caused by leprosy.

But even this amazing revelation does not tell the worse detail of the horrible situation. Leprosy is an insidious disease which is not recognized by the person afflicted nor by physicians until it becomes incurably seated.

When one contemplates the fact that a disgusting fad of Fashion has, during the past few years, dictated absurdly outre and sometimes nasty building up of the women's coiffures, the common sense and wholesomeness of the sex come in question; but when it is realized that women—millions of them—have blindly and without any question used human hair coming from all sorts of environment and possible contact with communicable diseases, then the sanity of women may be doubted.

Indeed, the wilful indifference of women in these circumstances is quite as criminal an offense as is the cupidity of the ghouls who haunt the leper colonies and violate the bodies of the pitiful victims of the malady after they are buried.

When the Chicago report first came into public notice the statement was that three women were infected, had been secretly sequestered and would be guarded, cared for and, so far as possible, remunerated for their affliction during the remainder of their lives; and that their late employers were counting on the expenditure of thousands of dollars in an effort to prevent the discovery of the fatal epidemic.

In the light of these facts, the women of America can not wear human hair coming from unknown sources and under unknown conditions with any degree of safety to themselves or the community where they reside. For example, since that first Chicago report that three women were afflicted, the number has increased to seventeen. The increase may be fourteen or 140 or 1,400—there is no way of knowing until

the victims are past all hope of a normally comfortable, active, happy and satisfying existence. They are booked for perpetual isolation and fearful suffering.

THE MOTHER TONGUE.

We have the immigrant with us in almost every community. In many instances he comes to be a desirable citizen and a profitable patron of the merchant; yet he must have special attention if he would derive the best results from his patronage. We may not understand his language, and may not feel justified in hiring a clerk who has sufficient linguistic ability, but we can, at least, show our appreciation of his presence by learning to salute him in the mother tongue. The hearty "Wie geht's?" goes far toward setting the Teutonic at ease, even though the remainder of the conversation is restricted to your natural language. The fact that you have taken enough interest in him to learn even a little of his language pleases and to hear the familiar words where all else is strange puts him in the best of humor. Then there are other much-used terms, prices, etc., which you can easily pick up, and thus soon acquire a vocabulary which will make him feel more at home. He is exerting every effort to gain a little of our language. Meet him part way and thus make the road easier and at the same time show your friendliness.

Even though your linguistic abilities are limited, show more than a passing interest in the wants of the foreigner. They may be limited now, but they are bound to grow. Be able to fill present wants and to anticipate future ones. If you have goods that are unfamiliar to him, yet especially adapted to his surroundings, show them, pointing out the advantages. He may not be in a position to buy now, but he will remember the little attention, and will return to you later.

Finally, discountenance any frivolity of others on account of the peculiar speech or costume of the foreigner. Treat him respectfully and compel others to do so. He is sensitive and quick to perceive ridicule. The greeting in the mother tongue will do much to create confidence. Sincerity of purpose will cement the friendship.

In the Superior Court at Macon, Ga., recently, a judgment was rendered that has raised a storm of protest from the doctors all over that section of the country. Dr. C. L. Stahl operated on C. W. Jordan's 11-year-old daughter, who was suffering from

tuberculosis of the knee. The doctor said the operation was very successful and rendered a bill of \$200. Soon after the operation, however, the child died and Jordan refused to pay the bill. Dr. Stahl brought suit and a verdict was handed down by the court that, as the patient had died and the operation had been of no apparent benefit, Jordan did not have to pay. The decision means, as the doctors see it, "no cure, no pay," and may result in the adoption of the Chinese custom of paying a doctor by the year to keep you well and not paying him at all if he allows you to become sick.

Evangelist Billy Sunday recently closed a six weeks' campaign at Youngstown, Ohio, which eclipses anything of the kind the town has ever before known. The meetings were held in the tabernacle which seats 7,500, and at every service day and evening it was crowded. The total number of converts secured during the revival was 5,915. On the last day the tabernacle was filled long before the hour of opening. Many refused to leave after the first meeting for fear of being unable to gain admission at the afternoon and evening meetings. Scores became restless and dozens fainted from exhaustion. When Sunday made his final plea to accept Jesus Christ 394 came forward. The revival cost the people of the city about \$30,000, including a free will offering of \$10,000 to the evangelist.

What has become of the meat boycott? How many are still persevering to make it effective? There was a great deal of talk about it for several days and of late it has not been anywhere near the center of the stage. Some of the packers have been indicted, to be sure, but has that made the price of meat any lower? This being Lent it ought not be hard to refrain from meat eating. To do so for a time would doubtless be a very healthful procedure for most people. The physicians say it is very easy to eat too much meat and the vegetarians say none at all should be eaten. As a matter of fact the meat boycott has amounted to just as much as there was any reason to expect. It is about as difficult to control the appetite as it is to restrain the tongue. It is never hard to regulate what other people shall eat or drink.

T. E. Quisenberry, Secretary of the Missouri State Poultry Board, is making arrangements for an egg laying contest, conducted by the Board at Mexico, in that State, under the supervision of the United States Department of Agriculture. Six thousand hens representing every breed known will be gathered from this country and Europe. The stations will be furnished with every convenience and the contest will be conducted along the lines of one held a few years ago in Australia. It will last six months and it is intended to demonstrate the enormous possibilities of a scientifically conducted poultry business.

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Style Tendencies in Tub Frocks.

Written for the Tradesman.

The woman who is the possessor of pretty plump white arms is going to have her innings this summer, for short sleeves are again to be in favor for lingerie suits and shirt waists.

Tub dresses are a comfort to those who delight in freshness and coolness of attire.

In style these are to closely resemble the two-piece silk and woolen suits, only the designs are to be more elaborate; the trimmings will be a leading feature.

Lace insertions with both sides alike, frequently edged with lace, are to be very good. Much embroidery as well will be employed, this, too, in the double-edged.

This is speaking of machine-made trimmings, but fine hand crochetics and dainty hand embroidery also will be a leading feature of the laundriable frocks.

White is going to "take" immensely with all grades of society and nothing is more becoming for the average woman.

Besides white, the new models will be seen in all the pastel colors. These will vie with white for popularity and will be a close second.

Chicago's big establishments are showing a large and attractive assortment of lace and embroidery trimmed gowns, all of them, without exception, showing the waist-line effect, generally with the front panel.

These washable suits follow their silk and woolen sisters, which means, of course, that they will follow the tunic (or simulated tunic) or plaits and tunic idea. English eyelet embroidery along with Cluny or Irish lace will be greatly liked for the ornamentation of the tunic outlines.

Soft white throats will display to advantage in the round or square-necked tub dresses, at once spelling for comfort and style.

Dimities, linen lawns and other thin goods along these lines, gingham, zephyrs, percales, etc., will be among the predominating goods that can go through the laundry and come out alive. Jessica Jodelle.

Window Display Which Attracted Attention.

Written for the Tradesman.

A window that arrested much notice from passers by had a rich brown velvet carpet on the floor.

The window space was fitted up as a dainty boudoir.

In front of a bird's-eye maple triple-mirrored dressing table sat, half turning around, a beautiful young lady dummy wearing a shell-pink Florentine flowered kimono. Her hair was prettily coiled in the new flat-banded style and, with head perked on one side, the young lady was gazing, with a supposedly-satisfied smile on her perfect features, at three reflections of her charming self. The dressing table was covered with a

fine filet lace scarf and rejoiced in a full set of gold-mounted toilet articles, the girl's right hand toying with the brush, while with her left she was essaying to arrange a stray tendril. The dressing table at which the toilet operations were going on was at the left of the window, somewhat near the front corner.

On the right, but toward the rear of the window, was a triple cheval glass, set in bird's-eye maple, before which stood another handsome dummy. This one was a striking brunette, while the one seated was as fair as the other was dark—both distinct types of feminine beauty and intended as foils to each other.

The brunette dummy was gracefully posed, the hand toward the spectators holding up her brocaded buff panne satin kimono and lace-beruffled petticoat sufficiently to disclose trim little feet encased in buff silk hosiery and buff boudoir slippers. (I forgot to mention that the footwear of the blonde young lady dummy was of the same shell-pink as the background of her bedroom dress.) With her other hand the brunette dummy also was adjusting imaginary dishevelment of a fashionable and faultless hair dressing.

The entire background, consisting of an immense mirror, the thousands of spectators were treated to a duplication of the spell-binding scene, which the window trimmer told me it cost a pretty penny to get up, but which he said more than paid for itself, as the kimonos and the furniture sold the very first day of the exhibit.

New Town Planned By New Yorker.

Roadtown is a city in the country devised by E. S. Chambers of New York and described as a skyscraper laid on its side. This continuous house will provide for its tenants water, heat, light, power, and transportation, a noiseless monorail railroad taking the place of an elevator. There is to be a moving sidewalk to provide for mechanical delivery of all packages and parcels, as well as for the transportation of passengers and food. Marked economies will be effected in plumbing, wiring, and the use of cement, so that a man can live in the country and at the rent paid for a second rate city apartment enjoy electric power, light, gas, heat, hot and cold water, sewerage, irrigation, vacuum cleaning, mechanical refrigeration, telephone and message and parcel delivery.

The purchase and preparation of food will be by wholesale, and meals will be ordered from serving centers conveniently located. Deliveries are to be made by means of special cars, provided with warm and cold compartments, directly to the dining room of each individual house. The dishes will be returned to the serving station and kitchen drudgery will be practically abolished from the homes. Each house will be supplied with a motor to which a machine of standard size may be easily attached.

Among the industries that are likely to have a place in the homes of Roadtown will be knitting, lace and needlework, millinery, the making of

artificial flowers, toilet articles, wood working, toy making, book binding and the arts and crafts in general. Each house will have a garden, and in those places where there is an abundant supply of land suitable for tillage the Roadtown system would undertake to furnish water for irrigation purposes, if needed, as well as to provide facilities for transportation of all farm products. It is believed that there will be no great difficulty in securing sufficient land to support the 220 families per mile which will make up the Roadtown community.

The cost of the building and equipping of a mile of Roadtown is estimated at \$833,200. This includes wiring, heating, plumbing, laundry machinery, cooking apparatus, heating and refrigerating plants, electric plant and telephones, sewerage plant, water supply and main for irrigation and domestic use, gas and vacuum producers and holders, moving sidewalk and monorail. The cost of each house with these facilities would thus be \$3,787 for the first mile of construction. Each added mile would be cheaper. And the addition of 500, or even 1,000, houses would make no material increase in the principal labor items, such as engineers, firemen and heads of departments.

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Value of Self-Reliance a Good Asset.

Well governed self-reliance is a most valuable asset.

But don't make the mistake of putting conceit in the self-reliance column.

Conceit is the child of ignorance; self-reliance is the healthy offspring of a well-grounded confidence in one's ability to accomplish.

Justifiable self-confidence is always the result of preparation. He who is well equipped has reason to feel a pride and an assurance in his ability to achieve.

"Only out of certainty comes power," says Phillips Brooks.

What show has the child who at 10 or 12 years of age is taken from his school work to face life and fight his battles against hopeless odds?

He can not be self-reliant, for he must meet with experiences daily that demonstrate his deficiencies.

If that youth is self-satisfied it is the satisfaction born of shallow conceit. It only tends to make him the less capable.

No work can be well done without preparation—without materials.

No man can accomplish "worth-whiles" without a reasonable equipment—without training and some knowledge of his subject.

John Locke, looming big above his persecutors, never for an instant lost sight of the fact that he knew he was right. It was not the congratulatory assurance of an ignorant man buoyed up by his own vanity.

When Ulysses S. Grant assumed control of the armies of the North he did so with a self-reliance that was sublime. He knew that he knew more than most men of the economy of war, the science of battle.

He was equipped to discharge the difficult duties which he assumed and that equipment gave him the reliance that was the foundation of his success.

That can only come from education—preparation.

The boy who hopes to rise to a place in the world above the level of the menial must have something more than a menial's qualifications.

The mason can not build a chimney without bricks, and brain bricks are essential to the man who hopes to build a successful career.

In a land of free schools and free opportunities child labor is a crime akin to burglary.

We steal from the child the means of livelihood when we put him to work—his education completed—at a dozen years of age.

What chance has he to gain the self-reliance that is the stock in trade of the men who rise to positions of trust?

The pine knot and the midnight oil, those faithful friends of the boy of determination, have sometimes done for the pioneer lad what the schoolhouse has done for those more fortunate, but the boy of that make-up would succeed in the face of Fate.

The average lad is not a Greeley, a Lincoln nor a Franklin. He has neither the ability nor the pluck of those boys, but there are open to him

channels that lead in the right direction if he has the self-reliance that fits him to cope with his opportunities.

That self-reliance can only come from a sense that back of him, back of whatever ability he possesses, stands a moderate "make-ready."

A Few Lessons of the Hour.

Written for the Tradesman.

He who dares be economical in prosperous times is a brave person.

The popular cry of hard times or clamor against high prices affords an excuse for economizing for those who dare not be independent.

Prosperity paves the way to financial embarrassment with some as surely as it enables others to accumulate money.

If it were not for a street car strike or the lack of a car fare some people would never learn that walking is beneficial to health.

The candidate who gains your vote with a cigar or a drink will sell you body and soul to a monopoly when in office.

Good bread, meat, pie and cake in the garbage can is the sure way to discover the farmer is getting too much for his products.

We plan to use all the increase of salary in better houses, better clothing, educating the children, travel, ornamentation, luxuries, but we never make any calculation that others are also getting larger salaries, better wages and therefore necessities must cost more.

The trusts are robbing us—no doubt of it—but it will not help us any to keep on robbing ourselves.

Fighting ignorance, mismanagement, waste, prodigality may give us some training and more weapons with which to fight the trusts.

Eagerness to fight an enemy may lead one to knock down and trample upon friends.

"He that oppreseth the poor to increase his riches, and he that giveth to the rich, shall surely come to want." Prov. 22:16.

"Rob not the poor, because he is poor, neither oppress the afflicted in the gate; for the Lord will plead their cause, and spoil the soul of those that spoiled them." Prov. 22:22, 23.

"He that by usury and unjust gain increaseth his substance, he shall gather it for him that will pity the poor." Prov. 28:8.

When everyone who really deplores the reign of greed and oppression makes sure that he is in no wise to blame and does right at any cost he may safely trust that the Lord, who rules over all, will restrain the great forces which seem almost beyond human power to successfully combat.

E. E. Whitney.

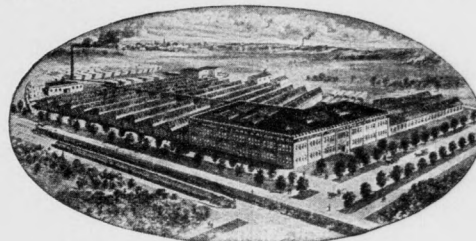
Swindler Sentenced.

A. L. Davis, who located at Madison, Wis., some time ago and opened a commission business through which he swindled makers of butter and cheese out of large sums of money, has been sentenced in the Federal Court of that city to sixteen months in the Government prison at Leavenworth.

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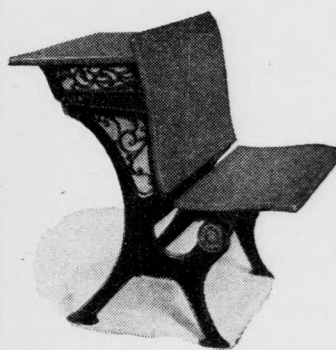
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MERELY TEMPERAMENTAL.

Two Old Friends Develop Each Other Successfully.

Written for the Tradesman.

Instinctively a kind hearted, generous man, a man who had traveled much, observed much and read much and who had distinct convictions along ethical lines, Samuel F. Shepard was also an able and successful man of business who had been repeatedly called to office of an important public character, which he had filled with direct benefits to the community and with credit to himself. He was adamant in his friendships and upon a very few occasions he had demonstrated equal firmness as an enemy.

And so when he appointed to a clerkship in his great department store a schoolboy chum and lifelong friend, the act was based somewhat on his knowledge that the man needed employment and wages, but chiefly upon the desire to help an old friend.

"You know I have never sold goods," observed Richard Byam when Shepard notified him of his selection.

"Yes, I know, but you can learn," was the great merchant's reply. "You will go into a department with experienced salesmen around you—a section where any man who can receive customers courteously and is able to answer two or three conventional questions pleasantly can learn to sell almost any line of goods. And I'll post all the boys on that floor to teach you whatever you may not know, to help you in every way possible."

It was shortly before the opening of the holiday season that Byam began his new work and he stuck to it until after the opening of the new year, when he visited Shepard's office and, with some considerable fervor, remarked: "My friend, I can't sell goods—couldn't sell gold dollars at a penny apiece."

"What's the matter with you?" asked the merchant with a good natured smile lighting up his strong face.

"I don't know," stated Byam. "I guess it's my temperament."

"Hang temperament!" replied Shepard, "that's the invariable retreat of the chap who lacks grit and of those others who are lazy."

"Hold on, Shep," forgetting, as he used the intimate abbreviation so familiar in their school days, that he was addressing his employer. "I'm not lazy and you know it; neither am I a coward nor afflicted with false pride; but this standing back of a counter and looking pleasant bores me. I'll tell you: Give me a job where I can move on the jump, where I can use my hands and arms and back as well as my head—some job where I'll know I am alive."

"I'll go you, Dick," said Shepard, with enthusiasm, as he pressed a button on his desk, "and if you don't make good, it's all off between us—that is, in a purely business sense."

Thus it happened that Richard Byam began work the next day on the stock-room floor with a tall, raw-

boned Yankee about his own age as his "boss," who was somewhat proud of the fact that his name was Set Allen and of the other fact that nearly 24 years before—he was only 35 years old—he began his career as a bobbin-boy in the Merrimac Mills.

"You 'pear to be a quick stepper 'n' I guess you'll do," said Allen to Byam at the close of the first day's experience together, "n' I take it you've found the work different from counter jumpin'."

"Yes, some," replied Byam, "but I know I'm going to like it here."

For weeks the stock department was busy with inventory, with sorting out and marking down stock carried over from the previous spring, with the receipt of new goods and the regular routine of answering requisitions from the score of departments. Byam soon became an expert with trucks, great hampers filled with merchandise, hammer, nails and the nail-pulling "spud." At first his knuckles and fingers were well marked with scratches and cuts, but at last he graduated into work gloves and a skill born of experience so that his shoulders and back ached less each evening, while his feet and legs twitched less frequently after he reached his bed.

Within two years Byam developed into an expert stockman—"a position which," as Allen declared, "you couldn't have reached in five years down there behind a counter." And with a promotion to be first assistant to Allen, Byam felt that his friend Shepard—although the merchant made absolutely no comments on the subject beyond sanctioning the raises of wages—was pleased with his development in a mercantile sense.

On the other hand, Shepard was not well pleased—that is to say, he felt that the friend of his youth was not making the headway toward a competence and a comfortable old age that he should be making and was wondering if he had not committed a grave error in striving to direct Byam's life along the lines of merchandising.

One day when Byam was consulting Shepard in his office, a committee of three representative citizens called and tendered to the merchant a nomination—and one that was equivalent to an election—to become mayor of the city.

As courteously as possible, and yet with convincing emphasis, the honor was declined and a half hour of strenuous and flattering appeals did not change the merchant's mind.

"I think you made a mistake," quietly commented Byam—he having, at Shepard's request, remained during the conference—after the committee had departed.

"Not on your life, Dick," was Shepard's retort. Then he rehearsed how during the past eight or ten years he had permitted public life to interfere sadly with his home life and added: "My home life is ideal; it is what keeps me alive and keen to current affairs in general and at the same time gives me the only peace and happiness I have. I don't like public life and besides I feel I have given

my portion to the general welfare."

"Surely you don't feel that?" queried Byam doubtfully.

"Well, no, not exactly. I'll contribute my share always to anything of real value to this community, but I do not feel that my share involves office holding of any kind, acting on Boards or Committees, giving my evenings, or many of them, to meetings of committees or Boards, or presiding over sessions of this thing or that. It takes a lot of time and the man who indulges in this sort of thing can not turn around fast but what his name or his picture gets into the papers. I don't like it and

For Dealers in
HIDES AND PELTS

Look to

Crohon & Roden Co., Ltd. Tanners
37 S. Market St. Grand Rapids, Mich.
Ship us your Hides to be made into Robes
Prices Satisfactory



POTATOES APPLES

Wanted—Carlots and Less

Advise us what you have and price wanted

M. O. BAKER & CO.

TOLEDO, OHIO

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

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

Moseley Bros.

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

C. D. CRITTENDEN CO.

41-43 S. Market St.

Grand Rapids, Mich.

Wholesalers of Butter, Eggs, Fruits and Specialties

SEEDS

If in the market and wish our prices let us know. We handle all kinds and shall be pleased to quote you.

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

The Vinkemulder Company

Jobbers and Shippers of Everything in

FRUITS AND PRODUCE

Grand Rapids, Mich.

W. C. Rea

REA & WITZIG

A. J. Witzig

PRODUCE COMMISSION

104-106 West Market St., Buffalo, N. Y.

"Buffalo Means Business"

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

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

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

Established 1873

I won't do it. Then there is the making of speeches—but not for me, Richard."

Byam asked "Why not?" and pleaded with his friend until Shepard continued: "I tell you it's no use, Dick. I know as well as anyone living that I can't make a speech; it breaks me all up to make the effort and—well, all there is to it, speech-making is in direct opposition to my temperament."

Byam smiled broadly and his face beamed with affectionate confidence as he replied: "Hang temperament! That's the invariable retreat of the chap who lacks grit and of those others who are lazy."

Although more than two years had elapsed since he had fired that identical comment at Byam, Shepard recognized the home thrust and replied: "That's good. It's one on me all right, but, just the same, I think more of my home than I do of any old mayoralty chair or any old common council."

"Why didn't you tell the committee, then," put in Byam, "that you are too selfish to—"

"Hold on, Dick," interrupted Shepard with a start, "I never thought of that; I was—"

"Forgive me, Shep," quickly interposed Byam, "you know I wouldn't hurt your feelings for anything. Let's forget it. We're merchandising, so we'll let it go at that and call off everything else—except our homes."

"Except our homes," repeated Shepard as he clasped Byam's hand.

On the following day a second and larger and more representative committee called on Shepard and pleaded.

And three months later Shepard began his career as mayor—a career which continued six years and during which the city's chief executive developed as one of the strongest, most entertaining, fair and pungent public speakers in the State. Moreover, Byam practically took his employer's place as assistant general manager of the great mercantile establishment. L. F. Rand.

Diplomacy.

Down on Market street there is a saloon where they set up a huge schooner for 5 cents. When 6 o'clock blows the place is thronged by the thirsty, fortifying themselves for the long walk home.

One night a huge Irishman in a red flannel shirt, open at his brawny chest and rolled up over swelling biceps, stood in the crowd and tapped his nickel on the bar. Just as the barkeeper set out the schooner the wing door burst open and a little Irishman rushed in, flung his coat on the floor, threw his hat beside it and, jumping on them, yelled in a high voice quivering with rage:

"Which one of yez beat up poor Pat Murphy?"

The big Irishman in the red shirt tapped his chest. "Twas me!" he bellowed hoarsely.

The little Irishman whirled round. "Gee!" he piped, "ye did him up foine."

More Horses Than Ever.

Every year Uncle Sam sends a lot of his young men to count the noses of horses in the country. They have just completed the job for this year and report that the horse population totals the interesting little figure of 21,040,000.

This amounts to just 400,000 more than last year. As we receive no horse emigrants from the Old World, this increase is from natural causes, and it will be readily seen that the horse is no believer in race suicide.

This steady increase of the horse population contemporaneously with the phenomenal growth of the automobile is another instance where facts make theories ridiculous. For the specious theorist has proven to his own satisfaction, and to the dismay of the timid, in a thousand instances, that the growth of the automobile means the decline of the horse.

Not only does the horse increase in numbers, but he also increases in quality and in value. A year ago the average price of a horse was \$95.64, while to-day it is \$108.19, a gain of \$12.55. In other words, the horses of the country to-day are worth more than they were a year ago by the tidy sum of over two hundred million dollars.

That is going some, according to our ideas, and what is better, it is going in the right direction.

The harness dealers have recovered from their fright of the automobile. They have even gone one better than the man who attached a tin can to the tail of the prowling wolf. They have taken their old enemy and sold him gasoline and accessories, and this caused him to add to their wealth.

So we can all say with sincerity: Here's to the horse and here's to the auto. May their shadow never grow less.

Buying Meat by Pictures.

"Buying meat with the help of pictures is the latest fad," said a butcher. "I'd give a dollar to know who started it. I'd like to send him to jail. Every cook book prints pictures showing just how the different cuts of meat ought to look, and the housekeepers who are green at buying bring them along to go by. Such people are enough to drive you crazy. They look first at the pictures, then at the meat. They say I must be trying to cheat them because the piece of beef I call a sirloin looks more like the picture of a rump steak. Just as if I could cut up meat every time according to cook book photographs. My only consolation is that the women seem to have as much trouble over it as I do, so I am hoping that they will soon get tired."

Modern Building.

Guest—What? I can't get a room until this afternoon? That's a nice state of affairs.

Hotel Clerk—Sorry, sir, but it isn't entirely our fault. We ordered four new stories last night and told the contractor distinctly that we wanted them by 10 o'clock this morning.

The past is always poor to the man who has lived in it all his life.

G. J. Johnson Cigar Co.

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

PEACOCK BRAND

Leaf Lard
and
Special Mild Cured
Hams and Bacon

are on sale by all live, wide-awake, up-to-date merchants.

Why?
BECAUSE

they are trade-winners and trade-keepers, on account of their being the "best in the land."

The Lard is pure leaf and the Hams and Bacon are selected from choice corn-fed hogs and cured by the special "PEACOCK PROCESS" of

Cudahy-Milwaukee



FLI-STIKON

THE FLY RIBBON

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

Why not a retail store of your own?

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

EDWARD B. MOON,

14 West Lake St., Chicago.



The Gun
that's
Always Loaded

in your home for a
trifling amount

Bell Telephone Service

Michigan State Telephone
Company

CORNING EGG FARM.

It Is Conducted Along Strictly Original Lines.

Practically "unknown to fame," without being heralded far and wide in the poultry papers, the most successful and one of the largest practical poultry farms in the country steps forward and makes its bow to the public, in a book which tells, in full detail, how the great profit of \$6.41 per hen was made there last year, and the same process is turning out eggs by the thousand every day and continues paying goodly profits to the enterprising owners.

There are many unusual things about this Corning Egg Farm, and we indulged in a quiet chuckle as we stood waiting for the trolley car and looked back at the compact group of buildings and considered how "differently" the business is carried on there from what is recommended in the books and how quite a number of the conventions are ignored. For example, 1,500 head of layers running together in one house and having no yard! That one thing is sufficient to make some of us conservative old fellows "sit up and take notice." Another thing is crowding 175 chicks into one brooder-house pen, under one hover, along to the nursery pens, where they have no heat. Another thing is the feeding so rich a ration. But, then, you must feed if you want a great stream of eggs, and the Cornings believe in "feeding for eggs!"

On this great egg-farm the Messrs. Corning have blazed a new trail through the maze of poultry keeping difficulties; they have entirely ignored many of the well trodden paths to profit (or loss) and can teach us more than one lesson in poultry management.

Perhaps the most important lesson, certainly the one that strongly impressed itself upon my mind there at the farm, was the profitableness of keeping everything spick-span clean. It will be a wholly new idea to many that it may be profitable to keep poultry houses clean, but absolute, conscientious cleanliness promotes good health and good health is essential if we would keep our flocks up to top-speed in egg production.

And, after all has been said and done, that is what they do. They run their great poultry farm as an egg factory, and all the several departments of the farm are keyed up to highest efficiency. Everything is kept going at top speed three hundred and sixty-five days each year—no more and no less.

It is "a poultry business carried on as a business." The Messrs. Corning, being business men, have applied business methods and business principles to their poultry farm and have, thereby, attained a remarkable success.

The Messrs. Corning, father and son, came out of the city to get away from its nerve-racking conditions and thought to get back the lost health by growing pigeons for market. "Did you ever try pigeons?" asked the son.

Upon our confession that we have never been attracted to pigeons—"Well, don't!" "And if you have any friends that are attacked with the pigeon craze, just tell them to keep out of it!" said the father.

They bought a tract of land measuring thirteen acres, about two miles west of Bound Brook, New Jersey, and began a pigeon farm. We do not need to go into the details of that story; sufficient that the pigeon business proved unsatisfactory, and they turned their thoughts towards poultry for egg production. The late Prof. Gowell was called in consultation and many things about the Corning Egg Farm bear the impress of Prof. Gowell's advice.

Of course, being near New York (some twenty or twenty-five miles), white eggs were the thing to work for and equally, of course, White Leghorns were the birds to produce the white eggs. The buildings formerly occupied by the pigeons were changed into poultry buildings and stocked with the best White Leghorns that could be found. The following years have been years of steady development, of buildings, of stock and of the knowledge of the business which has enabled so great a success. The account of receipts and expenditures given in the Corning Egg Book tells how goodly a profit the business paid them one year, with about two thousand head of layers. It says:

Revenue.	
23,316 dozen eggs at 49c	
(average price)	\$11,424.84
1,900 pullets as breeders,	
at \$2	3,800.00
800 live broilers, at 30c	240.00
Manure	250.00
	<hr/>
	\$15,714.84

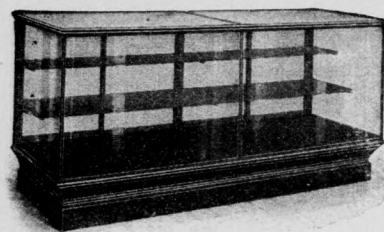
CRYSTAL DOMINO SUGAR

2 lb AND 5 lb SEALED BOXES!

2 lb BOXES-60 IN CASE (120 lbs)

5 lb BOXES-24 IN CASE (120 lbs)

BEST SUGAR FOR TEA AND COFFEE!

QUALITY

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

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

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

Grand Rapids Show Case Co.

Grand Rapids, Mich.

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

The Trade can Trust any promise made in the name of SAPOLIO; and, therefore, there need be no hesitation about stocking

HAND SAPOLIO

It is boldly advertised, and will both sell and satisfy.

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.

Expenditures.

Raising 1,953 pullets to laying point	\$ 781.20
Maintaining 1,953 pullets through laying season of ten months	2,167.83
Raising 800 cockerels to broiler size of 1½ lbs.	120.00
Cartons, postage, etc.	125.00

\$3,194.03

Profit\$12,520.81

This left a net profit of \$6.41 per head of laying stock.

That the business has grown is shown by the fact that they are wintering this season about 3,500 head of laying pullets and about 900 head of yearling hens, the former for market eggs and the latter for breeders. The pullets live in celibacy, and "absolutely sterile" eggs are a factor in the premium price which the Corning Egg Farm eggs sell for. "The germ of life is the germ of decay," and if we want the very choicest product in the shape of eggs the birds producing those eggs must be kept in celibacy, must be absolutely innocent of acquaintance with males.

The 900 yearling hens which are kept for breeders are carefully selected from the (about) 3,000 pullets wintered last season, and every one is a star performer. They are the finest average lot of yearling White Leghorns we have ever seen, and the chicks hatched from their eggs will have a good start towards a healthy, vigorous life. Three or four hundred splendid cockerels were in a liberal range, north of the buildings, and

from that flock will be selected the (about) one hundred best, which will be mated to the flock of yearling hens.

The hatching is done in thirteen 360-egg Cyphers incubators, which give a total capacity of 4,680 eggs at one time.

The brooder house is 118 feet long, 50 feet of it being divided into fifteen pens, about 3 feet wide by 12 feet long; this is the brooder house proper. The remaining 68 feet is divided into twelve pens, about 5½x12 feet each, and gates at the far end are opened to permit driving the chicks along from one pen to another. The chicks are run under the hover for about four weeks, then driven along to the nursery pens, where they have no heat other than the natural temperature of the house; the flocks are doubled up when this moving takes place, and then there are 350 chicks in a pen.

There were 7,000 chicks in that 118-foot long brooder house one time last spring! Mr. Corning told us he begins feeding the baby chicks cut bone by the time they are a week old, and "they just grow like weeds!"

When the chicks are well fledged they are transported to the colony houses, set about 75 feet apart, out on range, and about 400 chicks are assigned to each house. As these colony houses have a floor space of 6x10 feet, making 60 square feet in all, there are about fifteen chicks per square foot. Many an experienced poultryman will shake his head at the suggestion of bringing up laying

pullets in so small space—but this is the system here throughout. The baby chicks are packed into the hovers, 175 to each hover-pen, they are crowded into the nursery pen, about 350 to a pen, they are crowded into the colony houses, about 400 to a house, and when they go into the laying houses there are 1,500 pullets put in each house of 160x16 feet, giving but one and seven-tenths square feet of floor space per bird.

And those laying houses have no yards! They are, in effect, two-storied, since they stand five feet from the ground, and there are openings and runways to give the birds access to the ground beneath, if they choose to avail themselves of the privilege. As a matter of fact, not a great many go down to the ground floor, and, Mr. Corning told us they seemed to be quite content with their roomy, airy quarters on the main floor. The whole floor space of the house is open to all the birds. There are partitions every twenty feet, dividing the roosting space into rooms, and the partitions extend a foot forward of the edge of the roost platform; those are the only divisions in the 160 feet of length of these laying houses.

A. F. Hunter.

The Small Tyrant.

We all know him. He is usually a hard worker. Having "made good" working under someone else, he is put in charge of a small department. Then the czar microbes in his blood get busy.

He has a malignant memory. If any

employee in his department dares go over him to a superior this offense is never forgotten and it is never forgiven. The men and women under him whisper and look sideways. They flatter and fawn upon him.

He has an insatiable thirst for more authority. He doesn't realize that the government that is founded upon force must live by force. The strongest management in any business is that based upon good will and free trade in ideas. It is just as great a mistake to over-manage as it is to under-manage.

The petty tyrant never evolves into bigger things. In building a Chinese wall around his department he at the same time builds it around himself. The man who insists upon bounds and limitations keeps himself in at the same time he is keeping the other fellow out.

I want no fences around my lawn. No one knows where my neighbor's lawn starts and my lawn ends. All my neighbors' lawns are mine and all my lawns are his. My yard runs into other yards and these into still others, and so on into eternity.

The manufacturer of this country to-day is building a tariff wall. Poor fool! He does not understand that he is walling himself in as well as walling the other fellow out. Just watch what will happen. The story will be told in the next generation—the great United States a hermit nation! Let us do our part to blow down the Walls of Jericho. Let us do it by blowing the horns of ridicule.

Sic semper tyrannis!—The Gimlet.



You've Just Got Time To Put It On Your Shelves

Our extensive advertising has met with instant success—sales are increasing—we know it from the increased orders from wholesale men. Let people know you have it and reap the profits.

We have done our work, now it's your turn—lay in a good stock to supply the demand you are sure to have. People know all about it. You can sell it "without trying."

PUSH THE PACKAGE WITH THE RED BAND

J. W. Beardsley's Sons, New York

MEN OF MARK.

W. H. Watts, Secretary of Preferred Life Insurance Co.

William H. Watts was born at Gallipolis, Ohio, December 28, 1867. His father was of English descent, his antecedents having been early settlers in Virginia. His mother was of Scotch descent. When he was 17 years of age he went to Delaware, Ohio, to enter the Ohio Western University. He selected the classical course, but left college at the end of two years to take up the work of life insurance solicitor at Detroit for the Union Central of Cincinnati. In 1890 he was offered the position of general agent for the same company at Kalamazoo, which he retained for two years. In the fall of 1892 he was tendered the position of cashier of a private bank that Dwiggin, Starbuck & Co. had opened at Richland. He kept this position for six months, when the failure of the Columbia National Bank at Chicago put the Richland bank out of business. The first intimation he had of the situation was a telegram from his Chicago employers to the effect that the failure of the Columbia National Bank would necessitate an assignment of the bank at Richland. He closed the bank for ten days and in the meantime raised enough money to pay off the depositors in full, when he formed a co-partnership with well-to-do Richland people to engage in the banking business under the style of the Union Bank of Richland. This bank had a nominal capital of \$10,000, but on account of the responsibility of the partners it was rated at \$300,000 by the mercantile agencies. Mr. Watts continued with this bank for five years, when he formed a copartnership with many of the same gentlemen who were in the Union Bank and opened a private bank in Lowell under the style of Hill, Watts & Co. Seven years later the business was merged into an organized bank under the style of the City State Bank, Mr. Watts continuing as Cashier. A year ago or thereabouts he resigned his position with the bank to take up the exploitation of the recently organized Preferred Life Insurance Co. and at the first election of officers of that company he was unanimously selected to act as a Director and Secretary.

Mr. Watts still occupies the position of Director in the City State Bank as well as his position as a member of the Executive Committee of the Michigan Bankers' Association, which he has held for the past two years. He was one of the organizers of the Lowell Specialty Co., manufacturer of sprayers and cream separators. This company is capitalized at \$60,000 and the annual sales are in excess of \$100,000.

Mr. Watts' only hobby outside of business is the growing of fruit, especially apples. He has a fruit farm near Lowell, where he grows a standard variety of apples and some other small fruit as well.

Mr. Watts was married June 2, 1890, to Miss Ella M. Zimmerman, of Delaware, Ohio. They have one child—a daughter of 19, who is at-

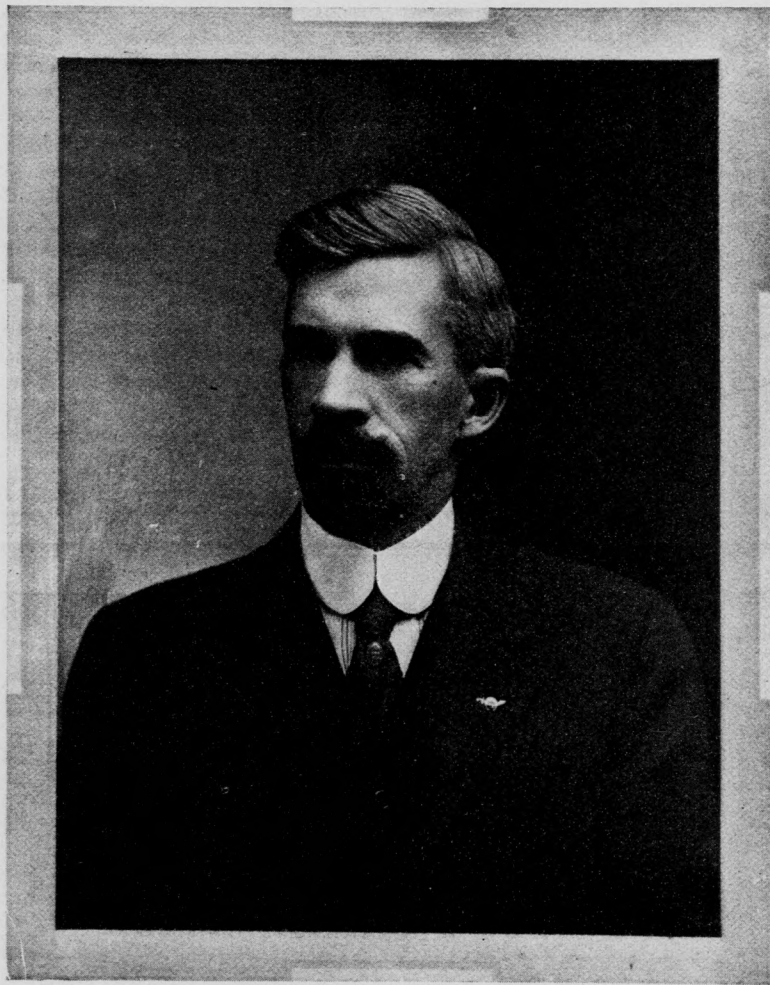
tending the Kalamazoo College. Mr. Watts is a member of the Trinity Methodist church of this city, having been a Methodist since he was a child. He is also a Mason, having been Master of the Lowell Lodge for two years. He is a member of the Ionia Commandery and the Mystic Shrine of Grand Rapids.

Mr. Watts has always been active in a public way, having served as trustee of Lowell village for two years. He was the first President of the Lowell Board of Trade and also consented to hold the same office a second term.

Mr. Watts attributes his success to enthusiasm and application. He is one of the most painstaking men in the world and gives every duty careful scrutiny and thorough considera-

While no recluse and ever ready to meet his fellows, Mr. Watts is in no sense a society man; but, on occasions when he comes into contact with others, none are more engaging or interesting in conversation or contributes more to the enjoyment of an occasion.

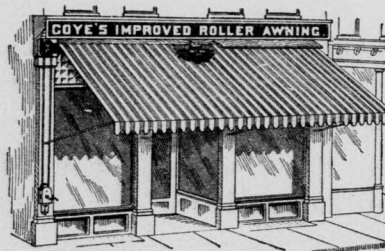
Mr. Watts is a man of strong convictions, basing his conclusions on a careful study of matters in all their phases, and, while tenacious of his own views, he is ever ready to lend a courteous ear and careful consideration to a proper presentation of the views of others. His present business enterprise is managed in this way, and, while his is the moving spirit, final decisions and policies are the outcome of careful thought and discussion with his associates.



William H. Watts

tion. He believes that the insurance company which he largely created and with which he is now connected has a great future and it need hardly be stated that this expectation is shared by hundreds of others who are interested in the company, either as stockholders, policyholders or well-wishers.

Mr. Watts' business has always commanded and received his undivided personal application and attention. If one personal characteristic is more pronounced than others it is his indomitable pluck, coupled with intense concentration of effort on the object to be accomplished. Hard work when intelligently applied he feels to be no injury to a man, and success brought about by such work and application is best enjoyed.

Awnings

Our specialty is Awnings for Stores and Residences. We make common pull-up, chain and cog-gear roller awnings. Tents, Horse, Wagon, Machine and Stack Covers. Catalogue on Application.

CHAS. A. COYE, INC.,
11 Pearl St., Grand Rapids, Mich.

IF YOU CAN GET
Better Light

with a lamp that uses
Less Than Half the Current
what can you afford to
pay for the new lamp?



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

**Grand Rapids-Muskegon
Power Co.**

Grand Rapids, Mich.

City Phone 4261 Bell Main 4277

HIGHEST IN HONORS
Baker's Cocoa
& CHOCOLATE



Registered,
U. S. Pat. Off.

52
HIGHEST
AWARDS
IN
EUROPE
AND
AMERICA

A perfect food, preserves
health, prolongs life

Walter Baker & Co. Ltd.

Established 1780 DORCHESTER, MASS.

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

Times Have Changed For Young Men.

Every little while some man high in modern financial, industrial, or commercial enterprises is tempted by some one to say for type: "I believe that never before in history has the young man looked out on broader and brighter fields, more inviting to greater success, than now."

Perhaps this individual man, on the pinnacle of modern success, feels and thinks just that way. I'm so much impressed with this possibility of his truthfulness in speaking that I feel it a duty to the present day young man to help him a little in looking into the matter with eyes wide open and at least one figurative ear to the ground.

We must remember that after a long, toilsome, wearisome journey to any field of pleasure or profit we are disposed to forget the hardships of the journey and the details of the pains and irritations of the trip. All these things may have been unexpected, utterly, but the fact that they were toilsome and trying to soul and body leads us at once to try to forget them.

Not only is this point of view forced upon the man already at the top of things, but, accepting forgetfulness of his own hardships of a generation ago, perhaps he is out of touch more or less with the actual conditions which the young man of the present is facing in the successful man's own organization.

I have talked with a good many successful men who are now gray of hair and beard, and whose step hasn't the springiness of middle life. Touching upon the things that made for their success, I believe that go per cent. of these men somewhere have recalled a friendly personal relation which early in their lives sprang up between them and the individual powers that were. Reduced to an approximate set form of reference, this may be framed into:

"Well, I never shall forget what I owe to my old employer, Judson Judging. He was one of the finest types of thinking, sympathetic men. He knew every boy in the house, and he never forgot to call them by name, and he knew something about the family of every one of them. He knew everything that went on around him, and, while he was a strict disciplinarian, he was always considerate and kind. He knew when an employe had done his duty, and the employe knew that he knew it."

Exactly! Which is the whole point of this article. Unconsciously to these successful men the times have changed. If they will but look through their present organization probably they will find heads of rather small departments who call "Boy!" when a messenger is wanted and who couldn't speak the full name of the messenger to save their life.

To-day the average young man in the position of the average young man in a big concern virtually has no individual personality. He is a cog in the machinery of the organization. He is a number on a payroll. If he shows that he knows too

much of his business to a department head, who recognizes that he (the department head) doesn't know enough to make him feel secure in his position, that bright young man figuratively has dug his own grave with that establishment. He must get out or be buried alive. If he has ideas and aggressiveness under disciplinary routine he will discover that his own ideas and aggressiveness which was passed up beyond the department head will have become the ideas of the department head. And the moment that young man of individuality "kicks," as he will be likely to do, he finds that he has only kicked himself out of the position.

But, you may say, there must be young men to fill these positions that in the course of time must become vacant.

That is true enough, only that a new process of filling those most important places has evolved. Businesses have grown so large in capital and so intricately widespread in function that no one man controls their destinies. There are the officers of the corporation, the board of directors, representing the stockholders, and, finally, those stockholders with blocks of stocks which give to them wide personal influence in the selection of individuals in the working forces of the organization.

A father who is President of a vast enterprise may have grown to the position from an office boy forty years ago. But when this father, having a majority of the stock of the concern, one day retires from its activities what is more natural than that the son, graduate of some great Eastern school, shall succeed him? Isn't it the almost universal and unwritten rule?

Forty years ago it was a strong, sane, common sense individual man who tackled the problem of business, which in those days had so few thoroughly tested and prescribed tenets. Men of such character and individuality are not numerous in a national census. The evolution of modern business has tended to invite the young man to the halter in order that he may be led. He is not in the old, close touch with the successful man higher up, who has no time to let the young man into his confidences even if he would do so. The business itself is so broadly ramifying and intricate that, employed in one small department of it, the young man knows little of the relations of one part of the business to another. He will not be encouraged to find out.

The inevitable result? Simply that some controlling stock interest, or interests, bent upon safeguarding those interests, will have the naming of the person who is to be entrusted with that highly delicate and exclusive knowledge. The old, trusted, successful man, whose place at last must be filled, had grown up with the business. That young man who is to succeed him in a vast enterprise which he has been unable to master must take that position, trusted by vested interests to observe and weigh and judge, and in the end decide ac-

cordingly as these interests prompt and demand. Will you attempt to dispute the argument?

Yet I am not pessimistic. I'm not a "croaker." I am showing you this, young man, hoping that in it you may see your way to discount much in this life that has been misnamed success; for, after all, a successful life may be one of the easiest, simplest, most straightforward of goals; to be reached by struggles, of course, but through struggles that make the struggling man stronger, saner, and better for his strugglings.

John A. Howland.

Cleverness of Birds and Other Animals.

Magpies are as clever as they are noisy. One was offered an extinguished cigar stump which it began to tear apart. But apparently changing its mind, the bird proceeded to rub the stump, held in its beak, over every part of its body, including the wings, in a most careful and methodical manner. The experiment was subsequently repeated many times, always with the same result. The magpie is so fond of tobacco that it repeatedly has snatched a lighted cigar from a man's hand against his will. It also picks up fallen cigar ashes and strews them over its feathers.

It is thought that these actions have a purpose, the destruction of parasites, and are determined by atavism, or inherited instinct. In the wild state some unidentified plant must have been used as an insecticide instead of tobacco. The magpie's action, furthermore, seems to be an unquestionable instance of the use of tools by a lower animal.

Cats, too, are famously clever. A kitten about 6 months old was taken to a house a few miles from its birth-place, confined in a room and tenderly cared for during a week and then set at liberty. It was supposed to have become accustomed to its new surroundings, but it returned to its old home on the day of its release.

The sense of locality and direction was exhibited still more strikingly by an old Tom cat which was stolen and carried a distance of twenty miles, confined in a bag. The cat was imprisoned, but made its escape, and in a few days reappeared in a pitiable state at the home of its former master, which was separated from that of the thief by a high wooded cliff.

Hart Brand Canned Goods

Packed by
W. R. Roach & Co., Hart, Mich.

Michigan People Want Michigan Products

Country Newspaper For Sale

Only one in a thriving Western Michigan town. Owner selling on account of ill health. Is paying a good profit and can be made to pay more. Write at once for particulars.

Grand Rapids Electrotpe Co.
Grand Rapids, Mich.

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

"MORGAN"

Trade Mark Registered.

Sweet Juice Hard Cider
Boiled Cider and Vinegar

See Grocery Price Current

John C. Morgan Co.
Traverse City, Mich.

Sawyer's
CRYSTAL

See that Top

Blue.



For the
Laundry.

**DOUBLE
STRENGTH.**

Sold in
Sifting Top
Boxes.

Sawyer's Crystal Blue gives a beautiful tint and restores the color to linen, laces and goods that are worn and faded.

It goes twice
as far as other
Blues.

Sawyer Crystal Blue Co.
88 Broad Street,
BOSTON - - MASS.

Klingman's

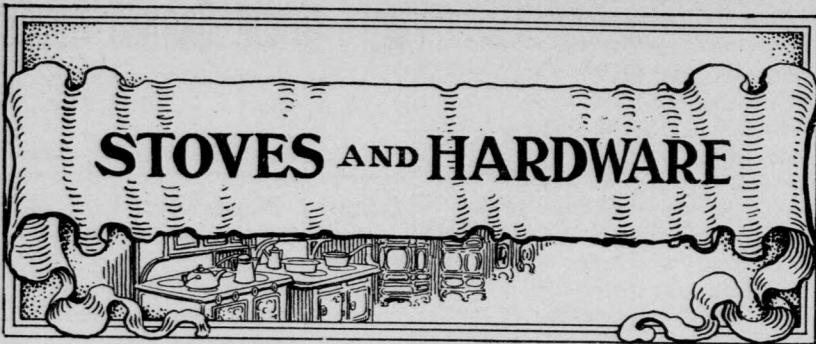
Summer and Cottage Furniture: An Inviting Exposition

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.

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



SELL YOUR GOODS

Instead of Letting Your Customers Buy Them.

Some dealers have a theory that it is bad policy to urge a customer to buy when in their store. Such slogans as "Our salesmen never ask you to buy anything," "Come in and look over our stock, whether you intend to purchase or not," are adopted, and the whole atmosphere of the store is, "If you don't see what you want ask for it."

Now this passive policy might have been all right when competition had not developed to the point to which it now has, and when there were not the thousand and one demands upon the customer's purchasing power that exist to-day. Successful businesses have no doubt been built along these lines, but the fact that these ventures proved successful was, to our mind, more in spite of the methods employed than because of them. The whole theory of passive selling is wrong, and the dealer to-day who realizes this and who adopts the active, get-up-and-get method is bound to win.

Take a concrete example for instance. A woman comes into your store to purchase a pair of scissors. Under the passive policy, after the sale has been made, she walks out of your store. Figure the profit for yourself.

On the other hand, suppose the clerk who made the sale had pleasantly suggested that his customer look at some new refrigerators just received, or a new kind of range, or even some small household article of less importance from a profit standpoint. Even if no further sale had been made, two things at least would have been accomplished, that store would have been impressed upon the customer's mind as the place to buy refrigerators, ranges or whatever the article might have been; and the customer would have had a sub-conscious feeling that her trade was appreciated, and that that particular store had an interest in her beyond the mere profit on that one sale.

Stop for a second and consider whether your store gets its share of your own customers' business. Why should a customer approach your competitor for a new stove when she has been your customer for years, and when you handle stoves the equal in all respects to his? Probably because your competitor, by some one of the many forms of salesmanship, interested her in his stoves. This may have been accomplished through newspaper advertising, circularizing,

window display, or personal solicitation, but the fact remains that you should have so treated your customer that she would have gone to your store first, simply because she "always trades there."

In carrying out the active policy of selling goods to your customers, it is a good plan to notify your clerks from day to day as to anything new received, and as to articles which you handle, and which are being extensively advertised by the manufacturer. Why not take full advantage of a manufacturer's national campaign? If the manufacturer is willing to spend his money to send people in your store to buy the article he manufactures, there is everything to gain, and nothing to lose, in closely and eagerly co-operating with him. The profit on advertised articles is usually such as warrants the full support of a dealer, and there is no question that goods well advertised are practically half sold.

The policy of selling your goods can be developed to a high degree of perfection, and as your sales increase under this policy, if it is pursued rightly and intelligently, you will notice gratifying returns in the fact that your customers will be your customers, and not only your customers, but satisfied customers.—J. O. Knox in American Paint and Oil Dealer.

The Modern Cultivation of Daylight.

As fine an illustration as can be found in the city of old time and modern factory construction will be found at Front and Allen streets. On one corner is the factory of the Grand Rapids Brush Company, built about thirty years ago, and across the street from it is the new factory of the Clarke Knitting Works. When built the brush factory was thought to be about as good for the purposes intended as it could be, and, for that time, it certainly was good. But the windows are narrow and the spaces between them wide, and this means that the factory is gloomy on the brightest day. The new factory across the way is almost all glass. The windows occupy two-thirds or more of the wall space and extend around three sides of the building. On the dullest and darkest day this factory will be bright and cheery for the workers within. The ancients, by which is meant the factory builders up to ten or fifteen years ago, did not seem to hold an abundance of daylight in very high esteem, or perhaps they thought large windows and plenty of them inconsistent with solid construction. The modern idea is to

have all the daylight possible. This is not merely an economy in lighting, but it has been found to promote efficiency and increase production. Workers can do more and better work by daylight than by the best candle power, and the daylight adds to their buoyancy of spirit.

Plenty of window space—all the window space, in fact, that safety will stand—is not confined to new factories. It is found as well in the schools that are being built. Notice almost any of the older schools and those recently built and see how different they are in their window arrangement. The Sigsbee and the North Ionia street schools, which are of recent construction, seem to be almost all windows, while the Jefferson street school and the Central Grammar building, two of the oldest in the city, have windows that look like little more than cracks in the wall. The Union High school, when the annex is completed this summer, will show the old and the new idea in close proximity and sharp contrast. The old building, put up about thirty years ago, has narrow windows and none too many of them, while the annex promises a wealth of good daylight and ease for the eyes of the pupils.

This modern cultivation of daylight by means of ample window space is not confined to factories and schools. It is much in evidence in the construction of the modern home. One of the surest signs that a residence is old is its narrow windows, and the wide windows and lots of them spell modern construction or recent remodeling. The modern house to meet modern ideas must have sunshine and light and air, which means windows, and it must also have ample porches for the outdoor life which is now considered so essential to summer health and happiness. Without storm windows the wide windows may call for heartier stoking at the furnace in winter, but the people will have light in their homes and sunshine.

Can Listen To Reason.

"But," protested Mr. Hawksley, "why can't you listen to reason?" "I can," replied Mrs. Hawksley, "if it will come around in a while without whisky on its breath."

BUICKS LEAD

CARS \$1,000 AND UP

BUICK MOTOR COMPANY

Louis and Ottawa Sts. Grand Rapids Branch

Columbia Batteries, Spark Plugs
Gas Engine Accessories and
Electrical Toys

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

Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and
Everything of Metal



DON'T FAIL
To send for catalog showing our line of

**PEANUT ROASTERS,
CORN POPPERS, &c.**

LIBERAL TERMS.

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

I Sell Coffee Roasters

And teach you to
Roast Your Own Coffee

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

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

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

Established in 1873

Best Equipped
Firm in the State

**Steam and Water Heating
Iron Pipe**

**Fittings and Brass Goods
Electrical and Gas Fixtures
Galvanized Iron Work**

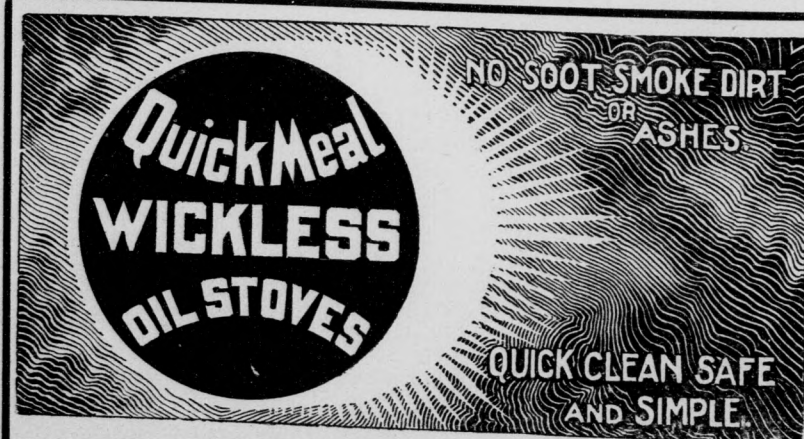
The Weatherly Co.
18 Pearl St. Grand Rapids, Mich.

MOTOR DELIVERY

McIntyre

Catalog 182

Auburn, Ind.



FOSTER, STEVENS & CO.

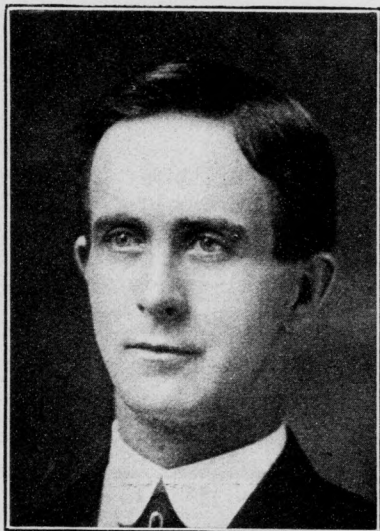
Grand Rapids, Mich.

Exclusive Agents for Michigan. Write for Catalog.

SUCCESSFUL SALESMEN.

George A. Bruton, Representing the Worden Grocer Co.

George A. Bruton was born on a farm in Caledonia township, Kent county, Michigan, March 26, 1877. While his name is of French derivation, his antecedents are Irish on both sides. His father was born in Meath county, Ireland, and his mother in Rochester, New York. He was the fourth child in a family of eight children. He lived on the farm until he was 19 years of age, when he taught district school one term. He then went to Caledonia, clerking a year in the hardware store of Joseph Kennedy. He afterwards spent a year on the outside of the store, soliciting orders for farm implements for the same house. He then came to Grand Rapids and entered the employ of Studley & Barclay, taking



charge of the rubber footwear department of that house. A year later he went on the road for the same house, covering the trade north as far as Cadillac and as far south as the Indiana line and the Thumb counties in the east. After a year on the road he formed a copartnership with the veteran grocer, Thomas Hart, engaging in the grocery business at 254 South Division street. He was not particularly charmed with the business and was glad to retire after an experience of two months. He then went on the road for the Worden Grocer Co. and is now in his eighth year with that house. He goes as far south as Allegan on the Lake Shore; as far as Plainwell on the G. R. & I.; as far as Irving on the Michigan Central; as far as Lowell on the Grand Trunk and to Freeport on the Pere Marquette. He also covers a portion of the interurban trade tributary to Grand Rapids. He sees all of his trade every two weeks and some of his customers he visits every week.

Mr. Bruton was married August 3, 1904, to Miss Helen Hart. They have resided until lately at 282 Terrace avenue. He recently sold this place, however, and is getting out plans for a new home at 115 Morris avenue. The house will be modern in every respect, constructed of brick and will cost about \$6,000. Mr. Bruton has but two hobbies—pool and

card playing. His card playing is confined to his friends at home, as he has never been known to play a game of cards on the road. His success as a salesman is due very largely to the motto which he adopted early in life: "Whatever I undertake to do I will do a little better and a little more of it than the other fellow." This sentiment has resulted in placing him at the head and front of the grocery traveling salesmen of this market. He is a stockholder in the Worden Grocer Co. and it goes without saying that he enjoys, to an exceptional degree, the confidence of his house as well as the esteem of his customers.

Mr. Bruton comes from fighting blood. His father and two brothers fought all through the war. An uncle, Christopher Bruton, was on the staff of General Custer when he defeated Gen. Jubal A. Early shortly after the Battle of Winchester and was given a vote of thanks and a gold medal by Congress for his bravery and astuteness on that occasion.

The Merchant Becomes a Real Success—

When he has more sense than cents.

When he loves his work more than money.

When he has plenty of prattling children and a cheerful wife.

When he worries about other folks' troubles more than his own.

When he succeeds in keeping his troubles to himself and is willing to share his pleasures with his friends.

When he places great confidence in his wife and knows she appreciates it.

When he can enjoy the successes of others without having a pang of envy.

When he is loyal to his friends and has the courage to shake hands with his enemies.

When he is not worried because of unjust censure, knowing that it is his own conscience that can really convict him.

When he enjoys to-day and looks out for a rainy day.

When he is not worried about his just deserts, and says if he doesn't get cake he will eat bread.

When if he is disappointed he can go on working as if he had gotten what he wanted.

When he has learned his business so well he does not need praise to keep him moving.

When he is willing to sacrifice everything but his home and his character.

When he knows how to make the most of opportunities and to get valuable experience from failure.

If he can work with all his might and rest as if there was not such a thing as work.

If he has a hobby, providing he has enough sense not to ride it to death.

When he knows that hard work is the best panacea for all ills.

Bread Made Without Any Flour.

Parisian bread is made without flour in a machine that transforms the wheat into dough. The machine consists mainly of a large screw turning loosely in a case on whose inner sur-

face is a screw thread running in an opposite direction. Between the main threads on the cylinder are smaller threads, and the depth of the groove grows progressively smaller from one end to the other, so that it will hold the entire wheat grain as it enters the machine and will accommodate only the pulverized wheat at the exit.

The wheat is prepared by a thorough washing, after which about a pint of tepid water to a pound of grain is added, and the whole is allowed to stand about six hours. At the end of this time the grains of wheat have swollen to double their ordinary size. It is then mixed with the yeast and salt and poured into the machine. It falls between the threads of the moving screw and of the fixed contrary screw, which simultaneously crush the envelope and body of the grain, making of them a homogeneous mixture which forms a smooth paste.

Bread obtained by this process contains a succession of holes whose size

increases as they approach the crust, which is thin. The odor given off is most agreeable and far more pronounced than that of ordinary bakers' bread.

Handy Lamp Gasoline Lighting System Draws Trade to Your Store



Gives a 300 Candle Power Shadowless Light the instant you move the lever. Turns up or down, like gas, burns dim when not in use, or can be turned up instantly when more light is needed. It floods a 30 foot space with a brilliancy like daylight. Far cheaper than gas, kerosene or electricity and so simple that anyone can use it. You can depend on it for years for all purpose demanding a big, strong light. Catalogue M. T. tells why. Send for it now. **BRILLIANT GAS LAMP CO.** Dept. 25, 42 State Street, Chicago, Ill.

CLARK-WEAVER CO.

The Only Exclusive
Wholesale Hardware House
In Western Michigan

32 to 46 S. Ionia St

Grand Rapids, Mich.



There's Profit For You

In our line of Trunks, Suit Cases and Bags, because we make the price RIGHT. And you're after PROFIT in your business, aren't you?

Aside from the matter of PROFIT, however, you are also looking for the goods that will bring SATISFACTION to your customers—goods that prove to them they got their money's worth from you—goods that will make another sale.

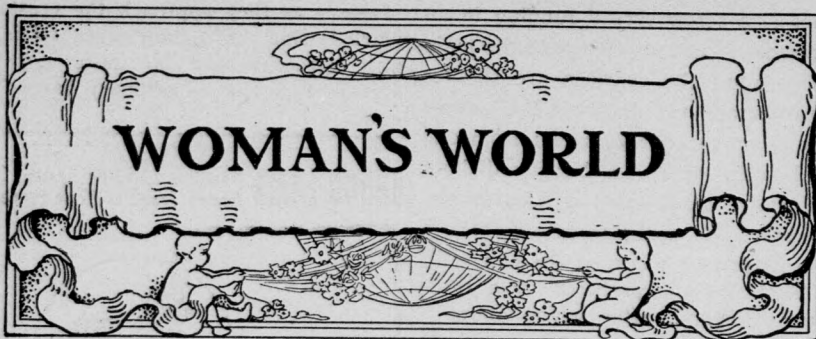
When you can find such a line you are going to tie up to it, aren't you?

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.



Why the Engagement Should Last a Year.

There always are two sides, often more, to every question of life. Even popular proverbs, those nuggets of wisdom which have been handed down from generation to generation, sometimes contradict each other. Take, for example, the old saying: "Marry in haste and repent at leisure," the truth of which has been proved in poignant pain in thousands of hearts through ages. Yet to controvert it there is the familiar adage: "Happy's the wooing that's not long adoin'g," popular with those who, in spite of haste, have drawn prizes in the lottery of matrimony.

There is a medium in all things, if one can find it. Haste is one thing, quickness is another, and the people who tumble head over heels in ill judged hurry rarely attain their desired ends. And when all is said and done, the proper length of an engagement of marriage, like most other things, must depend upon circumstances. There are times when

haste is folly, and other times, less frequent, when it is wisdom. But in any case it is well to take time to make sure, since one proverb is truth: "It is better to be sure than sorry."

The engagement ought to be long enough to allow the two who are to spend their lives together to become acquainted with each other, to ascertain the temper, habits, character and antecedents each of the other. People who rush headlong into matrimony with other people of whom they know little or nothing take a fearful risk. Occasionally, it must be granted, such a marriage turns out well; men have jumped over precipices and escaped unhurt, but the rule is the contrary; and hasty marriages are much more apt to prove unhappy than otherwise. Every now and then the daily newspaper tells the story of some confiding woman, usually the possessor of a little money, who has married a plausible stranger, about whom she was wholly uninformed, and who has been left by her husband alone and penni-

less in a strange city. Of course the victim has only herself to blame. She has married against the protests of her friends; but that is no consolation for her trouble.

It may be urged that in any case it is difficult for lovers to judge each other correctly. Even when love is not blind he wears rose colored glasses. As a rule when people are engaged, they are for the most part on the best of terms with themselves and with each other, and, as Mark Twain has said: "Be happy and you will be virtuous." Each is on his or her best behavior, anxious to please the other, and a display of temper or of any other hateful traits which either may possess is not to be expected. Edwin believes Angelina the paragon of her sex, and she is persuaded fully that he is far removed from common clay, "a little lower than the angels," in truth.

It usually is the man who is in favor of a short engagement. The woman, of course, must have time to prepare her trousseau. Besides, she finds the period of her engagement a sort of triumph, which she naturally is inclined to prolong. The announcement of a woman's engagement to a desirable fiance places her, so to speak, upon a pedestal, and forthwith renders her an object of increased interest to all her women friends. She is petted and privileged, the recipient of a thousand attentions; she is made much of; her lover is, or is expected to be, her most attentive slave, and she is invested with many of the rights while still excused from all the

duties and obligations of a wife. Small wonder is it that she makes the most of her courtship and engagement. Husbands are well, but nearly every girl has in mind the example of some married friend who has by no means so "good a time" after marriage as she had before. Marriage is apt to knock a good deal of romance out of people.

It can not be denied that, however devoted a husband may be, he rarely is so attentive as a dutiful fiance. It is not that the man is less in love, but no machine can be kept perpetually at high pressure; custom stales most things in this world; and the fact that the lover is in a state of expectancy adds much to the zest of his attachment and to the eagerness of his affection. Marriage means give and take, a mutual benefit association, and the wife is supposed to serve as a ministering genius in her husband's home. During the engagement the ideal lover is his lady's faithful servitor, mindful of her slightest wish, and obedient to her every whim, however unreasonable it may seem in other eyes than his. After marriage it is she who must "love, honor and obey."

Lord Byron, who in his day and generation was accounted a past master in all pertaining to love affairs, remarks that—

"Man's love is of man's life a thing apart."

There are, of course, exceptions to this, as to all other rules, excepting in mathematics. Happy are the women who marry the exceptions, who



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.

possess, and, what is even more important, take care to exercise the personal magnetism, the self-control, the savoir-faire which will keep the husband the devoted lover, and which

"Will make of life forever
One glad, sweet song."

The average man, having married the girl of his heart, is apt to consider that his having done so is sufficient proof of his devotion without his making love to her afterwards, which is a lamentable mistake upon his part. No woman ever tires of hearing the man whom she loves tell her that she still is the same to him. A man ought not only to love his wife, he should tell her so often, whereby he greatly will increase the happiness of his married life as well as of hers. There are some Darby and Joan couples left in the world. One meets them occasionally, and it does one's heart good to see them.

The question of a long or short engagement can be settled only by those who personally are interested, yet a little word of advice may be given: For most couples a year is quite short enough. The engagement period always will be something to remember with pleasure, and, whatever the years may hold in store, there will be the roseate memory of courtship, of the time when two lovers built castles in the air and wandered together in the Arcadia of day dreams.

Dorothy Dix.

Does Your Child Confide in You?

Does a feeling of mutual confidence exist between you and your little girl or boy?

Are you the little one's guide, philosopher and friend?

The establishment of this wonderful bond between parent and child is not alone a mother's sacred duty, but her blessed privilege. Many great men have attested to the deep and lasting influence throughout their entire lives of this early relationship with a good woman, in some cases not always the mother, for, unhappily, all mothers do not appreciate the grave necessity of inspiring a feeling of comradeship nor realize the mutual happiness and good that spring from it.

Children are remarkably imitative; they unconsciously adopt the attitude of their elders. If a child is constantly confronted with a forbidding manner it hides its own nature under a reserve that may in time become impossible to penetrate or shake off. Children are naturally artless and guileless. A secretive child is abnormal. Despite this it is not always an easy matter to win and hold a child's confidence. Some persons are peculiarly fortunate in this respect, having an easy, tactful, winning manner with children, and these are those who sometimes usurp a mother's place and are the recipients of many a childish confidence which, had it gone where it should, might have nipped a pernicious habit in the bud or directed some thought into channels of lifelong interest.

Ignorant of Simplest Questions.

It is really amazing how little some mothers know of their own children. Sometimes the simplest questions

pertaining to the routine of everyday life are met with complete ignorance. A mother will say: "I really never noticed," or "Indeed, I don't think Jimmy or Carrie care for this or that, at least, I never heard them say so"—and perhaps all the while Jimmy and Carrie have been absorbingly interested in the matter.

The truth is, it does not occur to her that the children are distinct individuals with tastes, peculiarities, childish hopes, ideals and aspirations all their own, and not mere automata; every thought and act being executed only in response to the "don't do that" and "do this" of some elder.

It would probably astonish many parents to hear the childish and sometimes fierce protests expressed by children against this cold blooded, impersonal habit of treatment.

One frequently hears a mother exclaim: "Oh, don't bother me, I haven't time to fuss with you." The little heart, so full of spontaneous love and confidence, is heavy with disappointment, and this attitude, repeated day after day, soon crushes the spirit that impels the little one to rush to mother with every little happening. In time an unsympathetic chord is struck and the distance is widened until mother and child are as far apart as the antipodes.

Mother's Love Best Protection.

Nothing can be more disastrous to a girl than this unfortunate state of affairs, for a young girl's greatest protection in life is the brooding, watchful mother love and confidence. The girl who is blessed with a responsive mother when tempted turns aside and says: "No, mother would not approve of that."

Too late does a parent sometimes awaken to the fact that her own uncongeniality and lack of responsiveness have been the chief cause of a daughter's seeking "green fields and pastures new."

One hears it at school, where girls exchange "notes." One will say: "I wouldn't think of telling my mother;" another will say: "Oh, my mother wouldn't care, she's not the least bit interested. She lets me do as I please;" and herein lies another well known fact, that many mothers believe that by looking after the physical needs of the children they have done their entire duty. It requires more mental stamina than they possess or care to cultivate to establish and to guide a stanch moral attitude in the young mind.

Mother Best Early Teacher.

When the necessity for it becomes apparent they seek to throw this duty upon the father, at least where the boys are concerned. It must be admitted that nothing is more beautiful and more praiseworthy than a spirit of camaraderie between father and son, and I do not for a moment wish to minimize the value of such friendship; but it is in the early, tender years of childhood that seeds are planted and habits inculcated, and to the mother must be relegated the duty and the privilege, by the establishment of mutual confidence and clear understanding, of molding the plastic mind of her child.

The life of a young child is made up largely of interrogation points. Only a mother should unfold the wonders and mysteries of its own nature and of its little world to the awakening mind. That this responsibility is shirked more often than not and shifted elsewhere is unfortunately too true. A healthy child has a lively imagination and tremendous curiosity. It must satisfy both. If it can not do so at the fountain from which all its childish knowledge should flow, it is bound to go to other sources and so it hears many of the most sacred things in life vulgarized and clothed in language from which it can never after entirely free itself.

Frequently when a child asks startling questions on important facts the matter is evaded or the child is told not to repeat the question. This is a great mistake. Children are unerring in detecting flaws in statements and as they have wonderful memories they never forget. Always tell the truth, therefore. If you don't know say so and promise to find out and never fail to do so and to give the desired information.

Knowledge To Be Gained Early.

Many parents wonder how early in a child's life certain great facts in nature may be disclosed to them. As early as a child evinces the faintest interest. This can be done beautifully with stories in natural history of bees, butterflies, flowers, and the like. I know of a boy with whom this course was pursued who is now, at 14, a scientific naturalist; he has the purest mind of any boy I ever knew and he talks with his mother and her friends on subjects generally tabooed with a delicacy that is truly enviable. I know a girl who was similarly trained—she has not a thought her mother does not share—and at 20 she is interested in child culture with a breadth and understanding astonishing to those double her age.

Because of withheld confidence and unsympathetic attitude home life is often uncongenial to children when they reach the restless age of their lives. It is this time, too, when they most require a patient, loving, guiding hand.

I am reminded here of a woman who was early left a widow with three young children, two boys and a girl. She was advised to place the little ones in a home and take a position as housekeeper, but she turned a deaf ear to all advice that did not include keeping the children under her wings. At what stupendous sacrifices she accomplished it only this devoted little band knows. The boys had faces like cherubs and exquisitely clear voices, and when old enough sang in a church choir. She found that even here they were beset with untold temptations and that to relax her vigilance for a day might bring disaster. All those who sought the acquaintance of her children were forced to pass before her critical eye. The chosen ones were invited into the little home, the atmosphere of which was so bright and congenial that the little outsiders often expressed a preference for it to their own

homes or other means of spending a pleasant time. It never occurred to these children to seek diversion away from their mother's influence.

Lives Like an Open Book.

An invariable custom of this amazing woman was never to close her own tired eyes until she had carefully gone over every detail of the day's happenings with the children. In this way she became the masterhand that guided and directed their destinies. For years after her sons were grown men, occupying conspicuous positions, they met at their mother's bedside before retiring and not only interested her with recitals of social occurrences but consulted her upon matters of grave import.

Charlotte C. West.



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Very Strong
Dissolves Instantly

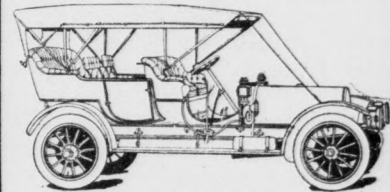
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Grand Rapids, Mich.

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Are More Beautiful, Simple
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Air Cooled, Light Weight, Easy Riding



Model H. Franklin, 6 Cylinders, 42 H. P.
7 Passengers, \$3750.00

Other Models \$1750.00 to \$5000.00

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

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

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

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

Catalogue on request.

ADAMS & HART
West Michigan Distributors
47-49 No. Division St.

DRY GOODS, FANCY GOODS AND NOTIONS

A COST SYSTEM.

How It Can Be Successfully Introduced.

Many things have been written upon the subject of the Cost of Doing Business which are misleading. These things, if allowed to go uncorrected, will lead to confusion, if not actual harm to the reader who seeks to adapt them to his own business.

One of the most serious of these mistakes has been the oft-repeated statement that the cost or expense of doing business must be fixed upon the selling price, and not upon the delivered cost of the goods.

Retail merchants will discard this idea as impractical, if not absurd. It is possible to fix a desired profit upon the selling price of an article, or an entire line of goods, by adding to the factory cost of the article or stock the freight and cartage, and to this add the cost of doing business plus an equivalent sufficient to create the expected profit on the price at which it is sold. But it is an impossibility to fix any determined ratio of expense or net profit to new goods unmarked, unless the invoice cost is known.

The advised practice of ascertaining the cost of doing business and net profits on the gross sales is only practical for an examination of past business and as proof that new prices are correct. Any attempt to make prices on each new shipment or receipt of goods upon figures so obtained will always result in loss to the merchant unless he uses an equivalent with which to equalize the difference in percentages.

Here is the proof: If a merchant does \$10,000 worth of business (gross sales), during a year, at a cost of \$2,000 expense, his per cent. of cost of doing business is 20. Using 20 per cent. as a base upon which to mark new goods, by adding 20 per cent. to cost the sales made on that basis to \$9,600, he suffers a loss of \$400. For if the expense of selling \$10,000 worth is \$2,000, the goods cost \$8,000. And \$8,000 sold at a gross profit of 20 per cent. would return \$9,600.

The merchant must add 25 per cent. to the delivered cost of his stock to make gross sales of \$10,000, if cost of stock is \$8,000.

The campaign of education on the cost of doing business is not an attempt to arbitrarily demand of a merchant that he advance his price, but rather to readjust his selling expenses and prices so as to make a profit on his sales.

It is possible for a merchant to know his expense, its ratio to his

sales and add the proper equivalent by which to make his prices pay 10 per cent. net profit on everything he sells, and yet close the year with an absolute loss. How?

His sales may show such a decline that the expenses, unless known and adjusted to the loss of business, will eat up the profit.

So, too, can a merchant determine to make a certain per cent., say 10, and at the close of the year find that he has made 12 or 15, because his gross sales have been much larger than were expected, with no increase of store expense.

A merchant who would always insure himself against loss must know at all times that his expenses are in keeping with the revenue derived from sales. He has no absolute guarantee against failure unless he does know and adjusts his expenses to conform with the proper ratio which his sales demand to pay a desired profit.

He may increase his profits if he likes by selling more goods at the same rate of expense. But the week or month that his sales do not reach the required amount to meet that expense, together with a legitimate profit, he is treading upon dangerous ground.

It is unfortunate that such a term

as "gross profit" was ever coined. It is so often used to mislead merchants that it would be well if it could be abolished. To the unthinking or unscrupulous gross profit, or profit, means that sum over invoice cost at which a merchant sells an article. Many a man has been led to believe that if he buys an article for \$1 and sells it for \$1.25 he has made 25 per cent. profit. If his expense of doing business is 20 per cent. of his gross sales, and that is the average, he has actually sold that article at cost, and if it was not sent from the factory prepaid is out the amount of express or freight.

Profit is that unknown quantity which it is expected will remain after delivered cost, plus the entire expense of conducting a business. That profit does not exist until cost of doing business is added to the invoice cost, plus freight and cartage, or express. The sooner retail merchants drive this into their understanding with a sledge hammer the sooner they will be able to adjust their so-

called profits and expenses to actually return a desired profit.

Profit is an income to be earned and laid aside as a surplus. It should be made the prop to hold up an unsteady business, and the foundation for trade that is prosperous. It should be a nest-egg around which to accumulate other eggs until the nest is filled, or, to state it in a more critical way, the laying up of something for a rainy day.

Remember that it is impossible for

BAGS New and Second Hand

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

ROY BAKER

Wm. Alden Smith Building
Grand Rapids, Mich.

GENTS' NECKWEAR

We have just received a large assortment of beautiful Spring and Easter neckwear. All the latest shades in plain colors and fancy silks to retail at 25 and 50 cents. Also the new tubular and knit ties.

Special at \$1.25 Per Doz.

Poplin silk four in hands in plain colors look good enough to retail at 25 cents.

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

SPRING 1910

Our Show Room

offers unlimited styles in

Suits and Skirts

Also
Separate Coats

The story of **SPRING STYLES** is easy to tell
but still easier to see

When you are in the Market come in
and let us show you

The Rapid Growth

of our business is the best proof that we are making good

D. J. Femon & Co.
Makers of **CLOAKS SUITS AND SKIRTS**

123-125-127 Jefferson Ave.

Detroit, Mich.

Michigan's Largest and Greatest Cloak House



a merchant to fail in business, if what he sells returns to him in cash or its equivalent all that is paid out to manufacturer or jobber, the freight and cartage, the entire cost of conducting the business and a profit. He may fail by reason of outside speculation, riotous living, unwise or unsafe investments, or by accommodating someone with the loan of his credit. So, too, he may by over buying.

But a business conducted so safely that every cent expended is returned in the sales, together with a profit of even 1 per cent. net, can not as a business go upon the rocks of disaster.

Commercial agencies assert that more than twenty-five out of every 100 men engaged in a retail business either fail, sell out or make some change every year. They further claim that 95 per cent. of retail merchants eventually meet failure during the lifetime of their commercial doings. More than 75 per cent. of these failures are attributed to either ignorance of acceptable methods or lack of sufficient capital.

An examination of hundreds of business changes made during the past two years leads the writer to assert that more than 80 per cent. of them might still have been in business had they known how to figure their exact cost of doing business, and had the courage to add it, with a profit, to their selling prices.

Unfortunately too many merchants have only a dim knowledge of what enters into the different items of expense.—Frank E. Goodwin in Merchants Journal.

Pernicious Practice of Asking For Samples.

Sampling is a nuisance? Of course it's a nuisance and one with a capital "n" at that.

But what is the poor but would-be accommodating storekeeper to do?

The habit of sampling is a pernicious one, but it seems inevitable. Merchants lose hundreds—thousands—of dollars all over the country every year and yet nothing can be done about the evil. If one dealer should refuse to give samples a customer will go to others who will not. Every single time that a sample is refused a feeling of antagonism is engendered which can not but harm the one against whom it is directed.

Some merchants are generous with samples as to quantity, size and quality, while others are so stingy as to the three items that patrons would almost prefer not to have any. A lady had occasion, the other day, to require samples to match or harmonize with several different colors. One of the things she wanted samples to match was a fine Tuscan straw hat that she had last summer, but that is so near what is indicated for the coming warm weather that she intends to make it do another season. The hat is bulky and so the lady could not lug it around to the stores. She put the shade in her mind as well as possible, and carried with her when starting on her samplequest a piece of silk that very nearly matched the hat in shade. A bronze

shoe and brown gloves had to be borne in mind. Other colors were reseda green, cherry red and ciel blue—rather a queer combination in the recital but going nicely together in the actual ensemble. At some places when stating her errand, which was for ribbon that should show the above bunch of colors, she was met with a prompt and pleasant compliance to her request for samples; at others the favor was granted waspishly. On one of the latter occasions the clerk was giving such skimpy pieces of ribbon that the lady had to tell her that she would have to have larger snips as she could not tell whether or not they would do in tint. With this the store employe cut off larger samples, to be sure, but with such grouching in voice and manner that the favor gained little by the accession. The lady, who, by the way, is one whose custom is valued by storekeepers, took her samples all along—she accumulated some dozen and a half of them from the various mercantile establishments—and hied her home to see how they matched with her dress, hat, shoes and gloves. Some of the eighteen or more swatches turned out to be fine with these, while others were simply hideous. There was a wide range of prices—from 19 to 95 cents the yard. Some of the ribbons from which the samples were taken were great bargains and then again the price was too high considering quality and width. As the lady needed about six yards of the ribbon it behooved her to decide with discretion. A dark sample at 75 cents, showing in a Persian pattern all the colors desired, was selected after extended deliberation, and the lady was glad it was from a store where she was accorded courteous treatment.

In such a case as this asking for samples is perfectly legitimate, but there is no excuse for the woman who flits from store to store, idly fingering goods merely to pass the time away, hindering the clerks and demanding samples of expensive merchandise just out of curiosity or for use later in a crazy quilt. Such a practice can not be too severely condemned; and yet if it is frowned on the storekeeper comes in for adverse criticism.

Take it all in all, the matter seems to resolve itself into one of "grin and bear it" on the side of the merchant.
Jessica Jodelle.

The Size.

Customer—My wife told me to stop in and buy her a bathing suit. What are your prices and sizes?

Dealer—We have a very nice one here that I'm sure she will like. A fifty-dollar bill will just cover it.

Customer—That is just about the size she wants. How much is it?

Feminine.

Jones (during the break-down)—There is something wrong with her. Daughter—Let me see.

Gets out, goes behind the car and returns triumphantly.

"There! Now she'll go, I'm sure. Her number wasn't on straight."

Our Engineers' Coats and Overalls



are not the kind usually sold by jobbers—jobbers' goods are "skimmed" in cutting and making whenever necessary. It's simply a case of making fabric and workmanship fit the price. Empire garments are always cut to fit the wearer regardless of the price. Ask our salesman about the new numbers we are showing.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Mich.

"The Crowning Attribute of
Lovely Woman is Cleanliness."

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Odorless

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DRESS SHIELDS

Supreme in Beauty, Quality and Cleanliness

Absolutely free from Rubber, Sulphur and
Poisonous Cement

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

At the stores or sent on receipt of 25 cents.

The C. E. CONOVER CO., Mfrs.

101 Franklin Street

New York City

SUNNY ITALY.

Some of the Productions of the Northern Part.

Rome, Italy, Feb. 12—Italy is considerable from the top of the list in countries that export to us such goods as we import; and her list of exportations is such as might well be termed "extras." In other words, she does not furnish us with much but what can be obtained elsewhere, so that the figures do not show up large when compared with those of some of the other countries who furnish us, when called upon, staples of which we may be short.

There are brilliant exceptions to every rule, and this country came to our rescue last year on an item we needed, because of a shortage, which makes her stand out in the lime light. The one referred to is broom corn, of which she furnished us \$116,000 worth from one section alone, which was reported through the consular office at Venice. Again, straw and chip hats with straw braid amounted to the snug sum of \$1,004,135, exported through the Florence consulate. Still another, reported through the office at Rome, was the item of cheese, a variety known as Pecorino, made from goats' milk; and this amounted last year to the enormous sum of \$1,056,540.

The country is divided into three sections, as it were, from the lowlands on the east, commencing at Venice. Running westward across the country to France is the northern section and this includes the Plains of Lombardy. Out of the latter the range of mountains seem to rise and grow more and more lofty as they run southward, until the extreme southern end is reached, when they abruptly terminate in the sea. The Apennines divide the land into sections running north and south, lying either side of the range, the eastern section being bounded by the Adriatic, while the western has the Mediterranean Sea as its western boundary line. The eastern section has somewhat the better of the western, from a commercial standpoint, having nearly all of the larger cities within its territory, and compares quite well with the northern section in this regard, which has been equally favored along this line.

Not far from the northern end of this mountain range one of the sections is called Carrara, and in this Italy has drawn a prize, for to her has been given a mine of wealth such as no other nation has of the kind and to her all others must look when in need. The grade of marble known as Carrara is obtained from here and, as is well known, it is the whitest and hardest of all varieties. Because of this quality it is most used by sculptors for the finer kinds of work and hence we are not surprised to know that this land is one of sculptors and sculpture. Probably no other nation can compare with it in this particular.

The northern and western sections, with the honors resting with the latter, have another item that is of a good deal of consequence to this

country and that is the olive orchards. The olive oil industry is conducted on a very different scale than what we had supposed and from what we had reason to believe in hearing the name of Italy mentioned in connection with this branch of trade. Instead of having large factories to produce the oil, the owners of the orchards each have their own presses, doing their own crushing and pressing; so, instead of the fruit being sold on the market, it is the oil that is offered. As can be readily seen, small lots of oil are offered by many owners, and this makes it necessary for those desiring to market it to go out after the small parcels and get enough together to market it under a private label. No admixture will be permitted, according to the laws of the country, as to olive oil, a fine being the penalty for violation; yet we were reliably informed that the law was enforced in a very lax manner in this regard and that low grades were on the market and sold in large quantities. It was the opinion of our informant that a quantity of cotton seed oil found its way over here from the United States. The olive trees are very numerous all along the railway line and can be plainly seen from the car windows, looking quite like many American fruit orchards.

With the indulgence of the reader, we will append a list of the exports to our country from this land, thinking that perhaps may be in this way given a better idea of its productions than by any other plan:

From the Florence consular office there was reported a total of \$1,991,779 worth of exportations, the main items and amounts of each being as follows:

Alabaster and Italian works	\$ 59,687
Antiquities	27,333
Bronze work	37,617
Broom corn	29,649
Canned fruit	16,763
Chip braids	96,082
Embroideries and linen	14,615
Frames (carved and gilt)	61,850
Jewelry	12,686
Marble statuary	117,587
Oil paintings	55,864
Personal and household effects	18,843
Porcelain and china	14,923
Skins and hides	105,739
Straw braids	619,342
Straw and chip hats	384,793
Straw goods (unclassified)	18,125
Terra-cotta goods	23,124
Wheat for plaiting	18,603
Wine	60,939

From the Rome consular office there was reported the sum of \$1,500,000, the chief items of which were:

Artichokes	\$ 2,718
Antiquities	1,566
Bronzes	21,014
Cheese	1,056,541
Church goods	15,293
Films	3,638
Furniture	6,033
Hides	47,038
Marble statuary	119,063
Plaster casts	6,376
Printing paper	15,296
Sienna earth	8,600

Silk	6,932
Tartar argols	28,115
Paintings	12,467

Those shipped through the Venice office were as follows (main items only):

Antiquities	\$ 1,209
Books	225
Brass and copper	3,250
Broom corn	116,028
Celluloid	750
Ceramics	2,800
Cotton goods and yarn	22,800
Furniture	20,000
Glass beads	12,000
Glass mosaics	7,000
Glassware	13,000
Glue	500
Glycerine	40,000
Hemp	11,000
Lace	15,000
Leather, decorated	600
Macaroni	6,000
Marble (carved)	7,000
Marble (rough)	2,500
Paintings	16,000
Shells and shellwork	12,000
Silverware	400
Straw goods	8,200

In 1908 about \$300,000 value was the total amount of exportations to us through this office, while last year they were nearly double this amount, the main item contributing to the large increase being that of broom corn, which increased from \$12,000 to nearly ten times this amount.

Inasmuch as a consequential proportion of the goods received through this consular office is of the class which might be termed luxuries, it would seem to the Italian as though times in the United States are extremely good, for all of which we could vouch.

In order to better inform the reader and to do full justice to this country, we must add that the reports from consular offices at Livorno (Leghorn) and Genoa would reveal larger exportations and for the items marble, olive oil and hides sums could be named that would be more in harmony with the totals for these items, but it was not possible for us to obtain them.

The two offices just named, together with that of Naples, form the best shipping points on the mainland, also Palermo, on the Island of Sicily, which belongs to Italy.

The last two cities we expect to visit later and then shall hope to be able to give facts concerning Southern Italy, as we have tried to do for the northern section in this paper.

Perhaps we should add, in connection with this letter, that the country is divided into seventeen districts or regions, of which the Islands of Sicily and Sardinia are two, and these districts are subdivided into provinces, of which there are sixty-nine.

It is governed according to the constitution of the Kingdom of Sardinia, which lasted down to the year 1848. It is, consequently, a limited monarchy assisted by a Senate and a Chamber of Deputies.

When we are thinking of Italy as a nation, as she now is, we must not forget that she is but forty years old. Under her three kings—the two Vittorio Emanueles and Humbert—

she has risen to a condition that enables her to take her place among the other nations of the world, by no means one of which to be ashamed. She is endowed with beauties of nature, with productions of art and with monuments of a glorious past, which renders her position absolutely unique. Chas. M. Smith.

How Comets Get Their Tails.

Comet tails are accounted for. The sun drives as well as draws. The pressure of light is recognized as a reality. Cut the earth into pieces a hundred-thousandth of an inch in diameter and the sun would blow them away into space. This is one manner of accounting for the existence of comets' tails. As the sun pours its flood of light towards the earth the little waves in the ether force billions of minute particles hitherward which bring to us we can not tell what forms of electric energy. But the forces that repel manifest themselves on a much grander scale among the starry heavens.

A most significant recent astronomical discovery is that of vast numbers of spiral shaped nebulae. They look as if they were undergoing a change into clusters of stars. From the forms of the spirals it is evident that the stars ranged along them are either drawing inward to plunge upon the common focus or are receding from that focus. The latter hypothesis is thought the more probable.

In the majority of spiral nebulae, such as in the great whirlpool nebula, we see a vast central mass surrounded by a large number of long, luminous spirals, which seem to be beaded with stars and with condensing globular bodies. These look as if they had been shot out in various directions from the interior mass, and we can hardly doubt that in the course of ages nearly all that mass will thus have been dissipated. It will have torn itself to pieces like a bit of radium shooting off its disintegrated atoms and each of these cosmic atoms will have become a star.

The chemist in his laboratory studies his radium projecting its tiny atomic stars into the surrounding atmosphere, while the astronomer in the illimitable laboratory of the universe finds gigantic masses undergoing a similar disintegration, with the result that where now vast nebular clouds are seen some future age will behold only glittering congregations of distant suns.

An Accomplishment.

The wife of a Germantown (Philadelphia) man is said to have cultivated her genius for bargaining to an extraordinary degree. Not long ago she burst into the livingroom and made this startling announcement to her spouse:

"Cousin Emma has appendicitis! I've arranged with Dr. Blank to perform the operation for only \$50. Every one knows that the regular fee is—"

"Permit me to congratulate you, my dear," interrupted the husband, "upon your success in bringing a fashionable disease within the reach of Cousin Emma."

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 (All Total Adders. All Tape Printers)
CASH REGISTER

Let us sell you the BEST MADE
 at the LOWEST PRICE

IF YOU WANT AN
Autographic Attachment

on a DRAWER OPERATED Register
 we will furnish it for

\$15.00

Prices: \$50 \$65 \$75 \$90 \$100

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F. O. B. FACTORY



This cut shows our \$115.00 Register with Autographic Attachment

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

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

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

ALL SECOND-HAND REGISTERS SOLD BY US FULLY GUARANTEED

The Bright Side of a Baker's Life.

It may at first glance or thought be hard to realize that the baker's life has a bright side, because the majority of us are laboring under the false impression that the baker's life and business are only one sided and very gloomy at best. Therefore, we are unable to comprehend the bright side which is actually attached to it. But stop for a moment to consider carefully; ask your business friends engaged in any other line of business and you will find that each and every one claims his particular business the most trying, and they look at ours as only bright-sided, without trials or tribulations. Of course, we know better; but ask yourself, Why always look at the dark side of it and move under the impression that the cup of sorrow is always filled for us to drain, when the cup of joy is equally near and extended to us, if only we ourselves realize it, and take the opportunity to divert our minds just a little from the routine business to which we are so attached? From long years of custom we have come to the conclusion that there is no diversion when once engaged in the baking business.

Remember this world is filled with trials and tribulations. We bakers think we have troubles, troubles to try one's patience, but is it not equally true of other businesses? We must be willing to shoulder our part. "To sleep and dream that life is beauty is to wake and find that life is duty"—a duty which we owe to ourselves as well as to our fellowmen, especially when engaged in the same business as we are, in order to convince them that there is a bright side even to the baker's life.

If only understood by the individuals and properly looked at to your surprise the morbid or dark side will look very small to you or disappear altogether. Then let us all join and dispel the very gloomy depression which only to our own notion exists in our business.

It is said to manage mistakes is one of the secrets of success in life. I am satisfied most of us think it a mistake that we ever entered into the business of baking. But, brethren, don't let us forget that ours is one of the most noble vocations on God's earth. We are makers of the staff

of life—the bread for which we should pray every day.

While some have probably not met with the success of others for lack of opportunity or otherwise, do not be discouraged. It is not the size of one's business nor the amount of worldly goods one may possess that makes him happy and content. The most humble is oftentimes displaying the most sunlight among his fellowmen by refusing to look at the dark side of his vocation.

Nothing is more misleading than the notion that opportunity never knocks twice at the same door. It invariably returns, or none of us would be alive to-day. Of course, if one allows himself to be blinded by vain regrets he will miss the next opportunity. It is not profitable to air one's business troubles, of which we bakers think we have more than others. Say little and go on. Remember that they seem larger to us than to any one else.

Others are busy and soon forget; besides, nothing is more dreary than the tale of your biography showing what a splendid chance you once missed and how you lost it. Who cares? It would only answer the purpose of darkening the bright side entirely. Errors in life or business are not dishonorable, except they be often repeated. We bakers often think we make mistakes, but mistakes at least belong to an active life. They show that one is trying to do something and not sitting as an idler. F. H. Hohengarten.

What Discouragement May Cost.

Genius is a delicately sensitized brain condition. A word of discouragement, at the critical moment when a highly organized mind is struggling with the intangible and the undiscovered in quest of proof of a theory which may prove a world boon, is to genius what the vagrant ray of daylight is to the sensitive film.

That the light of inventive genius is often hid under the bushel of thoughtless discouragement is strikingly illustrated in the case of Emil T. Mueller of La Crosse, Wis., who nearly thirty years ago, while a mere boy, devised an apparatus for automatically preventing railroad wrecks, which is to-day being tested as the "latest invention" and promises to be used by all the great railroad systems

of the country. But there came to him on the eve of achievement the "fogging" word of discouragement, and another's brow now wears the laurel wreath.

The New York Central and other important railroad lines are making successful experiments with a device by the operation of which collisions are made impossible. By means of electrical contacts, arranged by rail resistance, trains approaching each other on the same track are detected while they are still a mile apart. The device, which is connected electrically with the cab of engines which may be within the circuit, instantly sets off a gong near the ear of the engineer. It does not wait, however, for the engineer to respond to the warning, but automatically sets the air brakes, and whatever trains are within the circuit are brought to a stop almost within their length. Rear end collisions are impossible, as well as head-on crashes, for the little device does not permit any second train to enter the circuit while the other is within a mile. That the invention will prove one of the most important to railroading in recent years is evident from the interest manifested by the great trunk lines.

Mueller, when a boy, was of an inventive turn of mind, and he conceived the idea that it should be possible to prevent collisions if a device could be invented which would warn engineers of the approach of other trains. While experimenting he received permission of Burlington railroad officials to use an old side track in the southern end of La Crosse. The principle of his device was the resistance of the rails. By taking two sets of apparatus far enough apart on the tracks so that the resistance of the rails was greater than the power of the batteries the device would remain normal. However, when the instruments, representing trains, were brought closer together the resistance would become less on the rails and the batteries would at once set the device into operation, ringing a gong and setting the brakes, so that it would be impossible for two trains to come together on the same track, either head-on or from the rear.

Mueller's idea was that, no matter where the trains were or how fast they were running, the instant they

came within a mile of each other on the same track the device would be set in motion, the brakes would be set, and the warning gongs would ring.

"I had it arranged," says Mueller, "so that trains within a mile of the station would set a warning gong to ringing, thus giving passengers, baggagemen and depot agents ample time to prepare for their work, so that there might be no delay in loading and unloading. The train could not be run 100 feet over the circuit line without taking immediate effect upon the apparatus at the station."

Fate did not decree, however, that the young inventor's accomplishments should be confined to the device which well meaning but ill advising friends caused him to abandon, for he is now Secretary and General Manager of one of the biggest breweries in the State, and an astute and prosperous business man. He has since invented many contrivances used in the manufacture of this product.

William V. Kidder.

One Thing More.

Mildred—But, papa, George has brains. You must admit that it was very clever of him to stop the clock last night so that you wouldn't know what time it was when he went.


Father—Capital. To-night see if your smart young friend can discover some way of keeping the gas-meter from ticking and I'll admit he is a genius.

Valuable Assistance.

Teacher—It seems strange that your marks are so low. You get help at home on your school work, don't you?

The Pupil—Oh, yes. Pa's always telling about how he used to lick the teacher and ma's continually laughing about the lies she used to tell when she was caught playing hooky.

Some people call children angels so as to forget their need of clothes.



Ground Feeds
None Better

WYKES & CO.
GRAND RAPIDS

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.

A Few Sensible Hints for the Saleswomen.

Written for the Tradesman.

Perhaps there is no test that more quickly shows whether a given saleswoman is an artist or a bungler at her work than the way in which she goes at it to ascertain what the customer who asks to see goods has in mind to purchase.

It is desirable to find out as soon as possible whether the customer has definitely determined beforehand just the kind of article or goods she will buy, and if a determination has been reached, then the quality, price, etc. The woman who wants a fine, expensive thing will be wearied and annoyed by having all the cheap wares of the kind brought out for her inspection. The woman who has set her price limit may not care to see anything more costly.

Often the customer's idea of what she will buy is unformed or hazy. Making a sale is a matter of pleasing her fancy and suiting her pocketbook. When indecision is the state of her mind it is important to know that such is the case.

The bungler knows no way but to put her customer through a catechism, asking one question after another in the bluntest, baldest manner and giving the impression that the customer must describe exactly just what she wants before she will be shown a thing. The following, overheard at a hosiery counter, will illustrate:

"I should like to look at some hosiery."

"Twenty-five cents?"

"Well, perhaps so; I can hardly say as to the price without seeing the goods."

"Want a black stocking?"

"Yes."

"Cashmere or cotton?"

"I think perhaps I might rather have cotton. I can't tell without looking."

"Want 'em fleece lined?"

"I don't know."

"What size do you wear?"

"I never can remember my size."

The salesgirl now shifted her gum to the other side of her mouth and took down a box of hose.

"Them stockings's just fine."

"Haven't you something else?"

"Why, yes, but I'll tell you right now them's the best stockings you can get in this town for your money."

By this time the customer was highly displeased with the discourteous treatment she had been receiving, and it was evident that if she bought anything at all at this counter it would be because she did not wish to take the trouble to go to another store.

Obviously this salesgirl was trying to save herself the work of taking down goods of kinds that would not be wanted. The skillful saleswoman economizes the labor of handling over goods, and it is very necessary to do this, especially at busy times, but the skillful sister knows that pleasing customers and selling goods are the main ends and the saving of work must not be thrust prominently to the front. She always maintains the attitude of being willing and anxious to show goods and never allows

a customer to get an impression to the contrary.

If a single question, or at most two, put briefly and tactfully, do not bring a reply that makes clear what the customer has in mind, then generally it is best to show something, selecting an article or a piece of goods that is attractive and good of its kind, and adapted to the needs of very many people. This will usually loosen up the tongue of the customer, and if she wants something different or wants to look at other lines she will indicate it.

At this juncture the saleswoman should be alert and watchful. A little drawing out, of which the customer is entirely unconscious, may serve the purpose admirably and avoid the awkwardness of direct questions. The saleswoman may set it down that ninety-nine customers out of a hundred are willing to talk freely if they are given a chance, and if they do not go on and dilate fluently on what they think they want the trouble lies with the saleswoman herself—she is chilling, or repressive, or unsympathetic.

Besides putting a customer through a catechism as to just what she will have, there are other errors of manner to be avoided. One is the seeming effort to size up the customer financially—as if the saleswoman were applying an X-ray to the customer's pocketbook to find its exact contents. This is especially displeasing to the person of slender means.

While the wealthy patron usually will buy more expensive goods than the patron in humble circumstances, there must not be too rigid an assumption as to what class of article will please either one. The rich woman may be a veritable bargain hunter, and if such a one wants to be shown the low-priced goods without directly calling for them, the shrewd saleswoman is quick to take the cue.

On the other hand, the woman of limited income may have cultivated tastes and occasionally may be able to gratify them; or she may believe that buying a really good article at a high price is the best economy in the long run and desires to make her purchase accordingly. The saleswoman that does not scent quickly all such workings of her customers' minds is not living up to her opportunities.

It is very natural for a saleswoman handling goods all the time to develop a great liking for the finer and more beautiful grades. Some are so unwise as to display a lofty scorn for the coarser and lower-priced fabrics. This sometimes is very funny when shown by a girl who everybody knows is receiving only a few dollars a week pay. But the woman who is looking for the lower-priced goods is not apt to see the humorous features of the situation even if she is financially able to "buy and sell" the saleslady. The customer is apt to feel that she herself as well as the goods she is seeking is included in that sweeping disdain and carries away an unfavorable impression of the saleslady and of the whole store.

Such a saleswoman needs to learn

not only to show respect for her customers but also a proper respect for the goods she is handling. The cheapest things carried should be carefully shown as occasion demands.

Quillo.

Make a Will.

From a business standpoint it is a good plan to make a will, provided you have anything to leave behind in case of your sudden departure from this vale of tears.

Just on a rough guess, it is probably safe to say that three-fourths of the business men of the country have not made wills.

And the experience of the probate courts is that nine out of ten rows over estates come up when they are left to be settled by an administrator.

A will very often saves lots of trouble for those one loves best. Your wife, your children, are the ones who deserve first consideration if you are fortunate enough to have such members in your family, and if you have a small estate you should fix things so that they will get it all, without any squabbling or controversy.

It is not natural for a man in good, rugged health, who has always managed to pass his life insurance examinations without trouble, to think about making a will. It is a good deal like calling in a doctor when you are not sick. But sometimes the advice of a doctor when you are feeling right will save you trouble later on. And it is much the same about a will.

A good many small business men consider that it is hardly worth while to bother about making a will, because they have only a few thousand to leave anyway, and their estate is constantly changing and constantly growing. They will postpone making a will until they get their fortune worked up to a certain number of thousands, or until they begin to get old, or until there is some sign of a breakdown in their health which means that their days of activity are over.

Such a plan is not safe. Make the will. Change it later if necessary.—*Merchants Journal.*

It is a serious fault to know your neighbor's faults too well.

Love for giving proves likeness to God.

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



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.

THE LADY CASHIER.

How She Influenced One Life To the Good.

Written for the Tradesman.

Knowlton, one of the clerks with Stanton, Hodge & Co., found out that he could torment a certain cash boy, Gib Jackwood by name, and he did not seem to get tired of it. Hannah King, the clerk at the desk, seeing what was going on suggested to Knowlton that he was carrying the thing too far. That made the young man mad and he doubled up on the tormenting business and at last when patience had ceased to be a virtue Gib grabbed his tormentor's arm and gave him a tremendous bite in the wrist. At this Hannah King gave a good, hearty laugh and with a bantering tone asked, "Now will you be good?" The result of it all was that Gilbert Jackwood found out that he had a friend in the girl at the cash drawer and Knowlton found out that even a cash boy, even if he is "a little ugly runt of humanity," can take good care of himself on occasion. In this instance there was something more: He had put Hannah King down on his books as a discouraged old maid who had taught school a little too long and was rather inclined to look upon a boy of his size and age as a plague, and as such to be carefully looked after. When, then, she laughed and "showed her hand" he saw where he had made a mistake and became at once an admiring and devoted follower.

To tell the plain truth there was no revulsion of feeling on the part of the cash clerk. If the truth must come out there was nothing visible in the boy to awaken any such emotion—undersize, inclined to carelessness in his habits and apparently as stupid as he was unattractive. Miss King, or "Hannah," as the rest of the force called her, supposed the biting incident was over when Knowlton concluded he had had enough. Judge, then, of the woman's surprise when one day in a lull of activities Gib with a finger on a word in a paper held it up to Hannah with, "What do you call that word, anyhow?" The woman, with the teacher instinct still in her, looked and smiled and asked, "How do you pronounce it, Gilbert?" "Y-a-c-h-t spells yacht, if it spells anything, and what that is I should like to know."

"It is pronounced as if it were spelled yot and is a kind of sailing vessel."

"Well, I'll be goldarned! How's a feller ever going to find out all these things?"

"There is just one way, boy: A little to-day and a little to-morrow are what will do the business. Don't you know that old jingle?"

"Little drops of water,
Little grains of sand,
Make the mighty ocean
And the pleasant land."

"No, I don't know anything. Never had no chance. Always run away from school 'n' I c'n hardly read 'n' write; but I tell you what, Miss King, I'm going to do both. I'm at it now. See this lead pencil? That's what I'm working with and that's what brought

me up against yot—there, I did git it! But, oh, dear me! There's such a lot to learn and it's all the worse when you don't know nothing."

"That's so, and yet that's what everybody has to do. There may be a grain of comfort in it, but the wisest man didn't know anything to begin with and we all have to start in and begin with being a fool! Then it's a little here and a little there and then by keeping at it, 'Solomon in all his glory' and wisdom to burn! What is your idea, my boy?"

"To stop being a fool just as soon as I can, but it takes so much just for that."

"Yes; but you are only a boy and Solomon was quite an old man before he was called the wisest man. So all you have to do is to begin and add a little to your learning every day—every day, Gilbert—and the rest will take care of itself."

"Even when you have to start in a dunce?"

"That's what."

"Now, see here, Miss King, honor bright, if I try my level best to improve my education every day and keep at it good and strong do you think I can make it a go?"

"As sure as I am that you are here talking to me."

"Well, then, listen: I will try to improve my education every day just as long as I live—that I promise you here and now."

"All right and I promise to help you in every way I can," and the interview ended, each having a life job on his hands.

Humanity even at 11 years old doesn't care to have too much interest exerted in its behalf and Miss King, having learned this trait in the schoolroom, remembered it and let the boy alone. So one day when Gib came to her with bright eyes and joy-suffused face announcing that he knew the multiplication table from 2 times 1 to 12 times 12, without evincing any particular astonishment she asked him to stay after 6 o'clock and repeat it to her, and when without a break he had recited the long lesson and Miss King was commending him for it who should come loitering by but McCrabb, the head manager, and Mr. Stanton, the senior partner.

"What's going on here?" asked the latter and when told he gave an explosive "Well!" and proceeded to say that if Jackwood could say the seventh table and the ninth without a mistake he should have the brightest one of four silver dollars then jingling in his pocket. "And I'll give another," exclaimed McCrabb, and both assuming the listener's attitude waited for the result. It was the boy's first real examination and with a quickened heartbeat he began. It was worth the dollar to look at and to watch him. Nervously poking out of his eyes a lock of hair that insisted on falling and staying down he began. Up to six times seven there were doubt and a fear of failure and then fairly started the fun began. Up went his little round head and out came the pugnacious chin and the tables called for came pouring out like so many avalanches, with not a halt nor

a blunder. Then to make the thing doubly sure each table was repeated backwards, the whole performance ending with a little jerk of the head and a "There! I told you so!" "Good for you!" exclaimed McCrabb as his dollar went into the boy's extended palm, and "Well done, my son," said Mr. Stanton, as he looked at the boy all over. "You keep that sort of thing up and you'll find it pays."

Keep it up? You may bet he kept it up. Didn't I say a while ago that he had a life job on his hands and didn't he say it was to be his level best or words to that effect? So with the mistress of the cash drawer on the watch and the two men higher up with their eyes open and best of all the boy, so earnest in his undertaking as not to care whether their eyes were open or shut, the daily improvement progressed and left marks of its progress. There was a little surprise manifested when Gib wanted to know of Miss King a long time afterwards if $x+y=a$ was any better to reason with than $5+9=14$? That was too much of a question to answer during business hours, but the boy called by request that evening upon Miss King, who found during his stay that some pretty lively as well as hard work had been going on and that figures and language and general information had not been neglected since the boy had entered upon his life job.

Wasn't it a little unusual for a boy as young as that to insist on the persistent following of a course like that? Yes and no. Yes, and it is

to be accounted for by the fact that it was unusual; but the boy's life had been hard from the beginning. Wretched to start with, he had been early thrown upon the world and forced to find a way for himself where there was none and when at last he found what promised to be a foothold he clung to it. So when as a cash boy he found himself in the house of Stanton, Hodge & Co., he determined to stay there, and that determination, young as he was, enabled him to understand that to live with people who know something he must know something, too, and long as the road was and hard to travel that something must be his, and if it was to be attained by a little daily improvement it was going to be his, and it was. It did seem to him that those few years amounted to but little. By himself it would have been exactly that, but Miss King was at her place always and she was ever ready to give him the needed lift when it was wanted. She it was who cared to know where he lived and how, and when one day she went home with him and did not find things to her liking they went out together home hunting and found after much search that the little attic and a smaller one opening out of it at a price he could afford to pay at her own boarding place was what would suit him best. Then she saw to it that it was comfortable as well as neat and pretty, and so settled the training went bravely on. His food, now wholesome and abundant, soon began to tell. Color came into

Karo

The Syrup of Purity and Wholesomeness

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

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

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



**CORN PRODUCTS
REFINING COMPANY**

New York

his cheeks and development expanded his body so that by the time boyhood had departed Gib Jackwood of the old days was hardly to be recognized in the vigorous well developed young man who was making himself useful and necessary in the thrifty commercial house on the corner. Sharing in the home life of Miss King he learned a thousand things of the greatest value to him. His English was good English and his manners were all that could be desired. He found out that lounging on the table, the attitude of the old Roman times, was not practiced now. Miss King early told him that forks are not used at table for spearing purposes, that knives and shovels have little in common and that napkins are not intended to be tucked into the neckband and spread out to protect the chest of the wearer. These items were never made the subject-matter of individual instruction, but the boy was a keen observer and seeing he learned.

Of course, all these home changes were attended by others which went on at the store. Clerks came and clerks went, but with these changes Jackwood had nothing to do. His bounden duty and service to improve every single day in every possible way found him ready for such emergencies as naturally come to an up-to-date establishment and when he was found ready for the vacancy above him he secured it and, to his credit be it said, filled it. These things, however, were never the results of cutting crosslots and they

were long in coming. Now and then at first when something of moment was to be done the boy would be called in to say what he knew about the condition, and from the first his views were so broad and his statements so straight to the point that calling in Jackwood became the regular thing. They wanted the opinion of somebody who knows and for some reason or other Jackwood showed that he knew. Urged once to state how he knew he answered, "I made that a study some time ago and I found out then what I have been telling you." Then he gave his authority; his conclusions were accepted, the affair was tested and the result was the hoped-for gain.

That prosperity followed Jackwood all these years needs no statement, but here, too, the waif—he was hardly more than that—carried on his daily improvement, and it will occasion no surprise if it be here said that the young man's business foundation consisted of two bright silver dollars that he earned by repeating without mistake seven times one and nine times one. The very next day he took them to the savings bank and what a world was opened to him when the man on the other side of the bank window put into his hands his bank book with two dollars to the boy's credit. Then he first began to believe that life, his life, was really worth the living, and then he made up his mind to add to those two dollars on every possible occasion. The other fellows went in for fun; so did he, for his kind, but

where was the fun in running the streets in gangs and "setting 'em up" for the boys? He'd none of it and the saving went to increase his bank account. Cigarette and cigar and pipe? Not if he knew himself. No nicotine for him. What little he had learned of chemistry condemned it. He'd see what it cost for the others and put the amount with the money in the bank. Beer? Stimson's report would answer: "Three beers a day and a walk-off," that last being one each for the bunch—a quarter a day at the least calculation; and a quarter daily was added to his credit. Shows? Nit. "I will try to improve my education every day" takes care of that, and whether vaudeville or drama tempted him he stayed at home and studied, and from five cents to a dollar and a half looked smilingly at him from his bank book next day. So in time the two dollars became two thousand, which were continually increasing and finally one day came his chance. They sent for him from the front office and this pointed conversation took place:

"Jackwood, have you any money you want to invest?"

"Yes, sir."

"How much?"

"How much is wanted?"

"Five thousand dollars at least."

"I can furnish \$7,500."

"Better than I thought. What do you say to coming in here and being a part of the company?"

"Nothing could please me more."

That night after supper Jackwood tapped on Miss King's door and a

few minutes later told his story. After her hearty congratulations were over this is what that fellow said: "I'm going to tell you what has been in my mind for years: All that I have or ever can have I owe to you. You have been more than a mother to me and now I want to show you that I am not an ungrateful son. The tenant in my house on the avenue leaves at the end of the month and why not fit it up for a home for both of us? You have worn your life out at the cashier's desk. Now take care of the house and me. Our ages will protect us from scandal and I would like to show you how I have appreciated what you did for me when you got me to promise to try to improve my education every day. Will you do it?"

She kept her promise and later when asked what was the secret of his success Jackwood's single answer was, "Ask Miss King," who invariably repeated the old resolution.

Richard Malcolm Strong.

Objection Sustained.

"I insist," said the lawyer, "on having the witness answer my question."

"Must I do it?" the man on the stand asked, turning with an appealing look to the judge.

"Will you incriminate yourself if you answer?"

"No, your honor, I'll not incriminate myself, but I'll get licked by my wife."

"Counsel will pursue some other line of questioning," said the jurist, who was married himself.

Quick Sales

Good Profit—

POSTUM

It is not advertising alone that has put POSTUM where it is today—the vast benefit it has done thousands—yes, millions—is the real secret of Postum's steady sale in every part of the world.

The people buy Postum because they like and need it, and it pays the retailer to supply that want—pays him well.

"There's a Reason"

POSTUM CEREAL COMPANY, Limited, Battle Creek, Michigan

FREE HIDES.

Why We Still Have a Very High Market.*

At the annual meeting of the United Shoe Wholesalers' Association, held in Boston in January, two prominent shoe manufacturers took opposite sides of the question, "Are we to see advanced prices in hides, leather and shoes?" Charles H. Jones taking the affirmative and John W. Craddock taking the negative. One presented an able address, justifying the present high prices of hides, leather and shoes, the other presented a large array of data to prove that the advanced prices were due to artificial manipulation of the market.

Reading these two speeches, however, one may see that in the consideration of the ultimate trend of hide, leather and shoe values these two gentlemen are practically agreed, Mr. Craddock admitting a "great underlying, fundamental cause," which has reflected itself in advanced prices throughout the world and including unquestionably hides and hide products. In this admission I think Mr. Craddock would have been willing to use the plural "causes," and if so would practically have confirmed the general sentiment of the meeting voiced by Mr. Jones and by each of the other speakers, whether packer, hide dealer, tanner or shoe manufacturer; this sentiment being the inevitable general rise in the market of hides and hide products in the period ahead of us.

Good To Get, Hard To Pay.

No one objects to high prices when he gets them, only when he pays them. We all want high prices when we sell, but clamor for low prices when we buy. The manufacturer wants high prices for shoes and low prices for leather. The tanner wants high prices for leather and low prices for hides. The packer desires high priced hides and low priced cattle, while to complete the circle the farmer will be best satisfied with high priced cattle and low priced shoes. During the whole transaction the laborer will demand low prices on every article of merchandise and at the same time call for higher wages. There is a tendency to argue in a circle and, indeed, this case runs in a circle to a considerable extent, but in spite of that there are "great underlying fundamental causes" which are steadily lifting our industry onto a higher basis of values. It is not sufficient to say, as one writer said: "Meat is higher because the corn fed to cattle costs more. Corn costs more because land and labor are higher. Land is higher because the corn and cattle bring more money and labor is higher because the laborer has to pay more for meat."

One day in our tannery a pulley slipped a trifle on its keys, a belt rubbed on a timber and a small fire was started. It was almost immediately extinguished, leaving only a smudge to betray the event. Just after the incident I stepped into the room, saw the alarm and confusion and enquired

ed the cause. Big Joe, the Polish teamster, answered, "Why, Mr. Wallin, we pretty near had a fire. Didn't you hear it smell?" The discussion as to the cause and cure for high prices is hot, the sound of conflict is heard over the land, the smoke of battle is so dense we can "hear it smell."

Tariff and Trust Goats.

The tariff and the trusts are popular goats to drive into the wilderness with the sin offering of responsibility for high prices; but in our industry, at least, it is hardly possible to use either of these handy species of goats, because it is so apparent that neither can now affect the value of hides and hide products.

With the present tariff we have free hides and minimum rates on leather and shoes. Parenthetically I believe this is an illustration of what could well be the case in many of the other industries. If the tanners can get along with a tariff of 5 per cent. and 10 per cent., it seems to me that cotton manufacturers and iron manufacturers and woolen manufacturers could take less than 50 per cent. and 60 per cent. and prosper.

Still a High Hide Market.

With free hides, if there is artificial manipulation of the market, as suggested by Mr. Craddock, to be of any permanence, it must be manipulation of the world market and that is unbelievable. I think all tanners are disappointed that with free hides we still have a very high hide market, but we know that we are now paying no more than our European competitors and have a free field; and we are ready to bear witness to the far sighted wisdom and the courage of the members of the trade who, before the Ways and Means Committee of Washington, when pressed to say that shoes and leather would be lower with the hide tariff removed, refused to make the claim because they saw that natural laws might make higher prices in spite of the removal of the duty.

This same tariff has also forever eliminated the trust goat. The tariff has been called the mother of the trusts, but when the mother is starved and shrunk to a 5 per cent. pigmy, the chances are that the trust baby will be stillborn. Under the old tariff there was a splendid opportunity for a genuine leather trust. I venture to say that Pierpont Morgan could have formed a combination in leather with as firm a control of the industry as now obtains in steel by a parlor conference of less than twenty men if the old tariff had remained. No one more fully appreciated this than the directors of our largest leather corporation, and I believe I am justified in saying that no one nor group worked with more zeal and intelligence to prevent such a possibility than did they. President Taft saw the situation clearly, and you will remember he reversed all precedent when he took the entire leather schedule out of the Conference Committee and obtained a minimum tariff on leather and leather goods, and made hides free. Comparatively few people to-day, even in the trade, appreciate the great im-

portance of this tariff change. Some, losing sight of the great object to be gained, because they looked too closely at the small dangers and sacrifice involved, opposed it; but the leaders of the movement held firm until the thing was accomplished. The result was worth all it cost, for there can never be under the Payne bill a monopolistic combine in the leather industry with power to harm.

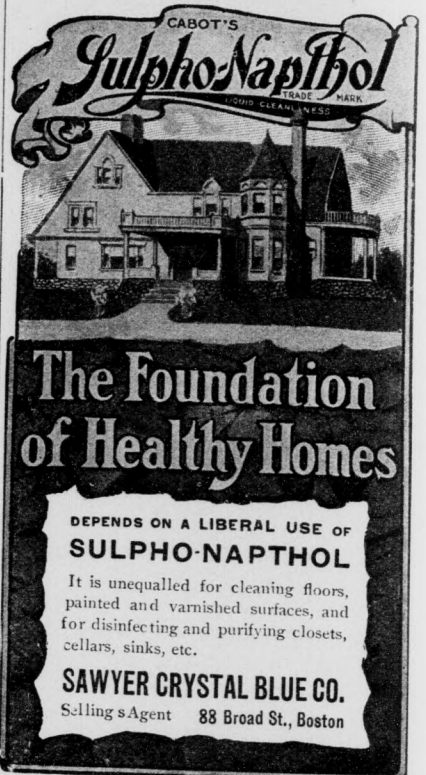
For the present era of high prices, it seems to me, the causes are such as to be apparent to every one who studies the subject with care. These causes, as applied to hides and hide products, were well explained and grouped in the address given by Mr. August Vogel at the Boston meeting. To me the two of greatest moment are the rapidly increasing supply of gold the world over and the rapidly decreasing supply of free farm lands, coupled with the great growth of our cities.

Increased Production of Gold Raises Prices.

The effect of the enormous recent production of gold has been to raise prices in all commodities, not only in this country but in Europe. The world's measure of value is gold. When the supply of any material is greatly enlarged it is reasonable to expect a lower value on that material, and in the case of gold this lower value is equivalent to higher values on all other products. This is one of the cases where history and science combine to prove a theory. Undoubtedly, in common with other commodities, hides and hide products

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Crockery, Glassware, China
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Fancy Goods and Toys
GRAND RAPIDS, MICHIGAN



Sulpho Naphthol
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PURE CLEANLINESS

The Foundation of Healthy Homes

DEPENDS ON A LIBERAL USE OF
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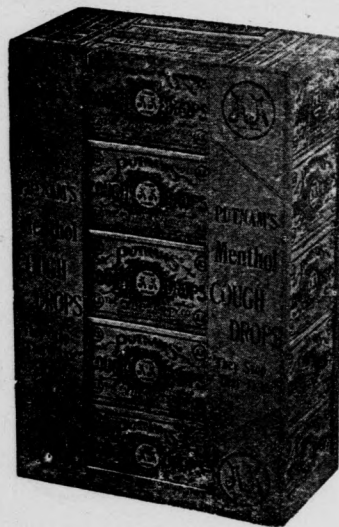
It is unequalled for cleaning floors, painted and varnished surfaces, and for disinfecting and purifying closets, cellars, sinks, etc.

SAWYER CRYSTAL BLUE CO.
Selling Agent 88 Broad St., Boston

For sale by
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Grand Rapids, Mich.

Agents Wanted



Putnam's Menthol Cough Drops

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

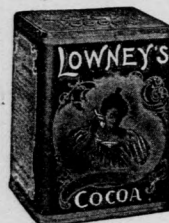
Each carton contains a certificate, ten of which entitle the dealer to

One Full Size Carton Free

when returned to us or your jobber properly endorsed.

PUTNAM FACTORY, National Candy Co.

Makers
GRAND RAPIDS, MICH.



LOWNEY'S
COCOA and
CHOCOLATE

For Drinking and Baking



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

The Walter M. Lowney Company
BOSTON

*Address by Van A. Wallin of Grand Rapids, before Shoe and Leather Association of Chicago.

have advanced during the past decade because of this increased supply of gold. The increased gold production bids fair to continue. No one now sees signs of recession and naturally the effects already manifested will continue.

An Era of Low Prices.

I remember the time in Western Michigan when the settler cleared his land by rolling into great heaps all the timber except the pine and burned it, and the air all through the spring and fall was blue with the smoke of blazing log heaps. The land cost the settler \$2 an acre. I remember the time when potatoes were selling at 7 cents a bushel on Traverse Bay, when wheat was 50 cents a bushel in Minnesota and when corn in the ear was burned in Kansas because it was cheaper than coal. In those days we bought dry hides in the Indian Territory for \$1 apiece and bark was worth \$3 a cord, f. o. b. cars. To-day the timber destroyed by the settler will bring fifty times what the land cost. To-day potatoes average 50 cents a bushel, wheat is above the \$1 mark, corn is 68 cents, bark \$10 a cord and much poorer hides are worth \$4 apiece.

In those days of low prices good farm land was practically free, forests were an enemy to be destroyed. Nature's wealth of all kinds lay ready for the taking and the machinery of our Government was largely arranged to distribute this wealth. To-day the condition is reversed. Conservation is the cry of the administration and a tardy people have awakened to the fact that the great surplus resources in Nature's American storehouse have disappeared, in many cases wasted, and that never again in this land will we see the products of farm and field and forest in over supply with practically no demand.

Farmer Has Come To His Own And he loses no time in claiming it. The country is taking its proper ranking position, the city looks anxiously toward the land. Will it produce enough food and raiment for existence? Is it surprising that with 68 cent corn, \$1.13 wheat and \$10 hogs we should see \$3.50 shoes advance to \$4?

Of course, this steady rise in values will not be uniform, the waves in the advancing tide will ebb and flow. To-day I understand the hide market is soft, it surely ought to be when we consider the undesirable hides now coming to market—so much water, hair, salt and manure the tanner can scarcely find the hide at all. The leather market naturally reflects some of the weakness of the hide market, no matter how illogical it may be; to-morrow both markets may be stronger. But in my judgment no general recession in the hide, leather and shoe markets is possible in the future until those "great underlying fundamental causes," which are world-wide in operation, have themselves been modified.

You can not save the ship by throwing the compass overboard.

Malice grips the sword by the wrong end.

Some Salient Points on Meat Refrigeration.

In a recent issue of Cold Storage, published in London, certain phases of the science of successful industrial application of refrigeration were noted. For the benefit of subscribers among markets and meat packing plants the following extracts are presented:

The conditions met with in a butcher's cold store or refrigerator are also much more trying than elsewhere, as with his quick trade he has to be expert enough to counteract the frequent opening and shutting and loading and unloading of his refrigerated room, all of which tends to the unsuccessful application of cold storage to his meat. To take one point alone, that of humidity. The dread muggy days of summer months, when the air seems itself to be a damp sponge, are a time of anxiety to the butcher. The man with the high-class trade will not want his meat frozen, and he has, as it were, to watch the hygrometer to see the limits to which he may let the temperature of his store run. He watches the thermometer carefully at 34, 35 and 36 degrees Fahrenheit, knowing that this neighborhood is the highest at which he can hold his meat without likelihood of what is often called "sweating," but which is really atmospheric moisture deposit. The ice refrigerator, or the machine-cooled room, which provides a good circulation of air is the most likely to keep free from this trouble. A useful principle in such chambers, adopted on both sides of the Atlantic, is a false insulated ceiling arrangement, from which, as a warmer high surface in the room, there is no tendency of drip.

"Cleanliness above all things" is a refrigerating motto, and in the ordinary butcher's refrigerator if this be not attended to disaster is certain at the temperatures at which such apparatus works. It was stated at the Refrigerating Congress, at Paris last year, by a well-known American expert, that bacteria have not the power of growth in or penetration into the muscular tissues of beef or poultry at or below temperatures ranging from fifteen and a half degrees Fahrenheit to ten degrees Fahrenheit. This, of course, assumes that above that range of temperature meat is not guarded from the deteriorating effect of some of the bacteria which it may collect.

In his paper before the same Congress Hal Williams said that it is becoming more and more the practice among the best butchers in England to keep their meat for a period of from ten to fourteen days after slaughtering in order that it may become tender and succulent. This meat, after it is received from the abattoir, is put into a chamber at a temperature of forty degrees Fahrenheit, and is kept there for such a period as the butcher may consider desirable. It is afterwards moved into a room at a temperature of fifty degrees Fahrenheit, where its temperature gradually rises before it is brought out into the open air, this,

of course, applying more particularly to the warmer seasons. If meat or any other article of a bulky nature is brought direct from a cold temperature into a hot one the moisture of the air will condense upon it in exactly the same way as upon the outside of a glass of cold water placed in a warm room. This moisture in running down off the meat renders it flabby and sometimes mixes with any congealed blood or ruddy meat juices which may be lying on or near the surface. By coming into contact with these the moisture becomes colored, and as it drips off the joint gives the impression that it is meat juice or blood that is dripping away. This has given rise to a fallacious theory that when meat is frozen and thawed the tissues are broken asunder and the juices allowed to escape. That this is not the case has been proved over and over again, and it is quite impossible to tell the difference between a side of beef that has been frozen for two months and a side of beef which has only been killed twelve hours provided the temperature of the frozen beef is gradually raised in a dry atmosphere, so as to prevent moisture condensing upon it.

The great importance of proper circulation of air in a meat-cooling chamber is pointed out by Mr. Davis, a Chicago packing-house fitter, who contributed a paper to the Paris Congress. Speaking of the cold storage room into which the carcasses are put immediately after their skinning and evisceration, he says that the air circulation is attained in two ways, by what is known as "natural circulation" and forced circulation. Under natural circulation the usual method of construction is to locate pipes in a space above the room in which the products are to be chilled, the heated air rising, coming in contact with the pipes and returning by gravity from the resulting density owing to the chilling of the air. Forced circulation is brought about by the use of fans, which circulate the air through the cycle of travel. Usually a definite path is provided to avoid currents. Whether the construction be of one form or the other the important point is prompt and thorough chilling of the product. Many cases of arrival of meats in poor condition are directly traceable to poor initial cooling. Particularly in the case of

frozen produce should the highest degree of care be taken. If once allowed to become stale, freezing can not thereafter be resorted to advantageously. A useful hint as to cleanliness is given by Mr. Davis in speaking of the refrigerator railway-car service that deals with this trade. The first essential is cleanliness of the cars, the walls and floors being carefully scrubbed with hot water and soap to remove every vestige of grease or dirt. They are rinsed with clean hot water, aired, closed and sent to the icing stations to be iced. The method employed in icing the cars is one which butchers would do well to note. The ice is crushed into pieces ranging from the size of a coconut to that of a walnut. This permits it to be closely packed into the tanks and of a better distribution of salt. The temperature of the resulting brine from the use of the ice and salt is dependent upon the proportions used.



THE NEW FLAVOR

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Better
Than
Maple

The Crescent Mfg. Co.,
Seattle, Wash.



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

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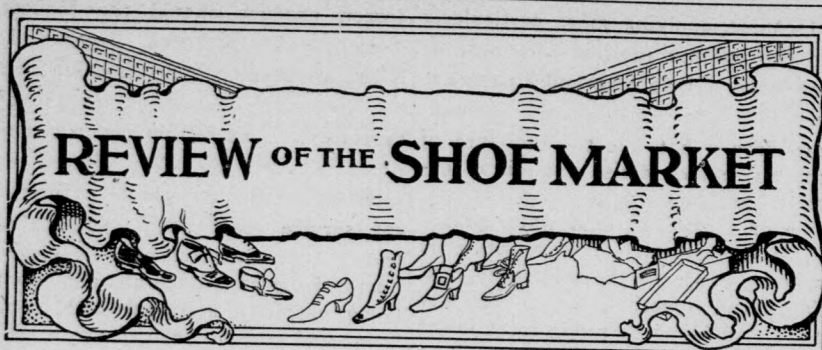
Write for our "Promotion Offer" that combats "Factory to Family" schemes. Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to

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The Original Fly Paper
For 25 years the Standard in Quality
All Others Are Imitations



Keying Up the Efficiency of the Salesforce.

You may think that the first thing necessary to make a sale is someone to sell to, and you are not far wrong; but unless there is also someone ready to sell him, the possibilities of a sale there are not great. We must have an opportunity to make the sale and must have the possible customer, but we may have all these and still lack important details for making the sale.

What Salesmen Must Remember.

A salesman must remember that everything he does, every move he makes, every expression of his face, may help or hurt the possible sale which is represented in every visitor. The look of annoyance, the shade of impatience, the indifference which may be caused from being up late the night before, all have a potent effect upon the chance of selling the customer, or rather the visitor who may be a customer if properly handled.

You may think that the visitor knows how it is to be tired, and that he has been vexed himself over things which will go wrong, and all the other explanations and excuses which we like to make for ourselves. The visitor doubtless does know all this and more, but you can not count upon his excusing even the slightest thing. Besides, what he may have done is no example for you to go by. You are on inspection, so to speak, while he is not. Yours is the loss and yours is the fault if through any error or mistake a visitor is permitted to pass out to become a customer of some other store.

Remembering that every move made is something which may add to the difficulty of making the sale, or make it that much easier, be guarded in your doings. Approach the customer freely, heartily and in a friendly manner. Do not wait to see whether he is a customer or only a "looker," for the "looker" of to-day may be the buyer of to-morrow—of many days to come. And he may also be made the customer of to-day and of right now.

Many a "looker" is a customer because he does not really know what he wants. If you can meet him in such a manner as to assist him you may quickly change him from an uncertain and doubtful "looker" into a genuine buyer and a permanent customer. These "lookers" are often the hard ones who, if they can be made friends and assured that they will receive courteous and friendly treatment, will become the customers who buy on your word and on your judgment.

Handling a "Hard Customer."

There is no customer that is hard. You will simply have to have tact and patience in handling him; in doing this and in showing him that you are exactly as particular as to what he gets as he is himself, you can easily sell him in nine cases out of ten and you have made a friend for your employer as well as for yourself.

We all like to have a personal following and personal trade which we like to think will follow us all over town should we happen to make a change. It is among the hard to handle that we stand the best chance of making personal followers. They are often hard to handle for two reasons: One is that they really do not know what they want, and, second, because they are afraid that a salesman will take advantage of them.

Building Up Personal Trade.

They must be cultivated and carried along with infinite patience and tact. They must be treated as needing assistance, but that assistance must be gently and carefully offered, without any appearance of "bossing" or dictating to them or they will become offended and you have lost a sale and the store may have lost a customer for years, or forever. It is in the little things that the difference between stores is most prominent.

I believe that nearly all shoe stores have merchandise which will afford satisfaction to the buyer so that he need not feel that he has been imposed upon, hence every salesman ought to feel enthusiastic over the goods that he sells and make a customer feel just as enthusiastic over his lines by showing them in the right spirit. But with a reasonable value in the merchandise of all stores, the difference which must go to make or to mar the business of the house must be in the little things which are connected with the selling. And these little things are small and yet big—big because they make sales or they drive them away, and sales are what we are after.

The matter of approaching the man who comes in is always to be remembered. The clerk who lounges along with his hands in his pockets, or looking everywhere but at the customer and who acts as though he was anything but interested, has started an impression with the customer which will make it the harder for him to make a sale.

The salesman must have the business at heart, must want to push and boost it, must seek to do everything to help it along. He must have the real interest of the firm at heart all the time. If he has this he will not

be looking out of the window, or across the store, or down the aisle, or gazing at the cashier when there is a customer in view. He will have the one thing in mind, to sell that customer if it is possible to suit him.

While always having the firm's interest in mind, do not neglect the interest of the customer. Remember with each sale that it is but one of many if the customer is treated right. Treat the customer who wants a pair of laces as well as the one who wants a \$5 or \$6 pair of shoes. The buyer of laces may want to buy shoes in a few days, as well as the other.

Half the Battle.

In meeting customers there is one thing which costs nothing yet means a whole lot, and that is a smile. Go to the customer with a smile of friendliness and with a firm feeling that you will make a sale and half the battle is won.

Be honest, be honest with all, with yourself, with your house, with your customers.

Remember that no matter how busy you are there is always room for another. When waiting upon a customer and others come in ask your customer to kindly excuse you for a moment, which will always be granted, and speak to the newcomers and get them seated.

Handling Customers During a Rush.

A man is never so impatient as when standing around, and if the customer being waited on is left abruptly without a word, it serves to upset him and you may lose a sale. It is much easier to sell merchandise to customers when you are busy and there are others waiting, because they will always choose more quickly then.

Never fail, when completing a sale, to ask if there is not something else in some other department. It tends to make one feel that your interest in him is beyond your own work and your own salesbook. Thank him and ask him to call again, and give him the feeling that you wish to please him.

When asked for grades or goods which are not included in the stock do not be afraid to say that you haven't them and to tell exactly where they may be found. This will show the customer your intention to be square and will open the way to a chance to show him something else when you ask if there is anything which you can show him from your stock. This square treatment makes for confidence in the store and gives you a chance to get him seated and to show what you do have. Do not let any customer stand around if it is possible to get him seated. It is bad for him and bad for others who may intend to enter the department to see people standing as though they could not get waited on.

Three Cardinal Principles.

And finally, you must believe in your work, believe in your house, believe in your goods. You must love your work, love it so that you do not want to watch the clock and long for the closing hour. I have often noted that those who are usually or

frequently late in the morning are usually the earliest out at night.

Always show the goods which a customer asks for, even although you know that you can not give him his size. By showing him the goods you have you get a better chance to sell him something else that you can fit him in, and this will prevent his saying afterwards, "Why don't you show me what I asked for?"

Be fair with customers, show them what they want and treat them as you want to be treated. Then when they ask you to show something different you have gained their confidence so they will not fear that they are going to be mistreated.

Keeping the Stock Straight.

Even during a rush keep the stock in shape. When you find that one shape does not suit and you go for another take back the other one and return it to the shelf. It keeps the department in neater shape than if the chairs, seats and ledges are allowed to be littered with shoes, which may also make trouble for you, because others seeing them may be led to ask for something in that shape in their size which you have not in stock.

In doing your work do it heartily and fully. Do not grumble and do not knock. Boost for the house, because when you are doing that you are also boosting for yourself. Work as though it were your own business that you are pushing and you will school yourself so that when you are able to have a business of your own you will have experience and training which will be of great value to you.

And remember that square dealing, fair treatment and good merchandise furnish the foundation to future and continued business. And the first two are largely up to you, Mr. Salesman.—M. I. Braman in Shoe Retailer.

Not Much Difference.

A well-known scientist was lecturing on the sun's heat, and in the course of his remarks said: "It is an established fact that the sun is gradually losing its heat, and in the course of some seventy millions of years it will be exhausted; consequently this world of ours will be dead and, like the moon, unable to support any form of life."

At this juncture a member of his audience rose in an excited manner and said:

"Pardon me, professor, but how many years did you say it would be before this calamity overtakes us?"

The Professor: "Seventy millions, sir."

"Thank God," was the reply. "I thought you said seven millions!"

In Training For the Preacher.

Billy—We ain't having no fun up to our house any more.

Jimmy—What's the matter?

Billy—The preacher is coming two weeks from to-morrow and we've got to hold rehearsals for it every day from now on.

He never succeeds who dare not fail.



**"Built
on
Honor"**

Mayer

Custom-Made
Work Shoes

Strong Sturdy Dependable

The real test of shoe quality is in the Work Shoe. Of all shoes work shoes must "stand up" to the limit of wear and endurance or the merchant endangers his reputation as a quality dealer. Mayer Work Shoes have all the qualities—material, workmanship and wearing ability—that make good with the wearer and make friends for the merchant.

All Mayer Shoes Are Made With Full Vamps

If you are not handling a line of work shoes that is a top-notch on quality it will pay you to investigate the Mayer line.

Write for a catalogue or salesman.

F. MAYER BOOT & SHOE CO.

MILWAUKEE

Largest Manufacturers of Full Vamp Shoes in the World

Some Changes Primary Reform Have Wrought.

The primary election law may not be popular with the old time politicians, but the people seem to like it. The law as it stands to-day is admittedly crude. It was framed by politicians who strove mightily to give the people the semblance rather than the substance of what they asked for. Crude as it is, however, it is a great improvement over the methods that used to obtain. It compels candidates for office to come out in the open to tell what they stand for, why and where. Before the primary election in this city on March 15 everybody in Grand Rapids will know all about Mayor Ellis and O. H. L. Wernicke, and they will be equally well informed as to David E. Uhl, Aldrich Blake and E. A. Connelly, the Democratic candidates. In the old days a few ward bosses would get together in some pothouse and fix things up to suit themselves. One for a valuable consideration duly paid as promised would undertake to deliver the delegation from his ward, another would do the same and the common people really had little more to do than to ratify what the bosses did. With the primary election method the candidates must make their arrangements with the people direct, and the people express themselves by secret ballot, and the once all powerful bosses have little to do with it, for none can tell if they deliver the goods.

How the primary election system works in State affairs is also being strikingly exemplified at this time. Four candidates for governor have presented themselves: Amos S. Muselman, Robert M. Montgomery, Patrick Henry Kelley and Chase S. Osborne. In other days such a field of candidates would be sure to send a swarm of scouts and workers scurrying over the State to line up the local bosses, and the candidate with the longest purse and the freest hand would have a long lead over his competitors. The scandalous campaign of 1900 may be recalled. Three millionaires were in the race and scarcely a day but one or another of them broached a fresh barrel and money flowed as it never did before in Michigan and never will again. The candidates themselves made no speeches and it was not especially necessary for them to travel about the State. Nobody knew and not many cared particularly where or for what the candidates stood. Their money talked for them and when they did go away from home their business was to look pleasant and their managers did the rest. It was the scandal of this campaign that started the movement for the primary election system, and it is this system which to-day makes it necessary for the candidates themselves instead of their hired men to get out and see the people, and they must let it be known by word of mouth or by letter what they believe in, what they will do if elected and what will be their policies. There is nothing under the hat now; all is open and above board and the people and not the bosses

will decide. The new plan it must be admitted, however, is somewhat tough on the candidates. The expense is considerable, but ambition's greatest penalty is the necessity of attending a long list of political banquets. Every town of any consequence and nearly every county in the State has its club and each club has a banquet as its chief excuse for existence. At these banquets chicken in some form, usually fried or fricasseed, is almost invariably served, and by the time the thirtieth or fortieth banquet is reached it can be imagined how fond the candidates must have become of chicken.

The primary election system of making nominations is still crude. It still shows the craft of the politician reluctant to part with his pull. But crude as it is the system is infinitely better than the old ward caucus and convention method, and in time no doubt it will be made more perfect. The Australian ballot, which represented a great reform in the elections, was strenuously opposed by the politicians and the first law establishing it in Michigan was, it may be remembered, fully as crude and unworkable as the first primary election enactment. The Australian ballot has been perfected and so will be the primary election.

Pocket Wireless Invention of Italian.

The pocket wireless comes from Europe, where the Italian savant, Cerebatani, papal nuncio at Munich, has invented an instrument like a large watch, which enables a person to receive messages transmitted from wireless stations. The apparatus is simply a pocket receiver with the only accessories a bobbin of wire and a metallic incased cane.

Thus equipped a person can receive communications at a given moment from a station within a radius of twenty to thirty miles. To do this he halts in the vicinity of an elevated point or at the foot of a tree, unrolls his bobbin of wire and fastens one end to the highest branch or any other support. The other end of the wire is fastened to the apparatus, which is connected on the opposite side with the cane firmly planted in the earth.

The telegraphic receiver is now complete. All that remains to do is to watch the movements of the single needle stimulated by the Hertzian waves of the transmission post. The needle points successively to the various letters or signs inscribed on the apparatus and thus messages are formed which can easily be deciphered.

Strikers Open Meat Markets.

Several co-operative retail meat stores have been opened in Montreal by the members of the striking Hebrew butchers' employees' union, and these stores are retailing meat 2 cents cheaper than the regular shops. The President of the union states that the union shops are making a profit of 2 cents at the lower prices established, and as soon as they can arrange to buy their own cattle they will be able to make a profit of 3 to 3½ cents.

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. * * * * *



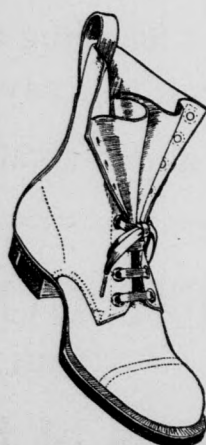
Stock the Profit Makers Now

H B Hard Pans and Elkskin Shoes

MEN'S, BOYS' YOUTHS'

You cannot possibly make a false move in adding these factory lines to your present stock.

They represent what we believe to be the best efforts of our factory in our shoe making experience.



H B HARD PANS
are made in 26
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The uppers on these lines are made from plump, soft stock of our own special H B Hard Pan tannage over-weight soles and are strictly solid throughout.

You will want a big lot of these lines before the season is ended. Better get your order out between now and the next mail.

Herold-Bertsch Shoe Co.

Makers of the
Bertsch and H B Hard Pan Shoes

Grand Rapids, Mich.

Why the World Hungers After Righteousness.

It is in some recent book about women that you can read of a famous metaphysician having invented a new profession. This book has it that in seven years the metaphysician, a world celebrity, had earned over a million dollars by teaching her religious ideas.

Since then many have followed her calling. In Chicago, New York, Boston, London, Paris, and numberless other places both men and women conduct paid classes in mental science, spiritual science, or whichever you will of the many systems and subsystems that have sprung up in the wake of the original method. They are doing something novel because they are putting market value on religious teaching and thus placing it on a higher economic basis than ever it had been.

In days of yore religion had to be given without money and without price because nobody would pay for it. It was supported by its devotees and offered as a charity to the world. It could not be sold for it had no more commercial value than have grand opera tickets or novels or paintings for the Hottentots and the Fiji islanders.

The Hottentot does not buy art and opera tickets because he is not cultivated enough esthetically to have any demand for them. Indeed, until lately our civilized world has been none too ready a purchaser. It made men rich quick selling toothsome dainties or fashionable fineries because these the world wanted. The wine merchant and the dry goods merchant always have made money. But the poet and the painter have lived in attics. Often they have starved.

That people find profitable business nowadays in writing is a sign that reading matter is more in demand than formerly. They can sell. For the world is willing to buy. Book publishers print their lists of the year's best sellers and the thousands of dollars they netted their makers. Magazine editors give a hundred and fifty dollars as every day price for 2,000 or 3,000 words of romance.

The writers need no longer go seedy and barefooted, for all the traditions of their vocation. They need only deal in the sort of commodities that run current to the popular styles and therefore are demanded and lucrative. They can go in for authorship as a storekeeper goes in for trade. They can try to learn what the world likes and supply it. It is not much different with the artists, because people are beginning to set store by pictures.

People pay for scholarship, too. The linguists and men of learning, like the men of letters in years ago, never had been able to turn an honest penny by their erudition. They were either desperately destitute or little else than polite paupers. Or they were born to riches and could indulge their bent for books and science as they could their taste for any other luxury. Pythagoras, the amazing philosopher and teacher of old

Greece, offered to pay his first pupil if the youth would take lessons of him.

Bakers and butchers could amass wealth by feeding folks' bodies. Shopkeepers became millionaires by dressing these bodies. Doctors drew fat fees for healing them, lawyers for securing them in houses and lands.

But nobody could traffic in victuals and vestments for the mind. These had to be gifts and gratuities. These had no market value, and as for soul comforts, the good church fathers forestalled destiny by voluntarily taking the vow of poverty.

Things are different now. Scientists and philosophers are still rewarded poorly, out of all proportion to benefits conferred, and the more precious the mental wares they have to offer the less renown and the less gold they seem to get. This simply is because their stupendous values are not at all realized. But science and learning nevertheless are becoming money makers. Chemists and biologists draw big pay from big corporations which appreciate their practical worth. Professors' salaries are rising. Here and there an able man is endowed.

And now even spiritual meat and drink are marketed. If we reason with these as we reasoned with art, literature and learning, this means we may argue that the world hungers and thirsts after righteousness as never before.

Ada May Krecker.

The Lover's Blunder.

The Duke of the Abruzzi has picked up many interesting stories in the course of his various travels, and he is fond of telling the following, which he heard in the Far North: A young Eskimo loved a beautiful maiden, whose father's hut was near his own, but, as is so often the case, her parents would not hear of the match. One night a great storm ripped up a crevasse in the ice, and between the two huts there yawned an abyss bridged only by a slender strip of ice. Here was the chance which the young lover sought. He crossed the frail bridge in the dead of night and crept to the home of his sweetheart to steal her from her cruel father. The Eskimos sleep in bags of seal-skin, and, with bated breath and loudly beating heart, he hoisted on his back the one in which his lady-love slumbered. With his precious burden he recrossed the strip of ice, and, safe on the other side, broke it down with a blow of his ax so that no one could pursue him save by the aid of a boat. Regaining his hut, he opened the bag to gaze upon the fair one, when, with a cry of horror, he staggered back dumfounded; for, in his haste to get the affair over, he had stolen her father by mistake!

A deaf man was walking on a railroad track with a friend when an engine rounded a curve behind them and opened its whistle full blast. The deaf man smiled and turning to his friend said: "Listen; that's the first robin I have heard this spring."



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THE SPRING SEASON.

Some Thoughts Suggested by Recent Warm Weather.

Hail to the spring! Hail to almost anything that represents a change in the weather conditions. It isn't that the winter, long, steady and distinctly old fashioned, has been altogether unpleasant. On the contrary in many respects the winter has been one of the most satisfactory in recent years. But there is such a thing as having had enough. We have had enough of winter with its cold and deep snow and heavy overcoats and constant stoking of the furnace. Welcome indeed will spring be, and may it come fast and gaily, with warm showers in plenty, much sunshine, many flowers and lots of birds.

The transition from midwinter to spring this year was almost startlingly sudden. In less than a week two feet of snow disappeared under the influence of sunshine and warm winds, and with none of those violent commotions which so often accompany Nature's magic changes. The snow drifts simply faded away, and instead of making torrents down the hillsides the water sank into the ground and disappeared. The ground was dry when winter came, and the heavy fall of snow with which winter opened and which stayed with us as long as the winter lasted protected the ground from freezing. There was no thick armor of frost to shed the melting snow. The dry soft earth drank in the moisture. It saved us from the disastrous flood we had reason to look for.

With the coming of spring the garden calls for attention. It is not time yet to plant seeds that are tender or to set out the bedding flowers. In this climate frosts are due up to and even beyond May 1. Gentle spring is liable to many a setback in March and April, but nevertheless the first disappearance of snow should be the signal for the garden work to begin. First and most important is to uncover the beds where the bulbs are planted to give them a chance for sunshine and air and to grow. The tulips and hyacinths and jonquils and daffodils ought to be sticking their noses out of the ground ready to begin business at the first opportunity. Uncover them, but in doing so it may be well to keep the litter at hand for a week or so longer that it may be put back should spring change its mind. As for the snowdrops—they ought to be in bloom by this time in the sheltered nooks of the garden, and the crocuses will soon be out and so will the scillas. The tulips, hyacinths and the other bulb flowers will follow the crocuses in rapid succession. The bulbous flowers are all beautiful, and they come so early and are so grateful to eyes grown weary of the winter dreariness that they represent one of the best investments that garden owners can make.

But returning to the work to be done—there is lots of it, and the

sooner it is done the better. There is rubbish to clean up, some of it representing the winter's accumulation but more being the old stalks and dead plants left over from last year. The woody stuff should be burned, but the leaves should be piled in a corner to decay or dug into the soil to serve as a fertilizer. As soon as the soil can be worked there will be the "plowing" to do, which in the city backyard is usually done with a spade, and then will come the planting. Sweet peas should be planted as early in the spring as possible to insure good root growth before hot weather comes. Poppies can be sown early and so can annual larkspur, sweet alyssum and other flowers that are hardy self-sowers. Except the sweet peas, however, there need be no great rush about planting, not for another month at least or until the soil becomes warm. The time can be better spent in carefully planning where the flowers are to be planted to do the best and to produce the best results. Careful planning in advance will save work and insure more flowers and a more satisfactory season generally.

The perennial flower beds should receive early attention. The protecting litter should be raked away or at least loosened up to let in the air and to give the plants a chance to sprout. This should be done with some degree of caution so as not to expose the plants unduly to belated cold waves. The shrubbery will also need some attention. Those shrubs which bloom early and on the old wood like the lilac, flowering currant, spiraea, forsythia and flowering almond should not be pruned in the spring, for every branch cut off means so much less bloom, but roses should be cut back when needed while still dormant and hydrangias will stand a good deal of training.

With a little attention to detail there is no reason why the flower lover should not be able to gather his or her daily bouquet fresh from the garden every day in the year. This is not an exaggeration. It is entirely possible right here in Michigan. First comes the snowdrops and crocuses in early March, then the tulips and other bulbous plants, then the lilies of the valley and iris. By this time, if not earlier, the pansies and daisies are out and then comes the long and gay procession of summer flowers, closing with the chrysanthemum. When the frosts of October have sere the tender flowers, and a little later have put the hardier plants out of commission, if the thick tough dark gum leaves of the hellebore be pushed aside the beautiful white and pink flowers known as the Christmas rose will be found to be just coming into bloom. With a little protection to make it easier to get at them Christmas roses can be picked all through the winter and until the bulbous flowers come in the spring. It is one of the wonders of Nature that in midwinter when all growing things are dead that the

snow can be shoveled aside and there beautiful flowers be found as bright and cheerful as though the sun of summer were shining. Every flower lover should have a few plants of the hellebore just for the pleasure to be had from finding the flowers in midwinter.

Used To It.

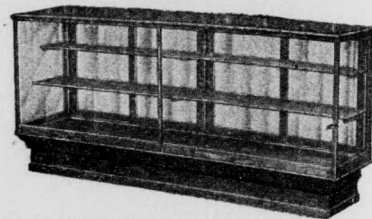
His Wife—Drunk again. I wonder whether your extravagance and shiftlessness will ever end. Some morning we will wake up without a roof over our heads.

Jags—It won't phase me a bit, Mariar. I've woke up three times that way during the pasht week.

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NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, March 5—There are certain prophets here—whether of evil or not remains to be seen—who declare that by July we shall see 10c Santos coffee here. They give many reasons for the faith that is in them, but space is limited in this correspondence. The spot coffee market is certainly well sustained and tends upward. There has been a fair enquiry for Santos all the week, and the man who is trying to find "job lots" of desirable stock will have to look long. At the close in an invoice way Rio No. 7 is quoted at $8\frac{3}{4} @ 8\frac{3}{4}c$. In store and afloat there are of Brazil coffees 3,549,608 bags, against 4,122,586 bags at the same time last year. Mild grades have been rather quiet all the week, although prices show no weakness. Mexican coffees are meeting with some demand and are well sustained.

A little something has been doing in the tea market all the week, but there is no large quantity reported as sold to any one person. Most all orders are for small quantities. Japans and Formosas seem to be most sought for and are fairly well held.

Sugar has been advanced by most refiners to 5.25c. The market is firm and with a few days of warmer weather there is a little better feeling all around.

The trade in rice is of the usual everyday character. The situation at the South is somewhat unsettled and has been for some time, and this is reflected here. Prime to choice domestic is quoted at $5\frac{1}{4} @ 5\frac{3}{4}c$.

Pepper is higher and the whole line of spices seems to be firmer than a month ago. The demand has been quite satisfactory and supplies of no one article are overabundant.

Molasses from now on is expected to be rather quiet, as the season is about over. New Ponce is expected about the 15th. Good to prime centrifugal is worth 26@30c. Syrups are in quite liberal supply and quotations are unchanged.

There is a growing strength in the canned goods market, but as yet it is mighty slight. Standard 3s tomatoes are said by buyers to be worth 62½c. Sellers say 65c and there is the deadlock, but it seems likely that the higher figure will prevail and that an improvement in demand will set in by the arrival of Easter. Peas at 65@67½c are said to be called for to quite an extent, but packers are "backward about coming forward" at this price. Corn is unchanged and the same is true of practically the whole line.

Fancy creamery butter, specials, is held at 34c, showing some advance. The market is firm and supplies are not especially large. Extras, 33c; creamery held specials, 32c; extras, 31c; firsts, 29½@30c; State dairy, tubs, 31@32c; Western imitation creamery, 24½@26c; factory, 22@22½@23c.

Cheese is firm and without change, N. Y. State full cream, 17½@18c.

Eggs are weaker and tend to a lower basis. Western extras, 22@23c; firsts, 21@21½c. The consumer is coming to his own and there will be a great egg feast along about Easter.

The Law Regulating the Sale of Cigarettes.

Colling, March 7—Can you correctly inform me as to the law regarding the sale of cigarettes, cigarette papers, smoking tobaccos and chewing tobaccos to minors and the ages at which they can be sold?

C. B. Mansfield.

The Tradesman has caused the statutes of Michigan to be searched diligently and fails to find any restrictions whatever regarding the sale of chewing or smoking tobacco. The Legislature of 1909 enacted a law prohibiting the sale of adulterated cigarettes to any one and the sale of any form of cigarettes to minors. The law also prohibits the use of cigarettes by minors. The full text of this law is as follows:

Section 1. Any person within the State who manufactures, sells or gives to any one, any cigarette containing any ingredient deleterious to health, foreign to tobacco, shall be punished by a fine of not more than fifty dollars, or imprisonment in a county jail for not more than thirty days.

Sec. 2. Any person within this State who sells, gives to, or in any way furnishes any cigarettes in any form to any person under twenty-one years of age shall be punished by a fine not to exceed fifty dollars, or imprisonment in the county jail not to exceed thirty days for each offense.

Sec. 3. Any person under twenty-one years of age who shall smoke or use cigarettes, in any form on any public highway, street, alley, park or other lands used for public purposes, in any public place of business, may be arrested by any officer of the law, who may be cognizant of such offense; and further, it shall be the duty of all such officers, upon complaint of any person and upon warrant properly issued, to arrest such offenders and take them to the proper court. In case the offender is found guilty, the court may impose a punishment at its discretion, in the sum of not to exceed ten dollars, or imprisonment in the county jail not to exceed five days for each offense: Provided, That if said minor person shall give information which may lead to the arrest of the person or persons violating section two of this act, in giving to or selling, or in any way furnishing said minor person tobacco or cigarettes, and shall give evidence as a witness in such proceedings against said party or parties, the court shall have power to suspend sentence against such minor person.

Sec. 4. Any person who knowingly harbors any person under twenty-one years of age, or grants to them the privilege of gathering upon or frequenting any property or lands held by him for the purpose of indulging in the use of cigarettes, in any form, shall be held in the same

penalty as provided for in section two of this act: Provided, That no part of this act shall be construed as to interfere with the rights of parents or lawful guardians in the rearing and management of their minor heirs or wards within the bounds of their own private premises.

Unnecessary Room.

"I intend to run this business in accordance with the Golden Rule."

"Why have you rented so large a building?"

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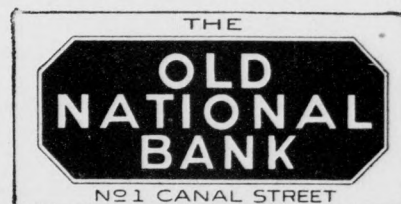
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Are There Still Chances For Young Men?

The other day I heard a young man complain that there are no longer opportunities for a young man to build up an independent business. This is certainly true of some lines. For example, a generation ago most of the boots and shoes were made by individual shoemakers. The shoemaker in his little shop cut the leather, took the measure of the customer's foot and did all the work of making the boot or shoe. The only boots or shoes that are now made by these individual shoemakers are made for persons who still think that they can not get just the kind of a shoe or boot out of the stock in any shoe store that they want. I happen to know of one or two old men who still have their shoes made by individual shoemakers. However there is still plenty of work for a good shoemaker and he probably makes as much money out of the business as he ever did. All the work he does now is repair work, on which I assume that the margin of profit is as large as was the margin on the old time boot or shoe. By the way, any man of 50 years of age can remember when hardly any men wore shoes. The shoe was considered as really the footwear for women and rather too effeminate for men. All the men in the country when I was a boy wore boots. And don't think for a minute that the men of that day did not have as much vanity as the men of the present time. The fact is that as a rule they had less sense. It was the pride of the young men to have their fine boots made skin tight. After the young fellow had worn a pair of these skin tight boots for a couple of hours he forgot all of his other woes. It was a common thing for him to put on a pair of boots that fitted his feet as snug as any new kid gloves and then go to some social gathering. In a half hour his feet would begin to swell. Sweat would break out from every pore of his body. He began to suffer the tortures of the damned. If he could have only pulled his boots off and gone round in his stocking feet! There is more sense as a rule in the making of footwear now than then. The shoe is apt to be more comfortable than the boot anyway and not likely to carry with it so much embarrassment. If you are old enough to have worn a pair of boots you remember how your pants caught on the boot tops when you rose from the chair and how foolish you felt with your feet and about four inches of boot top showing below the bottom of the pantaloons.

Many Chances for Young Men.

However, I have wandered from my subject. Are there opportunities for young men to engage in independent lines of business now and make a success of it? I can only say that I know of men who have within a few years started independent lines of business and made them a success. I have in mind a man who has made a success of the candy business. He has grown rich, as a matter of fact, just by attending strictly to business and making first class candies. There is a good profit in the business and no way that I can see to monopolize it, for the reason that candies to sell well must be fresh, made right on the spot where they are sold. In my opinion there is a chance to build up a fine business in this line in any good live town of a thousand inhabitants or more where there is not already such a manufacturing establishment in business. The people in small towns like good candy as well as the people in large towns and they are just as willing to pay the price.

The grocery business I often think is overdone. There is a prevalent impression that anybody can run a grocery store, which, of course, is a mistake. It takes a smart man and one who is not a little bit lazy to run a grocery store and make money out of it. But there are always chances to build up good little grocery stores out in the suburbs of the cities if you are born for the grocery business. Most people will patronize the nearest grocery store if it is kept clean and handles a good class of groceries, rather than go a dozen blocks to some big grocery store down town. It does not seem to me that there is much chance to start in the dry goods business with a small amount of money. People who buy dry goods, especially the ladies, will always go to the big establishments if they are anywhere near rather than buy at a little store, even if the goods kept in the little store are first class. They want to have the delight a woman feels in looking through a big stock of goods whether she buys or not.

In a word, the man who has the stuff in him that is necessary to make a success in a business of his own will generally find some way to get a business of his own. The man who has made up his mind that there is no chance for building up an independent business will never find a chance. If you want a chance you will have to get out and hump yourself and find it.

Look Out for the Boy Trade.

"Let me give you a pointer," said the old time merchant. "Look out for the boy trade. The boys have not very much money as a general thing and they do not buy things of much value as a rule. They are often looked on as a nuisance, but I found that treating the boys well when they came into the store was a mighty good business policy. It was not the amount of money I took in, but I was laying up stores for the future. The boy about the time he gets to be 12 or 13 years of age needs help and sympathy. He is too big to be treated as a baby and he is not big enough to be treated as a young man. He is sort of betwixt and between. He is awkward and shy or else he is too fresh and gets himself detested in that way. He is apt to fall in love with some big girl who does not know about his devotion and would not care if she did. Nobody apparently wants him round except when they want him to do something for them. If he goes into a store he sees other people who come in after he did waited on while he is treated as if he were worth no consideration at all. I always made it a point to look out for the boys, pay them as much attention as if they had dollars to spend instead of pennies and get next to them in a friendly way if I could. I would find out if possible what each boy was interested in and treat him as if he were a sensible human being. I found that most of the boys had a good deal of ambition. It wasn't very well defined. They hadn't a clear idea in many cases as to

what they wanted to do and I used to take the opportunity whenever I could to talk over matters of business with them just as if I was a companion. I found out that the



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boys nearly always appreciated it and remembered it. One time a man walked into my store. He was a big prosperous man who had worked his way to the head of a big business and he wanted to buy a lot of supplies. Now, there were bigger places in the city than mine and more convenient. I wondered why he had come to me to buy the supplies he wanted. "You do not remember me?" he said. I confessed that I did not. "Well, I am Jim ———. I used to live here when I was a boy. You were the only business man who paid attention to me and treated me as if I was of some account. You not only dealt on the square with me, which most merchants didn't, but you took an interest in me personally and talked over with me the things I was interested in. I consider that you helped me to get started right and now I want to show that I appreciate it. I know that any man who will deal on the square with a boy, when he might cheat him if he wanted to, will be honest in filling this order for supplies and so I have come out of my way to give you the order. All I want is that you do the best you can with it. I am not going to try to beat you down on prices. I know that you will only want a reasonable profit and that you ought to have."

That was one instance. I have known of others where boys that I made friends with when they were in the half-feathered stage who remained my friends when they got to be business men. So I consider that kindness and fair treatment to a boy is like bread cast on the waters that will return after many days. What is true of boys is of course true of girls, but there is this difference: The girls are more apt to be treated with consideration than the boys. There is where the girl has the advantage.—Old Business in Merchants Journal.

The Reason For Young Man's Supremacy.

Probably never before in history has the young man been more at a premium in the world's work. Consequently never before has there been such a pressure upon men to remain young. For, after all, youthfulness—even in its economic sense—is not always measured by years.

Looking to the cause of this young man's recognition in the times, an important factor is not far to seek. The young man is young at 25 years. He is young at 30 years old. Yet in the twelve or fifteen years of their clear remembrance a million obsolete things have been replaced by the new.

In this readjustment of things the youngster has been an interested onlooker. To-day the Chicago or New York or San Francisco youngster 15 years old knows more about the mechanism of an automobile than his father knows. Why? Because the average father is more or less resentful of the automobile age. He doesn't own one, can't afford to own one, and therefore is inclined to be intolerant of their existence.

But his 15 years old boy, having no thought whatever of the possibility

of having a machine for himself, interests himself because of pure curiosity and sane interest. How does the thing work? If he is a bright boy he will learn from the occasional good natured chauffeur waiting at the curbstone.

But if this boy's father be of the type of man who is feeling economically "old," this father is allowing other prejudices against "new" things to sway his judgment and stir his temper. At 50 years old probably he is finding himself under direction of a young man of 30 years. In his heart he probably recognizes in this young head of the establishment or of the department a technical understanding of things that are all Greek to him. He has observed, doubtless, that young men do not question him as he remembers questioning the gray haired men of the time when he was a boy. And this is an irritation.

The truth of the matter in hundreds of cases is that the young man of to-day, probably technically trained to specialized work, has nothing to learn from the man whose gray hair is the insignia of his wisdom. It is almost a certainty that the average young man, seeking light from the modern gray head, will be "turned down." An intangible jealousy has been aroused in the average gray headed man toward the average young worker. Also, the possibility that in the young man's questions are nuts to crack beyond the knowledge of the old man, there is danger to the old man's dignity, which is based solely on his years.

Innovations of any kind naturally are irritating to the man who has adapted himself to a standard condition. You will find expression of this fact in some of the most up to date and aggressive manufacturers. I have been told that the manufacturers of the present day best pianos have improvements on the modern instrument that would revolutionize technique and tone of that instrument were pianos to be turned out as they could be turned out. But in view of the millions of dollars invested in standard machinery and the millions of employees trained to manufacture the standard pianos, it would be bad policy to disorganize a great business which already is doing well enough by its trade, educated to the standard instrument.

This applies to a hundred lines of manufacture. Why have not the Bell telephone companies adopted the automatic instruments? Simply because they have not been forced to do so. Competition will have to force this, as ever, and competition also will have the burden of educating the slow going general public to the use of "something different."

That man who is loudest in his criticism of this advent of the young man in competition with his own age, dignity, and experience hasn't recognized how he is prejudicing himself through his intolerant conservatism. In the mere fact that the young man is ceasing to come to him for information and advice is proved the existence of the gulf that lies between them.

It is on the other side of this growing, deepening gulf that the old man sees the young man taking his man's part in the world. To bridge that gulf the old man would decide as impossible, as on that other side of it he would be a back number, unreconciled to working conditions. As a result the employer of the man, or as easily the business constituency of the fossil, looks him over and relegates him to the list of has-beens.

So many of these old men in places of the employed rail at the employer who is seeking only the young man for his work. But just as inevitably this old man in business for himself shows his lack of harmony with the times until his well disposed customer is out of patience with him. Methods in business have changed immeasurably within twenty-five years. Look up the average gray haired butcher or grocer or small dealer in dry goods, make a small purchase of him, and the next morning return the purchase with the most apologetic reasons as to why you would like to effect an exchange.

There are ten chances to one that you will feel the grudging unwillingness to make the transfer. But, on the other hand, make the same experiment in the new store that has been opened on the other corner by Young & Active, and you are likely to feel a disposition to try it again, just to see again the obliging spirit in which the exchange is made.

There are hard and fast practical reasons for all of this. In the store conducted by the man of the old school, he learned merchandising when the matter of close selection was made impossible through the small, cut and dried stock of materials carried. To-day a hundred manufactories may be turning out a standard commodity, each of which has the watermark of the individual manufacturer. This has taught the modern shopper to make close selection. It has tended to a change of opinion of a purchase overnight. Shall the customer be allowed the growing privilege? Or shall the stubborn, dictatorial merchant of the old school stand alone and "buck" the whole line of custom—and customers?

To the young man I have merely the message. Don't be a fossil.

To the old man with the grouch it may not be too late to suggest that he sit down a moment and ask himself: "Am I permanently fossilized myself?"

John A. Howland.

The Old Story.

The late Paul Lawrence Dunbar, the colored poet, used to tell of a colored man's dream that had, he claimed, a lesson for the white man in it.

"I had," the colored man said, "a dreadful dream last night. I dreamed I'd died and gone below—gone to the bad place."

"Any white men there?" a friend enquired.

"Yes, indeed; heaps of them."

"Any colored men there?"

"Heaps and heaps. But, gents, guess what! Every single white man had hold of a black man, holdin' him between himself and the fire!"



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

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 in? 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.

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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Tradesman Company
Grand Rapids, Mich.



The Best Method of Obtaining Results.

Seventh Paper.

Method of Procedure.

1. First of all seek your man.

Be sure you have found the right man before you begin your real work. Do not waste your mental energy or expression upon one who has no authority to make a purchase, even if he is convinced of the merits of your proposition.

2. Introduce yourself and attract favorable attention. This you will do by the power of your personality, your appearance and your manners. Follow this by a well-conducted introduction of yourself, your business and your purpose in calling. This is the place for brevity of style. Put what you have to say in the fewest possible words that will clearly and properly convey the information. You need not be laconic and possibly give offense by the abruptness of your speech, but avoid above all else verbosity, the long, wordy and meaningless introduction.

As an illustration of brevity note the following: "Mr. Ferguson, my name is Jones. I am with the Brown Manufacturing Company. I came to interest you in our product."

Compare this with a laconic utterance, such as: "I came to sell you a line of our goods," or the verbose and lengthy introduction, as: "Is this Mr. John Ferguson? I thought you looked like him. How do you do this morning? It's a fine day, isn't it? I do enjoy these clear and bracing autumn days. They make you feel like working and you are glad that you are alive. I got the impression from some source, which I can not now remember, that you would be glad to have me call upon you in regard to a matter of mutual interest and I thank you very much for giving me this opportunity to meet you."

"You know we are the largest manufacturers in our line in the world; we have branch houses in all the leading cities and agencies for the sale of our goods in many smaller places and, in addition to this, our travelers cover every town and hamlet in the country."

"Our export business is constantly growing and our name is known all over the civilized world—"

"Whom do I represent? Oh, yes, I am the special executive traveling agent of the Brown Manufacturing Company, who are known as the leaders in their line and whose factory is equipped with the finest machinery and the most skilled workers known to the art."

"Our officers are men of long train-

ing and experience and are, therefore, fully qualified to produce the best goods that are possible to make—world without end."

This man, if allowed to go on, would spin out his introduction to cover his entire demonstration and argument, but the chances of his being allowed to do so are small because he has not aroused interest.

3. Carefully study and classify your possible customer.

An Arabic philosopher has classified men so thoroughly as to cover the entire field:

"The man who knows not and knows not that he knows not; he is a fool—avoid him."

"The man who knows not and knows that he knows not; he is worthy—teach him."

"The man who knows and knows not that he knows; he is asleep—wake him."

"The man who knows and knows that he knows; he is wise—follow him."

You will meet every one of these men in your experience and it will be your duty as a salesman to know in which class to place him the first time you meet him and thereby be enabled to determine the method of treatment that will best accomplish your purpose.

Look your man squarely in the eye and see whether he responds or not. You will know by the manner in which he meets you who is the stronger.

If you quail before his gaze you are immediately on the defensive and your position is materially weakened.

If you see fire in his glance it is a challenge which you should accept and prepare for a battle royal. The result will depend upon who has the greater skill, the stronger will and the most endurance.

If he wavers, drops his eyes or fumbles his papers you will know that he recognizes the kingship within you, and it is only a question of good judgment and the persistent use of your stronger mentality to capture him.

If a salesman fails in his classification he may make an error which he can not overcome.

4. Learn his peculiarities and probable needs.

There is much danger at this point because it is here that you should get your customer to talk.

You may not be in a position to form an intelligent opinion of his needs, and can not know how to make your plans for your own procedure until he tells you where he stands.

Many a man fails utterly as a salesman because he does all the talking

himself and does not allow his customer to tell him much that would help him in finally securing his order.

A fine trait in a salesman is to be a good listener and at times it is a much stronger influence for success than to do the talking himself.

A man who stands patiently while his customer states all his excuses, objections and alleged reasons for refusing to buy shows a strong reserve force which in itself will help him to win.

Some men never admit that a suggestion for a necessity can come from anyone else and such a man must be coddled. Do not thwart him.

Another will resent any suggestion that he has been careless in not having provided himself with proper business safeguards and his resentment must be allowed to cool.

Another thinks he knows better how to invest his money than you do and a commendation of some former purchase, which is apparent, may put him in sympathy.

Another has a grievance against some one who looks like you and your appearance brings it to the surface and you must overcome his prejudice.

Another has had an unpleasant experience in the purchase of something on which he was not posted and has a spirit of doubt which you must discover and destroy.

Another is aggrieved because of some possible misunderstanding with your house or one of its salesmen and you must explain what you can and overshadow with your personality what you can not.

5. Get on common ground as early as possible.

The main purpose now is to get his point of view and determine whether or not he needs your goods.

Having become acquainted, uncovered his objections and found his needs you are now on common ground.

Show a desire to be helpful and if he has a need which is apparent to you, carefully lead up to it and give the reasons you have for believing you can help him.

Do not be too broad in your generalization or too indefinite in your presentation.

Show him specifically why he personally needs your goods by reference to something in his own business.

Always give a "reason for the faith that is in you."

6. Determine whether to make the sale or not. Sometimes it is neither desirable nor wise to ask a man to buy. Either he is not ready or does not quite see the necessity for the action you suggest, and is too fully occupied to give you the attention he should, if you are to convince him.

In such a case a graceful withdrawal will result in an invitation to call again and if you do not get it voluntarily you can always suggest it, and if you are courteous and polite you will generally get it.

It is most unfortunate and always results in failure for a salesman to rush from introduction to climax without demonstration. To ask a man

to buy without giving him reasons is foolish in the extreme.

7. If determined to sell prepare your plan and stick to it.

The basis of asking a man to buy should be your conviction that he will be benefited by the transaction.

The conviction that you wish to assist him, and that your effort is more a desire to benefit him than to make a personal gain for yourself, will help him to decide in your favor.

Never ask a man to buy from you because you need the order, have had bad luck or because your employer is overstocked. If he is really interested he will drive a hard bargain and if not he will consider you a mendicant.

Put every proposition upon a strictly business basis and let every word be an attempt to prove your contention.

Show him that the possession of your product is useful to him in his business and give him good sound and irrefutable reasons for your belief, based upon your knowledge of his needs.

Consider carefully every point possible to present and then go in and win.

8. Preserve unity and harmony in introduction, demonstration, argument and climax.

Not only must order be observed if you would give a clear picture to your customer, but you must preserve a unity of thought and give a harmonious unfolding of your plan if you would create the right impression.

Careful approach and introduction must be followed by a forceful demonstration.

A sound, logical argument and a rapid and brilliant review are necessary to win the day.

Like the Little Red
School House in the
poem

Hotel Livingston

Grand Rapids

is "half way up the hill."
No more convenient location. Just high enough to catch the freshest, purest air.

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.

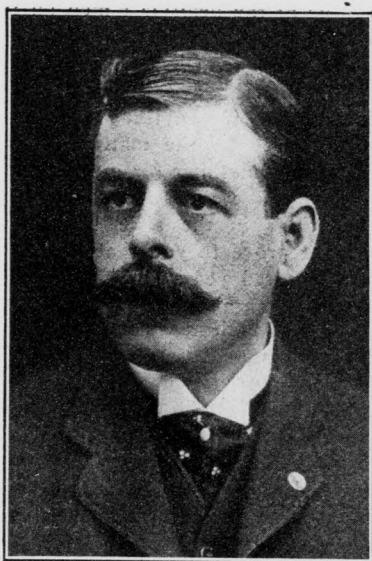
The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan. All meals 50c.

Annual Election and Banquet Grand Rapids Council.

Grand Rapids, March 7—The eighth annual banquet of Grand Rapids Council, No. 131, United Commercial Travelers, was held last Saturday evening in the banquet hall of the Hotel Pantlind. About one hundred commercial travelers and their wives were present to partake of the very excellent menu which was provided and enjoy a very fine programme.

Wilbur S. Burns was toastmaster of the occasion and made a few well-chosen remarks dedicated to members who had passed away since the last annual banquet, after which Rev. A. W. Wishart pronounced the invocation.

Harry D. Hydorn, Secretary and Treasurer of Grand Rapids Council, was called upon for a few remarks, and as Harry has never been much



Fred H. DeGraff

of a talker on these occasions he really surprised his friends by the quite lengthy speech which he made.

Walter S. Lawton, retiring Senior Counselor, was presented with a very handsome U. C. T. charm, which was presented to him by the Council in token of the esteem in which he is held by them, Mr. Hydorn making the presentation speech. Mr. Lawton responded with a few remarks, thanking the officers and members of the Council for the very hearty support and good will which they had given him during his term of office.

The new Senior Counselor, Fred H. DeGraff, in a short talk mentioned some of the things which he expects to accomplish for the good of the order during his term of office.

State Railroad Commissioner Glasgow spoke on the subject, "The Commercial Traveler as I Know Him." He compared the traveling man of thirty years ago with the traveling man of to-day, and his comparison was certainly very flattering to the commercial traveler of to-day. It might be said that Mr. Glasgow is familiar enough with this topic to give his comparison a great deal of weight as he has large retail store interests at Nashville, and as a buyer for the last thirty years he has been constantly in contact with the commercial salesman.

Lee M. Hutchins spoke at length

on the subject, "Why the Salesman and the Credit Man Should Work Together," and gave a very able demonstration as to the responsibility and acumen of the salesman in judging his trade, in turn the credit man relying on this judgment to a large extent in granting credits.

Tuller's seven piece orchestra furnished the music for the occasion and several very well rendered solos were sung by Charles Robert Wood. The Brunswick male quartette and the Mendelssohn lady quartette also sang a number of very pleasing selections.

During the evening Mr. and Mrs. Sam H. Simmons and Mr. and Mrs. Emmet Wiseman, who are about to leave Grand Rapids to make their home in the State of Washington, were presented with very handsome cut glass bowls as tokens of the esteem in which they are held by their friends.

The banquet was in charge of a very able committee, comprising F. E. Burleson, H. F. McIntyre, W. B. Holden and W. S. Canfield.

At the largely attended annual meeting and election of officers, which was held in Herald hall Saturday afternoon, the following officers were elected to serve during the coming year:

Senior Counselor—Fred H. DeGraff.

Junior Counselor—Homer R. Bradfield.

Secretary and Treasurer—Harry D. Hydorn.

Conductor—J. Harvey Mann.

Page—F. E. Ewing.

Sentinel—Thomas Riggs.

Executive Committee—N. H. Graham, William Wilson, H. C. McCall and E. C. Jones.

Floral Committee—F. E. Burleson, H. W. Wagner and F. E. Powers.

The following list of candidates were initiated to the secrets of the Commercial Travelers:

E. P. Morse.

W. N. Burgess.

H. Widdicomb, Jr.

J. V. Ripperger.

W. E. Sawyer.

C. F. Stillson.

W. W. Schantz.

J. A. Keane.

W. J. Riley.

T. Z. Jones.

E. E. Parker.

R. M. Richards.

C. B. Lung.

Grand Rapids Council has at the present time 327 members, which make it the largest Council in Michigan. There are a great many commercial men who travel out of Grand Rapids and the local Council is gradually taking in these travelers.

The Grand Rapids commercial travelers are a jolly bunch of fellows and they are all pushers for Grand Rapids and of Grand Rapids products.

Fred R. May.

David Drummond Writes the Board of Trade.

* Grand Rapids, March 7—The writer had the privilege of being present at the recent banquet extended to the travelers of Grand Rapids by the Wholesale Dealers' Committee of the

joyed myself every minute and have heard nothing but good words on all sides. As I occupy a rather peculiar position, being myself a traveling man to some extent on the road selling goods, also being a member of the Grand Rapids Board of Trade, I take it that it would not be amiss for me to offer at this time a suggestion which, I believe, if followed, would result in mutual good to all concerned. It is this: That the manufacturers and jobbers set apart some day or time in the near future to keep what might be called Open House and invite all traveling men in Grand Rapids to visit their factory or place of business and see for themselves what they manufacture, produce and have for sale. We have followed this practice in a small way at our place, Brown & Sehler Co., for some time and have secured some very good results.

When a traveling man comes into our place, regardless of what he sells, be it prunes, pills or suspension bridges, we never lose the opportunity, if he can give us the time, of showing him through our place of business and explaining our line to him; and we know from past experience of some excellent results from this kind of work.

The writer has tried a number of times to visit in person some of our factories—for instance, furniture factories—and has been met at the door with the statement that visitors are not wanted or not allowed. I understand perfectly well how a factory could be overrun with an undesirable class, but I believe that if some provision was made whereby traveling men could be favored in this way it would result in much good to all concerned. The writer remembers being in Detroit, in the factory district, and having occasion to use a phone, and the only one available being in an office of a large manufacturing concern, I went to the door and rather timidly enquired if I might have the privilege of using their phone. A gentleman, whom I afterwards learned was the general manager, looked me over and, noticing my U. C. T. button, invited me in and said: "Yes, sir, you can use our telephone, our office, all of it or any part of it. We are always glad to welcome traveling men to our place of business." On leaving his office he shook hands very cordially and urged me to return at any time, saying if I wished to write a letter or wished to transact any other business to come right in and make myself at home. This house is, I believe, on the right track and I think something along this line would materially help our Grand Rapids manufacturers.

David Drummond.

Tribute To the Memory of Deceased Traveler.

Marshall, March 7—I don't know whether you were acquainted with George W. Miller, a clothing traveler and retail clothing merchant, of Traverse City. I have just received a telegram from his brother, E. E. Miller, a druggist at Traverse City, saying, "George W. Miller died Saturday morning at 9:30. Buried at

Charlevoix to-morrow" (that is to-day).

George was at one time a clothing merchant at Charlevoix and I sold him goods. I never lost a cent by him. He at last sold out and I gave him part of my district and got him a position as traveler for my old house, Michael Kolb & Son, Rochester, and after this firm's retirement he traveled for Hickey & Freeman, a very highly respected wholesale clothing house of Rochester.

George had many friends and was one of the best of fathers. His wife died many years ago and left him with two children, daughters, who ever had the best of care at his hands.

My dear friend, I dare say you have heard of Mr. Miller's death before this. I thought, however, there would be no harm in my writing to you of it.

I don't know as you have heard from any of the three firms whom I wrote recommending a permanent advertisement in the Tradesman. Believe me, Mr. Stowe, it proved a great benefit to me.

I am taking good care of myself, for when in Grand Rapids in November last I had pneumonia, but, thanks to Dr. Barth, I got over it, came home and was not out of the house again until last week, and as the weather is again unsettled I must not go out. I am in my 80th year and so I have to be very careful.

You will be pleased to hear that I recently received a letter from the Secretary of the Knights of Pythias Lodge, No. 81, Owosso, informing me that I had been elected a life member of that lodge.

My eyesight remains fine. I never use glasses when I write.

Wm. Connor.

Singular and Plural.

Fred, who was 4 years old, visited his uncle on a farm, says the New York Tribune. When he came home his father asked him what had pleased him the most.

"Oh, I liked the geese. I had such fun chasing them, and we had a great big goose for dinner one day."

"Well," said his father, "how can you tell the difference between a goose and geese?"

"Aw, that's easy," said Fred. "One geese is a goose and two geeses is geese."

The Breslin

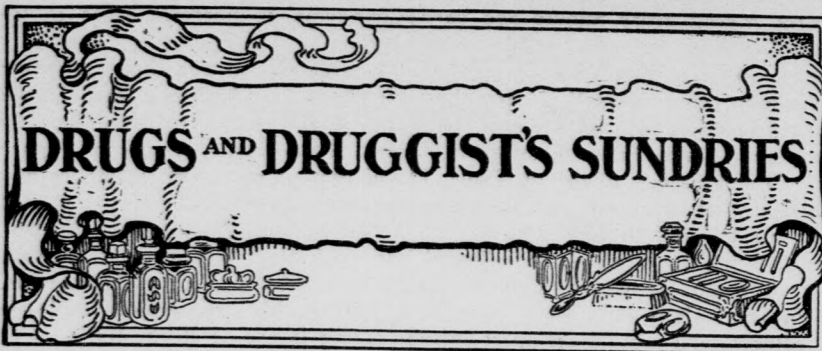
Absolutely Fireproof

Broadway, Corner of 29th Street

Most convenient hotel to all Subways and Depots. Rooms \$1.50 per day and upwards with use of baths. Rooms \$2.50 per day and upwards with private bath. Best Restaurant in New York City with Club Breakfast and the world famous

"CAFE ELYSEE"

NEW YORK



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.

How To Get the Business from the Farmers.

Country druggists even more than city proprietors are called upon to exercise every point of advantage that presents itself for the successful conduct of their business. The city pharmacist has the disadvantage of extreme competition and cut rates to contend with; but the country man has the mail order houses to fight, the wagon vender to corral and the Interurban to contend with.

A side line to consider from the point of profit is stock food and its accessories. In 1903 we hit upon a plan that has proved to be one of a thousand. On January 1 we cut out a large white cardboard, about 6 inches wide and 18 inches long. At the top we wrote: "Stock Food Buyers, Season 1903."

As soon as this card was in place we began looking for customers. Every farmer who came in was asked: "Are you going to use any stock food this season? We realize it is early yet to talk stock foods, but we have adopted a plan whereby you may get your food any time between now and late spring. The plan is this: We buy direct from the factory and get our goods fresh. To keep them in that condition we do not ask you to buy now; but give us your order and we will place your name on this card. As soon as the goods come in we will check off the amount you want. This method insures your getting the goods fresh and just when you want them. By this method we know how much food to have coming all the time and we do not overstock. We can afford to sell cheaper than our competitors. The fact that we buy direct guarantees you a better price than you would get in buying of the wagon vender, for he can not sell at as small a margin as we do. We fully guarantee the food. If

you are not satisfied with your bargain bring your empty bucket back and we shall return your money."

After the farmer is interested we talk other preparations—stock and chicken remedies, lice preparations, etc., etc.

This leads us around to other points of consideration. Incidentally we show the customer our line of colic remedies, distemper cures, syringes, etc., so that he becomes familiar with our stock of accessories. In adopting this method do not offer to sell—just show the goods and then put them back. You will be surprised to see how it works out in practice.

Last year we did the same as in previous years and with better results. Let me tell you that the woods are full of stock food agents! The druggist must be up and coming who hopes to get ahead of them.

About the first of March we begin our window displays. We use them to the best advantage, confining a trim to a single preparation. Later on come disinfectants, syringes, etc., then back again to stock food.

We use our local paper to the best advantage possible, running local items and display advertisements each week through the season. Our advertisements are generally 6 to 8 inches, two columns, which make neat advertisements. Of course we are careful not to crowd space, using care to exploit each preparation individually. No good comes from a conglomerate mass of printed stuff. It lacks drawing force and is passed without notice.

Be square with your trade. Make your word good. Guarantee an article or preparation if it has merit. If it falls down make it good. It will pay in the end. Every man has his friends and prestige. Have one price only, and that for everybody.

J. Earl Taylor.

Stick To the One Price Plan.

A one-price policy in business is of more importance in gaining public confidence than any other factor. It is absolutely impossible for a store to grow to any size with a variety of prices for different customers. Suppose you buy a hat, and your friend, the hatter, sells you his regular \$3 hat for \$2.50. You buy some other article and he gives you a similar discount. You are pleased with these concessions and shortly afterward you go in to buy a shirt. The proprietor is out and the clerk has no authority to make a special price. You will wait a few days, and when you come in again the proprietor is out again. You buy the shirt from the

clerk and pay the regular price with a feeling that you are paying more than it is worth because you feel sure you could have bought it for less if the proprietor had been in. After a few more similar experiences you change your trading place. You have lost confidence in this man. You have been taught to believe that his regular charges are too high. You must get a special price or you are not satisfied with what you buy. The same thing applies to your own business. One man can do just so much work in a day. He can wait on just so many customers. If you are going to try to meet all your customers yourself and have a special price for each one, you will place a limit on your business of just the number of customers you can handle individually.

If, on the other hand, you become known as a store with only one price, and price is in plain figures on each article, your customers can buy as satisfactorily from an intelligent clerk as from yourself. When the busy Christmas rush is on all are not waiting for you to wait on them, because they know that the price is just the same from you as from one of your clerks.

Figure your profits fairly so that your price will compare favorably with others and mark your goods in plain figures and stick to the price. It is the only way to win.

New Experiments in Telepathy.

H. Spencer Lewis, a practical psychologist of Great Britain, is experimenting in telepathy. He holds that thoughts are things, that they have a physiological or material existence as well as a psychological structure. He also finds it demonstrated that thinking is a process of varying vibrations, actual, physical vibrations, and that a thought is the direct result of a number of such vibrations.

How far it has been proved that these thought vibrations emanate beyond our conscious being Mr. Lewis does not pretend to know. But as an hypothesis he assumes that thoughts produce physical vibrations which emanate in all directions, as do the vibrations or waves from Marconi's wireless telegraph. If this is granted it must be granted also that in order for another mind to receive such vibrations that mind must be constructed physically upon that same principle as a Marconi receiving station.

If thought waves are vibrations constantly emanating promiscuously it is apparent that only certain brains or minds can be so physically attuned as to receive those purely physical vibrations. This explains why those who from a psychological point of view are constantly attuned to another can not at all times and under all circumstances receive mental messages, pictures or words directed to them by the agent. Atmospheric conditions, bodily ills, vitality and its lack, and numerous other physical conditions would tend to prevent an agent from properly emanating or directing thought waves and to prohibit their reception at any other point.

A Few Simple Ones.

"Sir," said the man sharing the seat with the drummer, "I observed you taking medicine from a bottle about an hour ago. I hope you are not ill."

"Oh, no," was the reply. "I was just taking a kidney cure."

"And a few minutes later I observed you dosing from a second bottle."

"Yes. That was for my liver."

"And then you took a powder."

"That was for my rheumatism."

"And then something from a third bottle."

"That was for my bronchial tubes."

"And now you are in the act of taking some tabloids."

"Those are for flying pains."

"If you are ill, sir—if you are very ill, I will see if there is not a doctor on the train."

"Ill? A doctor? Why, man, alive, I'm one of the healthiest men on the road."

"But your remedies?"

"Oh, I carry a few simple ones with me so if anything dangerous should really be the matter. I will now take something for my gall, and then if you want to see me turn handsprings in the aisle I shall be ready to prove to you that I'm good for a hundred years yet!"

To Clean Glasses.

"To clean a dirty glass," says the Spatula, "first throw anything such as straws, ice, etc., into the slop bucket, not into the sink. Then in a receptacle of warm water cleanse thoroughly, using a brush, or with the hand and a little sapolio, and when thoroughly clean rinse in clean running water. The tumbler washer is the best method."

"Some have their warm water soapy, but this is not necessary. After glasses are thoroughly washed and rinsed they may then be polished with a perfectly clean towel if desired. This is all right for special, fancy glassware, but neither are necessary or practical for glasses used for ordinary soda."

"Warm water, although a great convenience, is not really necessary to clean glasses, as they may be thoroughly cleansed in cold water, and should, of course, be rinsed in running water."

"Such in brief is the best method of cleansing glasses at the fountain. The secret of clean glasses is to thoroughly wash and properly rinse them."

Powdered Castor Oil.

Otto B. May says that a mixture of equal parts of castor oil and magnesia produces a "castor oil in powder form" which is odorless, tasteless, stable, and has a therapeutic efficiency equal to the same dose of pure castor oil. He finds that only 4 to 8 per cent. of the oil combines chemically with the magnesia, the rest being recovered unchanged on extraction with ether. It is also miscible with water without separation of oil.

You can never keep beauty on your face and hide the beast in your heart.

WHOLESALE DRUG PRICE CURRENT

Acidum		Copaiba		Scillaee		Macis		Salacin		Oils	
Aceticum	6@ 8	Cubebae	1 75@1 85	Scillaee	@ 50	Magnesia, Sulph.	3@ 5	Sanguis Drac's	4@ 50	Lard, extra	bbl. gal.
Benzolicum, Ger.	70@ 75	Erigeron	3 20@3 40	Scillaee Co.	@ 50	Magnesia, Sulph. bbl	@ 1 1/4	Sapo, G	@ 15	Lard, No. 1	35@ 90
Boracie	@ 12	Evechthitos	2 35@2 50	Tolutan	@ 50	Mannia S. F.	75@ 85	Sapo, M	10@ 12	Linseed, pure raw	80@ 85
Carbolicum	16@ 20	Gaultheria	1 00@1 10	Prunus virg	@ 50	Menthol	3 15@3 35	Sapo, W	13 1/2@ 16	Linseed, boiled	81@ 86
Citricum	42@ 48	Geranium	4 80@5 00	Zingiber	@ 50	Morphia, SP&W	3 55@3 80	Seidlitz Mixture	20@ 22	Neat's-foot, w str	65@ 70
Hydrochlor	3@ 5	Gossippi Sem gal	70@ 75			Morphia, SNYQ	3 55@3 80	Sinapis	@ 18	Turpentine, bbl.	66 1/2
Nitrosum	8@ 10	Hedeoma	2 50@2 75	Tinctures		Morphia, Mal.	3 55@3 80	Sinapis, opt.	@ 30	Turpentine, less	67
Oxalicum	14@ 15	Junipera	40@1 20	Aloes	60	Moschus Canton	@ 40	Snuff, Maccaboy.	@ 51	Whale, winter	70@ 76
Phosphorium, dil.	@ 15	Lavendula	90@3 60	Aloes & Myrrh.	@ 50	Myristica, No. 1	25@ 40	De Voes	@ 51	Paints	
Salicylicum	44@ 47	Limonis	1 15@1 25	Anconitum Nap'sF	@ 50	Nux Vomica po 15	@ 10	Snuff, S'h DeVos's	@ 51	Green, Paris	21@ 26
Sulphuricum	13@ 15	Mentha Piper	2 25@2 50	Anconitum Nap'sR	@ 50	Os Sepia	35@ 40	Soda, Boras, po	5 1/2@ 10	Green, Peninsular	13@ 16
Tannicum	75@ 85	Mentha Verid	2 75@3 00			Pepsin Saac, H & P D Co.	@ 1 00	Soda et Pot's Tart	25@ 28	Lead, red	7 1/2@ 8
Tartaricum	38@ 40	Morrhuae, gal.	2 00@2 15			Pisic Liq N N 1/2	@ 2 00	Soda, Carb	1 1/2@ 2	Lead, white	7 1/2@ 8
		Myrcia	3 00@3 50			Pisic Liq qts	@ 1 00	Soda, Bi-Carb	3@ 5	Ochre, yel Ber 1 1/2	2
Ammonia		Olive	1 00@3 00			Pisic Liq pints	@ 60	Soda, Ash	3 1/2@ 4	Ochre, yel Mars 1 1/2	2 @ 4
Aqua, 18 deg.	4@ 6	Pisic Liquida	16@ 12			Pil Hydrarg po 80	@ 60	Soda, Sulphas	@ 2	Putty, commer'l	2 1/2 2 1/2 @ 3
Aqua, 20 deg.	6@ 8	Pisic Liquida gal.	@ 40			Piper Alba po 35	@ 30	Spts. Cologne	@ 2 60	Putty, strict pr	2 1/2 2 1/2 @ 3
Carbonas	13@ 15	Ricina	94@1 00			Piper Nigra po 22	@ 13	Spts. Ether Co.	50@ 55	Red Venetian	1 1/2 2 @ 3
Chloridum	12@ 14	Rosae oz.	6 50@7 00			Pix Burgum	@ 3	Spts. Myrcia	@ 2 50	Shaker Prep'd	1 25@1 35
Aniline		Rosmarini	@ 1 00			Plumbi Acet	12@ 15	Spts. Vini Rect bbl	@	Vermillion, Eng.	75@ 80
Black	2 00@2 25	Sabina	90@1 00			Pulvis Ip'cet Opil 1 30@1 50	@ 15	Spts. Vi'i Rect 1/2 b	@	Vermillion Prime	@ 15
Brown	80@1 00	Santal	@ 4 50			Pyrenthrum, bxs. H & P D Co. doz.	@ 75	Spts. Vi'i R't 10 gl	@	American	13@ 15
Red	45@ 50	Sassafras	85@ 90			Pyrenthrum, pv.	20@ 25	Strychnia, Crys'l 1 10@1 30	@	Whiting Gilders'	@ 95
Yellow	2 50@3 00	Sinapis, ess. oz.	@ 65			Quassia	8@ 10	Sulphur Subl	2 1/2@ 3 1/2	Whit'g Paris Am'r	@ 1 25
Baccae		Succini	40@ 45			Quina, N. Y.	17@ 27	Sulphur, Roll	2 1/2@ 3 1/2	Whit'g Paris Eng.	@ 1 40
Cubebae 5	45@ 50	Thyme	40@ 50			Quina, S. Ger.	17@ 27	Tamarinds	8@ 10	Whiting, white S'n	@
Juniperus	10@ 12	Thyme, opt.	@ 1 60			Quina, S P & W	17@ 27	Terebenth Venice	28@ 30	Varnishes	
Xanthoxylum	1 25@1 50	Theobromas	15@ 20					Thebromae	45@ 50	Extra Turp	1 60@1 70
Balsamum		Tigill	90@1 00							No. 1 Turp Coach	1 10@1 20
Copaiba	65@ 75										
Peru	1 90@2 00	Potassium									
Terabin, Canada	78@ 80	Bi-Carb	15@ 18								
Tolutan	40@ 45	Bichromate	13@ 15								
Cortex		Bromide	25@ 30								
Abies, Canadian	18	Carb	12@ 15								
Cassiae	20	Chlorate po.	12@ 14								
Cinchona Flava..	18	Cyanide	30@ 40								
Buonymus atro..	60	Iodide	3 00@3 10								
Myrica Cerifera..	20	Potassa, Bitart pr	30@ 32								
Prunus Virgin..	15	Potass Nitras opt	7@ 10								
Quillaja, gr'd.	15	Potass Nitras	6@ 8								
Sassafras, po 25..	24	Prussiate	23@ 26								
Ulmus	20	Sulphate po	15@ 18								
Extractum											
Glycyrrhiza, Gla.	24@ 30	Radix									
Glycyrrhiza, po.	28@ 30	Aconitum	20@ 25								
Haematox	11@ 12	Althae	30@ 35								
Haematox, 1s	13@ 14	Anchusa	10@ 12								
Haematox, 1/2s	14@ 15	Arum po	@ 25								
Haematox, 1/4s	16@ 17	Calamus	20@ 40								
Ferru		Gentiana po 15.	12@ 15								
Carbonate Precip.	15	Glycyrrhiza pv 15	16@ 18								
Citrate and Quina	2 00	Hellobore, Alba	12@ 15								
Citrate Soluble..	55	Hydrastis, Canada	@ 2 50								
Ferrocyanidum S	40	Hydrastis, Can. po	@ 2 60								
Solut. Chloride	15	Inula, po	18@ 22								
Sulphate, com'l	2	Ipecac, po	2 00@2 10								
Sulphate, com'l, by	70	Iris plox	35@ 40								
bbl. per cwt.	7	Ialapa, pr.	65@ 70								
Sulphate, pure	7	Maranta, 1/4s	@ 35								
Flora		Podophyllum po	15@ 18								
Arnica	20@ 25	Rhel	75@1 00								
Anthemis	50@ 60	Rhel, cut	1 00@1 25								
Matricaria	30@ 35	Rhel, pv.	75@1 00								
Folia		Sanguinari, po 18	@ 15								
Barosma	90@1 00	Scillaee, po 45	20@ 25								
Cassia Acutifol.	15@ 20	Senega	85@ 90								
Tinnevely	25@ 30	Serpentaria	50@ 55								
Cassia, Acutifol	25@ 30	Smilax, M	@ 25								
Salvia officinalis.	18@ 20	Smilax, off's H.	@ 48								
1/4s and 1/2s	8@ 10	Spigella	1 45@1 50								
Uva Ursi	8@ 10	Symplocarpus	@ 25								
Gummi		Valeriana Eng.	@ 25								
Acacia, 1st pkd.	@ 65	Valeriana, Ger.	15@ 20								
Acacia, 2nd pkd.	@ 45	Zingiber a	12@ 16								
Acacia, 3rd pkd.	@ 35	Zingiber j	25@ 28								
Acacia, sifted sts.	@ 18										
Acacia, po	45@ 65	Semen									
Aloe, Barb	22@ 25	Anisum po 20	@ 16								
Aloe, Cape	@ 25	Apium (gravel's)	13@ 15								
Aloe, Socotri	@ 45	Bird, 1s	4@ 6								
Ammoniac	55@ 60	Cannabis Sativa	7@ 8								
Asafoetida	35@ 90	Cardamon	70@ 90								
Benzoinum	50@ 55	Carui po 15	12@ 15								
catechu, 1s	@ 13	Chenopodium	25@ 30								
Catechu, 1/2s	@ 16	Coriandrum	12@ 14								
Catechu, 1/4s	@ 14	Cydonium	75@1 00								
Euphorbia	60@ 65	Dipterix Odorate	2 50@2 75								
Galbanum	@ 40	Foeniculum	@ 30								
Gamboge po. 1	25@1 35	Foenugreek, po.	7@ 9								
Gauaiacum po 35	@ 45	Lini	4@ 6								
Kino po 45c	@ 45	Lini, gr'd. bbl. 4 1/2	4@ 6								
Mastic	@ 75	Lobelia	75@ 80								
Myrrh po 50	@ 45	Pharlaris Cana'n	9@ 10								
Opium	6 00@6 10	Rapa	5@ 6								
Shellac	45@ 55	Sinapis Alba	8@ 10								
Shellac, bleached	60@ 65	Sinapis Nigra	9@ 10								
Tragacanth	70@1 00										
Herba		Spiritus									
Absinthium	7 00@7 50	Frumentum W. D.	2 00@2 50								
Eupatorium oz pk	20	Frumentum	1 25@1 50								
Lobelia oz pk	20	Juniperis Co.	1 75@3 50								
Majorum oz pk	28	Juniperis Co O T	1 65@2 00								
Mentha Pip. oz pk	23	Saccharum N E	1 90@2 10								
Mentha Ver oz pk	25	Spt Vini Galli	1 75@6 50								
Rue oz pk	22	Vini Alba	1 25@2 00								
Tanacetum. V.	39	Vini Oporto	1 25@2 00								
Thymus V. oz pk	25										
Magnesia		Sponges									
Calcined, Pat.	55@ 60	Extra yellow sheeps'	@ 1 25								
Carbonate, Pat.	18@ 20	wool carriage	@ 1 25								
Carbonate, K-M.	18@ 20	Florida sheeps' wool	3 00@3 50								
Carbonate	18@ 20	carriage	@ 1 25								
Oleum		Grass sheeps' wool	@ 1 00								
Absinthium	6 50@7 00	Hard, slate use.	@ 1 00								
Amygdalae Dulc.	75@ 85	Nassau sheeps' wool	3 50@3 75								
Amygdalae, Ama	8 00@8 25	carriage	@ 2 00								
Anisi	1 90@2 00	Velvet extra sheeps'	@ 2 00								
Aurant Cortex	2 75@2 85	wool carriage	@ 2 00								
Bergamili	5 50@5 60	Yellow Reef, for	@ 1 40								
Caliputi	85@ 90	slate use	@ 1 40								
Caryophilli	1 20@1 30	Syrups									
Cedar	50@ 60	Acacia	@ 50								
Chenopadi	3 75@4 00	Aurant Cortex	@ 50								
Cinnamoni	1 75@1 85	Ferri Iod	@ 50								
Conium Mae	50@ 60	Ipecac	@ 50								
Citronella	60@ 70	Rhel Arom	@ 50								
		Smilax Off's	50@ 60								
		Senega	@ 50								

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	
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Ammonia	1	Baked Beans	1
Axle Grease	1	Bath Brick	1
		Bluing	1
		Brooms	1
		Brushes	1
		Butter Color	1
C		D	
Candles	1	Dried Fruits	4
Canned Goods	1		
Carbon Oils	2		
Catsup	2		
Cereals	2		
Cheese	2		
Chewing Gum	2		
Chicory	2		
Chocolate	2		
Clothes Lines	2		
Cocoa	2		
Cocoa Nut	2		
Cocoa Shells	2		
Coffee	2		
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Crackers	3		
Cream Tartar	4		
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Flavoring Extracts	5		
Flour	5		
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Hides and Pelts	10		
L		M	
Licorice	6	Matches	6
		Meat Extracts	6
		Mince Meat	6
		Molasses	6
		Mustard	6
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Pipes	6	Rice	7
Pickles	6	Salad Dressing	7
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Potash	6	Salt Soda	7
Provisions	6	Salt	7
		Salt Fish	7
		Seeds	7
		Shoe Blacking	7
		Snuff	7
		Soap	7
		Soda	7
		Soups	7
		Spices	7
		Starch	7
		Syrups	7
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Tea	8	Vinegar	9
Tobacco	9		
Twine	9		
W		Y	
Wickling	9	Yeast Cake	10
Woodenware	9		
Wrapping Paper	10		

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, Graham 5 50 Wizard, Corn Meal 4 00 Wizard, Buckwheat 4 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, 1/4s paper 6 15 Voigt Milling Co.'s Brand Voigt's Crescent 6 00 Voigt's Flour 6 00 (whole wheat flour) 6 00 Voigt's Hygienic 5 40 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, 1/4s paper 6 00 Sleepy Eye, 1/2s paper 6 00 Meal Bolted 3 90 Golden Granulated 4 00 St. Car Feed screened 28 50 No. 1 Corn and Oats 28 50 Corn, cracked 28 50 Corn Meal, coarse 28 50 Winter Wheat Bran 24 00 Middlings 26 00 Buffalo Gluten Feed 33 00 Dairy Feeds Wykes & Co. O P Linseed Meal 35 00 O P Laxo-Cake-Meal 32 50 Cottonseed Meal 34 00 Gluten Feed 30 00 Brewers' Grains 28 00 Hammond Dairy Feed 25 00 Alfalfa Meal 25 00 Oats Michigan carlots 4 45 Less than carlots 45 Corn Carlots 65 Less than carlots 65 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, 23 oz. 7 00 Stuffed, 5 oz. 90 Stuffed, 3 oz. 1 45 PIPES Clay, No. 216, per box 1 75 Clay, T. D., full count 60 Cob 90 PICKLES Medium Barrels, 1,200 count 6 25 Half bbls., 600 count 3 65 Small Half bbls., 1,200 count 4 50 PLAYING CARDS No. 90 Steamboat 85 No. 15, Rival, assorted 1 25 No. 20, Rover, enam'd 1 50 No. 572, Special 1 75 No. 98 Golf, satin fin. 2 00 No. 808 Bicycle 2 00 No. 632 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 P. Bellies 16 Lard Pure in tierces 13 3/4 Compound Lard 9 80 lb. tubs 1/4 advance 30 lb. tubs 1/4 advance 50 lb. tins 1/4 advance 20 lb. pails 1/4 advance 10 lb. pails 1/4 advance 5 lb. pails 1/4 advance 8 lb. pails 1/4 advance Smoked Meats Hams, 12 lb. average 14 Hams, 14 lb. average 14 Hams, 16 lb. average 14 Hams, 18 lb. average 14 Skinned Hams 15 Ham, dried beef sets 16 1/2 California Hams 11 1/2 Picnic Boiled Hams 15 Boiled Ham 22 Berlin Ham, pressed 11 Minced Ham 11 Bacon 17 Sausages Bologna 8 Liver 5 Frankfort 6 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., 40 lbs. 2 00 1/2 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 50 Deviled Ham, 1/2s 90 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 1/2 SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box 3 00 Arm and Hammer 3 00 Deland's 3 00 Dwight's Cow 3 00 L. P. 3 00 Standard 3 00 Wyandotte, 100 3/4s 3 00 SAL SODA Granulated, bbls. 80 Granulated, 100 lbs. cs. 90 Lump, bbls. 80 Lump, 145 lb. kegs 9 SALT Common Grades 100 3 lb. sacks 2 40 60 5 lb. sacks 2 25 28 10 1/2 lb. sacks 2 10 56 lb. sacks 32 28 lb. sacks 17 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 24 Common Granulated, fine 1 00 Medium, fine 95 SALT FISH Cod Large whole @ 7 Small whole @ 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock @ 5 Halibut Strips 15 Thunks 16 Holland Herring White Hp. bbls. 10 50@11 00 White Hp. 1/2 bbls. 5 25@5 75 White Hoop mchs. 60@70 Norwegian 70 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 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8oz 2 80 Dusky D'nd 100 6 oz 3 80 Jap Rose, 50 bars 3 60 Savon Imperial 3 00 White Russian 3 15 Dome, oval bars 3 00 Satinet, oval 2 70 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 3 50 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 50 Lautz Bros. & Co. Acme, 70 bars 4 00 Acme, 30 bars 4 00 Acme, 25 bars 4 00 Acme, 100 cakes 3 35 Big Master, 70 bars 2 85 German Mottled 3 00 German Mottled, 5 bxs 2 95 German Mottled, 10 bxs 2 90 German Mottled, 25 bxs 2 85 Marseilles, 10 cakes 6 00 Marseilles, 100 cakes 5 40 Marseilles, 100 ck toilet 4 00 Marseilles, 1/2 bxb toilet 2 10 A. B. Wisley Good Cheer 4 00 Old Country 3 40 Soap Powders Snow Boy 24 lbs. 4 00 Snow Boy, 60 5c 2 40 Snow Boy, 30 No. 2 2 40 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 00 Kirkline, 24 4lb. 3 80 Pearline, 24 4lb. 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 3/4 SPICES Whole Spices Allspice, Jamaica 13 Allspice large Garden 11 Cloves, Zanzibar 16 Cassia, Canton 14 Cassia, 5c pkg. doz. 25 Ginger, African 9 1/2 Ginger, Cochon 14 1/2 Mace, Penang 50 Mixed, No. 1 10 1/2 Mixed, No. 2 10 Mixed, 5c pkgs. doz. 40 Nutmegs, 75-80 25 Nutmegs, 105-110 20 Pepper, Black 14 Pepper, White 25 Pepper, Cayenne 22 Paprika, Hungarian 38 Pure Ground in Bulk Allspice, Jamaica 12 Cloves, Zanzibar 22 Cassia, Canton 12 Ginger, African 12 Mace, Penang 55 Nutmegs, 75-80 35 Pepper, Black 11 1/2 Pepper, White 18 Pepper, Cayenne 16 Paprika, Hungarian 38 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 1/2 Silver Gloss, 16 3lbs. 6 3/4 Silver Gloss, 12 6lbs. 8 1/4 Muzzy 48 lb. packages 5 16 5lb. packages 4 1/2 12 6lb. packages 6 50lb. boxes 4 SYRUPS Corn Barrels 28 Half barrels 30 20lb. cans 1/4 dz. in cs. 1 70 10lb. cans, 1/2 dz. in cs. 1 65 5lb. cans, 3 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 Pingsuey, fancy 40@45 Young Hyson Choice 30 Fancy 40@50 Oolong Formosa, fancy 45@60 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 25 Choice 30 Fancy 40@45 India Ceylon, choice 30@35 Fancy 45@50 TOBACCO Fine Cut Cadillac 54 Sweet Loma 34 Hiawatha, 5lb. pails 56 Telegram 30 Pay Car 33 Prairie Rose 49 Protection 40 Sweet Burley 41 Tiger 41 Plug Red Cross 30 Palo 35 Kylo 35 Battle Ax 37 American Eagle 37 Standard Navy 37 Spear Head, 7 oz. 44 Spear Head, 1 1/2 oz. 44 Nobby Twist 55 Jolly Tar 59 Old Honesty 59 Toddy 54 J. T. 53 Piper Heidsieck 69 Boot Jack 36 Honey Dip Twist 43 Black Standard 40 Cadillac 40 Forge 54 Nickel Twist 52 Mill 52 Great Navy 36 Smoking Sweet Core 34 Flat Car 32 Warpath 26 Bamboo, 16 oz. 25 I X L, 5lb. 27 I X L, 16 oz pails 31 Honey Dew 31 Gold Block 40 Flagman 40 Chips 40 Kila Dried 33 Duke's Mixtures 21 Duke's Cameo 40 Myrtle Navy 44 Yum Yum, 1 1/2 oz. 39 Yum Yum, 1lb. pails 39 Cream 38 Corn Cake, 2 1/2 oz. 26 Corn Cake, 1lb. 21 Flow Boy, 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 35 Cant Hook 30 Country Club 32-34 Forex-XXXX 30 Good Indian 26 Soft Binder, 16oz. 8oz. 20-22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 TWINE Cotton, 3 ply 24 Cotton, 4 ply 24 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium N 24 Wool, 1 lb. balls 8 VINEGAR State Seal 12 Oakland apple cider 14 Morgan's Old Process 14 Barrels free. WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels, wide band 1 10 Market 40 Splint, large 3 50 Splint, medium 3 00 Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, me'm 7 25 Willow, Clothes, small 6 25	Butter Plates Wire End or Ovals. 1/4 lb., 250 in crate 30 1/2 lb., 250 in crate 30 1 lb., 250 in crate 30 2 lb., 250 in crate 35 3 lb., 250 in crate 40 5 lb., 250 in crate 50 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 Clothes Pins Round Head. 4 inch, 5 gross 50 4 1/2 inch, 5 gross 55 Cartons, 20 1/2 doz. bxs. 60 Egg Crates and Fillers Humpty Dumpty, 12 dz. 20 No. 1 complete 40 No. 2 complete 28 Case No. 2 fillers 1 35 Case, mediums, 12 sets 1 15 Faucets Cork, lined, 8 in. 70 Cork lined, 9 in. 70 Cork lined, 10 in. 90 Mop Sticks Trojan spring 90 Eclipse patent spring 85 No. 1 common 90 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 25 2-wire, Cable 2 35 3-wire, Cable 2 45 Cedar, all red, brass 1 25 Paper, Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes 22 Mouse, wood, 4 holes 45 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 65 Rat, wood 80 Rat, spring 75 Tubs 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable, No. 1 9 25 18-in. Cable, No. 2 8 25 16-in. Cable, No. 3 7 25 No. 1 Fibre 10 25 No. 2 Fibre 9 25 No. 3 Fibre 8 25 Washboards Bronze Globe 2 50 Dewey 1 75 Double Acme 3 75 Single Acme 3 15 Double Peerless 3 75 Single Peerless 3 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 20 Wood Bowls 13 in. Butter 1 50 15 in. Butter 2 25 17 in. Butter 4 00 19 in. Butter 5 90 Assorted, 13-15-17 3 00 Assorted, 15-17-19 4 25 WRAPPING PAPER Common straw 2 Fibre Manila, white 3 Fibre Manila, colored 4 No. 1 Manila 4 Cream Manila 3 Butcher's Manila 2 1/2 Wax Butter, short c't 13 Wax Butter, full count 20 Wax Butter, rolls 19 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Least Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Whitefish, Jumbo Per lb. 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 Pickled 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 @ 20 Lambs 50 @ 75 Shearlings 40 @ 65 Tallow No. 1 @ 5 No. 2 @ 4 Wool Unwashed, med. @ 25 Unwashed, fine @ 23 Standard Twist @ 8 Cases Jumbo, 32 lb. 7 1/2 Extra H H 10 Boston Cream 13 Big stick, 30 lb. case 8 Mixed Candy Grocers 6 1/2 Competition 7 Special 5 Conserve 7 1/2 Royal 13 Ribbon 10 Broken 8 Cut Loaf 8 1/2 Leader 8 Kindergarten 10 French Cream 9 Star 11 Hand Made Cream 16 Premio Cream mixed 14 Paris Cream Bon Bons 10 Fancy-In Pails Gypsy Hearts 14 Coco Bon Bons 14 Fudge Squares 13 Peanut Squares 9 Sugared Peanuts 12 Salted Peanuts 12 Starlight Kisses 11 San Blas Goodies 12 Lozenges, plain 10 Lozenges, printed 12 Champion Chocolate 13 Eclipse Chocolates 14 Bureka Chocolates 15 Quintette Chocolates 14 Champion Gum Drops 9 Moss Drops 10 Lemon Sours 10 Imperial 1 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 Golden Waffles 13 Red Rose Gum Drops 16 Auto Bubbles 13 Fancy-In 5lb. Boxes Old Fashioned Molasses 10lb. bx 1 30 Orange Jellies 50 Lemon Sours 50 Old Fashioned Horshound drops 60 Peppermint Drops 60 Champion Choc. Drops 65 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 12 1 10 Bitter Sweets, as'd. 1 25 Brilliant Gums, Cryst. 60 A. A. Licorice Drops 90 Lozenges, printed 65 Lozenges, plain 65 Imperial 65 Mottos 65 Cream Bar 60 G. M. Peanut Bar 60 Hand Made Crms 80@90 Cream Wafers 65 String Rock 60 Wintergreen Berries 60 Old Time Assorted 2 75 Buster Brown Good 3 50 Up-to-date Ass't 3 75 Ten Strike No. 1 6 50 Ten Strike No. 2 6 00 Ten Strike, Summer assortment 6 75 Scientific Ass't. 12 90 Pop Corn Cracker Jack 3 35 Giggies, 5c pkg. ca 3 50 Pop Corn Balls 200s 1 25 Azulikit 100s 3 25 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 15 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. Jumbo @ 8	

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon .55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Doz
Small size, 1 doz. box .40
Large size, 1 doz. box .7

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
Puritans .35
Panatellas, Finas .35
Panatellas, Bock .35
Jockey Club .35

COCOANUT

Baker's Brazil Shredded



70 5c pkgs, per case .2 60
36 10c pkgs, per case .2 60
16 10c and 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

Jute

60ft. .75
72ft. .90
90ft. .1 05
120ft. .1 50

Cotton Victor

50ft. .1 10
60ft. .1 35
70ft. .1 60

Cotton Windsor

50ft. .1 30
60ft. .1 44
70ft. .1 80
80ft. .2 00

Cotton Braided

40ft. .95
50ft. .1 35
60ft. .1 65

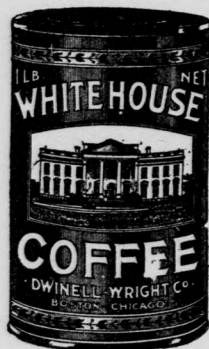
Galvanized Wire

No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 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; Fleibach 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

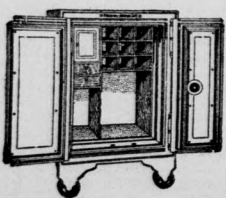
Poles

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
Plymouth Rock 1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brand



100 cakes, large size .6 50
50 cakes, large size .3 25
100 cakes, small size .8 55
50 cakes, small size .1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large 3 75
Halford, small 2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich

10, 12 and 15 Cent CANDIES

The phenomenal success of the syndi-
cate 5 and 10 cent stores in selling candies
has been the means of inducing many gro-
cers and general store and variety men to
adopt similar methods. Those who have tried
the plan pronounce it a big success.

The plan is known in the trade as the
one price system. It consists of selling all
candies at a certain fixed price. For instance,
if 10c is your price, sell at 10c per pound,
half pound, third pound, etc.

It has been demonstrated that the ma-
jority of people prefer to buy their candies
this way, especially if the buying is made
easy for them.

We have installed several thousand **one
price candy departments** in stores located
in every section of the country, and will
gladly furnish full particulars to any mer-
chant who would like to increase his candy
sales and profits.

We show the best line of popular priced
candies in the trade. Not the offerings of
some one maker, but the best selections
from **many** first class lines. Guaranteed
strictly pure goods. We turn our candy
stock every week, thus giving you the **abso-
lutely fresh** candies that are necessary to
make your department a success. We sell
the goods in any quantity from one pail or
box up and ship immediately upon receipt
of your order.

Our catalogue showing the complete line
will be forwarded upon request. Ask for
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

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—Only bakery in good county seat town, 1,800. Good Middleby oven. Wholesale and retail trade. Can sell all two men can make. Rent \$20. Cheap at \$500. Geo. Howard, North Liberty, Ind. 469

For Exchange—400 acres, well improved, mostly level, in Jennings county, Ind. Price \$85 an acre. Want merchandise. O. L. McCauley, Marion, Indiana. 468

For Sale—Grocery, patent medicine and drug sundries stock in a town of 600 population, Central Michigan. Invoices \$1,800. Will sell for 1,350 if taken at once. Fine opportunity. Best location in town. Reason for selling, owner lives in the West. Address T. S., care Michigan Tradesman. 467

For Sale—A good cash furniture business in the growing town of Benton Harbor. Address C. C. Sweet, Benton Harbor, Mich. 466



Mr. Merchant:

Why Not Have a Profitable Special Sale? One that will clean up the odds and ends and bring in lots of money. My sales are successful at any season and will realize the results you desire with no bad after effect. Stocks reduced and closed out by plans that have been thoroughly tested. Remember I come in person, qualified by knowledge and experience. Write me today, giving size of stock. B. H. Comstock, 907 Ohio Building, Toledo, O.

For Sale—At a bargain, fine substantial three story brick building suitable for any kind of mercantile business. Located in a village of 1,600 inhabitants, surrounded by excellent farming country. Enquire of A. A. Hitchcock, Cass City, Mich. 465

For Sale—163½ acre black waxy land, half mile from village; R. F. D.; Southwestern telephone; good school and churches; residence, barn and other buildings; deep well and wind mill. Price \$60 per acre. W. S. Duggan, Myra, Texas. 464

Extraordinary opportunity to take over a live business. If you are looking for a clean money-making mercantile business, this will appeal to you, will clear you net \$2,000 yearly on a small investment. Owner wishes to devote all his time to his manufacturing business. Write for prospectus. Hunt Mfg. Co., Garrett, Ind. 464

For Rent—Space 66x110 feet, for furniture department in new addition, to be completed Sept. 1, to the largest department store in the State. Address The Bee Hive Company, Sioux Falls, South Dakota. 462

Clean stock bazaar goods in growing town. Good farming and manufacturing country. No competition. Cash deal. Address 459, care Tradesman. 459

Desirable farms and city property to exchange for stocks of goods. G. W. Streeter, Rockford, Ill. 470

For Sale—Hardware stock and tinshop in city of 50,000; fine stock, good trade; low rent. Invoices about \$8,500. Bargain for quick cash. 612 Trust Bldg., Rockford, Ill. 471

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

For Sale—Four business lots, 25 x 100 feet, with store and stock of general merchandise. Living rooms, warehouse and barn in connection. Everything handy. Connected with waterworks. The only reason for selling is poor health. Chas. L. Merithew, Buckley, Mich. 438

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

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 \$8,500. Don't enquire unless you mean business. Address No. 448, care Tradesman. 448

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 shock 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 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—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. 443

Modern lighting systems 500 C. P. ½ ct. per hour. Lights for all purposes. Write Lee C. Irish, Toledo, Iowa. 432

Typewriter and office supplies, rubber stamps, etc. Catalogues free. Wallace-Detroit Company, Detroit, Mich. 429

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

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

Incorporate under South Dakota laws. No franchise taxes; save expense, reliable. Drexel Investment Co., Drexel Bank Bldg., Chicago. 415

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

Merchandise wanted in exchange for 240 acres land in Michigan, free of incumbrance. May accept building. Lock Box 206, Maynard, Iowa. 403

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

Attorney, having acquired typewriters at bankruptcy and other sales, will dispose of same cheaply. William Capesius, 99 Randolph St., Chicago. 402

For Sale—Cheap, bakery. Reason, poor health. 1134 Washington Ave., North Lansing, Mich. 397

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

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 Rent—Large store building in live Northern Michigan town. Splendid opening for someone. Best location in town. Address L. H. Smith, McBain, Mich. 271

To Exchange—An improved farm in Benzie County, value \$5,000, for stock merchandise or store building and stock. Address No. 368, care Tradesman. 368

For Rent—Best and largest store building in Milan, Mich., completely furnished. Splendid opening for general store in thriving town of 1,600 population. For particulars address, A. E. Putnam, Milan, Mich. 195

For Sale—In Southern Michigan, a general store, complete stock, in fine location, best trading point in the State, with building if desired. Address No. 124, care Tradesman. 124

Tontitown, Ark. — Community 600; church, academy, schools, 3 factories, building now 25-room hotel; people pouring in; need drug store, general store, hardware store, cold storage, clothing and shoe store and lumber yard. Address Father P. Bandini, Trustee, Tontitown, Ark., or German-American Realty Co., Rogers, Ark. 323

For Sale—One 300 account McCaskey register cheap. Address A. B., care Michigan Tradesman. 545

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 in a grocery or general store. Reference A. No. 1. About seven years' experience. Address Box 352, Sheridan, Mich. 461

Position wanted by an experienced retail salesman in general merchandise lines. Twelve years' experience. Address Box 33, Gowen, Mich. 330

HELP WANTED.

Men (or women) \$4 day sure all year, raising mushrooms in cellars, sheds, boxes, etc. Big market. Free illustrated booklet. Hiram Barton, West 48th St., New York. 460

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. 242

Want Ads. continued on next page.

Here Is a Pointer



Your advertisement,

if placed on this page,

would be seen and read

by eight thousand of

the most progressive

merchants in Michigan,

Ohio and Indiana. We

have testimonial let-

ters from thousands of

people who have

bought, sold or ex-

changed properties as

the direct result of ad-

vertising in this paper.

SLY TAX DODGING.

The Eight Cent Leeway Provides Opportunity.

Written for the Tradesman.

A singular complexity of situations has been developed by the now famous investigation under way in Chicago as to the butterine "moonshiners"—the chaps arrested on a charge of defrauding the Federal Government by surreptitiously evading the payment of the tax on colored butterine.

To begin with Collector of Internal Revenue Henry L. Hertz admits that it has been the policy of the Revenue Department to compromise with the evaders of the tax who are discovered at the game by collecting the unpaid tax, together with a money penalty added, thus permitting the offenders to escape criminal prosecution.

On the other hand, Col. C. H. Ingram, in charge of special agents qualified and authorized to arrest and assist in the prosecution of violators of the tax law, insists that he is simply performing his duty in arresting Broadwell, Driesbach and Bortz, three alleged "moonshiners" who have been indicted by the grand jury.

These three men have made confessions admitting that they have been in the business of handling white butterine which they colored and put up in wrappers bearing the words "U. S. Inspected and Passed. Estab. No. 406" and that these wrappers were furnished to them with every tub of white butterine and a supply of coloring matter by a large oleomargarine manufacturing concern of which Congressman William J. Moxley, of Chicago, is the head.

Next comes a report, entirely apart from the evidence given before the grand jury, that the big manufacturers of oleomargarine have fretted amazingly ever since the tax on colored butterine was raised from 2 cents to 10 cents a pound, holding that the added 8 cents a pound provided an opportunity for evading the tax. This 8 cents leeway prompts the secret coloring of butterine and the use of counterfeit Government wrappers and the big manufacturers have been looking to Senator Lorimer and his protege, Congressman Moxley, to secure the restoration of the 2 cent tax rate. For some reason or other the 10 cent tax still obtains.

Broadwell, who has already been convicted and sentenced to prison, says he is being punished for the sins of others and Bortz, who is under indictment, promises to tell the grand jury how it happened that whenever Col. Ingram and his assistants planned to raid a haunt of the "Moonshiners" the tip was given to the tax dodgers in ample time for them to secrete their illegal product and disappear.

"There's a lot of funny business about the case," said one representative of the Secret Service. "Strong indications are found that someone in the office of the Internal Revenue Collector has been receiving prize money from the 'moonshiners' and

the seeming indifference of the authorities at Washington as to reports made to them relative to the Moxley concern and other big oleomargarine concerns in Chicago by Col. Ingram is suggestively corroborative thereof. On the other hand, the big concerns claim that the 'moonshiners' are trying to 'hold them up' for big money; that the political opponents of Senator Lorimer and Congressman Moxley are in the game for what there is in it."

Asked as to the amount of colored butterine handled daily by the retail dealers, the gentleman replied: "There you touch another tender spot. While very few people will admit that they habitually use butterine, even of the higher grades, it is estimated that this product is used by one-third of the population of Chicago. And Chicago is no different in this respect from the average large city. There is every reason to believe that at least 30 per cent. of the urban population of the United States knowingly and regularly use the butter substitute. And why not? Our investigations have demonstrated that hospitals, hotels, railway corporations and a vast number of public institutions like asylums, prisons and so on are regular users of the product. There are in Chicago over 400 licensed dealers in oleomargarine and, as is believed, something like 340 of this number are in the 'moonshining' game. It is estimated that between 50,000 and 75,000 pounds of butterine are sold daily to the retail dealers of Chicago and the Lord only knows how much goes out every day to dealers elsewhere."

Chas. S. Hathaway.

What Is Doing In Michigan Cities.

Written for the Tradesman.

Pontiac has two electric roads and is discussing the need of other trolley roads to the north and west for the benefit, not simply of Pontiac, but of the farmers and everybody in that territory.

The Business Men's Association of Albion has been reorganized. The membership will be largely increased and one of the plans being considered is to buy property on which manufacturing plants may be erected.

Manistee has a new civic spirit. Its newly-organized Board of Trade will be an incorporated body and will work along broad lines, giving attention not simply to the securing of new industries but to improvements calculated to make Manistee a handsomer and better city. The town is advantageously located and is bound to go ahead.

"There is only one Petoskey." The Petoskey and Emmet County Improvement Association met recently and elected the following officers: President, W. L. McManus; Vice-President, A. B. Klise; Secretary, M. M. Burnham; Treasurer, A. J. Hoffer. All are new men, with the exception of Mr. Hoffer, and all of them have the go-ahead spirit that means much for Petoskey.

Statistics show that Muskegon manufacturers rely very largely on water transportation in their freight shipments both in and out.

Coldwater is one of the cleanest and neatest cities in Michigan, with more houses painted white and well kept lawns than can be seen in many a days' travel. The city needs more factories and more railroads and the Commercial club and local lodge of United Commercial Travelers will co-operate to secure these results.

Benton Harbor and St. Joseph, the twin cities, are discussing the need of a convention hall, to put them in shape to make bids for the various State meetings through the year.

Paw Paw has an enthusiastic Boosters' Club and at a recent luncheon the place cards bore this appropriate motto: "Keep Smiling and Kwitcurkiken." Paw Paw expects one or more electric roads this year and other good things.

The Marquette Commercial Club, successor to the Queen City Club, has been organized at Marquette.

Ludington expects to have a new railroad, possibly two, within a year. Of the original bond issue of \$4,000,000 for the Grand Rapids-Ludington road about \$3,225,000 has already been subscribed. The Pere Marquette people are also strongly considering plans for an extension of the road from Pentwater to Ludington and northward.

Almond Griffen.

Movements of Working Gideons.

Detroit, March 7—Gordon Z. Gage and wife, Wheaton Smith, E. H. Rider, W. D. Van Schaack, C. H. Joslin and the writer and wife met for luncheon at the Y. M. C. A. Saturday, accepted the report of the committees and selected the badge for the coming National convention.

The Griswold House meeting was conducted by the Grand River Avenue Baptist Baraca class. Edwin Wilson acted as chairman and John Bayne, of the Peoples Savings Bank, gave the main address, followed by John Calder. The subject was, Boldness of Peter, Acts 4:8. Mr. Potts and Miss Cutler, of the Fourteenth Avenue Baptist church, sang several solos. The parlor was filled with Baracas, visitors and Gideons.

Wheaton Smith and E. H. Rider will conduct the next meeting.

Aaron B. Gates.

Detroit—In the final transfer of the Detroit White Lead Works to the purchasers identified with Sherwin, Williams & Co., of Cleveland, Col. Ford H. Rogers resigned as President and General Manager, and W. H. Cottingham, President of the Cleveland company, was elected to succeed him. Vice-President George Peck was succeeded by A. D. Joyce, of Cleveland. The remaining directors, A. C. Stellwagen, W. H. Brace and J. M. Thurber, also resigned. Col. Rogers is now in his 70th year and will retire from business. The purchasers pay approximately \$500,000 for the property, which is the common capital at par. In addition to this there is still \$200,000 of preferred outstanding.

A good deal that we credit to our charity ought to be charged to our being too lazy to investigate the facts.

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

Buffalo, March 9—Creamery, fresh, 27@32c; dairy, fresh, 22@27c; poor to common, 19@21c.

Eggs—Strictly fresh, 24c.

Live Poultry — Fowls, 18@18½c; springers, 18@18½c; ducks, 17@18c; old cocks, 12@13c; geese, 14@15c; turkeys, 20@22c.

Dressed Poultry—Old cocks, 13@14c; fowls, 18@19c; chickens, 19@21c; turkeys, 20@26c; ducks, 18@20c; geese, 13@15c.

Beans — Pea, hand-picked, new, \$2.40; red kidney, hand-picked, \$2.85@3; white kidney, hand-picked, \$2.75@3; marrow, \$2.90; medium, hand-picked, \$2.35.

Potatoes—40c per bu.

Rea & Witzig.

The Drug Market.

Opium—Morphine and quinine are unchanged.

Cocoa Butter—Is weak and lower.

Norwegian Cod Liver Oil—Is very firm.

Soap Bark—Is in better supply and slightly lower.

Oil Sassafras—Is very firm and is advancing.

Oil Cloves—Has advanced in sympathy with the spice.

Short Buchu Leaves—Have declined.

Flaxseed—Whole and ground have advanced.

Prof. C. Stuart Gager, who has been experimenting for two years with radium at the University of Missouri, announces that with this wonderful substance he can produce to order on short notice any plant desired. An entirely new species of primrose, it is said, has been originated by the use of radium, and it has held true to the new form through three generations of the plant. At the quoted price of radium his plants will not materially reduce the present high cost of living. Genuine orchids at 50 cents a dozen would have a big run, but they will not come by the radium process.

Traverse City Eagle: Burney Reynolds, for the past eight years with the Hannah & Lay Mercantile Co. in the shoe department, has resigned his position with that firm and will take a situation as traveling salesman for B. Marx & Son, of Detroit, thereby succeeding Frank Friedrich, who will take a position with the Frederick W. Mayer Shoe Co., of Milwaukee. Mr. Reynolds' territory will extend on the south to Muskegon and on the north to Mackinaw. His headquarters will be in this city.

Lowell Journal: William Burdick who has been in the employ of the A. J. Hawk & Son shoe store for the past two and one-half years, has resigned his position and will travel for the Modern Shoe Co., of Pontiac, Ill. His territory comprises Southern Michigan and Northern Ohio.

BUSINESS CHANCES.

Modern bakery, two story building, supplies and wagon, 20,000 population in Wisconsin. \$7,500. Address No. 473, care Michigan Tradesman. 473
For Sale—Small stock dry goods and shoes, one competitor. John Doak, Mendon, Mich. 472



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You've been thinking of installing the McCASKEY for a long time. The longer you think about it without writing us for information, the more money you are losing through forgotten charges, disputed accounts, poor collections, rebates to customers and a hundred other ways.

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A postal card is just as cheap now as it will be in a year. Buy one and ask us.

THE McCASKEY REGISTER COMPANY Alliance, Ohio

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Grand Rapids Office, 256 Sheldon St., Citizens Phone 9645

Agencies in all Principal Cities

QUALITY WINS



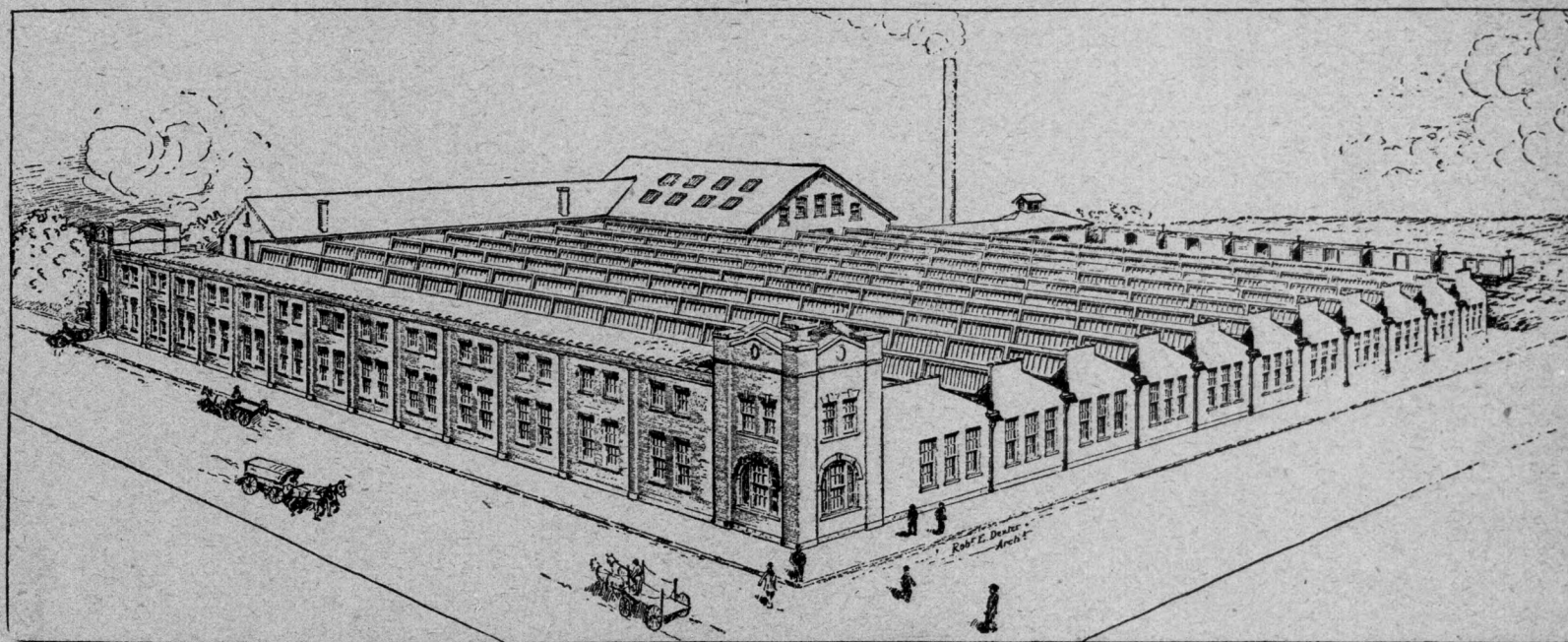
That's the reason why
"White House"

and other brands of Dwinell-Wright Co.'s Boston-roasted Coffees make and KEEP customers.

Are YOU in line? Do you supply your customers with these goods?

What's the Answer?

WORDEN GROCER COMPANY
Grand Rapids, Mich



HOW DOES THIS LOOK TO YOU?

250 x 410 ground space. 150,000 square feet of floor space.

The construction will be of the most modern for factory purposes. The roof is of the well known saw-tooth style, assuring the greatest amount of daylight without the heat and blinding glare of direct rays of the sun.
This style of construction also facilitates the securing of perfect ventilation.

FIRE PROOF CONSTRUCTION THROUGHOUT

Part of this structure is already in use and the balance is being rushed to completion with all possible haste.
All machines, assembling and adjusting tables will be placed on separate foundations. This eliminates all vibration from the building and makes conditions most ideal for accurate, careful and precise work; a condition absolutely essential in the manufacture of perfect weighing devices.
New building, new location, new machines, new tools and dies, new plating works, new enameling ovens and the old experienced mechanics and employees.
What better prospects could we have for the supplying of the ever increasing demand for the famous DAYTON-MONEYWEIGHT SCALES?
Shipment of our goods will be greatly facilitated by our own private switch track making direct connection with the Pennsylvania Railroad.

FACTORY
The Computing Scale Co.
DAYTON, OHIO

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If Somebody Else Made Ketchup

As Good as Blue Label, We Would Make it Better—But
Neither Is Possible



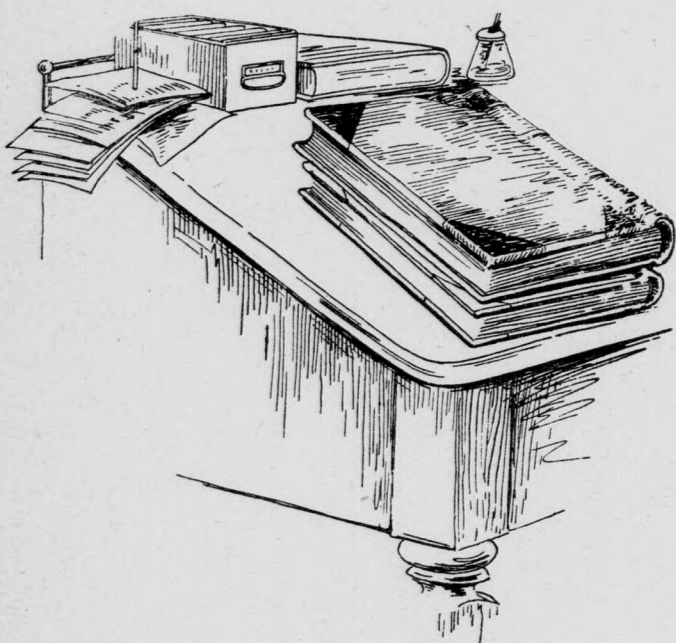
Every customer you ever had for BLUE LABEL KETCHUP is still buying it. Those who buy some other ketchup do so because they don't know BLUE LABEL—they couldn't have any other reason.

The best way to hold your customers is to please them. The best way to please them is to set them right when they are going wrong—tell them about the **good things**. Don't wait for some other grocer to tell them.

There is another reason for telling them to use BLUE LABEL KETCHUP—it pays you a good profit. These are the only things you need think about—pleasing your trade and making money,

Conforms to the National Pure Food Laws

CURTICE BROTHERS CO., Rochester, N. Y.



Twelve O'Clock

When you wake up and the clock strikes twelve, when it's darker than pitch and the wind blows a gale, you say to yourself:

“What a Wild Night for a Fire”

Then you think of your own place of business and you say, “Well, I'm insured.” Are you? What about your valuable papers and account books—are they insured? What would be your loss if they burned? You dislike to think about it, don't you?

Think Once More and Buy a Safe

During the winter months we have the most fires. Better get busy and write us today for prices.

Grand Rapids Safe Co. Tradesman Building
Grand Rapids, Mich.