

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

\$2 PER YEAR

Twenty-Seventh Year

GRAND RAPIDS, WEDNESDAY, MARCH 23, 1910

Number 1383

What Might Be Done



What might be done if men were wise,
What glorious deeds, my suffering brother,
Would they unite
In love and right
And cease their scorn of one another!
Oppression's heart might be imbued
With kindling drops of loving kindness
And knowledge pour
From shore to shore
Light on the eyes of mental blindness.
All slavery, warfare, lies and wrongs,
All vice and crime might die together
And wine and corn,
To each man born,
Be free as warmth in summer weather.
The meanest wretch that ever trod,
The deepest sunk in guilt and sorrow,
Might stand erect
In self-respect
And share the teeming world to-morrow.
What might be done? This might be done
And more than this, my suffering brother—
More than the tongue
E'er said or sung—
If men were wise and loved each other.

Charles Mackay.

A Prayer



When on my day of life the night is falling
And by the winds from unsunned spaces blown
I hear far voices out of darkness calling
My feet to paths unknown.
Thou who hast made my house of life so pleasant,
Leave not its tenant when its walls decay.
O Love Divine, O Helper ever present,
Be Thou my strength and stay.
Be near me when all else is from me drifting—
Earth, sky, home's pictures, days of shade and shine,
And kindly faces to my own uplifting
The love which answers mine.
I have but thee, my Father! Let thy spirit
Be with me then to comfort and uphold.
No gate of pearl, no branch of palm I merit,
Nor street of shining gold.
Suffice it if, my good and ill unreckoned
And both forgiven through thy abounding grace,
I find myself by hands familiar beckoned
Unto my fitting place:
Some humble door among thy many mansions,
Some sheltering shade where sin and striving cease
And flows forever through heaven's green expansions
The river of Thy peace.

John G. Whittier.

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.

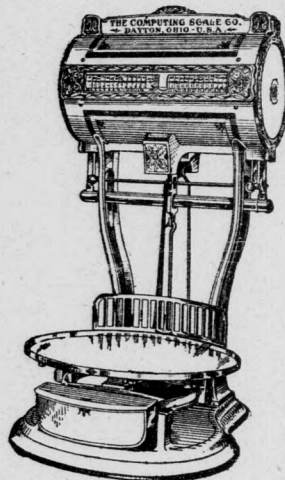


"State Seal" Brand Vinegar

has demonstrated itself to do
all that has been claimed for
it. The very large demand it
has attained is selfevident.

Mr. Grocer! It increases your profits. Ask your jobber.

Oakland Vinegar & Pickle Co., Saginaw, Mich.



Who Gets the Profits?

Investigators representing the Press,
Public, Legislatures, etc., are now delving
into this live and important subject for the
purpose of placing the blame and suggesting
a remedy.

Some say it's the retailer. IS IT?

We are too closely allied to the retailer to
let the statement go unchallenged. We know
that your profits are very small after your
operating expenses have been deducted.

Some staple articles are sold at a distinct
loss. For example, sugar; where is your profit
after your percentage for handling has been
deducted?

Retailers who make a close study of their
business find that a conservative estimate of operating expense is 15 per
cent., and then only under the most favorable condition.

How much of your remaining profit is eaten up by old or inaccurate
scales?

This is a vital subject and indifference to it courts disaster.

Figure out what one-fourth of an ounce loss on each weighing for a
day amounts to, then think it over. Ask yourself if you are sure that you
are not losing this much per day.

One penny is all it will cost you to send us a postal asking for our
illustrated catalogue showing cuts of our profit-saving, visible-weighing
computing scales.

EASY PAYMENTS—You have the option of buying either by easy
monthly payments, or a liberal cash discount if paid in 30 days.

Old or unsatisfactory computing scales taken in as part payment on
purchases of new ones.



MONEYWEIGHT SCALE CO.

58 State Street, Chicago, Illinois

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.

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SPECIAL FEATURES.

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VOTE FOR DAVID E. UHL.

Those citizens of Grand Rapids who, knowing the disreputable record of George E. Ellis as a man and citizen, resent his impudence in seeking a third term as mayor of our city and those citizens who appreciate the unimpeachable fact that party affiliations should not dictate in municipal affairs when the qualifications and character of their party candidate can not stand successfully by the side of the opposing candidate's reputation for general wholesomeness have an opportunity to display their patriotism and civic righteousness by voting for David E. Uhl for mayor at the coming election.

Mr. Uhl is a young man of splendid ancestry, liberal education and correct habits whose rectitude and moral character are above reproach. He has amply demonstrated his ability as a business man by building up in this city, along honorable and successful lines, a large industrial enterprise which provides employment and wages to hundreds of men. He is a man who has the welfare of the city at heart and who, like his distinguished parents, is certain to have a most beneficial influence upon the people and affairs of Grand Rapids.

There are two criticisms which are offered in opposition to Mr. Uhl's candidacy—criticisms which may be readily, honestly and completely answered:

First, it is urged that Mr. Uhl is not a "mixer" and, next, that his candidacy is but a makeshift sort of deception to aid the cause of the man who placed him upon the Board of Police and Fire Commissioners.

Mr. Uhl is not a "mixer" in the sense of the saloon-stall, back-room, "House-in-the-Woods" drunkenness, licentiousness and chicanery of ward-healers, gamblers and debauchees. He is clean and upright and seeks high grade associates who do not find their recreation and profit in lowdown and criminal practices. In that sense he is not a "mixer."

That Mr. Uhl has not and will not

in any sense whatever bend the knee to Deacon Ellis all who truly know the man will gladly affirm, and any assumption that he would lend his name and influence to secretly further the dubious and dangerous impulses and practices of a man like Mayor Ellis is preposterous, absurd and unbelievable. Indeed, the failure of Mayor Ellis' unscrupulous, contemptible and most strenuous effort to drive Harvey Carr from the superintendency of our police department is very largely due to the independent thought, persistency, activity and fine executive ability of Mr. Uhl. It is said that Mr. Uhl is an obstinate man, and he is exactly that when he knows that he is in the right; but he is in no sense a narrow-minded bigot who closes ears, eyes and intellect to evidence and argument, refusing to be convinced.

Republicans who know Mr. Uhl at his full value will assuredly vote for him, and those who, even though they are unacquainted with the gentleman, give their votes to his candidacy will not only make no mistake but will confer a benefit upon the community by aiding in his election and thus contributing to the defeat of an unscrupulous schemer and political marplot.

MOCK BUTTER SWINDLE.

Just now in Grand Rapids certain persons are selling, to whomever will buy, county rights to use a patented machine and process for manipulating oleomargarine and milk so that by the use of these two ingredients an imitation butter is produced. And so good is this counterfeit that elsewhere, it is said, it has found ready sale as genuine butter and, bringing the high prices paid for real butter, the profit to the manufacturer is attractive.

Opposed to the production of this bogus butter are the regulations prescribed by our pure food laws as to the renovation of butter, and then, too, there is the fact that the manufacturers of counterfeit butter by this process have thus far succeeded in evading the payment of the special tax on oleomargarine.

Now the machine and its process are authorized under the patent laws of the United States—as a machine and as a process—so that they can not be and are not affected by the pure food laws or the special tax on oleo. Therefore those people who are selling county rights to use the machine and the process are not violating any law nor evading any tax.

Briefly, and while this machine and process may produce that which is claimed for it, the violation of the pure food law and the evasion of the tax fall to the lot of the purchasers of the county rights—rights which are sold at fancy prices and, presumably,

are sold to individuals who in many cases are ignorant of the regulations governing the renovation of butter and unaware of the special tax on oleo.

And this is not all: While, because of the pure food laws and the careful enforcement of these laws by our Government, perfectly wholesome, healthful and remarkably good imitation butter—termed butterine—is made in vast quantities and is used to a very much larger extent than is generally comprehended, what will be the inevitable result with a false butter factory in every county, in the hands of either novices who are unconsciously careless or experts who are indifferent as to the ingredients and conditions attending the manufacture of the product?

OUR WATER PROBLEM.

About three years ago the voters of Grand Rapids were called upon to cast their ballots for or against the bonding of the city to meet the cost of installing a new city system of water supply and distribution. The project was defeated by a small majority, so that for three years more Grand Rapids has been required to put up with an inadequate supply and an inadequate pressure of water in the delivery of that supply; for three years the fire insurance rates in this city have necessarily been outrageously high—a fact for which the voters are solely responsible.

This spring the voters of Grand Rapids are to be asked to vote again upon the bonding of the city for the establishment of a filter system and supply of water at a total cost much smaller than was the proposal of three years ago. There are excellent proofs as to the efficacy of properly constructed filter systems—notably the one at Cincinnati—and beyond all question Grand Rapids needs water if it is merely wet and needs it in large quantities, so that in case of fire our fire department may reach the roofs of ten story buildings with streams that will amount to something; so that in case a wide area of territory is threatened all the engines in the city can put two streams each into effective operation simultaneously, having no fear that the supply will fall short.

This being true and there being little or no doubt that river water—even the water of the great Ohio stream—can be thoroughly filtered, it is up to the voters as a most important economic duty that they shall give an overwhelming vote in favor of the proposed project. We have argued, experimented, exhibited our wondrous hydraulic acumen, temporized and fooled around this water question too long—much too long—already. Now let's get busy, practical and public-spirited.

HAS HE MADE ATONEMENT?

Bulwer-Lytton in the *Lady of Lyons* says: "There is a future in store for any man who has the courage to repent and the energy to atone."

Deacon Ellis, who is the Republican candidate for Mayor of Grand Rapids this spring for the third time, claims that he has repented of his sins and that he now looks back with regret upon the twelve or fifteen years he spent in accumulating a large fortune conducting a gambling house, a faro bank and a bucket shop.

This may be true—assuming that he has a conscience, which many men question—but has he made any atonement for the crimes he committed during this period?

Has he paid back any of the money he filched from his victims?

Has he made restitution to the widows and orphans for the money he extorted from the husbands and fathers?

Has he returned to the banks any of the money that was stolen by cashiers and other trusted employees to carry on gambling operations in his establishment?

If he has never made such restitution, how much does his repentance amount to? How much reliance can be placed on the empty mouthings of a man who is sorry for what he has done but is not willing to show his sorrow in a substantial manner?

SEND IN YOUR NAMES.

Confident that there are thousands of former residents of Grand Rapids—either natives or old time friends—among the subscribers to the *Tradesman* or in the employ of such, and with a desire to contribute to the success of Grand Rapids' Home Coming Week next August, such subscribers are requested to send in their names and addresses and the names and addresses of any old Grand Rapidsites, wherever located, that they may know about. Send them to the Michigan Tradesman that such erstwhile citizens may receive the advance literature of our Board of Trade Committee having the proposed reunion in charge.

It will be attractive and it will interest you. Do this whether or not your responsibilities or your business demands or your health will permit you to participate in the event.

It will interest you to know of the growth of the city; to know as to the entertainment to be offered; to know of the kind and extent of enthusiasm in the project that are being shown by present residents of Grand Rapids, as well as by many who, once living here, are now scattered to all parts of all lands. And many of the latter class will be here. So do not forget to send in your names and addresses. Do it now.

SOME SALES SYSTEMS.

Business Stories Adapted To Busy Business Men.

Every retailer with an ambition to make his store more popular, his business greater, wants to get closer to his trade. He wants to get more customers, of course, but, new or old, he wants them to feel that his place is something more than a "store"—that it has a personality, that it is an organization for their benefit and their interests.

How to do this is one of his most perplexing advertising problems. Every dealer has a few buyers whom he has reached through years of friendly treatment across the counter. But his aim now is to tell others what he can offer them, to tell people who have never become permanent patrons or who have never made a purchase in the store. Newspapers seldom touch the spot. They lack the appeal to the personal side; billboards and street car cards are insufficient in their brevity.

There is but one medium to serve the purpose. The retailer may learn the lesson that other lines have to teach—he must ask the buyer for his business through the medium of the letter, the booklet and the catalogue. He must use a thorough and persistent follow-up.

The term "follow-up" in connection with retail dealers must not be construed as meaning a colossal advertising campaign. It simply means any well-defined system or scheme of getting better acquainted with people who may need or desire articles the dealer has for sale. Plans used by the dealers in following up their customers are nothing more nor less than inexpensive common sense methods of keeping in closer touch with the local trade than any outsider possibly could use. And the merchants who are using these "Get-closer" campaigns are doing so because they have learned that the buying public or the consumers will purchase readily and quickly those goods they have often been told about; and they will buy from the man who has convinced them that it is more profitable and safe to deal with him than with any one else.

First and most important to be obtained by the retailer is a good live mailing list. He knows that sales depend upon a list of names of possible buyers of his product. He knows that if he is to get good results he must secure the names and addresses of persons who in some way have manifested their personal interest in his store or who might be interested.

Preparation of such a list is a matter that each merchant in a way settles himself. He knows what values he has to offer, he knows what kind of people are in the market for the articles and he finds out for himself who they are and where they are to be found.

Among the best and commonest sources are his own order and delivery books. In fact, these sources furnish the very best names, because the dealer knows from first hand

dealing with the parties listed just what they will be interested in. Next to these customers' lists, telephone and city directories are most productive, although considerable discrimination is necessary in choosing names.

The best list is invariably the selected one, that is, the list that consists of a certain group or class of individuals who are known by someone to be buyers of certain goods or at least interested in them. Such lists may be obtained, for example, from the secretaries of social and fraternal organizations, who are in position to know the desires and buying abilities of members. Factory payrolls may be obtained from mill superintendents, names of young men from the lists of newly registered voters and children's names from teachers in the public schools.

Frequently a dealer in one kind of merchandise can buy a list from a dealer in another, as any retailer who has been in business many years usually has a fairly complete list of his customers. The value of these so-called "tried" lists is always uncertain for use in another line, however, and should be carefully tested before much money is spent.

One merchant got several hundred inexpensive calendars which he advertised to give away free to all who called for them. Those who asked for the calendars were then requested to give their names and addresses. Children were asked to furnish the names of father and mother.

Another method by which a double profit may be derived from a crowd-attracting scheme is to conduct a voting contest, requiring that each person voting record upon the ballot his name, address and any other specified information.

In most cases, however, such a general list unless carefully classified will be found to yield a small percentage of results as compared with one which a merchant compiles to suit his individual requirements.

Thus a tailor should make up his list from citizens whom he knows to be fastidious dressers and wearers of tailored garments. These names he could get from his acquaintances and old customers.

To accomplish results along any line of follow-up it is necessary for the dealer to study his business thoroughly. Hit and miss campaigning is a waste of time and money. Conditions are such to-day that a careful study of all phases of a business will present the opportunities for expansion and actual gains in trade.

A business is a good deal like a human body: It very often gets sick, and real sick, too. If it were yourself you would probably consult a physician. If it is your business that begins to turn up its toes along in the dull season you need not consult a physician.

Obviously a tonic is needed. It is this: Get some article of merchandise that is cheap and at the same time attractive. It is not always necessary to go out of your own particular line to find a tonic. It may be a hatpin or a piano stool so far as that goes—it's a tonic just the

same. The main point to consider is the attractiveness of the article and its cheapness.

Then make it a leader. Decorate your store windows in the most attractive manner you know how and boom the "leader."

If there is one thing in the world that rattles me it's to have a man whom I am canvassing tell me I am a good salesman. When he starts that I know that either he is trying to flatter me or he is one of those foxy individuals who know that this is almost a sure way to knock a man's selling talk entirely out of his head. When I was in St. Louis handling a well-known encyclopedia a while ago I ran up against one of those propositions and a hard one.

I had been in St. Louis nearly three months and had some of the biggest men in the city on my order book, men in all lines of business. Then one morning I walked in on the advertising manager of one of the biggest stores in town. He was very busy at the time, but he looked up long enough to say, "Yes, I know about your book; it has been explained to me by salesmen before you. I can not see where it would be of any value to me. However, come and see me to-morrow or any time next week; in fact, I'll be glad to have you come—not because there is a chance of your selling me this work, for I know you can't, but I have been told"—there was a twinkle in his eye—"that you are one of the best salesmen in this part of the country. I want to see how you do it."

Nothing will knock the stilts out from under a man like such a shot as that. But this time I wouldn't go down and, what was more, I suddenly resolved that I wouldn't take his "put-off" either. So I came right back at him.

"Mr. Wilson," I said, "I wouldn't accuse you of doing anything so vulgar as to try to 'josh' a total stranger, but the man who told you that was putting one over on you or me or both of us. As a matter of fact, I am not much of a salesman. I will admit, however, that I have been successful in handling this work and I am perfectly willing to tell you the secret. I sell this book because I am enthusiastic about it, and I have become so simply and solely because I have been told by hundreds of live,

up-to-date men that it is one of the best things that has ever come their way. Presidents, secretaries, managers—all in different lines of work—tell me it is a splendid thing for them in their work. Credit men, advertising men, tell me the same.

"Now, Mr. Wilson, you write advertisements, you have written good advertisements, you have written some that were poor. When have you done your best work? I will tell you: It was when you were writing an advertisement for something that you knew positively was the best thing your store had ever sold for the money, or it was when you were advertising something that filled you so chuckful of enthusiasm that you couldn't help writing good copy. Isn't that true? Of course it is.

"Mr. Wilson, you don't look to me like a man who believes himself such an allwise being that no one can teach him anything. You look like the two hundred other live men of this town who have recognized this work as a real help to them. And we want you in line with the rest of them—you belong there, and without attempting to tell you any more about the book itself, I am going to fill out an order right here and you are going to sign it. And the next time a man tells you I am a cracker-jack salesman, you tell that man: 'He is no such thing; he is simply taking orders for a proposition that sells itself.'"

Reaching the rural trade is a problem to many dealers because of the few opportunities for meeting customers intimately. Farmers come to purchase less frequently than town people and an intimate friendship that will attract them to a certain store is a difficult thing to establish. Uhler & Phillips, of Marion, Ohio, hit upon a scheme last summer, however, which proved exceptionally successful:

A June sale was in preparation and great four-page circulars were issued advertising its best bargains. A number of the young men employed as salesmen in the store then divided the farming country surrounding the city into several sections to insure thorough work and with supplies of the sale circulars proceeded to cover the territory by house-to-house calls. They did not call simply to leave the advertised matter—instead they made it clear in each instance that their

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

trip through the country was conducted for the special purpose of getting into closer touch with their rural patrons to assure them of the earnest desire of the firm to serve their needs.

Hundreds of farm houses were visited. At each home the salesman endeavored to meet the lady of the house personally, speaking briefly and courteously of the merits of the store and emphasizing the opportunities which the current sale afforded. He also made it a point to obtain the lady's name.

A week after the personal solicitations were made a special letter was mailed to every lady called on, bearing in the upper left hand corner, under the store name, a half tone portrait of the young man who had called at her home. The letter itself was written in chatty style and was signed in fac-simile of the salesman. It called back to her mind the four-page circular left at her house, asked her to glance it over again, invited her to buy of him personally should she come in and told her how successfully the sale was going on in the store.

A signally successful winner of country trade is the S. Heymann Company, of Oshkosh, Wisconsin. Oshkosh is a city of thirty thousand. Forty miles up the Fox River lies Berlin and twelve miles across Lake Winnebago are located other small towns directly reached by steamboat. Each of these villages is surrounded by a prosperous community of farm-

ers whom this store could make profitable customers if they could once be attracted to the city. For some time the merchants of Oshkosh had pooled interests and contributed to the support of special weekly excursions when special price reductions were also made to attract the out-of-town trade.

But the S. Heymann Company recognized the impersonal nature of the appeal. Buyers were drawn to Oshkosh, but once there they made their purchases at random. So while continuing to contribute to the support of the merchants' excursions, they went the "pool" proposition one better and tapped one source of country trade to their own account.

Once each month the company charters special cars giving hourly service on one or both of these lines. Some months they run one day from Appleton, the next from Fond du Lac. Round trip fares that ordinarily amount to 40 or 50 cents from outside points to Oshkosh are cut to a flat rate of 10 cents. Everyone who cares to come on these excursions is entitled to the reduced rate and is under no obligation to buy. On payment of the 10 cents to the conductor an exchange check is given which, when presented at the store, entitles the holder to a free return ticket. Furthermore the standing rule which provides that purchases of \$5 or over shall secure a refund of fares up to 50 cents enables customers even on excursion days to secure a refund of the amount paid on the car.

For several days previous to each

excursion the surrounding country is flooded with advertising circulars announcing it. Each circular carries a detailed description of many of the leading goods to be offered and some special price quotations are made as an extra inducement. Readers of the circulars are enabled to obtain a definite opinion as to just what advantages they can gain in a money saving way by attending these sales.

That the tone of a business office may be reflected in its externalities, just as the social class of a man is reflected in his manner and clothes, is evidenced by practically all concerns of good standing.

The concern which allows its employees to be careless in their dress is invariably careless in its correspondence, in its methods of handling customers, in its products, and, eventually, in its finances. On the other hand, the house that maintains a businesslike accuracy and care in its operations is characterized by an orderliness in its representatives, whether they be salesmen, letters, printed matter or any other recognized medium of communication between the house and the buyer.

The representative of a firm who appears unkempt not unusually turns the balance against himself, although his proposition may be quite as sound as his competitor's. Care in external appearances, however, generally indicates care in methods of transacting business and the average buyer is influenced accordingly — perhaps not analyzing the observations on which his decision is based.

What Cars on the Limited Weigh.

Perhaps you don't know that the heaviest of all cars in a transcontinental limited train is the dining car. But it is, ordinarily, by about 10,000 or 15,000 pounds. Between the car construction and the necessary kitchen equipment and icebox contents, a full size standard dining car tips the scales at 140,000 pounds when ready to make its customary division run. Therefore, on the principle that in case of collision a passenger is safer in the strong, heavy coach in the center of a vestibuled passenger train, the dining car is a good place to remain in.

A sixteen section sleeping car may weigh from 110,000 to 125,000 pounds, while the buffet-library car comes next in weight at 107,000 pounds. The baggage car weighing 83,000 pounds may be the lightest in a train, but the postal car next to it weighs an average of 103,600 pounds. A reclining chair car is full weight at 87,000 pounds, while the ordinary passenger coach weighs 93,000 pounds.

With a locomotive and tender weighing 260,000 pounds, one may guess by these figures pretty closely to the enormous weight of some of the through modern railway trains of seven cars. What the force of impact would be for one of these trains striking head on at sixty miles an hour, however, is a problem for the physicist.

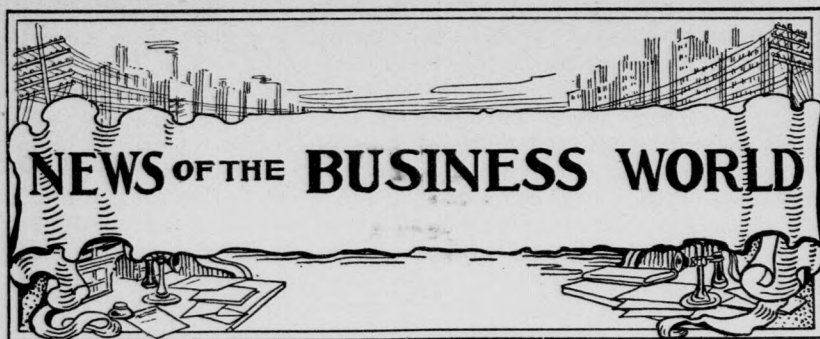
A little vanity keeps a man keyed up to his best, while too much renders him obnoxious to his fellows.

OF INTEREST TO YOU

When a grocer sells cheap baking powders he invites dissatisfaction. The cake being spoiled by the powder, all the ingredients will be classed as inferior, to the discredit of the grocer who sold them. The sale of lower-cost or inferior brands of powders as substitutes for the Royal Baking Powder, or at the price of the Royal, is not fair toward the consumer and will react against the reputation of the store.

Royal is recognized everywhere and by every one as the very highest grade baking powder—superior to all other brands in purity, leavening strength and keeping quality. It is this baking powder, therefore, that will always give the highest satisfaction to the customer, and a thoroughly satisfied customer is the most profitable customer a dealer can have.

Ask your jobber for Royal Baking Powder. In the long run it yields more profit to the grocer than the low-priced alum brands.



Movements of Merchants.

Saugatuck—Mrs. Ida Brown will open a women's furnishing store here.

Owosso—Fred Craig has engaged in the paint and wall paper business here.

Ovid—Leon Waltz will open a restaurant and confectionery store here April 1.

Lake Linden—Joseph Roberts has engaged in the grocery and meat business here.

Ithaca—George W. Winget & Son succeed William Hendricks in the meat business.

Muskegon—A. Racette has added dry goods, notions and graniteware to his stock of groceries.

Detroit—F. W. Jewell, recently of Cheboygan, has engaged in the grocery and meat business here.

Freeland—A. D. McGuire has closed his meat market.

Stevensville—A general store has been opened here by Falk & Liskey.

Manistee—James Volpe has opened a confectionery and cigar store here.

Alpena—J. T. Des Champs has leased the Donovan building on Second avenue and opened a hardware store.

Fremont—R. J. Purcey has purchased the interest of his father in the jewelry stock and is now sole owner.

Lowell—Harry Shuter, formerly of Nashville, has purchased an interest in the clothing stock of Lalley & Anderson.

Hawkins—Laurence O'Neil has sold his stock of general merchandise to Frank Jackson, who took immediate possession.

Marquette—Mrs. S. Sealer, who conducts a grocery store here, is preparing to open a branch on West Iron street.

Kalamazoo—Larned & Shandrew, hardware dealers, 126 West Main street, have made an assignment to W. J. Bristol.

Gaylord—Frank Jones has sold the City Bakery to John W. Grant, who owns the building in which the business is conducted.

Lapeer—Joseph Armstrong has sold his stock of clothing and men's furnishing goods to John Imerman, recently of Saginaw.

Homer—R. A. Smith has sold his grocery stock to J. W. Bond, of Allen, who will continue the business at the same location.

Dryden—F. C. Davis has sold his stock of meats to his son, Fay, and will devote his entire time to buying and shipping stock.

Detroit—The Briggs Co., wholesale and retail cement and grain deal-

er, has increased its capitalization from \$10,000 to \$40,000.

Mancelona—Mrs. Adsit, of Bellaire, has traded her farm for the R. E. Mason stock of bazaar goods and taken immediate possession.

Allegan—E. T. Messinger has purchased the bankrupt grocery stock of A. R. Miner and will continue the business at the same location.

Saginaw—Hugo P. Zoerner has sold his stock of shoes and men's furnishing goods to A. H. Bennett, who took immediate possession.

Lansing—Charles J. Mears has resigned his position as Deputy Secretary of State to take the management of the Eureka Machine Co. here.

Albion—W. O. Marcle and Wm. Stirling have formed a partnership, the former buying a half interest of the latter in his furniture stock here.

Coldwater—Kerr Bros. have sold an interest in their hardware stock to Clarence S. Vincent and changed the firm name to the Kerr Bros. Co.

Ovid—G. E. Waltz has traded his stock of groceries to Harry Loree for his stock of general merchandise at Price, each taking immediate possession.

Lawrence—Ed. H. Luce has sold his general stock to James P. Ryan, who will continue the business under the management of his brother, Wm. D. Ryan.

Grand Ledge—P. T. Bertrand, formerly with the J. L. Hudson Co., of Detroit, has assumed management of the Stanton dry goods and millinery store.

Fenton—Charles H. Hurd has sold his interest in the C. J. & C. H. Hurd implement stock to his partner, who will continue the business under his own name.

Clarion—W. H. Ransom has sold his general stock to A. J. Crago, who is also engaged in general trade at Springvale. Mr. Crago will conduct both stores hereafter.

Shelby—S. Spellman has sold his stock of hardware to P. A. Spellman and S. Spierenburg, who have formed a copartnership and will continue the business at the same location.

St. Johns—A. H. Burk has sold his interest in the general merchandise stock of Burk Bros. to his partner, Frederick Burk, who will continue the business under his own name.

Chelsea—John Farrell has sold an interest in his grocery stock to Edward Keusch and George Millspaugh and the business will be continued under the style of John Farrell & Co.

St. Joseph—H. P. Knudsen has severed his connection with M. Hale & Co., of South Haven, and purchased an interest in the dry goods and

clothing stock of Shepard & Benning.

Caseville—A new company has been organized under the style of the Saginaw Bay Fish Co., with an authorized capital stock of \$4,000, all of which has been subscribed and paid in in cash.

Eaton Rapids—H. L. Boice has sold a half interest in his confectionery stock to his former clerk, Owen Stoddard, and the business will be continued under the style of Boice & Stoddard.

Plainwell—A. L. and Ida F. Reese have purchased the interests of Gorham and Eber Sherwood in the hardware stock of A. L. Reese & Co. and will continue the business under the same name.

Ionia—Frank A. Williams, 31, for several years a local druggist, died at his home here March 19, following a lingering illness. He is survived by a widow. He had lived in this place all his life.

Port Huron—Bruce Rowley, Frank McElroy, Dr. Callery and Herbert Smith have purchased the shoe stock of the Ballentine Shoe Co. and will continue the business under the name of the McElroy Shoe Co.

Sault Ste. Marie—J. A. Gibbon has resigned his position of salesman for C. P. Haerle & Co., dealers in groceries, and will engage in a similar business on the corner of Spruce and Kimball streets, under his own name.

Port Huron—The McElroy Shoe Co. has been incorporated to buy and sell shoes, rubbers, slippers and general footwear, with an authorized capital stock of \$8,000, all of which has been subscribed and paid in in cash.

Manistee—Holmes & Co., dealers in general merchandise, have dissolved partnership and sold their stock to Ole Gunderson and sons, George and Edward, who will continue the business under the style of O. Gunderson & Sons.

Kalamazoo—A new company has been incorporated under the style of the Upjohn Land Co. to purchase, hold and deal in real estate, with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Holton—The O'Connor-Martin Co. has been incorporated to buy, sell and deal in all kinds of produce, building material and builders' supplies. The new corporation has an authorized capital stock of \$5,000, all of which has been subscribed, \$3,500 being paid in in cash.

Oxford—J. A. Jossman has sold his stock of general merchandise to Clarence E. Baxter, who will continue the business at the same location. Mr. Jossman will devote his entire time to the grainery business, in which he and M. S. Howland are joint partners.

Hastings—A new company has been organized under the style of the Loppenthien Co., to engage in the retail and wholesale dry goods and general merchandise business. The new corporation has an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Flint—Roy W. Jennings, undertaker, has merged his business into a stock company under the style of the Jennings-McKinney Co., with an authorized capital stock of \$7,000, all of which has been subscribed, \$6,000 being paid in in property and the remainder in cash.

St. Joseph—Shepard & Benning, dealers in dry goods, have merged the business into a stock company under the style of the Shepard & Benning Co., with an authorized capitalization of \$50,000, all of which has been subscribed, \$362.05 being paid in in cash and \$49,637.95 in property.

Vermontville—The grocery firm of Allen & Andrews dissolves partnership, Harley Andrews disposing of his interest to Frank Rawson, recently of Fremont, Ohio. The business will now be carried on under the firm name of Allen & Rawson. Mr. Andrews will resume farming.

Muskegon—Following a stroke of apoplexy, L. O. Loveland, aged 56 years, a druggist of this city, died March 19. He had formerly been in the drug business at both Charlotte and Lansing. The body was taken for burial to Charlotte, where a brother, A. W. Loveland, resides. Other brothers are E. E. Loveland, of Vermontville, and F. H. Loveland, of Lansing.

Morrice—Watkins & Davis, who handle men's furnishing goods and groceries, have closed their store to inventory stock. It is the intention of Mr. Watkins to sell out to Mr. Davis and retire from the business. Mr. Watkins, who is postmaster at this place, has been an active business man here since the town started. He was identified with the harness business up to a few years ago, selling out to engage in business with Mr. Davis about four years ago.

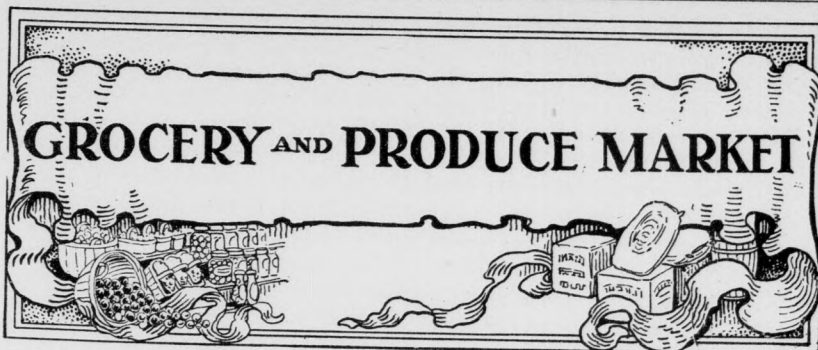
Houghton—W. B. Hoar has sold his grocery stock to August Kehl, of this place, and Fred Kehl, of Hancock, and turned his dry goods stock over to Ernest J. Dube as trustee. Failing health compels his retirement from business. Mr. Hoar first began business in this place over twenty years ago and was partner in the firm of VanMourich & Hoar, in the Houghton National Bank building. About thirteen years ago he bought out his partner and moved to the present location, which was then occupied by R. M. Hoar, a nephew of W. B. Hoar. Here he became partner with Joseph and William Hodgson, under the firm name of Hodgson Brothers & Hoar, which firm continued until 1903, when the Hodgsons retired. Since then Mr. Hoar has been in business alone and has been one of Houghton's prosperous merchants.

Manufacturing Matters.

Detroit—The Hupp Motor Car Co. has increased its capital stock from \$50,000 to \$250,000.

Detroit—The capital stock of the Detroit Shear Co. has been increased from \$30,000 to \$100,000.

Detroit—The Hubbs Concrete Machinery Co. has been incorporated with an authorized capital stock of \$5,000, of which \$2,500 has been subscribed and paid in in cash.



The Produce Market.

Apples—\$4@4.50 per bbl.

Beets—\$1.50 per bbl.

Butter—The supply of fancy butter continues light. The bulk of the receipts is showing seasonable defects and has to be sold at concessions. A good consumptive demand for extra creamery butter is reported, but there is only a fair demand for medium grades. The market is steady on the present basis and no important change is looked for either in prints or solid packed. Local dealers hold creamery at 32c for tubs and 32½c 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—Hothouse, \$2 per doz.

Eggs—There is a good consumptive demand for eggs and the full receipts are readily sold each day. The market is about 1c per dozen below a week ago, and the receipts seem about normal for the season. The relatively high prices are due to the continued good demand, which, in turn, is caused by the high prices of other products. The quality of the current receipts of eggs is running exceptionally fine. The demand should remain good on about the present basis for some little time, although varying receipts are bound to cause a more or less varying market. The egg market is ruling about 10 per cent. above a year ago. Local dealers are paying 18c f. o. b. shipping point, holding case count at 19c and carefully selected stock at 20c.

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 \$3.75@4 per box for both Messinas and Californias.

Lettuce—Hothouse leaf, 12½c 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 Illinois command 25c per doz.

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

Pieplant—10c per lb. for home grown hothouse stock.

Pineapples—\$4.50@5 per crate for Cuban.

Potatoes—The market is utterly featureless. Outside buyers pay 18@25c. Local dealers hold their supply.

Poultry—Fowls, 11½@12c for live plies at 30c.

and 13@14c for dressed; springs, 12@13c for live and 14@15c for dressed; ducks, 9@10c for live and 13@14c for dressed; turkeys, 16@17c for live and 19@20c for dressed.

Squash—2c per lb. for Hubbard.

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

Turnips—50c per bu.

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

Fresh Vegetables

At this season there is room to push the sale of hothouse products. The system tires of the heavy foods of winter stock and there is an irresistible desire to turn to Mother Earth to get something fresh from the soil. The first spring offerings are most delicious if well served; but if not presented in first-class shape they are disappointing. While the hunger for them asserts itself so strongly that it will not be downed, an imposition is remembered. Better give crisp lettuce and radishes than to create the impression that you are half humbugging your patrons just because they have no other way than to purchase the inferior article or do without. Of course, if your rival does better they will soon find it out and patronize him.

When you have perishable goods always announce the fact fully in the morning paper. Display them in the window. If that is not a suitable place to keep them in good condition, get out a handsome card relating to them and place this where those who run may read. When a person asks about the fresh lettuce and onions and is possibly surprised that they are not in sight, just explain to him that you are keeping them where they will be in first-class order when they go to the consumer. There is not only the pleasure which goes with the purchase of any good thing, but the fact that you are making an extra effort to deliver in fine shape goes a long way toward cementing the commercial friendship.

Besides, others value your products at your own scale. If by your manner you consider them indifferently, giving them any old place convenient, others will do the same. But if you show that they are really worth giving the best of care while in your hands the buyer will feel that he is getting the worth of his money—and so he will.

The Grocery Market.

Tea—The market is devoid of any special interest. Holders are still expecting an increased demand from the retail trade, because stocks throughout the country are light. Prices remain firm and few bids are accepted below quotations. The Ceylon market is very strong and stocks of Nibs (or Gunpowders) are completely exhausted in this country, with no prospect of any immediate arrivals, and even then at a greatly advanced price. Formosas and Congous remain dull.

Coffee—Spot Rio and Santos show no change and are in light demand. Mild coffees continue for the most part firm, but comparatively quiet. Java and Mocha are quiet and unchanged.

Canned Goods—Tomatoes did not move quite as fast the last week as for some time past and reports from the East are to the effect that buyers are still holding off and very little business is being done in the line of canned corn or tomatoes. Trade on corn in this market is all that could be expected, with the prices the same as last week. Asparagus remains at the same price and the demand is light. Peas are moving well in all grades and prices are the same as for some time past. There is a good demand for nearly all kinds of canned fruit. Gallon apples are moving very well at unchanged prices, but packers are not anxious to crowd the market and so hold prices firm. California peaches are moving well at the present prices. Apricots are in fair demand. There is also a fair demand for pineapple, with prices the same as last week. Nothing new is presented in domestic sardines. Salmon in all grades is in good demand and this is quite sure to increase with the coming of warm weather. Pink and Red Alaska are selling well at firm quotations. Shrimp and lobsters are in moderate demand, with prices holding firm.

Dried Fruits—Apricots are scarce, strong and quiet. Raisins are unchanged. There is much pressure to sell at varying prices. Currants are selling seasonably at unchanged prices. During the week the Government has released a large consignment of figs that had been held pending the disposition of some question which arose under the Federal food act. Since spot supplies were very low, an active demand awaited them at higher prices than were ruling when they were detained. Dates and citron are unchanged and dull. Prunes are unchanged and dull. Peaches have shown a better demand during the week at prices which rule higher on the coast than in secondary markets.

Rice—The demand from the retail grocers is very good, both local and out-of-town. Advices from the Atlantic coast say the market is very dull; also at New Orleans there is not much doing in a distributive way and all the mills are closed down except one, as there is no margin between the planters' price on rough and the current price of cleaned.

Cheese—The market remains steady and unchanged. The consumptive demand continues good consid-

ering the extremely high prices. Stocks are low. The present condition of the market will probably continue until new cheese is available, which will hardly be before ninety days.

Syrups and Molasses—Glucose shows no change in price and compound syrup is likewise unchanged. The demand for the latter product is moderate. Sugar syrup is active at maintained high prices. Molasses is in moderate demand at unchanged prices.

Salt—The Morton Salt Co. has purchased all the real and personal property of the International Salt Co. in the West, including the warehouses, offices, docks and factories in Chicago, Minneapolis, Toledo, Detroit, New Orleans, Sheboygan, Milwaukee, St. Louis, Port Huron and Manistee, and also the property of various other companies having an aggregate producing capacity of over 10,000 barrels of salt a day.

Fish—Cod, hake and haddock are unchanged and in seasonable demand. Domestic sardines show no change. Prices are somewhat unsettled, some packers holding out for \$2.65 Eastport on quarter oils, while others will sell at \$2.50. Imported sardines are in moderate demand at unchanged prices. Salmon is still firm and scarce, there being no red Alaska obtainable from first hands. Mackerel have shown a fair demand during the week at maintained prices.

Provisions—There has been a general advance of ¼c per pound in all cuts of smoked meats, due to the extremely high prices of hogs. Considering the prices, the demand is good. Pure lard is firm at ¼c advance, compound accompanying it with an advance of ¼c. Barrel pork, dried beef and canned meats are firm and unchanged.

The Drug Market.

Opium—Is unchanged but firm.

Morphine—Is unchanged.

Quinine—Is steady.

Coriander Seed—Is very firm and advancing.

Oil Cubebs—Has advanced on account of higher price for berries.

Linseed Oil—Has advanced and is tending still higher.

Gerrit Platt, for nearly thirty years foreman of the order department of the Hazeltine & Perkins Drug Co., but who retired two years ago to become a grower of fruits and raiser of poultry at Waverly, has turned over the management of the business to his son and will resume his former position.

Geo. S. Thwing, formerly with the American Case & Register Co., has purchased the West Michigan Pickle Works of the J. W. McCrath estate and will continue the business.

R. N. Nott has added a line of millinery to his department store at Grand Ledge. Corl, Knott & Co. furnished the stock.

E. T. Messenger has re-engaged in the grocery business at Allegan. The stock was furnished by the Worden Grocer Co.

MONSTER MONOPOLY.

How Dan Ryan Eliminated All Competition.

Written for the Tradesman.

The town of Kirkersville had a boom. While the boom was on the editor of the Weekly Eagle went wild and called the town a "city." Then things began to happen.

The city of Kirkersville had to have a Board of Public Service to take charge of its affairs and look after its improvements. Every citizen took great pride in this new body of city fathers and it was looked upon as the guardian angel of the town.

One wintry morning a few months after the Board of Public Service had been elected a group of business men shivered and shook as they stamped and tramped about in the snow on a street corner. They were waiting for Ryan's 'bus to take them down town. First it was five, ten, then fifteen minutes late.

Squire Jenkins lost his patience. He said, or rather chattered, between his scattering teeth, "Consarn that 'bus. I guess I'll report this delayin' business to that new Board of Public Service. I'll bet they can do something about it."

"Do you think so?" asked Jim Wilkins, of the City Drug Store. "Well, I'd advise you not to go to them Public Service fellows. They either don't know much or they're grafters, I haven't decided which." No one ever paid much attention to Wilkins, as he was always knocking someone, so his remarks passed unnoticed.

But Squire Jenkins had his mind made up, and the first thing he did that morning was to register a complaint against Kirkersville's only system of public conveyance. This outfit of rickety rolling stock was known as Dan Ryan's 'bus line.

"What have I got to do with Dan Ryan's business?" demanded Bill Swan, chairman of the Public Service Board.

"Well, it appears to me," said the Squire, "that this Board was appointed for just such a purpose."

"That's what everybody seems to think," said Swan. "The people in this town run here with all their troubles. This Board was appointed for the protection of public interests and the material advancement of the place."

"I guess that includes Ryan's 'bus line then," said the Squire, triumphantly, "for it certainly is a public affair."

"No, Squire," said Swan, "you're wrong. Ryan's 'bus line is not a corporation. It is a private affair."

"It's a blamed sight worse than a corporation," said the Squire. "Why, this 'bus line is a regular monopoly."

Then the Squire told Swan some things he did know and some things he didn't know that Dan Ryan's business; and he made it clear to Swan that if the Board of Public Service did not make Ryan reduce his rates and give better service the citizens of Kirkersville would rise up in arms.

As soon as the Squire had gone Bill Swan went down to the livery stable to see Ryan.

"Dan, the people of this town are

complainin' against your monopoly," said Bill in his quiet way.

"Quit your joshin'," growled Dan, "I ain't runnin' no monopoly."

"Yes, you are," asserted Swan, "You know you reduced your rates for carryin' people so that they would not ride in Larry Dolan's 'bus. Then you went around, after you broke him, and bought his outfit for \$50."

"Well, that was a square deal," blustered Dan. "I offered him \$125 first, but he wouldn't take it."

"Well, I don't call it a square deal," said Swan, letting loose some of his wrath. "You may have offered it, but when he wouldn't sell you tricked his trade away by offering free rides on certain days to regular customers. You drove everybody else out of business and you know it."

"That's business," said Ryan, unmoved by Swan's anger.

"It may be your kind of business," said Swan, "but it won't last in this town. The people didn't say a word when you bought up all the other 'bus lines, but they won't pay 10 cents when the price ought to be 5."

"Well, what are you goin' to do about it?" grinned Ryan.

"Never mind that," said Swan. "The Board of Public Service has taken this matter in hand and we'll find some way of bringing you to time."

Ryan glared at Swan a moment before he spoke. "Let that Board of Public Service dare meddle with my business and it will be a sorry day for them."

But Bill Swan, as chairman of the Board, was not to be stopped by Ryan's threat. He immediately issued a call for a special meeting. Colonel Bud Warner and Judge Len Webb, the other members of the Service Board, responded almost as quickly as they did years before when serving on the fire brigade.

"Gentlemen," said Swan, when the Board were seated, "we have been called upon to deal with a mighty problem. We've got to find a way to regulate Dan Ryan's 'bus business. The people are complainin' because he squeezed Larry Dolan out of business, and now that he has a clean field he charges 10 cents a ride instead of 5."

"The consarned old skinflint!" roared Colonel Warner. "I was a wonderin' what Larry had done with his phaeton and old hoss."

"You see," said Swan, "it is our duty to either regulate Ryan's business or break up his monopoly at once."

"By cracky, you're right, Swan," said his two colleagues.

"Wall, it appears to me," advised Judge Webb, "that the first thing to do is to start another 'bus line in opposition to Ryan's."

"Then we would have one of them there municipal ownership affairs, wouldn't we?" enquired Colonel Warner.

"That won't do," said Swan, "the people in this town don't want to buy and operate any 'bus line, that's certain. It would be too much trouble and too expensive."

"I have heard them 'bus lines pay

like sixty," interrupted Judge Webb, figuring rapidly in his day book.

This remark stopped conversation. All three members of the Public Service Board sat there staring hard at each other. All three were grappling with the same tremendous idea.

Judge Webb was the first to break the silence, and even then his words came timidly:

"You know that that old gray hoss of mine is jist eatin' his head off down there in the barn."

"And I ain't workin' my old sorrel hoss, either," said Colonel Warner, with a wise smile.

"And my picnic wagon is jist rustin' its tires off," added Swan.

"The only thing is," said the Judge, who appeared to be hankering after an active part in the consolidation, "we couldn't run the 'bus line under our own names. The town folks might not consider it the right thing for men in our positions—"

"Don't be frettin' about that," interrupted the Colonel. "I have a cousin out of work over at Plain City. He would be glad of the job and we could rely on him to keep a closed mouth about our affairs."

"I believe we can conduct the 'bus line at a large profit to ourselves," whispered Swan, "and at the same time be doin' the town folks a real service."

And so after many crooks and turns the Independent Omnibus Line of Kirkersville was launched to destroy the monopoly controlled by Dan Ryan. It was rumored about town that a wealthy stranger had bought Swan's picnic wagon, Webb's gray and Warner's sorrel for the new 'bus line, and the rumor stopped there. When the people learned that the rates were 5 cents a person, packages and children free, they were so delighted that they were not concerned in the least about who owned and operated the new line.

From the very start Dan Ryan's 'bus was nearly always empty. The Board of Public Service was expecting Ryan to demand an investigation any minute, but he never murmured nor raised a hand against the Independent line.

Then it finally came about that once more Squire Jenkins shivered in the cold on a windy street corner in Kirkersville. The Independent 'bus had not put in an appearance. The Squire and all the townsfolk who had been riding on the Independent line since the day it started were forced to take Ryan's 'bus and pay the monopoly price of 10 cents instead of 5.

The Squire went straight to the Public Service office. "Bill Swan," he shouted, "what's wrong with the Independent this mornin'?"

Swan jumped as though he had been shot. "Nothin' that I know of," he answered, when he had recovered his speech.

"Well," snapped the Squire, "it ain't runnin' anyway."

Swan was uneasy, but he did not let the Squire see it. "I will investigate right away," he answered, as the disgusted Squire slammed the door.

Before he even had time to reach for his hat and coat in came Colonel Warner and Judge Webb. The Colonel wore a sheepish expression and he cleared his throat several times before he could get out the words, "I am sorry to report that my cousin has sold out to that reprobate, Ryan, and he has skipped with the money."

Swan and the Judge both glared ferociously at the Colonel, but words and curses were useless in a case of this kind.

"—— ——— —," exploded the Judge.

"Forget the cousin," said the wrathful Swan. "It's that Dan Ryan we should be gettin' after. I had a feelin' all the time he was up to some devilment. I'll have the law on him for this underhanded trick."

"But we can't open our heads about that Independent deal," warned the Judge.

"That's so," replied the crestfallen Swan. "Ryan certainly has our hands tied and our mouths sealed this time."

"I'm durned sorry about it," apologized the Colonel, "but I blame Ryan more than I do my cousin."

"Just wait, Dan Ryan!" hissed Swan, shaking his fist at the imaginary adversary. "The Board of Public Service will unloosen the talons of the monster monopoly yet."

C. L. Pancoast.

Argentina Will Lead in Meat Exports.

In review of the outlook for Argentina as a feeder for the world Dr. Emilio Lahitte, Director of the Statistical Department of that country, says: "All promises point to a not far distant period when the Argentine, with 30,000,000 head of horned cattle and 69,000,000 head of sheep and swine, with extended prairies and abundant grasses and a population of 6,000,000 to 7,000,000 souls, will be called upon to occupy first rank among meat-exporting countries, with all the greater advantage in that it must produce it in greater quantities and of better quality by utilizing the ever-increasing excess of its corn harvests. In 1908 the freezing establishments of the Republic exported 573,946 head of beef cattle. As the total export of frozen meat is consumed by the English market these figures show the supremacy of the Argentine in that market over the other producing countries. As regards mutton, the figures of the exportation for 1909 by the freezing establishments reach 3,297,667 head, approximately."

Butchers Want Law Changed.

Retail butchers of Los Angeles, Cal., will request the City Council to amend the ordinance relating to meat inspection. The dealers desire to have the measure changed to permit the butcher to do his own killing. Under the present arrangement the work must be done at a slaughter-house. They also will request that provision be made for a meat inspector.

The man who sets out in life's race expecting to have a walk-over is likely to be run over before he has proceeded far upon his way.

The Real Cause of Present Day Discontent.

Written for the Tradesman.

"With all their investigating, in Congress and out, there does not seem to be any solution to the question of cheaper living," said Sam Smalley as he sat down for a chat with Schoolmaster Tanner on his front doorstep.

The weather was something grand for early March, much like unto May. The ex-schoolmaster had been spraying his trees, trimming grapes and looking after minor factors in the farm progress. He smiled on his visitor, who was a city man, buying butter and eggs along the valley road for his commission friend in town.

"Congress can't do everything," said Tanner, chewing a cutting of grape.

"Fact is it can't do much of anything," returned the egg buyer. "I know some people think the American Congress can make or break; cure every public ill that comes along. We are governed too much instead of too little, Tom."

"Do you think so, Sam?"

"That's what I do."

"Well, I'm not going to dispute that point," declared old Tom, "but your speaking about the high price of living reminds me of the fact that not Congress but the people themselves are to blame."

"How do you make that out?"

"Easy enough. It is the extravagance of the people that keeps them at the grindstone. Why, with all of our high prices the American people ought to live comfortably and lay up money. High cost of living, indeed! Why, do you know, Sam, we ought to be having the best times America ever experienced. Farmers certainly are prosperous."

"In a measure I suppose they are, and yet they all grumble about the high price of coal, clothing, cotton goods and groceries."

"It's the nature of the beast," and Tom Tanner laughed grimly.

"Then the men of the cities, the laborers and professional men, groan in spirit over the great cost of living, far too high in comparison with the wage scale."

"Do you think that is true, Sam?"

"Do I think what is true?"

"That the price of living is out of proportion to the wage scale?"

"Why, to be sure. Everybody knows that. You know what James Hill says—"

"All poppycock!" interjected old Tom.

"Easy to say, Tom, but—"

"And easy to prove, old man. The American people are faultfinding by nature; not only that, but very short of memory. I tell you, Sam, we are living in the best of times. A man, be he laborer or what not, ought to be thankful for the good times. The people have already forgotten that a dozen years ago we had cheap prices, low wages, little work and soup houses galore. Who would go back to that state of affairs? Congress had something to do with that, too, in the way of tariff tinkering. Do you know, Sam, that strikes and general cussedness break out always in

a period of inflated prices? When hard times are with us there are no walk-outs, no mobs of union strikers bruising, beating and murdering their fellow citizens whom they denominate scabs. I have no use for a man who makes the claim that, because he belongs to a labor organization he is entitled to privileges from both Government and employer not granted to any laboring man outside of his organization."

"Oh, well, we won't discuss strikes, Tom. I was wondering where all this increase in the price of food products was to end. It couldn't be much worse if we had war—"

"See here a minute, Sam," interjected the schoolmaster.

"Heave ahead, Tom."

"You seem to carry the idea that we never had anything analogous to our present times—high prices and ill-paid labor."

"No, I didn't say labor is ill-paid, although, unless prices of food stuffs drop, wages must be raised or people will suffer."

"They are suffering now."

"Ha, you admit that, do you?"

"Sure; through their own extravagant habits, however. The American man can not stand prosperity. I suppose you think this a period unlike any ever before known in our country?"

"Why, yes, I think so. You see—"

"Now, Sam, let me propound a question."

"Go ahead, Tom."

"About when do you think this country saw its highest prosperity?"

"At the period immediately following the Civil War. My father was living in those days. I have heard him tell what grand good times we had then. Money was plenty, also work at big wages and prosperity rode on its topmost wave."

"Did he tell you why that vast prosperity did not continue?"

"Well, you see, dad was a Greenbacker and he thought the contraction of the currency destroyed our unparalleled prosperity. Of course time has rather dispelled that idea."

"Yes, of course. Well, Sam, let me give you a few figures: That time, immediately subsequent to the war, which you laud as of such wonderful prosperity, was a time of inflated prices. Everything used by the consumer went sky-high. Present prices are not a priming to what they were in the later sixties."

"Is it possible?"

"What would you think now if you had to pay \$5 for a common print gown?"

"But you don't tell me that common calico was that high?"

"Ordinary print went to 50 cents a yard."

"Well, I declare."

"And the best of it now at 7 cents causes people to growl."

"Yes, that's so," admitted the egg buyer.

"Sugar, that staple in every household, was worth 25 cents per pound."

"You don't say!"

"Butter 50 cents, pork \$40 a barrel, flour \$20 and kerosene oil, that trust-ridden product of to-day, which

harrows the soul of the consumer because of the exorbitant price of 12 cents, sold in the prosperous days of which I speak at 80 cents a gallon."

"Tom, old man, you are stringing me!" gasped the egg man.

"No, I am not. The poorest green Rio coffee was 40 cents, tea, not the best at that, \$2 a pound. As for clothing it took \$40 to buy a suit of ordinary hand-me-downs. Wheat was \$3, hay \$40 and other things in proportion. Now this is only a small part of the expense of housekeeping in those days. I have not mentioned potatoes at \$1.50 per bushel, beans \$5 or \$6, and the like."

"Whew! Tom, what a time that must have been. But, then, the wages were quite up to these prices, no doubt."

"Wages? There's where we get the meat of the whole argument. Wages weren't as high as they are to-day. Thirty dollars per month was the ordinary wage in the lumber woods, board included. Teamsters got as high as \$45, boarding themselves."

"By gracious, Tom, I can't see how folks could live in those days."

"But they did live, were prosperous, too, and growled far less than we do now at the high prices. I tell you, Sam, it's our beastly extravagance that plays the mischief. Common labor now must live on as high a shelf as did the rich man of fifty years ago."

"Are you sure you have made no mistake in your figures, Tom?" gasped the wondering, doubting Samuel.

"No mistake whatever, old chap," cried the schoolmaster, rising and turning to enter the house. "I can produce the figures from an account book I owned in those days. Wait a minute—"

"Not now, Tom," quickly uttered the egg man. "I'll take your word for what you say. I own up to being surprised. There comes a man I want to see," and Smalley ran down the steps and hurried away.

Old Timer.

An East Indian Verdict.

In a case in one of our Indian courts a jury had before it evidence that could not be in any way shaken. When the concluding stage had been reached the following interchange of conversation took place between the judge and his colleagues in the administration of justice:

"Gentlemen, are you ready to give your verdict?"

"Yes."

"What is your verdict?"

"Our answer is, sir, that you can do as you like with the men that have confessed, but we acquit all the rest."

"But is it possible that you have weighed the evidence?"

"Evidence like this can always be fabricated."

"Do you find that as regards these prisoners it has been fabricated?"

"Evidence can be fabricated."

"So the evidence is untrustworthy?"

"Unless a man confesses who can tell if he is guilty?"—Bombay Gazette.

Putting Up a Good Front.

When you go into a man's office, he sizes you up. Whether he does this consciously or unconsciously makes little difference—the result is the same. He analyzes your features, the shape of your head, the cut of your clothes and the way you wear them, your manner and the tone of your voice.

From these he makes a mental picture of your character. He weighs you and forms his judgment accordingly. True, his judgment may be wrong, for to err is human. If he were able to hit it every time, he would be more than human. Some men make a special study of the art of judging men, and pride themselves on their ability. Of course their judgment is more reliable than that of the one with whom the sizing up is more or less of an unconscious process.

Every salesman should realize he is subjected to the sizing up process and endeavor to cultivate a manner that will create a favorable impression. Your success depends as much on the judgment passed upon you by those you hope to do business with as by what you say, so do everything in your power to influence that judgment in your favor.

Dress well, without being flashy. Cultivate a manner that is impressive—distinctive, one that will please a prospective customer without jarring his sensibilities. Cultivate a quality of voice that, without being loud, will have a ring of sincerity to it that will carry conviction to the very heart of your prospect.

This is what is called "putting up a good front." A good front will enable you to secure an audience and present your proposition, but without it your finest selling talk is wasted.—Furniture World.

The Enthusiastic Man.

Who has the inspiration? Who the zeal? Who pursues his ideal with confidence in ultimate success? The enthusiastic man.

Enthusiasm is the vitalizing spark; without it a man is a mere automaton; with it his work becomes a pleasure, his whole world brighter and better.

Although liable at times to make mistakes because of his ardent efforts (the man who DOES things necessarily makes more mistakes than the one who never attempts anything), he accomplishes infinitely more for himself and the world in general than the phlegmatic, windmill sort of individual who will not move until he is moved. The few mistakes he makes are quickly swallowed up by his numerous successes. The man who succeeds, both professionally and socially, does so in large measure because of his store of enthusiasm, for by his stimulus he is led along paths "which others fear to tread."

If a thing is worth doing it is worth doing well; get interested in it; put yourself into it and draw everyone else along with you.

In short—be an enthusiast.

Henry R. Harrower.



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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

Subscription Price.
Two dollars per year, payable in advance.
Five dollars for three years, payable in advance.
Canadian subscriptions, \$3.04 per year, payable in advance.
No subscription accepted unless accompanied by a signed order and the price of the first year's subscription.
Without specific instructions to the contrary all subscriptions are continued according to order. Orders to discontinue must be accompanied by payment to date.
Sample copies, 5 cents each.
Extra copies of current issues, 5 cents; of issues a month or more old, 10 cents; of issues a year or more old, \$1.

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

Wednesday, March 23, 1910

A PASSING TYPE.

Within a month two men in New York City of more than local renown have passed from their work to their reward. Of one the President of the United States feels called upon to speak "of the good that he has done, the charity that he has encouraged and the gratitude that he is entitled to from the poor and the oppressed." A long and busy life has been given up to the betterment of his fellowmen and the bettered world mourns for him. So he died. Of the other while many have something to say it is a task to select that which expresses kindest its supreme contempt. Following the fashion of the times the leading idea is that with the death of the notorious ex-Senator "the last great figure of his type, bossism, as he exercised it, is of the past. It had its day, and an evil day it was. May its like never come again." And so he died.

It is hardly needful to say that the aims and purposes of these two men were extremely opposite and antagonistic. Reduced to a single idea, the hopes and wishes and labors of the one were centered in the constant endeavor to lighten the burdens of the humanity about him, while with the other these same desires centered solely in himself. Whatever was going on in the world's work if only it meant the benefiting of mankind the philanthropist found there his greatest delight and time and pains and money were freely given to the attainment of the object. "Is there money in it?" seems to have been the one thought that only selfishness stands for, inseparably connected always and forever with "In that case how much is coming to me?" "It is my pocket I'm working for. It is my share of the gain I am after. I care nothing for the 'ways that are dark and the tricks that are vain' if only the results add to my pile. In this scramble after money there is but one rule to follow: "Each for himself and the devil for us all," and charity in behalf of the uncounted multitudes whose lives have been blessed by the unselfish generosity of the lover of mankind stands grieving at the open grave of the benefactor whose good

deeds done will see well to it that his name is kept in everlasting remembrance.

With both men gone it can make but little difference what is now said of them and here are a few comments of those who have known these men best: "Recognizing the generosity and even eagerness of Americans to help those in distress he," the lover of his race, "made a sort of clearing-house for this purpose. * * * Over three million dollars were thus distributed * * * Famishing India was relieved and by his exertions \$400,000 were sent to that country * * * This man's efforts were cordially recognized abroad by the Czar of Russia and the Emperor of Japan," and at his burial there were "hundreds of children from the East Side whose grief at the loss of their generous friend was touchingly manifest."

Read here the epitaph of selfishness: "Nothing but good concerning the dead—therefore, nothing."

It should be noted that the press generally speaks of this as "a passing type"—passing, not passed; going, not gone. The type is with us still and this kind dies hard. If it be true that "The evil that men do lives after them" then this man's baneful influence is to be grappled with for years to come and how better can this be done than by a prompt cleaning out of the Augean stables, foul and filthy beyond description. That done and sanitation restored the passing of the type will be accomplished and "all things will become new."

SNOOPERS AND OTHERS.

"Of all the people who come to my department," observed a clerk in one of the large department stores in Grand Rapids, "the most difficult to wait upon is the 'snooper'—the person who wears an air which seems to suggest that it is none of my business what is wanted; who either makes no response at all to my enquiries or else replies in such a low and indefinite tone that one can not understand what is said. Meanwhile the 'snooper' sort of sidles along slowly, picking up this thing or that, looking above my head at the shelves back of me, glancing up and down the aisle and otherwise irritating me, until at last and in a tone full of impatience comes this: 'I'm wondering if you've got some old fashioned Turkey-red calico?' or something equally common. Of course I have to send her over to another department and of course I'm right glad to get rid of her."

Speaking of the matter—without in any way indicating the source of his information—to one of the managers of the store the representative of the Tradesman was assured that the 'snooper' is only one of many types calling for the exercise of patience and diplomacy on the part of salesmen in a retail establishment. "In fact," he added, "the salesman who lacks an abundant supply of patience is rarely a good salesman. Having this he learns by experience, by meeting hundreds of differing temperaments daily for weeks and months consecutively, to recognize

human characteristics by looking at a face, observing the voice, studying the expression of the eyes; to know just about what to expect and so governs himself accordingly.

"On the other hand," continued the merchant, "it is a very fortunate fact that at least 90 per cent. of the people who visit our store—any retail store for that matter—are courteous, good natured, appreciative of any attentions extended and, knowing what they wish to buy, lose no time in reaching the proper department and in making their purchases. Once in awhile people of this description tarry too long, just to visit with some clerk whom they know or who has impressed them favorably, but we can not complain. In the long run that helps business."

A PULSE BEAT TOUCHED.

There are very few Americans who are possessed of a stronger mentality than is that which belongs to our President. Few men in any profession have had wider or more varied opportunities for expanding, strengthening, perfecting and systematizing such a mentality and no man has more completely demonstrated his ability to adjust himself and the responsibilities placed in his care to the general welfare of the United States than has our President.

And so when President Taft put his recent Chicago audience into a perfect frenzy of enthusiasm—a rapture in which he participated with equal fervor—by coupling the names of Theodore Roosevelt and Gifford Pinchot, he was not groping blindly. As President of the United States, sworn to administer the affairs of our Nation to the best of his great ability; as an ardent friend and admirer of his predecessor in the White House and as a warm personal friend and admirer of Gifford Pinchot, he was informing the people of the United States in general that he still maintains "the cold neutrality of an impartial judge;" that "to execute laws is a royal office."

Incidentally he obtained, possibly, a clear view as to public opinion, so generously and so gratuitously bestowed previous to the handing down of whatever may be the finding of that other legally created jury now in session at Washington.

And there is no sort of doubt that the verdict of that jury will express just exactly that which President Taft so much desires to know beyond peradventure; no doubt that it will award exact justice to all individuals and all interests concerned, and no doubt that the people of the United States will accept that judgment as fair, patriotic and final.

LABOR AND FALSE PRIDE.

The manager of a great employment exchange in New York is quoted as saying that there are always a scarcity of manual labor and a superfluity of clerk or nonmanual labor. Thus the clerk or the book-keeper is frequently a drug on the market, while there is actually a greater demand for artisans and ordinary laborers than can be supplied. Such being the case in New York and in greater or less

degree elsewhere, it is not surprising that laborers' wages have advanced, while the pay of clerical labor has remained virtually at a standstill. Yet there is something wrong with a state of society which provides a superabundance of a class that is not needed and a dearth of another class that is constantly wanted.

Whether the labor organizations with the restrictions they place on apprenticeship or false feelings of so many who are adverse to working with their hands are the cause of the trouble, the incongruity exists, and society generally is the worse for the prevailing situation. Perhaps the state of things described may be in a large measure due to the educational system of the country, which certainly overstrains the mind and not trains the hands enough. There can be little doubt that the tendency of modern free education is to create ambitions and desires inclining away from manual labor. Education is too often regarded as a means of earning a living otherwise than with the hands.

Just how such a tendency, if it really exists, is to be corrected is not so easy to determine. Greater attention given to manual training in the schools might prove a corrective, but it is a question how far the State is justified in going in providing manual training as a part of the system of public education.

THE DEACON'S EXAMPLE.

About the worst thing that can be said in connection with the candidacy of Deacon Ellis for the Mayorship of Grand Rapids is that it affords a bad example to the young men of the town. It is as much as to say to the youth of Grand Rapids that the path to political preferment is through a faro bank and that if a boy wishes to aspire to the highest office in the gift of the people he may begin by running a gambling house over a saloon, later a faro bank over a saloon and finally a bucket shop in connection with a saloon; that he may accept men's money as margins on the supposition that he has actually purchased the stocks or grain or provisions represented by the options and is carrying them for the purchaser, when, as a matter of fact, he never bought them at all, but simply shoved the money paid over to him into his till and balanced the account.

At a prayermeeting in a small town near this city recently an illiterate but good man made the following prayer: "Oh, Lord, Thou knowest that we are thankful to Thee that our souls are safe from the fire that quenetheth not. If a man lose his horse Thou knowest that he can buy another; if he lose his house Thou knowest he can build another; if he lose his wife Thou knowest that he can get another; but if he lose his soul—good-bye, John."

Some imagine they have wings because they are blown about by their feelings.

There are some men so lazy that they will not even file their liens.

ONE AGAINST THE PHONE.

It is a belief rapidly gaining ground that the telephone is not a promoter of courtesy. The public, as such, taking advantage of the out-of-sight idea and the safety that distance gives, is getting so that it is saying things over the phone that are not to be tolerated. More than one "Central" has complained that the language which a patron has used is not to be put up with, and it is not the American public only that is thus afflicted. Far-away Denmark has suffered and, humanity being the same the world over, it is fair to infer that there are others, only in Denmark it seems has been devised a scheme which has a tendency to put a stop to such discourtesy. There, when any improper expression has been made use of, the end of the receiving line is promptly switched on to a receptive phonographic disk and the rudeness is at once placed in cold storage. The offender is summoned to the telephone headquarters and if he denies the charge the cold storage gives up its sample and the culprit is convicted out of his own mouth; and a Dane who will do that sort of thing is properly and justly punished.

On this side of the sea a fellow-feeling makes us wondrous kind and we do not resort to such methods. Here the you-know-how-it-is-yourself idea prevails. Fretted and vexed beyond all endurance by one thing, the phone, or the man at the other end of the line, adds to the fret and the vexation and the message under such conditions, with confusion and shame be it admitted, is not always a model of "English undefiled." The speaker even at the time "didn't mean to," he is as sorry for it as he can be, he will try not so to offend again and the affair blows over. Canned or cold storage? Not a bit of it. There is no Denmark in ours. Life is too short for such trifles. We know how it is ourselves and a laugh on both sides ends it.

Did we can such goods in the United States, here is one sample all ready to be sealed up. The message came at a most inopportune time and it called for an immediate answer. It was given and that, too, without any respect of person, place or thing and attended, let it be confessed, by an expression not admitted by the authorities as good usage. In sackcloth and ashes the wire had not had a chance to cool when this apology flashed over the lines: "I beg your pardon a thousand times over for what I said to you a few minutes ago. I answered on the spur of the moment almost without knowing what I said. Pardon me and I promise not to repeat the offense," and this came flashing back: "Perfectly excusable"—it was a woman's gentle voice—"perfectly excusable. The answer was so much milder than I expected that I congratulate you on your self-restraint!"

After all the question does arise whether the tendency of the telephone does not strongly lean towards the uncivil. Impersonality undoubtedly has much to do with it. Resentment unrestrained adds to this ten-

dency, the speaker means exactly what he says, not a bad idea in its way, and temper uncontrolled and a momentary "I don't care a darn" do the rest. We are not Danes, however, and in this country of Saxon give-and-take we are ready to let bygones be bygones and in business lines especially not to get finicky "over a little thing like that." In the Denmark method there is an idea, however, which the Saxon can afford to bear in mind.

HANDS OFF, GENTLEMEN.

It is a pleasing fact to record: The world is growing better. Until recently the clergymen of the land have been failures. Now, only some are down on the black list and investigation seems to have gone so far as to show why. One reason is because preaching—as if preaching were the end and aim of the ministry—no longer a passion, becomes a profession. It is, sooner or later, a mere matter of routine, like housework, for instance. Wash on Monday, iron on Tuesday and so on for the rest of the seven days. After a number of years of such monotony the minister goes through his work like a machine, wears out like a machine and like one is thrown upon the scrap pile. Of course he is a failure and he ought to be. Why not hustle a little like other men, get out of the rut—of all ruts the worst—and keep out? A rut-stayer is a failure and, as the minister is the only one who ever gets into them, the theological seminary should see to it that this failure is carefully guarded against. Too many ministers lose "the note of authority in the pulpit." They let people see that they are afraid. John Knox, who used his Scottish pulpit to say the harshest things he could think of, is no longer the preacher's model. He lets the holder of the moneybag in his congregation influence if he does not dictate to him—one of the worst things in the minister's world. Then, not to run through the whole list, some preachers fail because they do not give time enough to devotional study and private prayer. You see too many of them are working over and turning out canned goods and as a food supply the consumers of these goods do not get the needed nourishment nor the necessary amount.

This and much more of just such tommyrot receives its occasional airing and leads easily to the query, Why not let the minister manage his own affairs like men of other life-callings? As a class they have shown themselves equal to the demands made upon them, they have gained and kept a rather important part in the world's history and candor is forced to admit that in spite of even the cases of failure here written down these same failures are filling the clerical requirements fairly well.

It is only a suggestion, but all such talk looks much like an attempt to tell the other man how to run his business and that church and that congregation will be found an exception which does not reveal the fact that many of the alleged failures in the pulpit are traced directly to the nincompoops down there in the pews.

It is one of the easiest things in the world to stand at the bars and tell the man in the lot how to mow. It is quite another thing to seize the scythe and mow yourself. He with scythe in hand knows best what is to be done and how to do it, and common sense, just plain, everyday common sense insists that the man doing the work should be let alone until the work is done and the results are known; and this, too, whether the worker is a digger of ditches, the manager of finance or even the preacher of sermons. Each knows best what he wants and what he is working for and whoever interferes therewith is the meddler who needs and should get a good rap over the knuckles.

WHAT MONEY IS WORTH.

For many years United States bonds, and even some state and municipal securities, although paying but low rates of interest—3 per cent. and even as low as 2 per cent. in the case of Government bonds—have been eagerly taken by investors at par and above. This fact has led many to believe that there was some special virtue in Government and municipal issues which were not possessed by ordinary bonds of industrial and other corporations. Recently, however, the country has seen Government bonds selling below par, and a well-defined apprehension has been aroused that should a currency reform bill be passed which would make Government bonds no longer necessary as security for circulation, Government bonds would not sell in the market at anything like par unless the rate of interest should be increased to 3 per cent.

Very recently the City of New York decided that its new issue of \$50,000,000 should bear interest at 4¼ per cent. This action was taken because the city authorities became convinced that they could not dispose of the bonds advantageously at a lower rate of interest, and the city was debarred from selling its bonds at less than par. Here, then, we have both the Government and the City of New York under the necessity of increasing the rate of interest to place bonds to advantage.

All of this shows that the value of public bonds is governed entirely by the income that the investor may desire from them and by no other influence. It is true that as long as Government bonds are needed for security for bank circulation they will be in special demand by the National banks, which, realizing a profit on their circulation, can afford to buy the bonds at a higher figure than an

ordinary investor could afford to pay.

It is quite apparent that money rates have risen in recent years, and investors are no longer content with a return which they accepted eagerly not many years back. Bona fide investors are not willing to pay any more for a Government or state bond than they will pay for a safe and sound industrial or railroad bond paying the same rate of interest, hence if the Government, states and municipalities desire to sell bonds they must pay a sufficient interest, otherwise they will find that their securities are not wanted.

Where a public bond meets ready sale at full value, although bearing a comparatively low rate of interest, it can be accepted as certain that such bonds are either needed for some special purpose in which there is profit or they carry with them exemption from taxation or some like privilege. Supposing always the perfect security of the bond, the value of the issue depends upon the net return to the investor and on nothing else. Sentiment plays no part in the matter.

Assistant Secretary of the Treasury Norton recommends the discontinuance of the practice of paying for the transportation of fractional silver and minor coins distributed through the country. He says if this transportation expense were cut off it would save the Government \$100,000 a year, in addition to reducing clerical work in the sub-treasuries. At the beginning of the current fiscal year the stock of fractional silver in the country was \$159,000,000, of which \$132,000,000 was in circulation and the rest in the treasury, while minor coins outstanding aggregated \$49,000,000. The treasury may have to submit a deficiency estimate for transporting these coins in the balance of the fiscal year.

An employer whose aims are modern and liberal should give his employees the opportunity of putting their impressions, suggestions and ideas about the management of his business into practice and give them sufficient latitude so that they may initiate, create and promote new ideas after submitting them to him for approval. By this method they take greater interest in seeking new problems and endeavoring to solve new ideas.

Lamps are to be known by their radiance, not by the racket they make.

The empty head never has a light heart.

TRUSTEESHIPS

What are they?

What are our charges in connection with them?

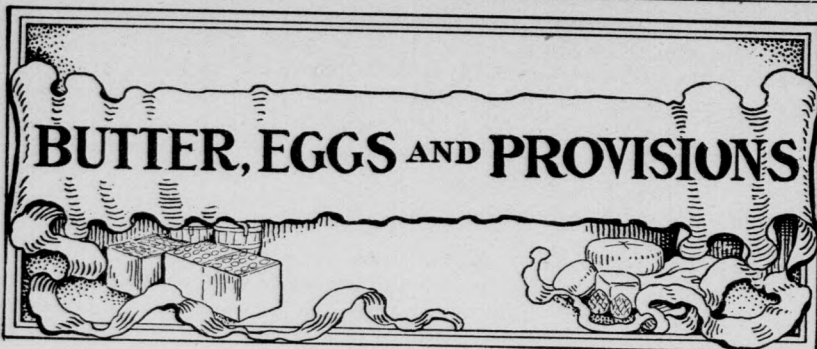
What is our custom as to investing their funds?

In our subsequent ads these questions will be answered.



**THE MICHIGAN TRUST
COMPANY**





Method of Paying For Eggs According to Quality.*

An egg is fresh when laid and I believe no improvement can be made upon a fresh egg. The question then is a matter of improving the methods of handling them, so they may reach the customer in the best possible condition; and you have heard this so often discussed that I do not expect to be able to tell you anything new.

It has generally been conceded that something must be done and sometimes we have come to an agreement as to what ought to be done. A few years ago, at a convention held at Jackson, every dealer present agreed to buy eggs on a quality basis; but, after making a weak attempt to do so, it was decided to be impracticable and the old method of paying an average price prevailed.

At the last annual meeting of this Association a circular was presented entitled, "Better Prices for Better Eggs," and, judging from the amount of enthusiasm created at the time and the large circulation it was given throughout the country during the year, I infer that sentiment among dealers is changing and some things that we have thought to be impossible in the past will not be so considered now. We believe that circular was a step in the right direction and it will be very interesting to hear from the members present as to its effect in their locality.

My experience, which covers a large territory in Michigan, Northern Ohio and Northern Indiana, is that it did very little good. Why not more? The slogan, "Better Prices for Better Eggs," sounds well, but who paid better prices for better eggs? Did you? Or you? I heard of just one who did, and as he is with us to-day we will expect him to tell what he thinks of it.

My suggestion as to the topic, "How to Improve the Quality of Eggs," is, "Pay Better Prices for Better Eggs." I believe each dealer in the shipping business would be glad to do this, but it looks like too large a task, so he has continually postponed it from year to year; but he can not avoid it much longer and the sooner he gets into line and offers the producer the real value of new-laid eggs, or more than the price he pays his neighbor for old eggs, the sooner the problem of quality will be solved.

I realize there are many obstacles in the way and the principal one is egg gatherers and shippers are not expert judges of quality; in fact, I

may say that there are only a few who know the quality of eggs they sell. It is absolutely necessary that the country egg merchant shall become just as expert upon the quality of eggs as his city customer. Won't it be splendid when a buyer can call up a country shipper for a carload of eggs and have the seller give him accurate information as to the kind of eggs he has for sale! What would a city buyer think if the dealer, offering eggs in September or October, when quality usually runs mixed, would say: "I have candled twenty half cases, which I consider an average sample, and they run twenty-four dozen to the case full, five dozen slightly shrunken and one dozen to the case rots and spots." What would you Eastern buyers think if your Michigan shipper should send you a candling slip of a sample of ten or twenty cases of the car he offers, showing what each half case contains of full eggs, shrunken eggs, seconds and rots and spots? I am sure you would think that a revolution had taken place at the country end of the business.

Now, gentlemen, I am convinced that this is just what will happen in the next few years, and it is to this end that we must faithfully work. This means that if it is not practicable to test every single egg at least a fair sample of every purchase shall be taken to the light to ascertain the value of the lot, and every lot shall be paid for on its merits; that the honest producer who markets his eggs properly gets what he is entitled to, instead of taking the loss sustained by the purchase of poor eggs from his careless neighbors.

I presume most of you buy eggs from country merchants. If so you find it almost impossible to reach the producer with the quality proposition, as the storekeeper thinks it works against his interests and therefore does not encourage it. Well, gentlemen, in these days of competition I do not think that the country storekeeper makes enough profit on the merchandise he sells the farmer to cover the loss he would sustain on paying full price for poor quality, if you stand pat and do not take the eggs from him above their actual value.

Please allow me to predict that in a very few years this business will be handled by experts from the producer to the consumer and that unless country storekeepers get in line and pay prices on the merits of the goods the egg shipper will run his wagons to the farms, and upon those wagons he will have a small egg testing ma-

chine and the driver will be a man well qualified to tell the value of the eggs. One great obstacle now is that the egg buyer thinks he knows and I have often heard him say: "I can tell an egg simply by appearance of the shell." That's a grave mistake. Some rotten eggs he can tell, some he can not. Some old eggs he can tell, some he can not; but surely he can not tell the age of an egg and how much it is shrunken unless he puts it to the light. The man who thinks he knows is a menace to the business.

Gentlemen, I have tried to make the point clear that to give the consumer fresher eggs necessitates better methods in handling them, which means that eggs will have to reach the shipper within a few days after they are laid, and to induce the farmer not to hold them until they become old he must be paid relatively higher prices for new-laid eggs than for old ones. Whether this can be accomplished better by buying through country storekeepers or direct from the farmers is a matter that each dealer will decide for himself. I am now interested in several points where at least 80 per cent. of the eggs we ship are gathered by teams direct from farmers.

In closing I wish to offer this convention a suggestion that we take for our slogan this year, in the place of the one we now have of "Better Prices for Better Eggs," "Pay Better Prices for Better Eggs," with the emphasis on "pay;" for the whole matter, in my opinion, rests upon our actually paying in the country better prices for better eggs, thereby giving every one a square deal.

For what's the use of talking,
Like an old hen eversquawking,
It is time to practice what we preach.
If the huckster doesn't show
That a fresh egg he doth know,
You and I some lessons then must teach.

Let us rise up then, my men,
And stop blaming the poor hen;
She is doing her part well.
It is we who should refuse
Eggs folks sell, but wouldn't use,
And whose age they will not tell.

For an egg—to be eggsact—
Must not simply be intact,
But—be recent in exigence to be good.
Though its eggsterior is a shell
Of its freshness one can tell
And test it every dealer should.

Just so long as we will pay
For the eggs of ancient lay.
We will lose our money and our trade.
For the strictly fresh and nice
We must pay a better price
Than we do for those of lower grade.

Let us one and all, right here,
Make a vow—and nothing fear—
Are you ready now to face the problem square
And to give an eggshibition
Of eggsemplary ambition—
Are you ready men, and do you dare?

Buttermilk Cheese.

According to a press dispatch from Omaha, Neb., Joseph Mascropp, of the David Cole Creamery Co., has perfected a new buttermilk cheese after several years of experimenting. The first batch of the new product was a big success and found a ready market. It will be exploited as a substitute for butter.

It is easy for the putty man to be at peace.

Meeting Unfair Competition.

There are many different kinds of articles in which inferior materials or ingredients can be successfully substituted; many food products which can be successfully preserved by the use of adulterants. Often these productions are sold under misleading names or brands. How to effectively combat such unfair competition has long been a perplexing problem to producers and manufacturers. A very successful method of solution, however, has been worked out in a number of cases, so that the unfair competition has actually been an advantage to the producer instead of a burden.

A striking instance of this kind is in the case of a large company marketing a very necessary household product extensively throughout the entire country.

They tried to resist this unfair competition by securing injunctions against the sale of competing goods under any other brand than that which would indicate the substitution and the adulteration. A great deal of money was spent in these efforts and in place of being successful to any extent they served, as a matter of fact, to advertise the adulterated products to a cheaper class of trade.

This policy was entirely changed and instead of it an extensive educational campaign, conducted by means of advertisements in the national magazines and journals, was undertaken. The campaign was based on educating the consumer to seeing the disadvantages which accrued from the use of the adulterated product, as against the benefits arising from using the pure product of this company. Thus, the very fact that these adulterations and substitutions were harmful and injured the value of the article certainly afforded a most appealing argument throughout all of this campaign.

As a result the consumers were educated into seeing their own advantage in using the pure product, thereby creating a decided preference for it, even at the slightly higher price, and at the same time creating a distinct feeling against the use of the adulterated article.—System.

Scheme To Attract Trade.

Two general stores were located in the same small block. Each proprietor tried to outdo the other in schemes to attract buyers. One would start a fall or spring sale ten days before time to beat his competitor. The other merchant paid no attention to this, but would try his hand in a more ingenious fashion.

Last fall he built a miniature shoe store in his window. He placed his best clerk in charge and had him fit one of the women employes with shoes. Clever signs pointing out the good fitting features of the footwear, its superior wearing qualities and fine appearance were shown by the clerk as he demonstrated before the crowded window.

Facing the Fire Water.

"I suppose you have been in a good many tight places, Colonel."
"Yes, and I have been tight in a good many places."

*Paper read by C. J. Chandler, of Detroit, at annual convention Michigan Egg Shippers' Association.

We Have Moved to Our New Building

31, 33 and 35 North Market St.

46, 48 and 50 Campau St., Corner G. R. & I. Railroad

One Block West of Our Old Location



WE HAVE, without a doubt, the best equipped Wholesale Fruit and Produce house in the country. Our facilities are unequalled. Our building has every modern convenience, with private railroad track and driveway running through, also many other advantages, which will enable us to take care of your orders with dispatch.

Our weekly price list and market forecast is free for the asking.

We extend a cordial invitation to you to come and inspect our new business home.

The Vinkemulder Company - Grand Rapids, Michigan

SENSELESS WASTE

And How Mrs. John Atherton Stopped It.

Written for the Tradesman.

"A happy medium" describes the Athertons and their style of living. "Get good goods which you can afford to pay for and then take good care of them. If you can not afford the price go without until you can. It is senseless extravagance to buy second class goods." So with this for a leading principle with a medium income life had gone on pleasantly enough until now even when prices were constantly going up and the quality of the goods was so constantly going down. Now, however, matters of this sort were reaching the limit. For months Atherton's brow was clouded as the monthly bills came in and after doing her level best Mrs. John could not find elasticity enough in the fixed income to make it cover the increasing requirements. Finally when a very determined must made its hateful appearance at the kitchen door, it found no scowling woman with a scolding tongue to greet it, but it did find a mistress determined to take conditions as she found them and equally determined to make them yield to her demands. So, long before the time came when "something had simply got to be done," she had foreseen what was ahead and was prepared for it.

The house was theirs, thank fortune, and there would be no rise in the rent. Of course the tax rate might go up, but that is the same as saying that they might all die tomorrow, for death and taxes are always in the same schedule; but the butcher, the baker and the candlestickmaker were the parties that had to be met and it was the Mrs. John Atherton idea that they were to be brought to time—her time. So she took the butcher's bill and made it a study, and learned from it where she had to come down. The traditional "Sunday fowl in the pot" would have to be given up and if there were any virtue in cooking the cheaper cuts so that they could be made to meet the nutritious requirements of the costlier she would find that virtue. The swillpail waste had never been traced to her kitchen door and there was no blame. "The baker"—well, she was that individual and with Nora, who had been with her for years, that matter was settled or was going to be, and she here dotted down an item or two. Suppose we take them now and have done with it. The next morning's breakfast witnessed the beginning of the campaign.

"Now, good people, we begin this morning the opening battle with high prices. To win—and we've got to—it must be war to the knife and the knife to his hilt, with nothing left to chance anywhere. We are going to have the same good coffee, but you, Mr. John, and you, Mr. Vincent, are going to find your sugar minus a teaspoonful. Each of you have left every morning for a week past that amount of sugar in your cup, which has been thrown away, a waste, pure and sim-

ple. If you find on stirring your coffee it needs sugar you shall have it, but don't waste the sugar. That seems like skimping. It is nothing of the sort. It is just waste. Two spoonfuls a day for a month make sixty spoonfuls and, big or little, the amount goes down the sink spout. It is going to stop. Butter, the kind we eat, costs 50 cents a pound. All five of us are eating twice as much as we should. I know it seems a pity not to eat what we want or what we think we want; but the butter account for the month is larger than it is going to be. Even Bobbie has the notion that his waffles and muffins must swim in butter before they they are eaten and the rest of us follow his lead proportionally, a distinction which is making a great difference when the bill comes in. So don't find fault if the butter looks—let us say—diminutive! We simply can not afford to eat so much good butter, and poor butter is in my opinion not fit to eat. I find after some careful watching that because we like maple syrup we flood whatever we eat with it and morning after morning there are five plates with syrup enough on each for a breakfast. This has to be thrown away. At a rough estimate we throw away 50 cents' worth of butter, sugar, etc., every morning, which foots up something like \$15 a month for one meal; and I leave it to you if \$15 less on the grocery bill isn't going to make a difference to all of us. We are going to try it anyway, and find out by experience what that difference is. Multiply that \$15 by three, the number of meals a day, if you want to, and remember that stopping that waste makes it just so much easier to pay these enormous monthly bills.

"Perhaps, at that rate," suggested Vincent, "I can have a talk with Blumenthal about that new suit. I've got to have some shoes, anyway."

"No, Vincent, you have got to have nothing of the kind. Blumenthal is a first-class tailor and he made you a first-class suit a year ago. You have not been growing this year and with Blumenthal's cleaning and pressing the clothes when he gets through with them they will be a new suit to all intents and purposes. Anyway, it's your father's turn for the new clothes if there's going to be any. That's what comes from buying good things to begin with.

"Now for the shoe question: You and I, Vincent, are not going to need any new ones. Those enormous, ugly shaped things which you like so much are, strange to say, almost as good as they ever were. The heels need building up, but the leather is worth the good price you paid for them and with repairs they will last all summer. I'm glad to see as you grow older that you have gotten into the habit of taking care of your things. In itself it is equal to a fortune. You are always well and handsomely clad and that fact makes one feel respectable. Your haberdashery at the close of the season was fit for the ragbag and was tumbled into it, but I took advantage of Armstrong's 'cut rates' and got the

same goods you always wear, so that much is saved. Ties, collars, cuffs shirts and stockings were bought then for your father and you—a saving which amounts to quite a sum. Father and Mary Ellen must have new shoes. They are half a dollar more than they were, but we can afford that. That shoe firm can't afford to make a second-class shoe, the only shoe that's worth paying for. Bobbie for a number of years now will have to have a new pair every month, but that comes under the inevitable and we must all grin and bear it. If he saves on butter and syrup we'll charge it up to his shoe account and call it square.

"Yes, Mary Ellen, you are going to have your summer suits. It is going to be a silk for best and for a second one such goods as you select when the time comes, which is pretty near. You'll find the underwear question answered and the goods on hand when you want them. These 'cut sales' with responsible houses I find to be the only firms to deal with and in this fight to keep our heads above water they are my only hope. I tried the other plan just once and that was once too many. The goods bought for wool were cotton wool. The silk was mercerized and hardly a week's wear showed how thoroughly and intentionally I had been cheated. Think of a waist breaking out under the arms after once wearing when the price paid was enough to warrant a good garment. Think of a skirt, warranted all wool, after a week's wear giving way in creases

and hanging literally in rags. That cured me. It's 'good or go without' every time, and if the price is up pay it and don't grumble or don't buy.

"But, John, this coal bill of Hankson & Smith's is one you must look after. I have an inward feeling that if you had watched the scales when the coal was weighed there would have been a bigger pile in the bin, but that may be my fancy and we'll let it go. It isn't a question either of hard coal or soft. A month's use of bituminous coal would spoil every fabric in the house. Anthracite for us is unquestionably the best even when the price is outrageous; but it's a matter of choice and we can stand that; but when the bill was presented there was an extra quarter added to the cost of the coal. 'What's that extra 25 cents for?' I asked. 'Oh, that's for the delivery.' If that isn't the cap sheaf then I wouldn't say so. 'For delivery!' I exclaimed. 'For pity's sake who should deliver it but the dealer? The dry goods merchant doesn't charge for delivering his goods and why should the coal man?' and I was so indignant that I'm afraid my voice trembled a little. They do not dare to put the price of coal any higher and so they resort to that trick to accomplish the same purpose. Of course there was no use of trying to settle the matter with the coal deliverer, but a smaller scheme than that to cheat I haven't come across. It is equal to one of the 'Seventeen Holes' of the New York sugar firm."

The breakfast ended pleasantly

Brighten Up Your Stock

With the following popular priced

New Snappy

Spring Wash Goods

to retail from 12½ to 50 cents per yard:

New Sunset Pongees

New Plain Poplins

New Striped Poplins

New Mercerized Hajars

New Magnolia Silks

New Galilee Silks

New Tussah Silks

New Mahratta Silks

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Mich.

enough. There were no kickings nor signs of any. With Vincent and Mary Ellen satisfied the others were easily managed and life at the Atherton's continued to be well worth the living. There were times when excess at the table called forth the looked for reproof—Vincent's coffee cup clung longest to the wasteful saccharine deposit. The possible saving was one they all heartily agreed to and they waited with the greatest interest for the result which the next month's bills would furnish. To be candid about it, it did not show any three times fifteen reduction for the morning meal, but it did show that they were on the right track and going in the right direction. It showed this, too, that the prices paid were invariably higher than those advertised, and when Mrs. Atherton with her ever ready "Why?" called for the reason she received but one response: "We charge extra for keeping the account." After that there was no account kept against the Athertons. "Cash on delivery" was that household's watchword, and then when the month came around the difference was highly satisfactory. The thing paid when looked at from the money view-point and there was another side to the question which even the elders had been inclined to overlook, the effect it was having on both old and young. Mr. Atherton found out, for instance, that somebody besides himself was habitually smoking his fine cigars, that certain persons invariably happened around in time for luncheon or for dinner, that his nickels always paid the other fellows' carfare and such other expenses which were really not his but which he had nevertheless always paid. It was found, too, that Vincent as well as his sister were beginning to look ahead more and to learn the fact that to-day's self-denial was to-morrow's benefit and that even a little planning ahead lightened considerably the future's burdens and difficulties. Even Bobbie in the then prevailing atmosphere showed signs of trying to get along with less than a pair of shoes a month and the anxiety beginning with his footwear extended to other personal matters equally important. The fact is they were all learning what they had never fully realized before, that 2 cents is and stands for just 2 cents, and whether they had a handful or but one, 2 cents goes as far only as its money value will take it. Atherton's cigars always meant "Take another one for your pocket" and the generous meals always going in one direction counted up. The new regime showed them exactly where they stood and they soon saw that retrenchment must come and that at once. So as the table expenses diminished the high prices throughout the whole household world lost their terrors. The readjustment was attended with no suffering and little hardship, which was more than overbalanced by the fact that they were all really learning how.

At last the time came when Mary Ellen's wardrobe had to be attended to, and that young lady had reached that period on life's journey where

dress means all that society and its demands include. So when the time came for the trouble to begin, a time Mrs. Atherton learned was a dull one in modiste circles, one of the best, some believed the best, workwomen at Miller & Johnston's took possession of the Atherton's sewing room and went to work, Mrs. Atherton suggesting where she dared and helping where she could. Both women were in earnest and long before the end of that first day the pleasing conclusion was foretold.

The material was first-class, the Athertons were a well-known family and "looked-up-to," both women were agreeable to each other and so revealed their best side, and when the last stitch was taken the relations were something more than respect. A something akin to the strongest regard existed between them, a condition, he it said, that both needed for the modiste was very sensitive in regard to the treatment she received from those for whom she worked—"I happen to have in my veins a fair share of blue blood"—and Mrs. Atherton had won the woman's heart by recognizing the "blood" and treating it with all due respect—a good thing from a business standpoint in this instance at least and a much better thing on all accounts, so far as the social world is concerned.

When the season was over this was what the Athertons found out, that the many instances of imposition had been checked; that care and forethought are more than equal to a rise in salary; that cheap goods are not worth taking home; that self-respect does not depend upon a patched garment or a new suit; that an earnest endeavor was necessary to meet the commercial world on its own terms, to be accepted or refused as existing conditions should decide; that the young people had been learning lasting and wholesome lessons in life which they could have learned really in no other way; that, if the truth must be put down in plain black and white, even Mr. and Mrs. John Atherton, of Atherton avenue, had become aware of certain facts they did not believe to be possible, and that, while rising prices were conditions not especially desirable, they had been made a better man and a better woman and so did not deprecate what a seeming misfortune had done for them.

Richard Malcolm Strong.

Force of Habit.

Harold—You don't catch me proposing to any more woman editors.

Howard—Why not, Harold?

Harold—Why, I proposed to the editor of the girls' college paper and she returned the proposal with a printed slip that stated, "The rejection does not necessarily imply a lack of merit."

Tactful.

Sudden Sally—Your dress is awful pretty.

Guileless Grace—I'm so glad you like it.

Sudden Sally—The styles this year and last year and the year before don't compare to it.

Greatest Defect in the New Primary Law.

The primary election last week served to call attention anew to the defects in the present system. The law, it may be said, was framed by politicians, and it is easy to imagine that in framing it they were careful to serve as far as possible their own interests. The greatest defect in the law is the obvious effort to maintain party lines. The voter must register as a partisan or he can not participate in the primary, and if he is registered as of one party he can not vote the ticket of another party. Arguments can be advanced to prove that this is just as it should be in theory, but in practice this is not satisfactory and it is inconceivable that it will be allowed to continue many years more. Citizens of character and intelligence naturally resent having questions asked them which they consider impertinent infringements upon their liberty of political action, and no amount of explaining or theorizing will satisfy them. The primary ballot should be as open to those who can qualify as citizens as is the ballot in the regular election, and nothing short of this will meet with the approval of the ordinary citizen. This will mean a non-partisan primary, and in municipal elections why should we not have non-partisanship? In this day there is exceedingly little difference aside from the party label between Republican and Democrat even in national affairs; there is absolutely no difference between them in municipal matters.

Then why should the law be so framed as to keep alive a distinction which does not really exist and which nobody recognizes except a few politicians who have interests of their own to serve? In the primary election last week several hundred citizens were denied the right to vote because they had not registered as partisans. They were registered as citizens but had not listed themselves as Republicans or Democrats, and therefore they were turned away. Had all who went to the polls been allowed to vote the result very likely would have been different. As though to provide another trap for the unwary the law provides a registration day in January, long before it is known who the candidates will be and before interest is awakened in the contest. Had the registration been a week before the election those who had not observed the formalities would have had opportunity to do so, but to have a January registration is a politician's trick. It recalls the snap caucuses and conventions of other days.

In this connection it is well to recall that those citizens who would participate in the gubernatorial primary election next September must register on April 4, this spring. Those who go to the polls in April to vote may register at the same time, but no doubt many will forget it, and as this will be the last chance they will thus lose a part of their rights as citizens.

You can not mend broken hearts with soft solder.

Barlow's Fancy Cake Flour

Barlow's
Old Tyme
Graham

Barlow's
Indian
Corn Meal

Barlow's Best Flour

All Choice
Michigan Product

JUDSON GROCER CO.

Exclusive Distributors
GRAND RAPIDS, MICH.

BETTER POULTRY.

Conditions Affecting the Quality of Stock.

Dr. Mary Pennington, Chief of Food Research Laboratory of the Department of Agriculture at Washington, delivered an interesting and highly instructive address before the members of the Missouri shippers of poultry at their annual meeting in St. Louis last week. Dr. Pennington has made a particular study of poultry and the instructions given in her address were gained as the result of practical experience and experiments. The address was illustrated by drawings of poultry at different stages of refrigeration. This subject is so important that the opinion of such an authority on the matter will prove of interest to all members of the trade, and we reproduce the address for the benefit of our readers:

Three great food staples, poultry, eggs and butter, are represented here to-day, and I think it may honestly be said that a determination on the part of producers, packers, carriers, warehousemen, commission men and retailers to work for better poultry in the market would soon mean a revolution in the quality from the viewpoint of birds bred to be good and dressed to keep good until they are eaten.

That better poultry may reach the consumer, that the millions upon millions of dollars wasted each year may be saved, the Department of Agriculture has been studying the dressing and handling of poultry in relation to keeping quality. Whether this quality will keep for a short or a long period, whether the bird shall go to the consumer in fine, sweet flavor, or flat and tasteless, or with an unpleasant flavor, is frequently demonstrable before it is killed, since food in the crop means food in the intestines and such a condition lowers the keeping quality. Again, the killer makes a miscut, all the blood does not escape, and the chicken leaves the packing house so unattractive in its appearance that it is rated 2 cents a pound lower than its well-bred fellow. The haul is harder on the bird incompletely bled than on that which is well bled, and so is every step of its journey to the consumer, especially if that journey includes the halt in cold storage. This is one of the reasons that the same carlot, after its storage period, varies so widely in individuals, especially if bad bleeding is not closely graded out when packing first quality stuff. The killer, who gets just the same price for a bird badly bled as for one in perfect condition, and who is paid by the piece, does not take the time to set the knife properly, and sometimes it goes back beyond the skull, when there comes a great bruised looking ring, caused by the blood settling in the loose tissue just below the head; or he holds the bird's neck between his thumb and finger while he sticks to bleed, and the mark of the pressure, even although it is of such short duration, shows when the bird begins to age; or worse than all, to save time he tries

to bleed and brain with one cut and generally succeeds in missing the large vessels in the neck altogether.

The keeping time for a badly bled fowl, even under good conditions, is much shorter than where the tissue has been well drained. We are studying problems of where it is best to cut to bleed, and I trust, before this season ends, to have for you diagrams of where the vessels lie when they enter the skull, so that you may cut on a bony backing and sever them completely.

Torn skins or rubbed skins are another inducement to prompt decay, especially when they are dragged about over a dirty surface, as when bench roughed or laid on racks, instead of being hung to cool or piled high on grading tables or packed in unlined barrels or boxes. The unbroken dry skin of a chicken is a great protection against decay. When it is wet or broken the flesh underneath is at the mercy of the environment. The muscle just under the skin of a well-bled, sound skinned bird contains very, very few bacteria and the deep muscle practically none. But the rubbed skinned bird has generally a good starter less than twenty-four hours after killing and a fair crop after the first haul and an overwhelming number by the time it gets to the retailer. So numerous are these tiny things that they have made marked differences in the chemical composition of the flesh before any odor is noticed. But the flesh does not stand up; it's not a clear, bright color and the sweet, fresh flavor is gone. Then if we put that chicken into cold storage it goes down rapidly. We can not keep a frozen bird from marked deterioration if it goes into the freezer in anything but the pink of condition. Compare the late storage bird after three months in the warehouse with the one that went in promptly, and see for yourselves the loss in appearance. And the loss in flavor is just as pronounced. After six or nine months the differences are still wider. So it is going to pay you to get rid of those rubbed skins, and if rubs are bad you can see how much worse tears are—even little ones.

While we are discussing effect of sound skins on keeping let us look for just a moment at the results of scalding. This is so widespread a custom and so insistently demanded by certain localities and is so bad for the bird that it deserves special discussion. We all know how hard scalded poultry is on chilled rooms, how soon it becomes slippery when ice packed and how it does not store so well as dry picked. We find but few practical, progressive men who really advocate scalded stock. This is a case where the public must be educated to take dry-picked stock. You can help educate by pushing the dry-picked birds, little by little, into the scalded markets. It is greatly to be regretted that scalded chickens are so widely used, not only because they spoil more quickly and are harder to handle, but because they do not store in a frozen condition as well as dry-picked. A dry-picked chicken well

dressed and chilled and promptly stored is a pretty safe thing when frozen. For three months its flavor can not be distinguished from the fresh, and at the end of six months the difference is a negligible quantity. Nine months show a lessening in flavor, the flesh beginning to shred a little, and it is a wise thing to get that chicken sold and eaten, for every week that it is carried increases the difference between it and the fresh specimen. But we never feel sure of a scalded chicken in storage. It may keep in good condition for nine months, and it may not keep three months, even when carefully prepared for storage.

If one continues the history of the handling of poultry in a chronological sequence the next subject will be chilling. Like the subject of scalding, it ought to receive more attention than can be given here. Of all the individual factors for good keeping of poultry, none is so important as the prompt and complete removal of the animal heat. If artificial refrigeration can not be obtained, if there is no possible way to chill the fowls in cold dry air, if one must

resort to water and ice, there are undoubtedly modifications which can be made in the process which will tend to lessen the evils which always follow it. The skin and flesh soak up water, as you can readily determine for yourselves if you will weigh them before and after their bath.

Unreturned Favors.

A farmer was asked to assist at the funeral of his neighbor's third wife, and, as he had attended the funeral of the two others, his wife was surprised when he declined the invitation. On being pressed to give his reason he said with some hesitation: "You see, Mirandy, it make a chap feel a bit awkward to be always accepting other folks' civilities when he never has anything of the same sort of his own to ask them back to."

G. J. Johnson Cigar Co.

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

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

Bell Phone
Main 509

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4554

A. T. Pearson Produce Co.

Poultry in Car Lots a Specialty

Butter, Eggs and Veal

14 to 16 Ottawa St.

Grand Rapids, Mich.

We are now open and ready for business. If you have produce for sale, drop us a card and we will put your name on our regular mailing list and send you shipping tags.

No Shipment Too Large Nor Too Small to
Receive Our Personal Attention

PRODUCE DEALERS: We need your co-operation and in return will give you the benefit of our experience.

To the City Trade: Call us up for anything in our line and we will endeavor to fill your orders with the best the country produces at the right price.

REFERENCES

Old State Bank of Fremont, Grand Rapids National Bank
Commercial Agencies

The Function and Effect of Cold Storage.

Since the people have been long schooled in the belief that trusts and combinations are seizing upon the industries of the country for the extortion of high prices, it is perhaps natural that they should, in their ignorance of trade conditions actually existing, jump to the conclusion that any method by which perishable food is withheld from the markets is simply the tool by which monopolies work their selfish ends at the public expense; but the truth of the matter can be clearly explained, and every merchant who is able to set forth this truth should now consider it a personal duty to become a public educator. The press of the country has been reeking with sensational statements in regard to cold storage, usually false as to the premises and tending to exaggerate popular fallacies as well as to confirm the erroneous beliefs. The same medium should be used to the fullest possible extent to give facts and correct misapprehension. Probably any reputable merchant can gain access to the columns of his representative newspapers, and it should be the concern of all to do so, in the effort to show the people the true function and use of cold storage as a public benefit.

Arguments are not lacking. Emphasis can be laid upon the truly independent character of the public refrigerator houses and upon the fact that their facilities are for sale, in normal competition, to any person. The popular fallacy that storage warehouses utilize their facilities for speculative manipulation of the goods carried can be dispelled by statements of the number of patrons storing goods and by showing that public reports as to the quantity of important commodities carried from time to time are freely published by a majority of the houses for the benefit of the people owning and trading in the goods.

It can be shown that the ability to carry perishable foods from one season of flush production to the next enormously lessens the waste and increases the opportunity for profitable production, thus adding to the total supply of food. And the plain fact can be deduced that average prices must thereby be lowered as compared with what they would be if the period of storage were materially restricted. If it is argued on the other side that under present scale of production prices would be lowered if storage were materially restricted, it should be pointed out that any such effect would be temporary since it would inevitably lead to a shrinkage in production; also that it would be accompanied by a material raising of prices, or perhaps a total lack of supplies, during the period of restriction.

Another self-evident fact that should be set forth is that all food-stuffs, even the less perishable kinds, must be stored to some extent in order to assure continuous supplies; it may be pointed out that cold storage simply gives the same facility as to the more perishable products, and

that there is no more need for restriction in one class than in the other.

In regard to claims that the season of permissible storage should be limited to prevent goods from becoming spoiled by too long holding, attention should be directed to the evident fact that the interests of storers themselves are sufficient protection in this direction; that no merchant can buy sound products and make other than losses if he holds them until they spoil; that so far as unsound goods are concerned their quantity would not be lessened by any restriction of the facilities of preservation, neither would they be any more easily detected nor their sale more easily suppressed by health authorities. And the popular notion that poultry and eggs or other seasonable products are habitually carried in storage for years may be dispelled by pointing out the general fact that goods carried from one season of flush production to the next would have to be sold in competition with fresh production with the loss of accrued storage, interest and insurance charges, which could not fail to be greater than any difference in price levels from one year to another.

In sections where branding laws are being agitated it is perhaps well enough that we admit the justice of the general proposition that long-stored products should be sold to consumers as such, provided there be any practical means by which such information could be conveyed to them. But the extreme difficulty of doing this should be considered in relation to any possible benefit that the public would derive from it. For it is certain that the length of time perishable goods are stored, at least during the period of commercial necessity, is no indication whatever of their quality; that by far the greater part of the causes affecting both the general quality and the condition of perishable foods occurs prior to their storage; and that subsequent changes depend more upon the conditions under which the goods are held than upon the length of time. It should also be pointed out and considered that in any case consumers buying all sorts of food must ultimately depend upon their own judgment of quality and condition, since among fresh goods, that have never been stored, there are no less variations in both quality and condition than in stored goods. In view of these facts it seems extremely doubtful that consumers would gain any benefit from the branding of cold stored products as such, or with the dates of storage, even if it were possible to accomplish this. As to this possibility it should be shown that original packages do not in many cases reach the retail dealer owing to the necessity of classifying and grading their contents; also that only a small part of the consumers actually buy what they eat in the retail stores—one person usually buying for many others and many simply sending orders over telephone or otherwise. The labor and expense of branding all

storage articles so that consumers would be informed of their age would, therefore, be almost prohibitory, and as it could, after all, convey no real indication of quality, but would often be really misleading, it seems clear that the game would not be worth the candle.

Special attention should be drawn to the confusion that would arise in trade channels as a result of a multiplicity of varying laws restricting and regulating cold storage in different states and municipalities, also to the fact that the effect of cold storage has long been a subject of investigation by the United States Government without as yet reaching any conclusion indicating a need of legislative action; and that until the Federal Government finds it advisable to legislate for inter-state commerce, local action, taken without proper investigation and based upon mere opinions, would be most unwise and damaging.

I beg to suggest to the managers of our splendid public cold storage houses that they might create a justly favorable public opinion by advertising occasional dates for public inspection of their plants, at least, by accredited representatives of public societies disassociated with the produce trade. This has been done in some cases with a most excellent and deserved effect upon the impressions of visitors, all of which is more or less contagious. For truth spreads as fast as error when it gets a fair show.

F. G. Urner.

One Exception.

She—(protestingly) — That's just like you men. A man never gets into trouble without dragging some woman in with him.

He—Oh, I don't know. How about Jonah in the whale?

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

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

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



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



Ground
Feeds
None Better

WYKES & CO.
GRAND RAPIDS



BAGS New and Second Hand

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

ROY BAKER

Wm. Alden Smith Building
Grand Rapids, Mich.

THE GROCERY KING.

He Successfully Conducts Nearly 150 Separate Stores.

Written for the Tradesman.

The origin of the cash grocery idea, the rapid growth of a retail selling method, the system and methods that brought success to a string of big grocery stores—this is the personality and history of a most remarkable man.

A selling idea becomes a power when it is carried out along systematic lines and put into execution by a man who has brains, energy and nerve. When a man can show the buying public he can save them money by giving them high grade goods cheaper than his competitors; show them how they profit by co-operating with him and his methods, that man receives the support of the great masses whose aim is to save money on every purchase.

Twenty-five years ago a poor young man picked up an idea. The idea originated when he drove a wagon peddling goods from door to door on commission. That idea finally became a selling plan and kept on growing and growing until to-day it is found to exist in the form of a chain of 136 grocery stores in Cincinnati and the outlying districts and a new store is being opened every month.

This tremendous growth was brought about by organization and the success came through system in buying and selling.

The personality and history of the Grocery King, the founding of a great staple industry, the system upon which it was developed, the plans of buying and selling and methods of operating which have saved money for the public and made the Grocery King a millionaire in less than twenty-five years—all these are described in detail in this article.

For those retailers who are plodding along and for those men who are directing great industries there are lessons somewhere in this story of the methods which developed a little horse and wagon outfit to a million dollar concern.

"I don't want any more of your goods," snapped an angry housewife, "they ain't as represented and I am through with you."

The young German lad with a large basket of groceries on his shoulder argued and argued, but he could not again win the confidence of this displeased customer. This was bitter medicine for the German boy, because he was selling goods from house to house on a small commission, just eeking out a bare existence. As he made his way back to the wagon he got his first idea of how to win and hold trade through the experience of losing a good customer.

He had always found it an easy job to get orders, but a very hard matter to make permanent customers. The reason for this came out clearly after this last loss of a good customer. The firm he was selling for were in the habit of delivering inferior goods. The result was that after selling a customer once or twice

the young German found it almost impossible to sell them again.

On that day he made up his mind that if he ever got hold of a business of his own he would deliver the best goods he could get. He saw now that this was the principal thing in keeping business. He also knew price has quite an influence on getting business, and while it does not compare in the maintenance of business to quality of goods he knew the two must go hand in hand.

Immediately he began to figure out how high quality groceries could be sold at lowest prices. Even to this day he has never stopped figuring, and, although he solved the problem years ago, every day he finds new ways of selling the best goods cheaper than his competitors.

This German lad, who in his 17th year was almost penniless, was Bernard H. Kroger, President of the Kroger Grocery & Baking Co., a \$1,000,000 concern in Cincinnati, Ohio. The people of the Queen City take pride in pointing to this millionaire grocer as a self-made man and a desirable citizen.

He is the largest retail grocer west of Philadelphia and handles a business of \$3,500,000 annually. The Kroger Grocery System extends through a chain of 136 stores in Cincinnati and suburbs, four stores in Columbus, one in Dayton and new links are being added to this chain every month.

The most remarkable incident in the life story of the Grocery King is that he started as a farm laborer. His first salary was 5 cents a day, and with that humble beginning he is now worth over \$2,000,000.

Mr. Kroger is 51 years old, but is so well preserved he might easily pass for a man of 35 years. He has made every cent of his fortune himself by hard work. He never speculates nor gambles, but knows values so well he goes after sure things on a large scale. He never went to college, but his education in the great school of experience has given him a mathematical mind which is responsible for his astonishing ability in the commercial world.

Mr. Kroger has used his addition and multiplication tables so carefully that his success has been the natural outcome of knowing how and when to figure.

Personality of Kroger.

Every store in the Kroger System is saturated with the Grocery King's personality. He is in direct touch with all the details of his business, but he does not permit himself to be buried by details. He knows how to organize detail work so that it will fall into the hands of the right men. He directs the business, but depends upon able men to carry out his directions. Mr. Kroger is all system. His daily work is regulated by system. He does everything in the quickest way possible. He gives just enough time to the grocery business to insure success.

Men who do business with him get quick action. It is "Yes" or "No." Long disputes or arguments never take place in his office. His

mind acts quickly and it is always decisive. Some say that Kroger has a spirit of stubbornness and that the silence in an argument which is characteristic in his business deals is a refuge against opposition. Others say it is belief in himself and confidence in his knowledge and judgment that makes him hold to his own ideas. Whatever this quality is, it has made Kroger's way the right way. When Kroger makes up his mind nothing can change him. His position is fixed and all arguments fall flat.

Mr. Kroger's money has not interfered with his ambition for the growth of his idea. He has made every cent of his fortune honestly, first by the ounce, then by the pound, then by the ton and now he makes it by the carload.

By business men in general he is regarded as an excellent commercial quality. First, because he is safe and conservative. Second, because he does not gamble but goes after sure things on a large scale. He has applied his same plan of attractive investments to his bank. As President of the Provident Savings Bank and Trust Co., a \$1,000,000 institution, he has made it one of the safest and most profitable banking institutions in Cincinnati. Here, as in his grocery business, he applies the principle of making it profitable to the public. While the other banks agreed on a scheme of paying 3 per cent. only on a savings deposit, Mr. Kroger continued to pay 4 per cent. on time deposits.

Mr. Kroger is also President of the Cincinnati, Milford & Loveland Traction Co., another \$1,000,000 concern, which is the best paying suburban road running into Cincinnati.

The remarkably successful career of this young man is attributed to hard work and a knowledge of his business. He works energetically early and late in his systematic way. There are certain hours in the morning, from 10 until 12, that he may be found in his office in the large grocery warehouse. It is said he can handle more business in two hours than the average man can in six. He leaves the grocery office promptly at 12 every day and goes to the Bank, where he remains until 3. Then he devotes the remainder of the afternoon to his other business affairs. He is frequently spoken of as the "busiest man in Cincinnati."

He has proceeded all his life on the theory that a grocer sustains more intimate relationship to a community than any other person, because he is the daily purveyor. On him depend the quality of goods consumed and the justness of prices.

Mr. Kroger's strong, flexible mind is the key to his success as the Grocery King of the Central States and a good business man of the Queen City. He knows how to apply system to his work. He is also a born organizer, always giving a working plan to his ideas.

Then there are other prominent qualities to this many-sided Kroger. He is a good director, has remarkable executive ability, accurate intuitive judgment of the ability and adapta-



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MAPLEINE

Better
Than
MapleThe Crescent Mfg. Co.,
Seattle, Wash.

"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
CRYSTAL50 Years
the People's
Choice.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.

HIGHEST IN HONORS

Baker's Cocoa
& CHOCOLATE

52

HIGHEST
AWARDS
IN
EUROPE
AND
AMERICARegistered,
U. S. Pat. Off.A perfect food, preserves
health, prolongs life

Walter Baker & Co. Ltd.

Established 1780 DORCHESTER, MASS.

the qualities that have brought success to everything he touched; the tion of men for places. These are qualities that have made him the largest supplier of daily fare in the Central States.

Story of Early Career.

Mr. Kroger was born in Cincinnati in 1860. When he had reached his 13th year John H. Kroger, his father, met with financial reverses in the dry goods business and the boy had to strike out for himself. He went out and worked as a farm hand for \$1.50 a month until his 17th year and knows what it is to have his back blistered and strained by cultivating corn, hoeing potatoes and all the other multifarious duties of farm life. He finally gravitated from the farm to Cincinnati again, in his 17th year, and obtained a position selling teas and coffees on commission.

He kept the wagon going from house to house for six years. After being on the wagon all day he would go back to the store every night and work until 10 or 11 o'clock helping put up orders. It took him all those six years to save \$372, but he had earned more than money. He had the beginning of a fortune in the shape of a thorough knowledge of what people want to buy, how they can best pay and how they should be served.

About the time when he saw the slipshod methods of the firm he was working for were the cause of losing his customers he began looking for a different position. He saw no future in this business because the management was not practical. He was offered a position to travel for a tea house in New York and had accepted it. When he told his employers he was about to leave them they offered to give him \$12 a week and 10 per cent. of the profits if he would take charge and run the business for them.

The man who owned the grocery company had taken no active part in the management of the business and naturally it had almost gone to pieces. They had originally invested \$3,500 in the business and after two and a half years they found they had only \$600 left.

Mr. Kroger was then only 22 years old, but these men had confidence in his ability and they agreed to give him absolute charge. No one was to interfere with his plans in any way. He was to run the business exactly as if it were his own. Kroger told them he wanted no interference in the management and that if, at the end of three months, they were not satisfied he would give up his position.

The first thing he did was to hire a cashier, an office which had never been filled in this firm. Next he installed a cash register, which this concern had refused to recognize before. He then discharged all the employes except one and started in with a clean slate.

In one year's time he cleared \$3,100 for this concern. He had changed the entire method of buying and selling. He refused to buy the cheap and trashy goods which had largely

made up the old stock. He purchased only high grade goods and did away with fictitious prices and values. His one aim was to give his customers the biggest values that money could buy.

At the end of the first year he received \$310 as his part of the earnings. He then offered this concern \$400 for a third interest in the business. He went to the man who owned the company and explained his ideas of how a grocery business should be conducted to make it grow. His idea was to open more stores, buy for cash in large quantities and sell for cash on narrow margin profits. Kroger had become so thoroughly saturated with the cash grocery idea that he almost promised to increase this little business to a business of half a million in five years. But the men back of this firm had not the vision of branch stores that Kroger had. They believed in him, but his enthusiasm could not penetrate their conservative ideas of business methods. They wanted the young man to remain with them, but would not sell him a partnership in the business. They insisted that he should remain on a percentage basis, offering him 15 per cent. of the net profits, but he refused. Kroger's idea was calling and he followed its lead.

His Modest Beginning.

In the year of 1883 Mr. Kroger started in business for himself, taking a partner who had \$350. Mr. Kroger attended to the business himself, working from 5 a. m. until 11 p. m. He drove the delivery wagon and sometimes served his customers afoot, carrying his baskets up the back stairs in many cases, always seeing that every customer was served on time and perfectly satisfied. This first year was filled with more reverses than any one year during the growth of the large industry. At the very start there were two incidents that knocked a big hole in the earnings of the little retail grocery concern. Their horse and wagon with a load of groceries were destroyed by a railway train, entailing a loss of \$460 to the infant firm, and a few weeks later a flood in the Ohio River cost them \$350, and a little later Mr. Kroger met with another loss of \$400. In spite of these discouraging reverses the business had grown so rapidly the first year that Mr. Kroger bought out his partner and paid him \$1,500 for his original investment of \$350.

Then the Grocery King began business alone and his cherished idea of multiplying stores became a living plan. In about two years after this Mr. Kroger started to tell the public about his goods through the newspapers. He advertised as generously as his means would allow. At the very start his advertisements were different and alive with interesting points to money-savers. Mr. Kroger used the newspapers then, as he does now, to fight competition and he realized he could not do it by exploiting poor goods. He laid the cornerstone of his success by a system of selling better goods at lower prices than the other fellow.

When Mr. Kroger originated the cash grocery idea he revolutionized the grocery business in Cincinnati and developed a new merchandising method which has proven both practical and profitable to both consumer and dealer.

In the days when the Kroger germ was taking on the form of life in one little store the custom was to buy on "tick." Bernard Kroger did not believe this was the practical way to buy. He saw where the groceryman and the public were both losing money because the public had not been taught how to save money in buying.


In the first place there was no fixed price on groceries. When a customer had everything charged the price was according to the chance of loss. There was only a price for the purpose of haggling over it and the outcome was always uncertain. The crafty buyer always got the better of the bargain.

Mr. Kroger found he would never realize his idea of a chain of stores if he followed in the wasteful methods of other dealers, so he originated a new way of selling. At the very start he began to show his customers the benefit of buying for cash. He showed them how he could purchase the finest goods in large quantities and sell direct for less than any of his competitors if they would pay cash instead of having them charged.

From the very first time the idea of a cash grocery was put into execution it was necessary to have a system of organization, a system of buy-

H. LEONARD & SONS

Wholesalers and Manufacturers' Agents
Crockery, Glassware, China
Gasoline Stoves, Refrigerators
Fancy Goods and Toys
GRAND RAPIDS, MICHIGAN



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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
Hazeltine & Perkins Drug Co.
Grand Rapids, Mich.
Agents Wanted



Karo

The Syrup of Purity and Wholesomeness.

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

NET WEIGHT 2 lbs.

Karo
CORN SYRUP
WITH CANE FLAVOR
CORN PRODUCTS REFINING CO.
DAVENPORT, IOWA.

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

Ready sales—good profits.
Write your nearest jobber.

CORN PRODUCTS REFINING CO.
NEW YORK.

ing and a system of selling. The system of buying came first. His idea was to save for himself the profits, expenses and losses of middlemen by buying direct from the producer. He first applied economy in his method of buying, then in his method of selling and, as he found his ideas practical, he applied economy in his organization and began to establish branch stores.

He found it as easy to maintain three stores as one, then ten as three. Every time this conservative grocer saw his way clear he added another store to the chain. A few years ago Mr. Kroger found it necessary to incorporate his business with a capital stock of \$1,000,000, because it had grown so large one man could not handle it. The company now has 136 stores in Cincinnati and suburbs and many more in other cities.

Five years ago Mr. Kroger found it worth while to put fresh meats in some of the stores. He bought out a local packing house which had eight stores. When Mr. Kroger bought over these stores he found their plan was to sell cheap meats; that is, thin cattle that could be bought at a low price. Immediately upon taking hold of this business this system was changed. Kroger's idea was the same as in the grocery business—to sell high grade goods at as low a price as could be done consistently. One of the men bought out thought the Kroger System would break up the meat business and resigned his position. He believed it would be suicidal to the meat business. After he had resigned Mr. Kroger put in a new buyer, who bought fine young steers, handling only the best meats that could be purchased.

During the first few months under the Kroger System the meat business fell off very rapidly. This was on account of the loss of the raffraff trade, but after Kroger's method of selling good quality meats became known the business began growing until now they are doing three times the amount of business the old company did, and the meat business is still spreading out into new stores very rapidly. Over twenty-eight of the stores maintain large meat departments. Every week meat departments are being added to other stores. It is Mr. Kroger's idea to expand gradually. Every step he takes is on solid ground. The time is not distant when every one of Kroger's stores will have meat departments.

Mr. Kroger has located each new store with special reference to good residential districts and they are supplied by warehouses which are located near the railroads. Thus Mr. Kroger minimizes the problem of initial transportation and hauling.

The Kroger stores grew from the fact that only those goods were handled which would sell readily and quickly. All stocks are bought and sold with a view to profit to consumer as well as the company itself. Every store is equipped with the same quality and class of goods. Each store must be self supporting and the management must show a good profit

along with the others. The Kroger chain of stores are all new stores. He never buys out an old store. A substantial chain linked closely together, with the Kroger personality in each individual store, is the basis of the whole Kroger System.

Each store has its salaried official head and corps of assistants. The store official may be an employee who has grown up in the Kroger service or he may be a groceryman who has had experience as a manager in some outside store.

A branch store manager has charge of his store and his help. He does not hire employees, except occasionally for some minor position. He does not buy any goods, does not pay any bills nor make any contracts. He is responsible to the district manager, who has charge of a certain number of stores, sees that they are kept clean and orderly, directs the help, keeps up the stock and sees that the customers are being treated properly in each store.

The branch manager makes a requisition for his stock on a sales slip in triplicate, one of which is kept in the central office, the second remains in the warehouse shipping room and the third he retains and must sign when the goods are delivered.

The manager of each store makes daily reports to the central office and receives his supplies every day from the warehouse. He determines how much of any stock he should carry from the volume and character of his trade.

Since all transactions with customers are for cash, the cash register reports are easily handled, and it is not a difficult matter for the branch manager to keep in close touch with stocks received and sold.

Each store head receives the services of three large departments maintained at the central office—the accounting, advertising and employment departments. Since these three engrossing duties are taken care of the store manager is to keep the stock in order, show the goods and register up the money for every sale.

Mr. Kroger's stores are all modernly equipped and made distinctive by red fronts. He wastes no money in useless ornamentation, but depends on the appearance of the stock to make his store displays inviting.

His policy of selling is to keep every line of goods moving. His extensive system of advertising, which will be described in another article, takes care of this important part of selling goods by keeping the shelves clear of old stocks. Before a stock is allowed to get old a special sale moves it into the consumer's home to be used.

H. Franklin Thomas.

A Poor Place For Men Without Means.

Los Angeles, March 12—During my stay in this city I have learned facts in regard to conditions in trade that should be read and heeded by dissatisfied merchants in our State. A gentleman formerly engaged in trade in Port Huron, who came here two years ago and opened a stock of goods, recently sold out because he could not realize a satisfactory re-

ward for his labor and the employment of his capital. He said to me: "There are too many big stores in Los Angeles. They outnumber those of Detroit and are much larger, as a rule. No store in Detroit is comparable to Hamberger's, Bullock's, the Boston Store or the Ville de Paris. Rents are very high. A clothing merchant just opening a store containing 15,000 square feet pays the awful rental of \$48,000. Clerk hire is cheap, but other expenses are very high. Thousands of young people come here with but little or no means, many of whom are in poor health, and willingly accept employment in the stores at from \$5 to \$7 per week. Thousands of salespeople are girls, widows or young married women who engage in the work to help out the husbands. How the girls manage to exist on such small wages is a mystery to me. Competition for business is sharp and many articles of wearing apparel and for use in the house, such as carpets, rugs, curtains, etc., are sold much cheaper than in the East."

The pursuit of agriculture and fruit raising in Southern California is a precarious business on account of the frosts and the lack of rain. This very year a considerable part of the orange crop was injured by frost and the rainfall to date amounts to but ten inches, while seventeen are necessary to ensure good crops. The rainy season has about passed and the fruit growers and farmers are discouraged over the outlook. The most profitable business in Southern California is dealing in real estate. Thousands

of people are coming here from the East and seeking investments, and many of these are easily plucked by the land speculators. Los Angeles is a large and rapidly growing city. Its most important business is feeding and housing the tourists and winter sojourners. It is a poor place for men without means.

Arthur S. White.

The Reason.

Judge—And I am to understand that you two men have gone fishing for three years and never had a quarrel before to-day?

Brown—Yes, your honor, but then we have never caught any fish before to-day.

Post Toasties

Any time, anywhere, a delightful food—
"The Taste Lingers."

Postum Cereal Co., Ltd.
Battle Creek, Mich.

For Dealers in HIDES AND PELTS

Look to

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

Costs Little—Saves You Much

Protect your business against worthless accounts by using

COMMERCIAL CREDIT CO., LTD., Reports

MICHIGAN OFFICES: Murray Building, Grand Rapids; Majestic Building, Detroit; Mason Block, Muskegon.



JENNINGS' C. P. B.

Condensed Pearl Bluing NON-FREEZABLE

A 10 Cent Bottle Contains 30 Washings
Packed 2 Dozen Large Size in Box, 75c Per Dozen

Distributed by

Sprague, Warner & Co., Chicago
Judson Grocer Co., Grand Rapids
Stone-Ordean Wells Co., Duluth
Symons Bros. Co., Saginaw
Worden Grocer Co., Grand Rapids
Church & McConnell, Toledo
Lee, Cady & Smart, Detroit
Musselman Grocer Co., Traverse City
National Grocer Co., Escanaba
The Petoskey Grocer Co., Petoskey
The S. C. Shannon Co., Appleton
Gustin, Cook & Buckley, Bay City
Godsmark, Durand & Co., Battle Creek
Moulton Grocer Co., Muskegon
Phipps, Penoyer & Co., Saginaw
Lemon & Wheeler Co., Kalamazoo
Hume Grocer Co., Muskegon
J. F. Halliday & Son, Battle Creek
Kidd, Dater & Price Co., Benton Harbor
C. E. Elliott & Co., Detroit
Kramer & Sons, LaPorte
Ed. M. Lieblein, Hancock

Jennings Flavoring Extract Co.
Manufacturers
Grand Rapids, Mich.

Rapid Growth of Banking Interests of Michigan.

The annual report of the State Bank Commissioner, recently issued, contains a table showing how banking interests in Michigan have grown in twenty years. The showing will probably surprise even those who have thought themselves to be well informed as to the banks of the State, and those who have not kept tab on the financial development will be considerably more than surprised.

In 1889 there were 113 National banks in Michigan, with a total capital of \$15,674,600 and total resources of \$66,051,502.97; now there are ninety-nine National banks, or fourteen less than twenty years ago, with \$15,189,500 capital, a shrinkage of approximately \$500,000, and total resources of \$157,531,530.54, or an increase of 230 per cent.

In 1889 there were ninety State banks and two trust companies, with a total capital of \$7,254,559.10 and total resources of \$47,354,272.90. Now there are 376 State banks and five trust companies, or four times as many, with total capital of \$22,161,133, or three times as much, and total resources of \$273,718,216.23, or an increase of nearly 600 per cent.

The great growth it will be observed has been in the State banks. This is due to the wider latitude allowed the State banks in doing business. The National banks are limited pretty closely to commercial business and can not loan on real estate. The average small town bank would not have much of an excuse for existence if its business were confined to commercial loans, and therefore they are organized under the State law which permits real estate loans.

The banks seem to have prospered in the twenty years. In 1889 the State banks had surplus and profits equivalent to about 40 per cent. of the capital and now notwithstanding the great increase in the capitalization the percentage is about 75 per cent. The National banks twenty years ago had 30 per cent. of surplus and profits and now have 60 per cent. This comparison seems to be in favor of the State banks.

The State banks in 1889 had loans and discounts of \$22,624,667 and stocks, bonds and mortgages of \$15,645,031, and these items now stand respectively at \$105,908,706 and \$109,045,073. In the same time the Nationals have increased from loans and discounts \$45,860,178 and stocks, bonds and mortgages \$4,716,830 to \$92,367,238 and \$26,306,496, respectively.

Including savings, commercial and certificate deposits and not due to banks, the State bank deposits have grown from \$36,051,781 to \$226,832,752, and in the same period the Nationals have increased from \$35,217,989 to \$103,669,284.

In the last five years twelve National banks have been established and in the same period 134 new State banks have been started. The new National banks have been established in the cities; State banks have sprung up all over the State, in the prosperous small towns and agricultural cen-

ters where there are business to be done and checks to be cashed or deposits received. Many of these small town banks, as indicated by surplus and undivided profits, are well managed and prosperous.

An item of assets that is not particularly desirable is met with in nearly every bank statement, and that is "over drafts." To acquire an over draft seems, in fact, to be regarded as one of the first essentials to conducting a bank. Some of the banks in their very first statements show that some depositor has pulled out more than he has put in. These over drafts are rarely large in amount, but they are almost always in evidence. There are some exceptions to this rule, however. The Presque Isle County Savings Bank does not carry an over draft account, and in the same happy condition are the State Bank of Memphis, the Union Savings Bank of Manchester, the State Savings of Lapeer, the First State and Savings of Flushing, the State Savings of Dowagiac, the Wayne County Savings of Detroit, the Detroit United of Detroit, the Eaton County Savings of Charlotte, the State of Carleton, the Lenawee County Savings of Adrian, the Clinton County Savings of St. Johns, the State Savings of South Lyon and perhaps half a dozen others. The National banks are as prone to over drafts as the State, but the figures do not seem to run quite as high. Among the National banks that appear to have rigid rules against over drafts are the Bank of Commerce of Adrian, the First of Hubbell, the First of Iron Mountain, the First of Norway and the First of Ontonagon.

A study of the report shows that the State banks in this city are behind other State banks in at least one respect, and that is in seeking deposits from other banks. In this city the National banks carry ten times as much due to banks as do the State banks. In Detroit the State banks carry about 25 per cent. of the total, in Saginaw the State banks have about a third of all the due to banks in town, in Battle Creek the State and Nationals break nearly even, in Kalamazoo the States have more than three times the Nationals, in Bay City the States are well in the lead, in Jackson they have all and it is the same in Ann Arbor. In Port Huron the States have two-thirds of all and in Marquette more than half. In Lansing, Adrian and Muskegon the Nationals are ahead. Apparently the State banks in other towns find it worth while to cultivate the friendly relations of the banks in the small towns around them. In this city the State banks seem to have neglected this particular field. There are evidences, however, of an awakening in this respect, and the Nationals may yet have to hustle to hold their own.

Extenuating Circumstances.

"I was caught whispering in school to-day."

"Haven't I told you not to whisper?"

"Well, ma, I was telling Mrs. Jones' little girl that you had a new hat."

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

In the matter of Harold M. Collins, bankrupt, notice is hereby given that the assets of said bankrupt, consisting of a general stock of jewelry, together with store furniture and fixtures and book accounts, will be offered by me for sale at public auction, according to the order of said court, on Tuesday, the 29th day of March, A. D. 1910, at 10 o'clock in the forenoon of said day, at the former store of said Harold M. Collins, at No. 305 Howard street, Petoskey, Michigan. The sale will be subject to confirmation by the court. The inventory of said assets may be seen at the office of Hon. John J. Reycraft, Petoskey, Mich., and at the office of Hon. Kirk E. Wicks, Referee in Bankruptcy, Houseman building, Grand Rapids Mich.

Dated March 15, 1910.

John J. Reycraft,
Trustee in Bankruptcy.

Peter Doran,
Grand Rapids, Mich.,
Attorney for Trustee.

There's a lot of difference between putting sins away and covering them up.

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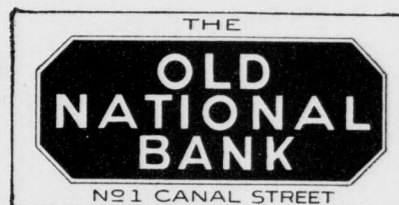
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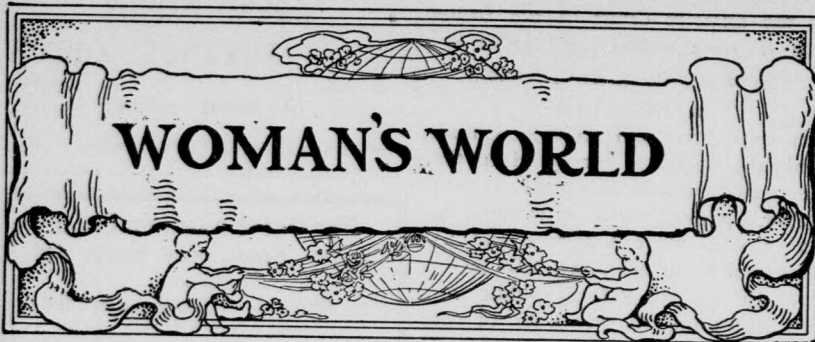
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On Your Surplus or Trust Funds If They Remain 3 Months or Longer

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All Business Confidential



The Romance of Life Still Exists.

There be some people, cynical philosophers, who declare that romance in everyday life has ceased to exist. Such people are wrong, and their wisdom approaches folly. As Rudyard Kipling says: "Our lives hold quite as much romance as is good for us, sometimes more."

It is true that this century claims to be, and is, intensely practical. The struggle for life is strenuous, and many are forced to "cut their hard paths straightly by Poor Richard's eloquence." On the other hand, we are continually told that modern society has no earnestness, no depth, little or no sincerity, and, worst of all, no high moral standard. Fashion and pleasure and a sham love are the amusements of the hour. To outshine each other in dress, in engagements, in admirers is apparently the whole duty of young women in the "classes." Of many of these it may be said, as Thackeray said of Blanche Amory, that while emotions are necessary to them, they are unable to carry out emotion to the full, but have "a sham enthusiasm, a sham hatred, a sham love, a sham grief, each of which flares and shines vehemently for an instant, but subsides and gives place to the next sham emotion."

Also the story is told of a prominent society man, a most desirable parti, much pursued, who declares that he never writes a letter to a woman, not a relative, without first submitting it to a lawyer.

Nevertheless a divinity does not cease to exist because its temple is desecrated; and none can deny that love is the greatest thing in the world. It is not merely the fulfilling of the law; it is the law itself, the fundamental fact of the universe, the sunshine which is the source of light and life, which makes "the desert blossom as the rose."

There can be no love without romance. Take that away and poetry vanishes; even as war without romance is merely licensed slaughter, so love bereft of its sentiment is but an affair of sale and barter, or at most of brute passion. That can hardly be called a natural union where the imagination never has been kindled; where hearts are untouched; where, in a word, all romance is absent. It is quite a different matter from a love affair when a man wants to "settle" for prudential reasons. The one man wants to marry because he has fallen in love, and can not be happy without the beloved one; the other desires to fall in love because he wishes to marry. As George Eliot

says: "It's a deep mystery the way the heart of a man turns to one woman out of all the rest he's seen in the world, and makes it easier for him to work seven years for her, like Jacob did for Rachel, sooner than have any other for the asking." Foolish people think of love as a good joke, a subject for fun and banter; wiser men understand that it is a gift of God, and that to fall seriously in love is, for good or evil, among the most important things that one can do.

Says Emerson: "All mankind loves a lover. We see them exchange a glance or betray a deep emotion, and we are no longer strangers. We understand them, and take the warmest interest in the development of the romance. The strong bent of nature is seen in the proportion which this topic of personal relations usurps in the conversation of society. What do we wish to know of any worthy person so much as how he sped in the history of this sentiment? What books in the circulating library circulate? How we glow over these novels of passion, when the story is told with any spark of truth and nature!"

In the meanest hut there is romance if we but knew the hearts there! So long as the tired clerk lengthens his homeward journey after the toil of the day, in order that he may pass his sweetheart's window; while the soldier goes into action with a woman's picture on his breast; while a man treasures a torn glove, or goes out nominally "for a smoke," but really to look at the stars which are shining alike upon him and on her whom he loves, who shall dare say that romance is dead with the age of chivalry? "Every form of human life is romantic!"

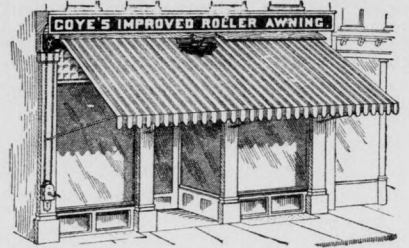
All the same, the lover should endeavor to blend practicality with his romance, otherwise he becomes a mere dreamer and impossible. Rhapsodies over the attractions of his lady-love are but empty compliments unless he strives to make a home for her. Impassioned utterances in the light of the moon are all the sweeter when they come as a relaxation after strenuous efforts to make marriage a speedy possibility. Desperate lovemaking and pretty speeches will not purchase chairs and tables, although they may sweeten the possession of them. The real man, the true lover, will make his romance gild the practical side of life. He will not make it an excuse for idle dreaming and aimless in consequence. Jacob proved his love by seven years' hard work.

A pretty little story of a lover who worked for love's sake and was in-

spired by love while doing so was recently told by a London daily newspaper. At an examination for a civil service appointment a candidate was observed to take a piece of card from his pocket. Whenever a stiff piece of work was reached out came the card; and after gazing at it earnestly for some moments the youth would put it away and go on writing with redoubled energy. The examiner thought that he had detected him copying and demanded to see the card. The young fellow blushed, but handed it to the examiner. It was the photograph of a pretty girl, the one whom he hoped to marry if he obtained the appointment. He had been gaining courage and inspiration from the beloved face.

When the great apostle wished to

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CITIZENS TELEPHONE COMPANY

Has enjoyed a net growth of more than 200 telephones in its Grand Rapids Exchange during the past two months, and a great growth in others of its many exchanges and long distance lines, so that it now has

MORE THAN 10,460 TELEPHONES

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**For business, pleasure
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Telephone Company**



describe the love of Christ for his church he could find no more fitting simile than that of true husband for true wife. It is love, romantic love, which makes of marriage the most sacred and beautiful of ties; that sweet passion which South has called "the great instrument of nature, the bond and cement of society, the spirit and spring of the universe," which, wisely controlled and rightly bestowed, warms, elevates, and brightens life. But it should not be lightly given nor heedlessly accepted. The heart should carefully discriminate between true love and its many spurious imitations; with its sacred aureole of glory no unworthy object should be crowned, neither should it be allowed to dominate reason and judgment. Romantic love is by no means one and the same with blind, unreasoning passion. Dorothy Dix.

Dooley On the Cost of Living.

"An' so it goes. I complain iv th' rent me landlord asts me, an' sometimes I accede, as Hogan says, to his request. Me landlord complains iv th' way th' plumber overcharges him. Th' plumber says he can't do any better thin make a livin' on account iv th' rapacity iv th' plumbers' union. Th' most prominent, distinguished an' wealthy member iv th' plumbers' union borrid two dollars fr'm me yesterdah because he cudden't pay his bills out iv th' vast hoards that he'd wrenched fr'm his boss fr' mendin' waste pipes.

"An' th' sthrange thing about it is that it's always been thrue in my recollection, an' I can remimber almost as far back as to think iv mesilf hollerin' "mort" to ye whin we were buildin' th' pyramids. Ye'll say th' cost iv livin' was niver higher fr' ye an' ye ar're right. Ye say it niver was so high an' ye're wrong. It's always been th' same fr' ye an' th' likes iv ye. I niver knew th' day whin ye weren't about th' same number iv jumps behind in th' race with th' price iv eggs. Whin ye're not wurrukin' eggs is down. Whin ye ar're wurrukin' they're up. That's all there is to it. Ye're to blame, me boy, because a college profssor in Harvard can not afford to buy himself a new hat. Ye've caused th' boost in prices. Whin ye had less wurrk ye ate less an' wore out fewer clothes. Whin ye got a stidy job ye raided th' grocery store, th' price iv pork chops took a sudden leap, an' whin th' profssor at Harvard wint down to th' foreman an' got his pay check that had been ample while ye were onemployed he found har'ly enough in it to pay th' butcher's bills. Whin ten millyon iv th' likes iv ye gets twenty-five cints a day more pay there's just that much added to what it costs iverybody to live."

"But what am I goin' to do about it?" said Mr. Hennessy.

"Some pollytickal economists are in favor iv ye're not eatin'," said Mr. Dooley. "I wud say stop wurrukin' if it gives ye such an appetite."—F. P. Dunne, in American Magazine.

When your heart feels starved try to take another boarder in.

The Experience of Uncle Will as a Shopper.

Uncle Will was a most accommodating uncle to the youngsters and a most devoted brother to their mother, therefore when Uncle Will started to town his sister did not hesitate to ask him to buy something she needed nor did the children hesitate to demand that he bring candy.

What Uncle Will's sister needed was some sewing machine needles for a Busybody sewing machine, model C-23,468.

"All right," said Uncle Will; "all right, I've got the number down. How many shall I get—a quart?"

"Heavens, no!" said his literal sister; "all I want is two or three. Be sure they're for a high-arm Busybody machine with a tangent shuttle, No. C-23,468."

Uncle Will thought of sewing machine needles as he was going to the station on his way home. He stopped a policeman and asked him where sewing machine needles might be had. The policeman considered.

"There's a place," he said at length, 'across town, but it's a long way from here. They keep all kinds of machinery—engines and things."

Then a bright idea came to him—an inspiration:

"Why not ring for a messenger boy," he said, "and have him show you the places?" This struck Uncle Will as a great time-saving scheme, and presently he was in tow of a red-haired messenger boy who smoked cigarettes profusely.

"We want some sewin' machine needles," said the boy as they entered the nearest department store. The floorwalker pointed dramatically toward the elevator.

"Seventh floor—rear," he said and departed.

"What kind of needles?" enquired the saleswoman. Uncle Will dived into his pocket.

"Busybody, high-arm, tangent shuttle, No. C-23,468," he read from his memorandum.

"Don't keep 'em," said the lady briefly, turning to resume her interrupted conversation with a lady friend who had called.

At the next store they offered needles for a Hummer machine, said to be made by the same people.

"Is it the same as the high-arm tangent-shuttle machine No. C-23,468?" Uncle Will asked.

"Not exactly," said the tall spectacled man who waited on them, "but it's a good machine. You'd better let me sell you one—"

Dinner time came and Uncle Will treated the messenger boy to pie. Then the hunt was resumed.

"This is a cinch," confided the messenger. "You're payin' for me time an' me feed." Uncle Will said that was all right, and the two entered another department store.

"Of course we have them," said the manager of the department; "we keep everything in supplies."

"For a Busybody, high-arm, tangent-shuttle machine, No. C-23,468?" enquired Uncle Will joyously.

"Certainly," said the department manager; "what size do you want, and do you want them for the tailor model or the home model machine?"

Uncle Will scratched his ear.

"Give me both," he said, "and all the sizes."

"It was so good of you, Will," said his sister, "to bring me these, but none of them will work. I need size No. 3—didn't I tell you?"

"You didn't," said Uncle Will, briefly. "I'm going down to the postoffice for a while. Leave the front door unlocked."

IF YOU CAN GET Better Light

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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.

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Grand Rapids, Mich.

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IT WILL BE YOUR BEST CUSTOMERS,

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

HAND SAPOLIO

Always supply it and you will keep their good will.

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

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



What Chicago Women Wear.

Soon it is good-bye to the clothes of winter, for already the sunshine is bringing out the early straw hats and the tan and gray tailored suits. Before the farewells are said, however, several pretty winter costumes remain undescribed, and one of these was worn by Mrs. Charles Counselman, that attractive young matron who was "one of the Felton girls."

Mrs. Counselman was walking down Dearborn street with her husband in the heart of the noonday rush when she appeared in this street suit of slate serge made with plaited skirt which reached the ankles and a coat which came within six inches of the bottom of the skirt. The coat, in fact, was Russian blouse in style, heavily braided in black, with broad silk braid of black outlining the seams. A big puffy turban of black velvet was worn with the hat.

Mrs. C. A. Chapin at a recent morning was gowned in a trained sage green velvet two piece suit with a fancy yoke of white lace in the dress and a plain coat of good length. With this was worn a large black velvet hat trimmed with two long tan feathers.

Miss Margaret Herrick, whose exquisite choice in garments so often falls to the plain tailored skirt suit or simple evening gown, with one dark blue coat suit, wears a large gray beaver hat with a "wreath" of white marabout about the crown. Her mother, Mrs. John J. Herrick, has been seen in a dark blue two piece suit, the skirt and coat of serge. The yoke and sleeves are of tucked chiffon in the blue, the front and back of the bodice trimmed in black satin bands with loops and buttons. The hat with this costume is a close fitting turban of dark blue beaver with blue and gold draped into the folds and wings of dark blue touched with white caught at the left side with rosettes of pale blue velvet ribbon.

Mrs. W. J. Bryson is in the "laverder crowd," wearing a serge of heavy weave with braided coat and a yoke in the dress of heavy net in the purple. A velvet "Tam" with silk brim goes with the dress.

Mrs. Leroy Fuller has inclined strongly toward black and also to dark colors this year, wearing for one a plain black broadcloth with a big black velvet hat, the brim rolled severely from the left side and trimmed in flowers, and Mrs. Charles Dempster has worn a hat of black turned back at the left front. A crown of blue velvet and blue velvet rosettes give the hat a lighter tone.

Mrs. Louis F. Swift has a heavy

blue serge coat and skirt with a waist of blue chiffon of the same shade. A turban of sable sometimes is worn with the suit, two wine colored plumes trimming the left of the hat. Jane English.

Two Novelties in Work Bags.

The girl who is at a loss what to make for prizes or engagement gifts need not despair so long as work bags remain popular and new ideas in them are always in demand.

Two that are novelties more in the arrangement of their colorings than in shape are here given:

The first is a round bottomed bag five inches in diameter. This bottom may be of raffia or of thick double pieces of pasteboard covered with silk or velvet and overcast together.

The top or bag part instead of being of one material, as is usual, has the lower half of its ten inches of flowered ribbon with the upper part a plain color, the tone of the predominating shade in the flowers. The joining is covered with narrow gilt braid, and gold colored silk is plaited together and used for a drawstring.

Never make the mistake of using metal braids, however supple they may seem, in a casing. Your bag will be ruined with one or two drawings up.

The top of the plain part is turned down two inches for a frill, or the interior of the bag may be lined throughout with the plain color. Proportions of the bag can be changed at pleasure. Sometimes the flowered section will occupy more than half, again only a third. One stylish affair had the plain color like a band in the middle, with flowered ribbon on both sides. In this case the edges were outlined with gold braid.

Another bag with an oblong pasteboard bottom had it so arranged that the lower section buttoned on at one side and could be opened, to serve as a needle book, silk holder or for a case for scissors, tape measure, rule, bodkins and other utensils held by straps.

The top of bag is made of flowered silk overcast to upper part of bottom, the stitches concealed by a row of dull gold galloon, turned up on bag to depth of an inch and a half. The two inch casing is made of black satin ribbon sewed to the flowered material so it comes on the outside like an outer facing.

Rose St. John.

Fourteen Mistakes.

To attempt to set up our own standard of right and wrong and expect everybody to conform to it.

To try to measure the enjoyment of others by our own.

To expect uniformity of opinion in this world.

To look for judgment and experience in youth.

To endeavor to mold all dispositions alike.

Not to yield in unimportant trifles.

To look for perfection in our own actions.

To worry ourselves and others about what can not be remedied.

Not to alleviate, if we can, all that needs alleviation.

Not to make allowances for the weakness of others.

To consider anything impossible that we can not ourselves perform.

To believe only what our finite minds can grasp.

To live as if the moment, the time, the day were unimportant.

To estimate people by some outside quality, when it is something within which makes the man.

We are manufacturers of

Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

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

Grand Rapids, Mich.

HOUSE CLEANING

House cleaning time is here, the time when your customers buy Lace Curtains, Curtain Nets, Curtain Swisses, Shades, Curtain Rods, Rugs, Carpets, Oil Cloths, Linoleums, Matting, etc. If your stocks are low let us replenish them for you. Mail orders promptly and carefully filled.

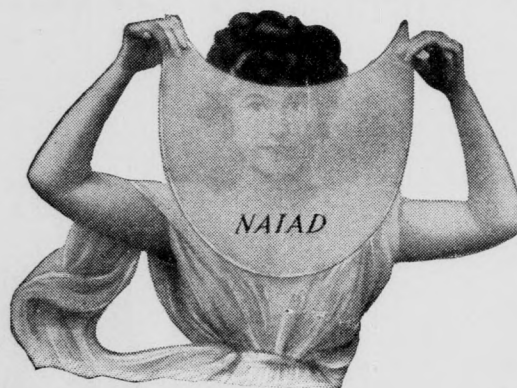
P. STEKETEE & SONS

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Grand Rapids, Mich.

"The Crowning Attribute of Lovely Woman Is Cleanliness"

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Odorless

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Dress Shield

SUPREME IN

Beauty, Quality and Cleanliness

Possesses Two Important and Exclusive Features

It does not deteriorate with age and fall to powder in the dress—can be easily and quickly sterilized by immersing in boiling water for a few seconds only. At the stores, or sample pair on receipt of 25 cents. Every pair guaranteed.

The C. E. CONOVER CO., Mfrs.
101 Franklin Street, N. Y.

HIRING HELP.

A Jobber's Experience and a Youth's Victory.

Written for the Tradesman.

Just as I entered the general office of a large jobbing house a few months ago I noticed a very attractive appearing youngster as he stepped from the private office of the General Manager and as he came toward me, down the desk-lined alleyway leading to the main entrance, I heard one of the office clerks ask: "Well, did you get it?"

I did not hear the low spoken reply, but when I slipped into the Manager's office I saw that gentleman looking very despondent and with a seemingly aimless expression in his eyes, staring through the window into the street.

Giving the gentleman a cheery "Good morning" I expressed the hope that he was feeling good and ready to be bored.

Cordially responding to my greeting he added: "No, I'm not feeling good, and I'd give a good deal if I didn't have to do some things that come to me now and then."

Thereupon, recognizing the respectful but silent enquiry that was evident in my face, he explained that there are several positions upon the staff of his establishment which may not be filled except by his personal investigation and approval. And then: "Did you notice that good-looking chap who left my office as you were about to enter?"

Informed that I had observed the person in question, the jobber continued: "Well, that boy is a high school graduate, comes of splendid stock—his father is a very good and highly esteemed friend of mine—and he wants to be taken on for a position, one of the kind that I have to decide upon. There is nothing that would have pleased me better than to have given him the chance, but I just had to turn him down and it breaks me all up."

Filled with a desire to know more, but not wishing to appear inquisitive, I made no reply, at which, as though fearful of conveying a wrong impression, he quickly added: "Mind you, I know nothing positively against the young man except that he has had very limited business experience. He is a competent accountant, I believe, for the reason that my own son, a classmate of his, told me he was an excellent pupil in the high school and stood high in his class at graduation."

Then the merchant explained why he had felt compelled to "turn down" the applicant: In the first place the youngster was very deliberate in his movements and slow of speech, "didn't seem to have any ginger." And then he spoke in a low, almost timid tone of voice "as though doubting his right to the privilege of applying for a position."

Involuntarily I exclaimed: "Such diffidence is common among boys."

"No, it wasn't diffidence," replied the jobber, "that is, not a diffidence born of modesty. It told me as plainly as though the lad had made the charge, that he lacked self reliance; that he had been too long dependent

on his father and too generously favored in all ways at home."

"I've known many a 'singed cat' of a boy who answered to just such a description as you have given," I observed.

"But I'm not through with my description," interrupted my friend. "This boy was immaculately attired—his father is very well to do—but his right hand thumb and forefinger fairly yelled the cigarette slogan, while the folded paper he carried in his left hand was a copy of the 'Smart Set' magazine."

"And those two facts—the cigarette habit and the flash journal—settled it," I at once commented. Receiving no response I urged, "That was it, wasn't it?"

With a smiling confession spreading over his good natured face, the jobber admitted: "Yes, I guess that is what decided the matter; but just the same I hated awfully to tell the boy I couldn't engage him. He's a mighty good fellow, my son says."

"Did you offer any explanation, any excuse?" I asked.

"No, I simply told him I was afraid he would not answer the requirements of the position, which is one of considerable responsibility," replied the jobber and, observing a quizzical twinkle or something in my eye, he continued: "Really, I suppose I should have told him that I couldn't afford the risk of having lighted cigarettes about my establishment; that the magazine he held in his hand is a publication which does not meet with my approval and that, judging from his speech and movements, I feared he lacked force, both mental and physical. Was that what you were going to suggest?"

"Not exactly," I replied. "In fact, I was not going to suggest anything unless invited to do so."

"All right, go ahead, old man," said the merchant as he reached into a drawer in his desk. "Go ahead. I invite your criticism. Have a cigar."

At this, after lighting the cigar very deliberately, I gave it as my opinion that the youth might have been given a trial with an understanding that cigarettes were under taboo in the establishment; that genuine concern in the advancement of the interests of the enterprise would be expected and that reliability, faithfulness and energy would be certain to receive recognition. "Then, if the boy fails, you could not be annoyed by the thought of any shortcoming on your part," I concluded.

"Very good, very good," quickly returned my friend, "but this business is purely mercantile, not domestic nor parental. We are quite willing to do all we can to develop good and competent merchants, buyers and sellers of merchandise; but we can not undertake to correct homebred defects."

Just then the desk buzzer sounded and the merchant, placing the telephone receiver to his ear, called: "Hello."

Thereupon, much to my own chagrin, I heard one end of the dialogue which, disconnected and broken although it was, I felt certain related to the applicant who had been "turned down."

Presently with an: "All right, send him down in the morning," the jobber turned to me with:

"What do you know about that? The boy went at once to his father's office, told how I had declined to give him a position and what do you think?"

I admitted my ignorance and he continued: "He told his father that he felt sure my refusal was because of his stained thumb and finger and the 'Smart Set'—which wasn't his but

a copy he had just borrowed from my son, my son, mark you—and that if I would give him a trial he would cut out cigarettes, read nothing but the Ladies' Home Journal and give me the best there is in him."

"That boy's a mind reader," I said. "He can sell goods."

"He can learn," said my friend, "and his father says he'll see to it that the boy gets right down to brass tacks and stays there until he makes good. And so I told him to come on to begin work to-morrow."

And the boy began work the next day and up to date he is making good in splendid fashion. L. F. Rand.

The Influence of Environment.

The parrot which belonged to the rich malefactor sat in its gilded cage, contemplating a price mark which had not yet been removed. Presently the magnate approached and the bird looked at him. He had been on the witness stand that day in an important case and was feeling rather elated over his successful testimony.

"Hello, Polly!" he greeted the bird, sticking his finger through the bars.

"Hello!" responded the parrot, ignoring the finger.

"Does Polly want a cracker?"

The bird cocked its head to one side enquiringly. The magnate laughed at its manner. Possibly the bird had not quite understood the question.

"Does Polly want a cracker?" he repeated.

The bird still looked at him with slanted vision, but made no reply.

"Oho!" he laughed. "You are not hungry. Have you had your dinner?"

"I don't remember," croaked the bird, and the magnate ordered the butler to remove it from the premises forthwith.



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CIVIC RIGHTEOUSNESS.

It Is Working Wonders on Grand Traverse Bay.*

While I am quite free to admit that I inherited a disposition to see the practical, serious side of nearly every proposition—a sort of pre-natal inability to recognize the ludicrous aspect of any situation—I must confess in the presence of this distinguished assembly that I smiled voluminously, even audibly, when I fully comprehended the details of my invitation to address you upon this occasion.

In the first place I appreciated the great honor of being asked to be with you, and in the next place I was greatly pleased over the fact that I was urged to discuss civic righteousness and one of the chief factors in its net result—co-operative effort.

Then slowly, irresistibly, like the wondrous unfolding of a matchless picture in nature by the noiseless lifting of an impenetrable fog, it dawned upon me that whatever I may have to say upon my pet topic my remarks would be completely overwhelmed by the presence and the eloquence of eminent citizens who are just now very importantly before the people of Michigan—the real-for-true people of Michigan: those who worship at the shrines of Lincoln, Blaine, McKinley and John Hay; those who believe in the patriotism of Col. Roosevelt, Elihu Root, President Taft and their conferees.

However, I am here and unafraid. I am like the muscular, cool headed and conscientious iron worker, one of the modern sky-pilots who was at work riveting bolt heads on a great steel I-beam of the Singer building in New York more than 250 feet above the pavement of Broadway. "Do you ever try to think," he was asked, "what would happen if you should lose your grip and fall?"

"Not on your life!" was his reply and he continued, "I'm too busy thinking about what will happen if I don't hang on."

So I am very much occupied just now in trying to hang on.

I have said that I am not afraid. In the light of very recent events in Grand Rapids I must temper that claim slightly by admitting that I am woefully embarrassed.

Out of a total Republican vote of 17,000 the city of Grand Rapids last Tuesday cast 4,000 votes for Otto H. L. Wernicke and 4,000 votes for George E. Ellis; the first named a man of absolute rectitude, marvelous force and in every particular a very high grade citizen; his competitor a man exactly Mr. Wernicke's opposite.

Thus a man who made his debut in local politics out of a spirit of genuine civic righteousness and who, had he received the nomination and been elected the official head of our city, would have given the people of Grand Rapids a progressive, reputable administration was defeated. Why?

Because about 9,000 influential, high minded citizens, many of whom had

urged Mr. Wernicke to become a candidate and who had promised to give him their support and votes, forgot to enroll their names in their respective precincts on the date designated, at the same time declaring their party affiliations.

Because 3,000 men who are at heart full of civic righteousness forget a simple duty easy to perform they were not permitted to vote—not allowed to keep the promise they had made in all sincerity.

And so, as civic righteousness is a factor I was asked to speak upon, I bring my home town's experience to your attention.

It is perfectly delightful and splendid to evolve civic center features, to plan boulevards and parkways, to set out trees and shrubbery, to establish public playgrounds, and all that, but such things may not be well and permanently done unless those who are so in earnest as to civic righteousness bear constantly in mind the fact that there are political duties—unpleasant conventionalities, perhaps—which they must not fail to observe.

Civic righteousness embodies active, individual effort in behalf of political campaigns. Those who profess to be thus righteous must remember registration days; must see that others remember them; must remember election days and see that others get out to vote.

Unless men do this their claims to civic righteousness are empty and farcical.

Speaking of civic righteousness and its natural offspring—harmonious co-operative effort—the people of the Grand Traverse region—in fact, of all of Western Michigan—should be most willing and efficient workers in such directions, because all of the splendid possibilities thus far realized in the territory indicated were made feasible by an example of co-operation set by the Indians almost a century ago.

At that time all of this wondrous country of inland lakes, magnificent forests and natural resources awaited the touch of modern civilization, and the aborigines, realizing the fact and even at the tearing of their very heartstrings, came together—fifty-seven Ottawa chiefs, seventeen from the tribes at L'Arbre Croche and Little Traverse, fourteen from the tribes at Cross Village, three from the Mackinaw tribes, six from the tribes around your own splendid bay, ten from the North Manistique River, two from the Manistee River, one from the Platte River over in Benzie county, one from the Pere Marquette River, two from the White River and one from the Grand River tribes. These red men, in grand council, elected Augustin Hamelin, Jr., of the Ottawas, to the position of Head Chief of all the Ottawas and agreed to "ratify all his doings as such." And this agreement was fulfilled to the letter. At that time the Mississippi River was the western boundary of the Territory of Michigan, so that when Augustin Hamelin, Jr., became the Head Chief of all the Ottawas all of the harbors and inlets around the Great Lakes and all of the forests and mines in Michigan and

Wisconsin became available to the white men.

Then came the traders and their couriers, the hunters and trappers, the pioneer settlers and the lumbermen in the rotation specified. Sawmills sent up their smokestacks at nearly every lake harbor; general stores, boarding houses, logging roads, tote roads, skidways, lumber piles and farming communities developed in quick succession and little hookers, two-masted schooners, three-masted brigantines and even brigs were in continuous procession up and down the east shore of Michigan, with frequent wood burning steamboats to emphasize this naval parade of the long ago.

Traverse Bay, both arms of your great inset from the lake, became the most active and most generously frequented feature of the revelation.

Speaking of the term, Grand Traverse, there are hundreds of locations thus designated all through New Brunswick, Nova Scotia, Canada, British Columbia and in most of the states adjacent to the Great Lakes or in the Valleys of the Mississippi and Ohio. Grand Traverse is a familiar term. In a voluminous historic rhyme of some 600 lines by the late Albert Miller, of Bay City, dedicated to the rivers of the Saginaw Valley, he says, referring to the present site of the city of Flint:

"Where the Saginaw trail Flint River crossed
Had a long time been a trading post;
The river in half a circle came.
'Grand Traverse' then was the new French name.
Called 'Squo-ta-wing' by Indian race.
Which means the fire land or burning place."

And yet there is really but one great Grand Traverse region in or immediately adjacent to the Great Lakes, and Traverse City is the lasting monument erected in its honor—a splendid memorial to a great period, an ever-growing tribute to the achievements of brave, self-reliant, upright, industrious and ambitious men and women—who were ambitious for their children, their homes and the neighborhoods where they located; who believed in co-operative effort wisely co-ordinated; who had faith in themselves, their neighbors and friends and in the possibilities of the section with which they identified themselves.

Now, permit me to ask if such men and women, under such conditions, could not only exist but were able to progress as they did—developing from a population for your county in 1860 of 1,288 to a county having over 25,000 in 1909; if your beautiful city was a hamlet of but a few hundred souls in 1860 and has grown to a bustling, thrifty community of 15,000 of loyal, industrious and enterprising citizens; if such a showing with such a beginning can be made in half a century, what may not you men and women accomplish during the next succeeding twenty-five years?

You have the location, the citizenship, the resources and the environment to not only perpetuate the honorable and enviable reputation you have gained as the most attractive, most progressive and best equipped city in the upper portion of Michigan's Lower Peninsula, but you are

able to—and beyond all question you will—improve on such a record.

Let the remembrance of what has been achieved by those who have preceded you—those who did not plan and build solely for their day but for yours—let this memory inspire you to look ahead ten, twenty and even fifty years with an ambition to have your work prove an equal inspiration to your children and your children's children and an irresistible invitation to others to come and join you.

There are to-day in your county and the nine adjacent counties of the Grand Traverse region about 160,000 people, according to the census of 1904.

The district embodied in the ten counties indicated—Grand Traverse, Leelanau, Antrim, Benzie, Kalkaska, Wexford, Missaukee, Charlevoix and Emmet—constitutes a remarkably productive and versatile territory; an area with hundreds of inland lakes and with, approximately, a thousand miles of shore line along your bays, inlets and Lake Michigan; a region which for picturesque qualities and attractions for the summer traveler and the sportsman has no superior; a region in which is grown the finest fruit produced anywhere; a district abounding in dairy farms, stock farms and general farms and a section peculiarly well located and equipped for any and all kinds of industrial enterprises—rolling mills, blast furnaces, flour mills, foundries, furniture factories, paper mills and canning factories; in fact, almost any kind of a factory.

I challenge anyone to name any ten counties in Michigan having better transportation resources by both water and rail than in the ten counties I have named. And when it comes to aerial navigation those counties can have airship stations on the summits of a thousand hills which make the knolls farther south look like molehills.

Where, I ask you, is there a section in Michigan that is your superior as to water power possibilities? You may, if you choose, generate sufficient hydro-electric power to operate and light all the railways, mills and factories north of Big Rapids, including the hotels at Mackinaw, Petoskey, Charlevoix and all the other resorts; enough to illumine the Manitous and the Foxes and to light every inlet on Grand Traverse Bay, Little Traverse Bay and Torch Lake.

Now, all this talk may sound like the frenzied fancies of a dreamer; may constitute a great big dream.

It is a dream—a vision awaiting the sorcery of good citizenship to transform it into a reality. It is exactly the same kind of a dream which fifty and more years ago impelled the pioneers to strive tremendously, hopefully and with adamant faith to begin developing the conditions surrounding you to-day. Those strong men and women saw the coming of farms; they saw the promise of railways and the creation of villages and cities where forests of pine and hardwood dominated. They did not dream of the electric railway, the telephone,

*Address delivered by E. A. Stowe at annual banquet Grand Traverse Lincoln Club at Traverse City, March 18, 1910.

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Eventually we believe you will buy one.

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After you use a National Cash Register you will very likely say, "I wouldn't take several times the price I paid for it. I wish I had used one every day since I started in business."

We say this because it is almost the unanimous expression of every user of a National Cash Register.

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Over 300,000 merchants are using National Cash Registers.

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We guarantee to furnish a **BETTER CASH REGISTER** for **LESS MONEY** than any other concern in the world.

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32 Amount Keys Registering from 1c to \$59.99, or 5c to \$59.95
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the rural free delivery and the restoration of water power to a par with steam.

And so I believe that my reverie as to your opportunity to-day is in no sense nearly so amazing or unlikely as was the ignis fatuus your predecessors in the '50s, '60s and '70s chased unceasingly and determinedly over your hills and valleys, through the magnificent forests and along your bay shores that they might satisfy their ambition to leave a proud record.

That record is in your keeping and it is up to you, citizens of the Grand Traverse region; it is up to every good citizen in all your ten counties to hark back—way back—and hark industriously.

Recall that historic day when the fifty-seven red men came together as one man and in perfect harmony of purpose and action. There was an example of good citizenship—however unwise it may have proved—based upon mutual confidence, mutual ambition to better the condition of those they represented and mutual faith in the people with which they bargained. Very largely because of this exhibition of tribal harmony by those fearless, self-reliant stoics who worshipped the sun and found their books of prophecy, their epistles and their gospels in the waters of the Great Lakes and the rivers, in the birds of the air and the wandering beasts of the forests, we are here to-day, planning as they planned, to the very best of our ability in behalf of the general welfare.

Never before in the history of civilization has there been more keen appreciation of the justice and efficacy of co-operative effort than is that which is recognized to-day. All over the world the spirit of co-operation is making itself felt as never before and in no country is this spirit manifested with greater fairness, more intensity or with larger usefulness than in our own United States.

The splendid co-operative effort in behalf of the apple industry of this region has already been met by co-operation elsewhere in Michigan. Even the railways are beginning to discern their interest in the matter.

As I was reading the other day how the people of the Spokane, Umatilla and Columbia River countries are "viewing with alarm" the surprising products of the fruit country in the Grand Traverse region and are beginning to feel uneasy over the organized, united efforts of the fruit growers in that district I wondered if that good old publican who was collecting taxes on the seashore near Capernaum ever suspected when he wrote the first gospel that he was originating a slogan for the fruit growers of Michigan.

Do you suppose he was enough of a dreamer to imagine that some day, centuries hence, people over in Oregon and Washington would, in referring to the people of the Grand Traverse region, exclaim: "By their fruits ye shall know them?"

Only a wooden man can wear a ready made opinion.

The Earth Larger Than Supposed.

The United States Geodetic Survey has been struggling for years with the problem of the size of the earth. With the help of other nations engaged in this useful enterprise, it now announces that the earth is larger than supposed, since the equatorial radius is 6,387,388 meters, or appreciably longer than formerly estimated. This works out the radius at the equator as 3,969 miles, nearly, and a circumference of 23,938 miles. The polar diameters and circumference are a number of miles less, owing to the figure of the earth being an oblate spheroid and not a sphere.

More interesting is the announcement that the rigidity of the earth is confined to a sphere some seventy-five miles below the surface, the supervening crust being of variable constituency, more solid underneath the seas and less so under mountain ranges. It is in this thin shell that the molten lava exists which occasionally bursts out through volcanoes. The rigid part is known to have about the weight of a similar mass of steel, but whether it is gas or liquid compressed to that constituency or is a solid is unknown. It is a subject which scientists have been investigating for years, and there are various opinions on the subject, the interesting point being that the same scientists change their views often.

Those who hold to a modified form of the nebular hypothesis of Laplace conceive that the earth was once like the sun, a mass of burning gas, and that the surface alone has cooled off, leaving interior gas compressed by gravity to the consistency of steel. Others think it is molten material, although rigid, and others conceive that the earth was built up by masses of two suns which collided and that the gaseous or even molten form was never attained except in part. The surface of the earth seems rough to us, but the highest mountain is only about one-five thousandth of the diameter above the level of the sea, which makes it relatively almost as smooth as a billiard ball.

What is the use of securing all this knowledge? Why should the Government spend thousands of dollars in efforts to determine the exact diameter of the earth, the wobbling of the polar axis, or the condition of the earth's interior? Because, in the first place, it adds to the sum of human knowledge of the orderly development of the universe. From a grossly material point of view this hardly seems worth the cost, but all these investigations have an aspect which in the last analysis is utilitarian. The mind which comprehends large things can deal with those of lesser value. Astronomy and astrophysics belong to the useful sciences.

How the Earth Is Weighed.

The earth weighs 13,000,000,000,000,000,000,000,000 pounds. In a strict sense of the word the earth has no weight at all, because the weight is really the pull of the earth itself on any other body. And as the earth is thought to be pulling on all parts of itself equally in all directions, the net result is, of course, no pull at all.

But if a large pair of scales be fixed at some point of the earth's surface, and if the earth could be brought up bit by bit, cubic foot by cubic foot, weighed and then returned to its place, it could be weighed. And the result would be as given. However, when we talk of the weight of the earth, we really mean its mass.

The possibility of finding the mass of the earth is due to Newton. For he taught that bodies pulled each other with forces depending solely upon their mass and their distance apart. He showed the way, and ten years after his death the first real weighing experiment was made. A succession of experiments resulted in the density of the earth being determined at $4\frac{1}{2}$. Then came the investigations of Mitchell and Cavendish, and finally those of Prof. Boys, who found that the earth had 5,521 times the density of water.

The weight of a cubic foot of water is about 62½ pounds. And the average weight of a cubic foot of earth is about 350 pounds, or about five and a half times as much as the cubic foot of water. But this is quite imaginary for specimens of the earth can be obtained only by mere scratches upon its surface. It has been shown by the pendulum that the earth's pull varies at different points on its surface. By timing the same pendulum at different parts of the surface, it can be found out how the weight varies from point to point.

Kipling's Cleverness.

A story by Rudyard Kipling was once running through an American magazine. By some means it became known that the price paid for that story was at the rate of a shilling a word.

Hearing this, a young American thought he saw an opportunity of taking a rise out of the author. He, therefore, wrote him a note in a somewhat sarcastic vein and inclosed an order for a shilling. The note ran thus:

"Hearing that wisdom is being retailed at a shilling a word, I send a shilling for a sample."

Mr. Kipling kept the shilling and sent the goods. When the recipient received the reply he found a sheet of notepaper enclosed, on which was written the one word, "Thanks."

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

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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?

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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.



Development of the Tubular Woven Neckwear Industry.

There is more than ordinary interest manifested at present throughout the neckwear industry in the tubular woven tie. This tie derives its name from the shape in which it comes from the machine by which it is woven.

This machine is so constructed as to weave the entire article much the same as ribbons are woven, except that they are double and seamless, making them tubular in shape as they are taken from the machine. In this connection it might be said that to a large extent the industry has been thus far confined to mills which manufactured or are still turning out ribbons.

The present interest in this line of merchandise does not, however, arise from the newness of the article under discussion, because it develops upon investigation that this tie is not a new article, but that instead the present activity is due to a stimulated interest in a line of manufacture that has been known and has been in operation for many years.

History of Tubular Ties.

Opinions vary as to the origin of making ties in this manner, but it is known that as far back as nearly thirty years ago an article of this character was manufactured in England and shortly thereafter introduced in this country by the American branch of the English manufacturers. During the greater part of the past thirty years this line has been sold, but has been pushed forward only spasmodically. These ties have only been given the attention that might be expected from houses that dealt in a host of other lines, some of which are supposed to yield a larger profit and consequently deserving of more attention.

At various times during its period of existence the tubular tie has aroused more than ordinary interest. Illustrating this fact, one of the oldest manufacturers of neckwear in this country recently stated that the present interest in this line of neckwear was the third time that it had attracted the attention of the market. After both of the former periods of popularity of this tie, according to this manufacturer, it relapsed into the background.

Manufacturing in This Country.

Tubular woven neckwear has been manufactured in this country for about fifteen years. The American-made ties were first placed on the market by a Philadelphia house, which has continued in the business and is still making these ties. For a number of years this concern limited its production to a silk tie to retail at 50 cents and a cotton wash tie to retail at 25 cents. Since the time that this concern started the manufacture of the article many others have launched in the field, believing

it to be a fruitful source of business. It might be here mentioned that the paths of these concerns have not been all roses, and some have found that the business has not been as fruitful a source of profit as they at first expected.

There are in the city of Philadelphia now six companies manufacturing this tie and operating a total of about sixty looms, twenty-five of which are operated by one company. The industry is not confined to that city, there being several other Eastern cities where the tubular tie is woven.

About the Machines.

Some information about the machines used in the construction of this tie might be of interest. Tubular woven ties are made on regular ribbon machines that have been slightly reconstructed or altered. To do this the ribbon machine is simply changed to operate a graduated reed, which is used in fashioning or shaping the tie. The cost of making this change averages about fifty dollars, and a complete loom machine ready for weaving the tubular tie may be purchased from the manufacturer for from \$500 to \$550. This covers the cost of the machine complete, which is only about \$50 more than the cost of a regular ribbon machine. The machines can be changed back for their original purpose, the manufacture of ribbons. One of these looms has a capacity of about 340 finished ties per day, the finishing process, however, being nothing more than cutting them off the desired length.

Aside from the description of the tie as related at the opening of this article, in explaining the name it might also be said that the tubular woven tie averages about forty picks to the inch, while the tie silk averages from sixty to one hundred and twenty picks to the inch. The tubular tie can be woven from a coarse or fine thread, either tight or loose. The strength and durability of the tie are in proportion to the coarseness of the thread and the tightness of the weave; that is, if a coarse thread is used and it is woven tightly the finished article will be strong and durable, while if the light thread is used and it is woven loosely the opposite will be true. The various qualities are made, not only by modifying the tightness of the weave and varying the fineness of the thread, but by the introduction of other than silk thread. The length of the tie is 48 inches. They can be made on the side or the top jacquard machine, but the side jacquard does not permit such a variety of patterns as the top jacquard.

Variety of Patterns Limited.

It is admitted that the variety of patterns permissible under the present prices of manufacture is limited to a smaller number than the cut silk line of neckwear permits, but the tubular line has the added advantage obtained by the fact that different patterns can be woven on the opposite sides of the same tie. For instance, a striped design may be woven on one side and a figured design on the other or different figured or striped designs can be woven on op-

posite sides. They are also made in combinations of a plain fabric on one side and a pattern on the other. The piece goods silk manufacturers make their silks on a top jacquard machine, while the tubular woven seamless ties are made to a large extent on a side jacquard machine. It is possible that in the near future a seamless woven tie will be made on the top jacquard machine in the same manner that the piece silks are made, which will permit the tubular ties to be brought out in patterns similar to the piece goods line.—Apparel Gazette.

What Is Success?

Men are being forced to the conclusion that moderation in all things is essential to a true judgment of all things, and that the ideal life is the well-rounded life, with broad views, broad culture, broad sympathies and broad purposes for good—the ability to separate the good from the bad in all lines of thought and activity.

In this broader view business loses rank as an end and becomes a means to an end—a means for making a livelihood, a field of wholesome activity and a school for the development of character and mental vigor.

W. P. Warren.

"Graduate" and "Viking System" Clothes for Young Men and "Viking" for Boys and Little Fellows.

Made in Chicago by

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

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

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Write us for samples.

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TWO
FACTORIES.
GRAND RAPIDS, MICH.

Communion Suits

In Long Pants
and
Knicker Pants

Now Is the Time
to
Place Your Order

H. A. SEINSHEIMER & CO.

Manufacturers
PERFECTION

CINCINNATI

ON THE OTHER SIDE.

How the Drug Stores Look To a Druggist.

Naples, Italy, Feb. 25—Pharmacy on the continent is conducted along lines quite different from those in our own country; and we have been interested in learning of these differences and of how our brother pill-makers conduct their places of business over here.

We have learned that the lines are drawn rather more closely than with us, unless it be in Italy, where laws are now being framed that will make this country included in the statement. For instance, in both Belgium and Holland, a diploma is necessary before one is qualified for the conduct of a pharmacy, and this comes only after an apprenticeship has been served; and the handling of anything but strictly pharmaceutical goods and the compounding of prescriptions are looked upon as very questionable in the one undertaking it.

Pharmacy is held as a profession, and he who infringes, by crossing the forbidden line, is looked upon as having lost his dignity.

The fact is that the places used as pharmacies are so small that anything else attempted would be out of the question, as sufficient room for more than half a dozen people is not left as open space, usually, in these places of business.

The reader must remember that in these countries named almost everywhere if he needs a toilet article, such as a tooth brush, soap or perfume, all of which are legitimately considered to be in the American pharmacist's field, he will have to go to the shop of the coiffure, who is none other than the hair dresser; however, those for both gentlemen and ladies exist, each carrying a line of articles for the toilet.

In these countries only so many pharmacies can be founded, averaging one for each ten thousand population; and but for this and the fact that the pharmacist dispenses largely only products of his own manufacture, could this professional man be sustained, as his volume is so limited.

Patent medicines are relegated to the background and one can easily see that strict pharmacy is not only believed in, but is practiced. Coming to Germany, you will find that, practically, business is done along lines above indicated; however, the American idea of adding other lines of goods has been learned and fuller lines of proprietary articles are noticed on the shelves of the dealers.

On the leading avenues one will discover quite a number of the stores having side lines, such as kodaks and photographic supplies, or something akin to those of his American brother, who adopted this course to maintain himself in a location that otherwise would be impossible.

The soda fountain has not found its way over here to any extent, perhaps on account of the drink habit otherwise filling the need of the people's appetite in that direction.

Some of the more common patents noted were Scott's Emulsion, which

we learned sells the best of all patents; Fellows' Syrup has a good sale; also Syrup of Figs, but on the basis of a 75c article. Colgate's line of soaps and dentifrices, Lyon's and Colox tooth powders, Cuticura goods and Bromo Seltzer were seen quite a considerable, but, to our surprise, Castoria failed to appear except as a rarity.

We have yet to see any American manufacturer represented in the line of perfumery to any extent appreciable, the only exception being a few bottles of Hudnut's and Colgate's toilet waters. This entire line of business seems to be in the hands of the French manufacturers.

While the preponderance in value is far in excess for the American druggist, because of the wide range of stock carried, yet there are some things he is not called upon to furnish. The German druggist does considerable business in the skins of black cats. We saw them hanging on strings in several of the shops and wondered if they were used in place of chamois for the manufacture of vests which are needed in the cold climate of Northern Germany; but, upon enquiry, after becoming curious, we were told that they were used as a cure for rheumatism and that considerable merit was attached to this mode of treatment (binding it over the affected part) and that many were disposed of during the season. Prices ranged from 87½c to \$1.25, according to size and depth of color.

We have had the difficult task of attempting to visit a wholesale drug store in Germany on two occasions and the first attempt brought us no farther than to run the gauntlet of guard, office boy and several clerks, to find after a half hour's wait that permission would have to be obtained of one who would not be in until the next day, which ended this attempt of seeing a Cologne drug jobber. While in Berlin we were enabled to get an audience with one of the officials of the C. W. Barenthin Co., a leader in wholesale drug circles of this large and thrifty city, and learned that drugs and chemicals, with a line of pharmaceutical products, are all the variety of stock carried by them. No attempt whatever was made in the sundry line, as brushes, combs, perfumery, etc., are carried by another line of trade and are considered a distinct business. Adreulin and Hydrastin, of a Detroit manufacturer, are carried and sold in limited quantities. Merck's and Howard's chemicals have the entire business practically in their line. Paris and London, as places for patents to emanate from, were quite noticeable, although many are made at home and in other German territory. Castoria was mentioned by us as having a tremendous sale in America and we were told that with them an occasional order through a London house is made for a three dozen lot. With Syrup of Figs it is quite different, as something like \$10,000 worth of this article was disposed of last year through this one firm.

Switzerland has quite the same pharmacy laws as has Germany and

the shops are conducted along the same lines, all more or less going into the line of sundries. This has been quite largely brought about because of such a large business coming here on account of tourists, who all demand their favorite American dentifrice or proprietary article, and the English customers also insist upon the perfume or powder of their fancy.

The drug stores here look quite natural, the class of goods being of the kind usually carried by us. The familiar names that greet one as he looks over the assortment of goods carried make one feel as though he were not so far away from home after all.

Coming into Italy we find a condition indicating progress, as laws are now being sought for, with a reasonable hope of success, as we were informed, that will place limitations around this profession, so that only a given number of pharmacies will be allowed for the population (probably one for eight thousand) and other legislation as to qualifications is hoped for that will place this land in the front rank of European countries as to pharmacy laws. Already, and for some time past, only those having qualifications have been allowed to conduct pharmacies, but the near future bids fair to still raise the stand-

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

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.

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Summer and Cottage Furniture: An Inviting Exposition

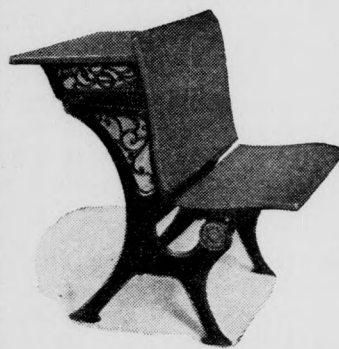
It is none too soon to begin thinking about toning up the Cottage and Porch. Our present display exceeds all previous efforts in these lines. All the well known makes show a great improvement this season and several very attractive new designs have been added.

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

Klingman's Sample Furniture Co.

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

More School Desks?



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

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

We can also ship immediately:

Teachers' Desks and Chairs
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Our Prices Are the Lowest

We keep up the quality and guarantee satisfaction.

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

American Seating Company

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA

ard in that a graduate only will be allowed to do so.

Here, as in Germany and Switzerland, what are called drogherias are quite plentifully distributed through the various cities which we have visited, and in these can be obtained all of the common medicaments, such as are usually known as household remedies. All the proprietary articles and some sundries will usually be found herein, but poisons can not be sold, neither can prescriptions be compounded.

In one small city that we visited twelve places in which drugs could be purchased were found, yet but three are dignified by the name "farmacia" or "apotheker," which means that those alone can compound prescriptions.

In Italy, if a grocery store sells drugs, it must be in full packages only, and these are in kilos or $\frac{1}{2}$ kilo quantities.

We were much interested in a visit to the leading wholesale drug firm in Rome (Farmaceutica di Roma), where we saw how crudely the business was conducted and on what a small scale, compared with our Michigan jobbers. We were told by one of the leading retail druggists that only the "hurry up" orders are purchased there, but that nearly all, of both drugs and chemicals, are bought in either Paris, London or Dresden, in order to obtain a good quality and right prices, the latter in consideration of a duty on all goods brought in, which on some classes runs as high as 25 per cent.

While in Florence, the American consul informed us of a very ancient drug firm founded by the monks away back in the fifteenth century and he urged us to make a call, which we did, much to our pleasure. The firm, Farmaceutica Santa Maria Novella, was named after the church standing near and in which these monks are particularly interested. Some retailing is still done, but the main feature is the manufacture of lines of perfumery, sachets and special proprietary preparations, of which is made a long list.

The store is worthy of more than a passing notice, for although it has been modernized within the last quarter of a century, it still has much that connects it with the early days of the profession. The trade mark of the firm is a standing figure, representing the body of a man in duplex with the name Galeno on the breast of the figure, who faces you, while around the head in a half circle are the names, "Ippocrate and Galeno." The entrance to the store is through a long hallway, up several steps, thence into a small entrance enclosed, when you are at the door opening into this very strange, yet beautiful store.

The first room is the retail department, about 24x30, with a 20 foot arched ceiling, beautifully painted. In it is one counter, about 10 feet long, with a lady clerk in charge. The stock is carried in wall cases only and consists of the goods manufactured by the firm. These, as has been stated above, consist of perfumery and pro-

prietary articles, and many odors and pretty packages are to be seen of the former, both in liquid and dry form, while the latter number fifty items, at least, and are made in many sizes and odd shaped containers. We were granted the freedom of the store and strolled about, seeing much that was interesting.

The room adjoining the one above described was about 18x24 in size, and had but a few immense size jar containers on the deep shelves. It seemed to be a passage way to the prescription room just beyond and had a very fine floor paved with marble blocks and the walls and ceiling were beautifully painted and some pieces of statuary were to be seen.

Another room, about 12x14, had seats around the outside as the only furnishings, but the painted walls were so magnificently done that much time could well be used while sitting to view these very interesting scenes, which depicted that which is akin to pharmacy.

Probably the most interesting room of all, to a druggist, is the one remaining to be described and which is connected with the one last mentioned. About 16x30 in dimensions, it is used to show the utensils of former times which were used in this pharmacy.

A mortar had a cover fastened with two adjustable bolts in such a manner that the drug to be powdered could be placed inside, and through it was a slot cut for the pestle, of a square shape and flat bottom, the idea being to rub the drug back and forth, rather than give it the circular movement thought necessary now-a-days. The prescription files for many years are to be seen in glass cases, while in the center is the old heater which is now utilized by having a peg-like arrangement on its sides upon which are hung retorts test tubes, beakers, graduates, etc. Probably the most interesting things of all to us were the framed pictures of each of nine proprietors who owned this store from 1612 to 1890. The present owner, son of his predecessor, is soon to have his placed with the group. This makes an average of over thirty years for each, a record hard to beat, we think.

Chas. M. Smith.

Mammoth Dinosaurs Found.

The largest beast of prey that ever lived was the tyrannosaurus, the greatest of the huge flesh eating lizards or dinosaurs. Three skeletons were discovered in Montana and are being sent to the Natural History museum of New York. The monster is forty feet long, with jaws four feet long, armed with sharply pointed teeth, each projecting from two to six inches from the socket. The rock in which the skeletons were found is a loosely cemented sandstone. The skull and jaws of the third and finest skeleton of the tyrannosaurus show several unusual features.

There is no living beast of prey that compares with the great carnivorous dinosaurs, who habitually attacked the largest herbivorous animals. But during the age of reptiles

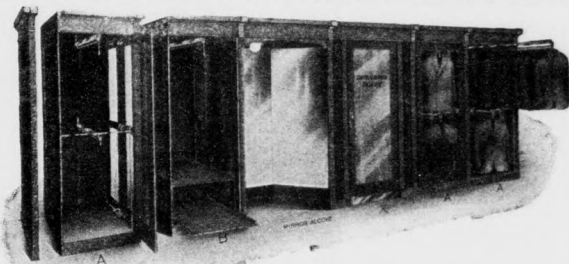
the colossal lizards were fitted to attack and prey upon the largest of their herbivorous contemporaries, and the size and power of their weapons for attack far surpass anything seen among modern carnivora or those of the age of mammals.

Consequently the largest herbivorous lizards of those times wore armor or weapons for defense much heavier than can be found among the great animals of modern times, whose thick skin is mainly a protection against accidental injury or the attacks of insects.

A Single Thought.

He—I am very fond of you.

She—Then we shall get along splendidly. I am very fond of myself.



The 20th Century Wardrobes

are as essential to the general store—that handles men's and ladies' ready-to-wear garments—as to the exclusive clothier and ready-to-wear garment houses—in fact more so. The 20th century wardrobe system is endorsed by every merchant who uses them. They last a lifetime and the expense to change from the old to the new system is small. Let us tell you about it. Write for catalogue T.

Our New 1910 Cases represent years of experience.

Every weak point eliminated. That is why we recognize no competition.

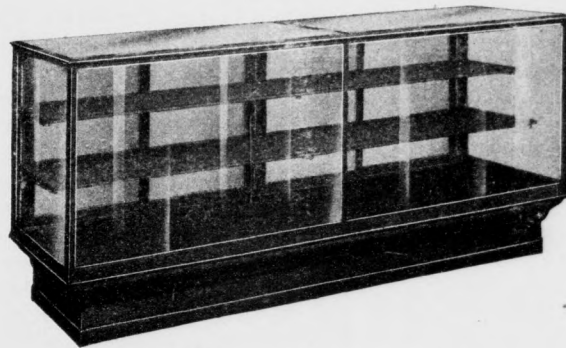
Grand Rapids Show Case Co.,

Grand Rapids, Mich.

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Are You Going to Put in Those Show Cases?

Now Is the Time
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Our Special Narrow Frame Floor Case

Complete Catalog and Prices on Request

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A BOY'S VACATION.

The Way It Is Secured by the State
Y. M. C. A.

Ann Arbor, March 22—What shall a boy do with his vacation? This is a most perplexing question, especially with boys from 12 to 16 years of age.

An ardent controversy is waging in England concerning the best way to dispose of English school boys during the long summer vacation, it being generally felt that the fashionable hotel or summer resort is not altogether the best for the development of the body and character. Canon Barnett, in the Westminster Gazette, urged the need of vacation schools where Eton, Rugby and Westminster boys may be taught a little, entertained much and kept out of harm's way.

America has practically the same problem, but the idea of a vacation school does not appeal to parents nor to boys of our country. Dr. G. Stanley Hall, in his book on Adolescence, has well said: "The ideal life of the boy is not in the city. He should know of animals, plants, rivers and that great out-of-door life which lays for him the foundation of his later life." It is this, the out-of-door life, that appeals to the red blooded and growing boy; the physical make-up, the gang instinct and the complexity of the individual has led parents of boys to become enthusiastic over the summer camp for boys, properly supervised, and which has proved a solution for the question, what to do with the boy during the vacation months. Parents everywhere, especially in the United States, are realizing the value of the summer camp. It is estimated that fully 15,000 boys lived under canvas last year. Michigan, with its numerous lakes and streams, its forests and natural wilderness, offers abundant opportunity for this kind of life.

Among the many camps conducted in Michigan there is one which has proven a success and is followed as a model camp for boys, known as "Hayo-Went-Ha," on Torch Lake, the State camp for boys, under the direct supervision of the State Executive Committee of the Young Men's Christian Associations of Michigan, composed of leading business and professional men.

The State camp provides boys with an outdoor life free from conventionalities, full of clean fun, sport and recreation, a thoroughly wholesome life away from outside influences, where every fellow must be ready to give his share toward the good fellowship and success of the camp at large. The camp motto, "Each for all and all for each," is the true spirit of "Hayo-Went-Ha." On the other hand, it provides parents with a safe place to send their boy during the summer months and feel absolutely at ease that the boy is under the leadership of men who are intensely interested in the all-round development of the boy.

The location of the camp is ideal. It is central for Michigan as a whole, on the eastern shore of Torch Lake, in Antrim county, and thought

by many to be the most beautiful lake in this county. It is the largest inland lake in the State, being eighteen miles long and from one to four miles wide. This site was chosen, moreover, for its healthfulness, the lake being fed by numerous springs and the water level being 12 feet above Lake Michigan. Its natural beauty, its wildness and the fact that the nearest railroad station is Central Lake, on the Pere Marquette Railroad, makes the camp isolated from the usual evil influences of resorts and an ideal place for an outing.

The camp is reached by telephone and rural delivery, which keep it in touch with the outside world. The State Committee owns fifty-five acres of land, part of which is cleared for athletic purposes. This, together with the present building for headquarters, social purposes, manual training, nature study, boat house, tents, dining equipment, etc., is valued at \$5,000, all of which has been contributed by the people of Michigan. A fund of \$3,000 is now being raised for extra equipment so as to accommodate 125 boys at a time. Every boy pays the actual cost of board and lodging, so that the fee is very low. Last year it averaged but \$5 per week for each boy. The camp is conducted not as a moneymaking scheme, but for the good of the boys of Michigan and the past six years of its existence have demonstrated a real need for such a camp, which is now established as a permanent one for Michigan boys. The amount of good it has done for hundreds of boys can not be estimated in dollars and cents, as many a parent has expressed himself that it was the best thing that ever entered into the life of his boy. One man has contributed \$500 this year toward the \$3,000, feeling that this is an investment worth while, paying large dividends in the building of character.

The camp opens this year on June 27, with a ten day conference for High School boys of Michigan. This will be an entirely new feature, the first of its kind held anywhere. The boys will come from all parts of the State and will be a delegated body to study the problems of High School life.

The 7th of July is the opening day of Camp "Hayo-Went-Ha" and it will run for three sections of two weeks each, some boys coming for the entire period. The dates of the beginning of each section are July 7 and 21 and August 4, camp closing August 18 unless a number wish to remain for a longer period.

The camp shall be limited to one hundred boys at a time, so those wishing to get in should send in their applications early. A day in camp may be of interest:

6:30. Rising whistle, setting up exercises, dip in the lake.

7:00. Breakfast, announcement of day's events.

7:30. Camp duties, blankets taken out for airing.

8:00. Morning inspection.

8:15. Bible study, interesting topics.

9:00. Nature study trips, tennis, manual training, etc.

11:00. Swimming period.

12:00. Dinner.

Afternoon.

1:00. Rest hour.

2:00. Base ball, "hikes," athletics.

4:00. Swimming period.

5:30. Evening inspection.

6:00. Supper.

7:00. Twilight amusements.

8:00. Campfire or evening entertainment.

9:00. Warning whistle.

9:30. Taps, lights out for a good nine hours' sleep.

This is typical of how the boys are kept busy from morning until night along recreative, inspirational and educational lines. In a camp like this a boy learns things he can not get out of text books, such as self-reliance, decision, unselfishness, steadfastness of purpose, etc. Rubbing elbows with ninety-nine boys from all parts of the State is good training for the "apron string boy" for there is no test like camp life to show up the lazy boy and the selfish boy and the boy with the "yellow streak" and effectually check and cure these failings. This life near to nature in God's out-of-doors induces clean thoughts and right living. The American boy takes kindly to the idea of roughing it and in return he receives strength physically, mentally and morally.

The men in charge of the various activities and the staff of leaders are all men who have had long experience in the care and training of boys and who are thorough campers. Several of the leaders are Principals of

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color, and one that complies with the pure food laws of every State and of the United States.

Manufactured by Wells & Richardson Co. Burlington, Vt.

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GRAND RAPIDS, MICH.

THE BEST

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Peacock Brand
Leaf Lard and Special
Mild-Cured Hams and Bacon
Are the Best

And are sold by the best salesmen
in Michigan and Ohio:

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Chas. Haase, care The New Ludington Hotel, Escanaba, Mich.
G. P. Farney, 316 Barnum St., Ishpeming, Mich.
W. A. Wilson, care Marquette Hotel, Marquette, Mich.
F. L. Bents, Box 42, Ludington, Mich.
A. C. Malone, 117 So. Seventh St., Saginaw, Mich.
A. E. Leighton, 317 Genesee St., West, Lansing, Mich.
Geo. Bessor, 297 Broadway, Niles, Mich.
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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

Lozenges

Our plant is one of the largest in the United States and our
brand is known throughout the entire country



Double A Lozenges

Are recognized as the leader for quality

ASK YOUR JOBBER

PUTNAM FACTORY

Grand Rapids, Mich.

High Schools and teachers in colleges, who will be in position to do private tutoring with the boys who may be obliged to make up some study or school work before the beginning of the school year. Any further information as to the many activities and details will be gladly forwarded by addressing the writer,

J. A. Van Dis,
State Boys' Secretary.

What Are You Going To Do About It?

As one hears the question often in the streets, it is in challenging tone, inviting some one else to do his worst. As the question appears here, however, it is challenging in its nature, but is asking the challenged one how he purposes doing his best under the circumstances.

"What am I going to do about it?" is one of the most important of all self-imposed questions, especially with the young man. Before he asks himself the question he is more or less in difficulty. Something has arisen that may border on the unexpected; it may have been wholly unexpected and disconcerting. "What am I to do about it?" he asks of himself first; within twenty-four hours he may be asking the advice of his friends.

To the young man that first of all judgments in the matter is forced upon himself in the question, "Should I do anything at all about it?" Is it worth while recognizing any necessity for doing anything? Would he not better let the whole matter rest? Would he not better forget all about it?

In a thousand seeming dilemmas of the kind the young man may save himself the second question by answering the first for himself. That untried young man, in his first touch with the world, is inclined to grievances, which he accepts without personal knowledge of their proportion as compared with men and things. Often we hear a person who ought to be worldly wise taking offense at something some one has said or done. At the time of the occurrence he overlooked the "enormity" of the thing. Thinking it all over carefully he feels that he has discovered the true inwardness of the whole thing. He has diagnosed the whole situation. That thing, and this thing, and the other thing, all put together, make everything concerning the circumstance plain as daylight!

Yet how many times, when some one has come to you with such an explanation, do you discover that in the aggrieved person's diagnosis of the thing he has given the person responsible for it an inferential credit for possessing a mind shrewd enough and reasoning enough for the offender to acquit himself in a business situation paying \$10,000 a year salary?

Innuendo and sly, backhanded thrusts that reach home in the victim ordinarily are tools used by keen wits. The ordinary "dub," as he is styled, by the same slang token, "doesn't get away" with them. Yet how many of those offenders at large are grouped with the "dubs?" Some of the most prominent "dubs" I know are in correspondingly prominent

places, both in business and in society. There is no class distinction among them. I like the word "dub," and if the word is applied deservedly and intelligently, anywhere in the social scale, it explains all to me. A "dub" is a "dub."

And just here it serves the purpose of the text of this article. Don't be a "dub" yourself—and sometimes it is not easy to avoid the charge in the case of the young man who is asked, "What are you going to do about it?" Avoidance of the implication, even, is much easier if the whole matter goes no farther than the young man's self-imposed question, "What am I going to do about it?"

A few years ago a doctor friend of mine met me in the street, put his hand in his overcoat pocket and handed me a bunch of small cards on which I saw the imprint of type. I glanced at one of them and read: "Go to —. I have troubles of my own!" He was not a man given to levity, and I asked why he had taken upon himself the distribution of such cards.

"I was sitting quietly awhile ago in a car," he explained, "and just as a man sitting next to me got up to leave he shoved something in my overcoat pocket. It was a big handful of these cards."

Often since that time I have wondered whether a free distribution of this printed card on occasion might not serve a great community good. That average person who would be a deserving recipient of such a card is the person who is in position to be asked that practical, short and to the point, "What are you going to do about it?" So far, he isn't doing anything about it; he is merely talking about it! He ought to know that in all probability he is boring his hearer. If his listening companion is good natured and yet uninterested, he will do no more than try to discover what his companion is thinking of doing, and at once fall in with the speaker's idea. There is nothing helpful to be expected of the hearer.

To begin talking of a grievance, or hard luck, or other distressing condition suffered by the voluble victim of troubles is a bad thing in general. It is akin to the fate of the man who boasted of being in the Mexican War, and who year after year boasted so much harder in the story that finally he believed it himself.

A "grouch" will grow luxuriantly with no other nourishment than continued contemplation of the cause of it. In a period of years it may be impossible for a disinterested stranger to dig deep enough even to find the roots of the "grouch" itself. Hard luck, tangles, troubles, jealousies, worries—all of these grow by the same studied contemplation.

"What are you going to do about it?" Are you intending merely to talk them out? This is impossible unless you shall have a list of new ones continually ripening and coming on, in which case you may as well number yourself with the officially "dead ones."

Something needs to be done in cases of a thousand troubles. The victim most often is the one and only

one to do it. What is he going to do? He can't shirk the question without becoming a candidate for the "dub" election. Some time ago a good friend came to me with his personal problem. I heard it in full. "Do this," I suggested, and he said, "I can't!" "Then this," I offered as the next best remedy, to which he said, "Oh, but I don't want to do that!"

But he bored me for ten days, telling me of his troubles, which at the end of that time were most amicably and satisfactorily adjusted!

"What are you going to do about it?" John A. Howland.

Telescope Now Three Centuries Old.

The telescope celebrates its tercentenary. A small tract printed 300 years ago mentions the "nouvelles lunettes" made by a poor, pious and godfearing man of Middlebourg and states that "even the stars which ordinarily do not appear to our view and our eyes on account of their smallness and the weakness of our vision may be seen by this instrument."

A story was current early in the seventeenth century that some children while playing with lenses had found that a weathercock viewed through two of them appeared much larger and upside down, and that this led to the invention of the telescope. The value of the telescope is to be measured not only by the insight it gave into the nature of the heavenly bodies and the aid it rendered in following their movements more accurately. It also rendered important service by making the Copernican system appear more natural and reasonable.

In the twinkling of an eye the whole aspect of the universe had been changed by the invention of the telescope. That this was felt in some way even by determined enemies of the idea of the earth's motion appears in the statement made by Clavius, the chronologist, in 1611, that astronomers would have to look out for a system which would agree with the new discoveries, as the old one would not serve them any longer. The question could no longer be, "Do you believe in the earth's motion?" It could now only be whether the arguments in favor of this motion were becoming so irresistible that the safest thing for its opponents to do

would be to proclaim the doctrine to be heretical. This was done about seven years after the invention of the telescope.

The heart is never enriched by hoarded affection.

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CARS \$1 000 AND UP

BUICK MOTOR COMPANY

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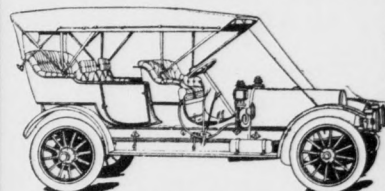
Catalog 182

Auburn, Ind.

THE 1910 FRANKLIN CARS

Are More Beautiful, Simple
and Sensible than Ever Before

Air Cooled, Light Weight, Easy Riding



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

7 Passengers, \$3750.00

Other Models \$1750.00 to \$5000.00

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

The 1910 season has begun with a new world's record for the Franklin; this was established by Model G. (the \$1850.00 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

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Tanglefoot

The Original Fly Paper

For 25 years the Standard in Quality

All Others Are Imitations

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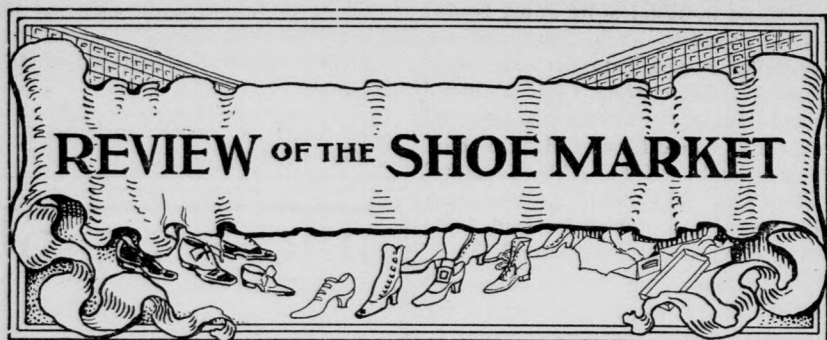
Terpeneless

High Class

Lemon and Vanilla

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

FOOTE & JENKS, Jackson, Mich.



How One Shoe House Trains Its Salesmen.

Trained men are worth more than just men, and so, too, are trained salesmen worth more than just salesmen, how much more depending upon how well they have been trained and how well they use their training. Like every other profession a salesman must possess a natural inclination toward the work of his choice, besides the faculty of being able to read character to a certain degree, and also a great deal of patience and a convincing manner, born of the knowledge of the goods he is selling.

Can Acquire Ability.

Most of these qualities can be acquired, and the most ordinary salesman can, by his own efforts, become a very proficient salesman, and the fact that he was not born with these qualities need not prove a barrier to his success as a salesman by any means. A salesman in the shoe business needs to be more than ordinarily clever to acquire a first class record, because he must not only please the eye of the customer but must fit him with a shoe that will feel comfortable and look neat on his foot before he can even make a sale.

At Salesmen Create Business.

Should he fail to fit his customer with a shoe that affords him a fair amount of wear and comfort his efforts are practically wasted toward creating new business for the store. His duty is not done by merely selling the single pair of shoes to the customer, neither does this single pair pay enough profit to cover the cost of selling it and advertising it in most cases, but if a "repeat-er" is made of the customer, then is the salesman's work well done. When a salesman sells a pair of shoes he should endeavor to make a customer for the house, not for the benefit of the house alone but for his own, because when a salesman develops the ability to make customers for the house it is positive evidence that he can do as well should he start a business of his own. This is why most houses employing help prefer salesmen with experience gleaned from working with reputable firms.

Courses in Salesmanship.

Many of the large department stores have a regular course of instruction in salesmanship for the benefit of their younger employes and allow them a certain length of time each day or week to take advantage of this instruction. The houses that arrange for these courses realize the importance of training their employes to properly handle their business, and

while we know of no shoe concern that does this on so large a scale, still there are many of them that take great pains to train their salesmen for their own particular needs, and this training is never out of place as it constitutes valuable experience.

High Class Men Study Their Profession.

Most salesmen realize the value of these different experiences, and if they are ambitious to become first-class salesmen they will study their profession from every viewpoint. Many shoe merchants neglect this part of their business for various reasons, the most common of which is that after they get a salesman "broke in" to their way of doing things he leaves for another position and they have taken their pains for nothing, therefore they are satisfied to hire a man with satisfactory experience and let him proceed in his own way without any instruction from them whatever. But this idea is entirely wrong because it is evident that if every shoe merchant would take the trouble to instruct and train his men in the various stages of selling and fitting shoes, they would be doing their share toward educating salesmen to a higher standard, which would be of much benefit to all concerned.

Rupperts Demand Much From Salesmen.

The Ruppert Shoe Co., of Chicago, while not having a regular form of training for its salesmen, has done much toward turning out first-class men, and it demands more from its sales force than most stores in that city. That this concern realizes the value of special training is evidenced by the fact that they are all trained to work together, not only in selling shoes, but in looking after all other interests concerning the customers as well as the business. Many times its salesmen will carry a pair of shoes out to a customer who needs them, while on the way home, because delivery is impossible in any other way at that time, whether the patron happens to be their customer or not. They also take a personal interest in the different repair jobs that they take in for their customers, and are not satisfied with merely sending the shoes to the repair department with tag attached showing what is to be done, but they see personally that the customer is properly taken care of in that respect as well as when they sell him a pair of shoes. This is a part of the training of these stores, to look after the interests of the patrons of the house without being constantly watched, and those who need constant watching are immediately let out and a new man giv-

Do Your Customers Want Stylish Footwear



No doubt most of them do.
Is not **comfort a great consideration** when they buy?
Most assuredly.
Do they not expect **good wearing quality** in their fine shoes?
Most decidedly.
You can satisfy their demands fully with

ROUGE REX WELTS

WE WANT AN AGENT IN YOUR TOWN

You want to be that agent, and the next mail may be your last chance to get in. A card on that mail requesting samples will be taking Opportunity by the forelock.

NOW IS THE TIME

Hirth-Krause Company

Shoe Manufacturers

Grand Rapids, Michigan



For the Man Who Goes on the Most Fashionable Footing

You need the BERTSCH SHOE

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

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

Business and profitmakers from the day you stock them.

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

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

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



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

Herold-Bertsch Shoe Co.

Makers of the
H B Hard Pan and Bertsch Shoe Lines
Grand Rapids, Mich.

en a chance. Another of the important policies of these stores is not to allow a customer to leave the store without being fitted, if there is a pair of shoes in the house that will suit him. They realize that many "hard-to-fit" customers are often very irritable and touchy when buying shoes, believing that the reason they can not be fitted immediately is because the store hasn't their size in stock, which is often a wrong impression. The fault often is that of salesmen, who may not know the stock very well or may not make a good impression on the customer for other reasons. It is often the case that the proprietor of a store can sell a customer a pair of shoes where a regular salesman can not, simply because the customer knows that he is the proprietor and concludes that he is more competent to fit him properly. Then, too, one salesman can get along with a customer of this type better than another, not because he is a better salesman, necessarily, but he may be more agreeable to the patron and understand better how to humor him. With this idea in view the Ruppert sales force are trained to understand that because they can not please a customer is no excuse for allowing him to leave without making a purchase, and also not to tire a customer out showing numerous styles in an effort to sell him a pair of shoes of some kind to effect a sale.

The Proper Turn-Over.

They aim to please all their trade and when a salesman realizes that he is making no progress toward making a sale, it becomes his duty to transfer the customer to some other salesman whom he knows to be better suited, from better knowledge of the stock, or other reasons, to handle the customer. In most stores this is called turning over the customer, and is usually done in such a way as to give the customer the idea that the salesman has failed, and has called a clever talker to try and prevail upon the customer to make a purchase.

This is a very bad impression to make upon a customer, and has a tendency to keep him from becoming a "repeater" for the store, because he feels that he is always expected to buy, whether he is suited or not.

Fine Training Shows Best.

Right here is where fine training and co-operative work come in among the sales force toward effecting a transfer without the customer realizing that he has been actually turned over. All along he is made to feel that he is under no obligation to buy, and that time and trouble are no object, and that they consider fitting the customer the important matter above everything else. Occasionally strong arguments are required to convince him that the particular shoe he desires is not the proper shape for his foot, is too short, or for some other reason is not adapted to his requirements, as these stores make a specialty of fitting feet, not in sizes alone but also in shapes.

"Mr. Smith, Just a Minute, Please."

Some time ago, before the impor-

tance of training made itself evident in the selling and fitting of shoes, one might step into a Ruppert store at any time, as in almost any other exclusive shoe store, and observe the turning over of a customer somewhat along these lines: "Mr. Smith, just a minute, please. Will you see what you can do with this gentleman? I don't seem to be able to satisfy him," and this before a store full of customers! Mr. Smith understands immediately that the customer is hard to suit and is handicapped from the first with this fact: that the customer realizes that he has been turned over to him, and that the salesman's duty is to induce him to purchase a pair of shoes if possible, and in many cases he will buy a pair that is not exactly suited to his needs because he does not want to appear as a crank. But he seldom returns for the next pair.

Effect a Transfer Quietly.

But now when you step into a Ruppert store you never observe a turn-over, because their sales force is trained to effect a transfer without so much publicity, even the customer does not realize that he has been transferred. The method now is along these lines: After a few efforts toward fitting a customer and realizing that he is making no progress toward effecting a sale the salesman attracts the attention of the floor manager or a fellow salesman, who strays over near him, to all appearances engaged in putting away stock, when he is addressed by the salesman in distress asking him if that "new shipment of that particular style that he is looking for has arrived yet," or some such thing as that, which serves to get him over to the customer without exciting any undue suspicion that he is about to be turned over. On his assurance that the shipment has arrived and enquiring as to what size he wants, he secures a measuring stick and takes the measure of the customer's foot, remarking to the former salesman that he will get the shoe, as he knows just where to find it. Before starting to fit the customer he learns what trouble

the other man had and generally makes the sale without much trouble.

Salesmen's Personality Helps in Selling,

The personality of a salesman has much to do toward making sales and making customers, too, and therefore this system of transferring customers has been adopted with great success by many prominent shoe houses. Occasionally a concern will advertise that it never turns over a customer, arguing that if a patron of its store does not find what he is

looking for it will not urge him to buy. We can not see the wisdom of this, as turning over a customer is really a follow-up system inside the store and if properly conducted need not offend a patron in the least and very often results in a sale. If a merchant is selling meritorious goods he is justified in urging his customers to try them, especially if he guarantees satisfaction or money back. This system is much better than "talking an arm off" a customer to get him to buy and the purchase is usually



A Substitute Never Substitutes

There is nothing like the real genuine original Hard Pan Shoes for the wet weather. They are storm proof; not only that, but they will give the



hard-on shoes people more wear and foot comfort for their money than they can get in any other shoes.

Our trade mark on the sole guarantees them to your customers.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

The Agency for the Red School House Shoe Is a Valuable Franchise

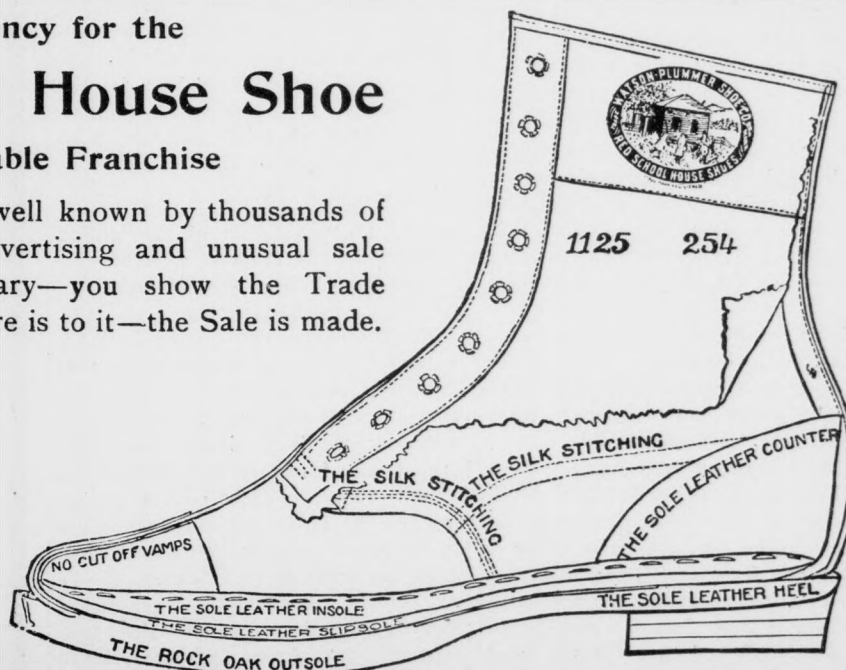
The Quality is so well known by thousands of buyers that violent advertising and unusual sale schemes are unnecessary—you show the Trade Mark and that is all there is to it—the Sale is made.

Made in all Good
Styles

Send for Catalog

Watson-Plummer
Shoe Company

230 Adams St. Chicago



more satisfactory in every respect. There is another thing that impresses one on entering a Ruppert store, and that is the readiness with which all the salesmen seem to meet the customers immediately on entering and find seats for them. Customers never stand waiting to be accosted, because the sales force are all trained to work together in this respect and they are just as well taken care of when the office manager is otherwise engaged as when he is there.

Not Every Salesman Satisfactory.

Whenever a salesman changes his position he has many new things to learn, and this is especially true of this store. Not every salesman that is engaged proves satisfactory, owing to the exactness of this firm regarding many of its policies, but those that do usually secure a permanent position as long as they care to stay.

That Ruppert training is good training is evidenced by the fact that after nearly forty years of continued business, with all its competition and ups and downs, this house is still enjoying its share of prosperity and is still training men for service as salesmen in every sense of the word; in fact, it trains its sales force to look after its business interests in every small detail as well as the manager would do himself.—Shoe Trade Journal.

Why You Should Read Your Insurance Policies.

When you received those insurance policies you had a lot of things to do and you put them in a safe place intending to look them over—some time.

Perhaps you noticed that the amount of insurance was what you called for, but that crowded print in the lower half of the document, and those little pasters, which your agent said he would take care of, you could not stop to read. Any time would do to satisfy your curiosity on these points.

Perhaps after reading the subject of fire insurance you were led to think that all that it is necessary to have is enough policies.

But that's not a safe conclusion. There is another thing to consider—do they fit? That is important, too.

Is it reasonable to suppose that this standard policy form, full as it is of conditional and restrictive clauses and intended only to supply a basis for contracts to insure all sorts of risks, is going to apply exactly to every property or stock of goods—everywhere?

Emphatically—No.

And it is just here that we find the reason why policy holders have to take settlements on their losses which they think are unfair.

The policy contract between you and the insuring company does not fit the risk, or to put it the other way, the policy holder has not been living up to the requirements of his policy, although if he had known them he could and would have done so, or else had the policy altered to cover the needs of his business.

As you probably know, the law in all but a few states requires the use by all companies of a standard form of policy, to which it is expected there shall be attached such special clauses, conditions and privileges as may be required properly to cover the risk.

Hence, when you understand the required printed conditions of one policy you have grasped the basic conditions of all, and it remains for you to read simply the special clauses, conditions and privileges on each policy, which are attached by the agent, and these, if correct, should be exactly alike in all the policies applying to the same property.

Recently we were told by a man who knows whereof he speaks that owing to defects in policies claims amounting to many millions of dollars are each year compromised and the smaller places suffer more from this than the larger cities.

All this is not half so likely to be the fault of the insurance companies as of the policy holder.

Why? Because men treat no other business contract so lightly as a fire insurance policy.

Every other business arrangement may receive your minutest attention, every possibility of misunderstanding be eliminated, but your insurance policy—which may become the only barrier between you and bankruptcy—is seldom examined much deeper than to see that it bears your name and is for the amount you called for.

What I mainly want to impress upon you now is that as a buyer of insurance you are entitled to policies which cover the property you want to insure and fit the conditions of your business affairs. I want you to know what things you can do under your contract with the insurance companies without giving them an advantage over you when it comes to settling a loss.

Now is the time to get your policies and inspect them. Read one of them thoroughly and compare it with any others that you may have. If there is anything about them which is not perfectly clear you have a right to full explanation. Write the home office of the insurance company and let them settle your doubts.

After the fire your policies are unalterable, no matter how glaring the errors which appear and how far the policies are from what you expected.

It is the forehanded man who wins—you know.—Shoe and Leather Gazette.

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

In the matter of Samuel J. Skaff, bankrupt, notice is hereby given that the assets of said bankrupt, consisting of a stock of clothing, shoes, rubbers and gentlemen's furnishing goods, together with furniture and fixtures and book accounts, will be offered by me for sale at public auction, according to the order of said court, on Tuesday, the 29th day of March, A. D. 1910, at 10 o'clock in the forenoon of said day, at the store of said bankrupt, No. 306 South Lafayette street, Greenville, Michigan. The sale will

be subject to confirmation by the court. The inventory of said assets may be seen at the offices of Milo Lewis, attorney, Greenville, Mich., Peter Doran, 307-8 Fourth National Bank building, Grand Rapids, Mich., and Hon. Kirk E. Wicks, Referee in Bankruptcy, Houseman building, Grand Rapids, Mich.

Dated March 16, 1910.

John Snitseler, Receiver.

Peter Doran,

Grand Rapids, Mich.,

Attorney for Receiver.

Wanted To Alter His Will.

An elderly gentleman who knew something of law lived in an Irish village where no solicitor had ever penetrated, and was in the habit of arranging the disputes of his neighbors

and making their wills. At an early hour one morning he was aroused from his slumbers by a loud knocking at his gate, and putting his head out of the window he asked who was there.

"It's me, your honor—Flaherty. I could not get a wink of sleep thinking of the will I made."

"What's the matter with the will?" asked the amateur lawyer.

"Matter, indeed," replied Pat, "shure I've not left myself a three-legged stool to sit on."

MAYER
Special Merit
School Shoes Are Winners

MICHIGAN SHOE COMPANY

STYLE
SERVICE
SATISFACTION

You get them in the
MISHOCO SHOE

Made in all leathers for
MEN, WOMEN AND BOYS

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

MICHIGAN SHOE CO., DETROIT

Our BOSTON and BAY STATE RUBBER Stock is Complete

What Is the Good

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

Tradesman Company
Grand Rapids

Causes for Discharge.

In a large majority of cases in which the contract is terminated before its expiration, it is the employer who puts an end to the relation. An employe has ordinarily very few reasons for leaving his employment so long as his salary is paid. It is true that in some cases he may do this if his employer does not furnish him work (no doubt a rare case), or a safe place in which to work, and for certain other reasons not of general importance. But ordinarily if an employe quits during the existence of his contract, it is with his employer's consent or else a direct breach of his contract.

The employer, however, has several causes for discharging an employe, says System. In addition to disability an employer, in general, has the right to discharge for any misconduct, inattention, carelessness, unfaithfulness, dishonesty, or insubordination which does or may tend to injure the interests of the employer. These causes, however, must have some relation to the business of the employer and not be merely personal considerations. Whether they are of sufficient importance or not depends somewhat upon circumstances. For instance, in an actual case, it was held that a superintendent with large discretionary powers, with authority over many subordinates, and having charge of a great mass of business detail, should not be held to the same exact obedience in a trifling matter as an ordinary clerk.

It was held in another case that an employer had no right to discharge a traveling boot and shoe salesman for some rather "loud" conduct of a Sunday in a country town, since it did not appear that this necessarily injured the employer's interests.

An employe who had a position as confidential clerk with a share in the profits of his concern was discharged because he let his curiosity get the better of him one noon and examined the shipping and other books, to which he had been forbidden access. The court held that he was properly discharged and lost his share in the profits. In another case it was very properly held that an employe who revealed trade secrets was rightfully discharged. Retention of an employe for even a short time after an offense will generally act as a condonation.

An employe who is discharged should be careful not to acquiesce in the discharge any further than to leave. His acquiescence may release his employer from all liability. If the discharge is not absolute, the employe should tender his services until they are refused.

Wrongfully discharged, an employe may require his former employer to make good any loss of salary, but he is bound to seek other employment of the same kind, in the same general locality, and must deduct his earnings from the damages. He is not bound, however, to accept employment of a substantially different kind, nor to account for what he may

earn "after hours" in his new employment.

Some of the foregoing suggestions may seem difficult to apply in certain situations without a breach of business etiquette. If employer and employe tactfully insist upon having their relations clearly understood, cause of offense will be avoided.

Enlist Traffic Managers and Shipping Clerks.

Under the chairmanship of E. K. Pritchett, the Transportation Committee of the Board of Trade will work along new lines, and it is reasonable to expect that excellent results will follow. The new plan is to organize the shippers, and by this is meant not only those who have direct financial interest in the transactions with the railroads, but also those who look after the details. Heretofore the "high up" men have looked after transportation matters, and now it is proposed to enlist the traffic managers and the shipping clerks as well, and get the benefit of their experience and expert knowledge in solving the problems that arise, and at the same time give them educational advantages which they have not enjoyed. There are in the Grand Rapids zone thirty or forty large concerns that have traffic managers, and every concern that sends goods to the freight house has its shipping clerk. The plan is to organize these managers and clerks into an association which shall be distinct from the Board of Trade, yet auxiliary to it and with the Board's Transportation Committee as its nucleus. This Association would have its own committees and a wide degree of freedom in making and carrying out plans, and there is no question but that it could do all that the present Committee is doing and much which the present Committee can not or does not touch. Through this Association prominent men in the traffic world could be invited to the city to make addresses that will be in the highest degree instructive, and the discussions and exchanges of experiences among the members at the regular meetings will be exceedingly valuable. Such an organization would tend to make the traffic managers and shipping clerks more intelligent in their special line of work. It would add to their efficiency in many ways, and this in itself would remove some of the transportation difficulties, or at least materially reduce them. At the same time this organization of the men who actually start the freight will be of great value to the Board of Trade as it will concentrate the interest and attention of many transportation experts and give added weight to whatever demands may be made, whether for concessions or for the correction of abuses that may exist.

Mark's Little Date.

Teacher—Now, Willie, tell us one of the principal events in Roman history, and mention the date.

Willie—Mark Antony went to Egypt 'cos he had a date with Cleopatra.

Polishing a pew is not burnishing a crown.

Michigan, Ohio And Indiana Merchants

have money to pay for what they want. They have customers with as great a purchasing power per capita as any other state. Are you getting all the business you want? The Tradesman can "put you next" to more possible buyers than any other medium published. The dealers of Michigan, Ohio and Indiana

Have The Money

and they are willing to spend it. If you want it, put your advertisement in the Tradesman and tell your story. If it is a good one and your goods have merit, our subscribers are ready to buy. We can not sell your goods, but we can introduce you to our people, then it is up to you. We can help you. Use the Tradesman, use it right, and you can not fall down on results. Give us a chance.



Value of Cleanliness in the Hardware Store.

Just a word of self-introduction. I realize as you do that no living man knows the hardware business. I also know that there are greater or lesser degrees of perfection. I shall give you the best there is in me at all times and aim to work for your interest in such a manner that my hand won't tremble when I reach for the cash envelope on pay day.

Cleanliness in a hardware store should begin with a clean conscience and a cheerful disposition. I shall endeavor to avoid the personal appearance of the assistant manager, whose face is long enough to eat oatmeal out of a churn, but I shall at all times encourage the development of a nose long enough to find dust in the bottom of the deepest receptacle in the store. I shall probably poke this nose into some pretty dirty corners, but I won't blow there and stir things up too much, for dust would probably settle on the showcases.

An Undesirable Inheritance.

We hardwaremen have a pretty dirty reputation, but it isn't entirely our fault. It is something we didn't want, but it was just naturally handed us by our tinker forefathers, who at the country crossroads ran stores with blacksmithing, pipefitting and tinsmithing and hardware departments all in the same room.

This picture would not be complete without the apprentice boy pausing from his half shined stove to listen in open-mouthed amazement to the drummer who, for the past three days had been telling stories and incidentally beating that well worn path to the tavern across the way. The drummer was making his reputation good. But this is ancient history.

The traveling man long ago lived down his predecessor's reputation and to-day represents the cleanest-cut bunch of hustlers on the map. He no longer worries himself making his reputation good, but by his work is making good reputation.

Is Your Store Only a "Men's Store?"

Have we done as well, or is our place of business still known as a "men's store?" Has modern cleanliness meant to us merely the laying aside of a soiled celluloid collar and the donning of a spotless linen one, or have we grasped it in its truest sense and cleaned out those nail bins?

Cleanliness has got to be such a common thing in good confectionery stores that it no longer excites unusual comment, but a soiled skirt which has been dragged across some tobacco-juiced floor in a hardware

store still furnishes material for gossip at the ladies' sewing circle.

A jobber's representative is always looking for a chance to praise and encourage the man to whom he sells goods. He never misses an opportunity. Has he ever told you that your store had a dustproof appearance? If not you are the man for whom I am working to-day.

Does Cleanliness Pay?

I have found from practical experience that it pays in more ways than one to keep a clean hardware store. Purchase a duster, put a boy on the handle end of it and the investment will bring good returns. Do not expect too much the first day.

The average boy will handle a duster about as recklessly as a drunk handles a hammer over the top of your best showcase. Put him wise and within a week he will be gathering up the dust instead of stirring it up, and find time on the side to sack your blacksmith's coal.

A number of years ago I was showing a lady some stew pans. She examined several very closely and bought one; at the same time she gave me one of my first lessons on clean merchandise, in a well administered lecture about soiled gloves.

From that day to this I have fought dust and stew pans have been my specialty.

We move our goods and dust every portion of our stock at least once a month and in this work use a woven down duster, which gathers or wipes up the dust better than anything we have tried. In this stock cleaning we use common turkey or ostrich dusters on the ledges and facings every day, and at least twice each year we use a wet cloth and wash thoroughly every shelf in the store.

Just the smell of well washed shelving has a tendency to start a clerk on a showcase campaign.

Showcase That Has a Lesson.

How often we see unused and abused showcases. I have in mind a certain cutlery case which was once used to but very poor advantage by one of our competitors. It is a four-foot case with three wooden shelves hung on the usual brackets.

One day this competitor decided to cut out his hardware department and devote his entire time to the grocery business, and I went down to buy some of the stock. I was ushered into a spotless, well conducted, flourishing grocery department occupying three-quarters of a large room, and one of the dirtiest, poorest arranged, dead hardware departments I ever saw occupied the balance of the space.

He liked and understood the gro-

cery business, but his ignorance of the hardware business had evidently caused him to endeavor to maintain its ancient reputation for dirt. If this was his aim he surely succeeded. I might have stood for the hardware department but for that immaculate grocery side. The contrast ruffled my feelings, for I like to think of a hardware store being just a little cleaner than a grocery store.

In the front part of the room stood the cutlery case mentioned. The wooden shelves which were originally in it had been taken out because the flies had gotten too busy on them, and the hacked-edge, home-cut, plate glass shelves which had been substituted also showed plenty of fly signs, although it was in January and the open season for flies had long since passed.

These glass shelves were covered with pocket knives, wrenches, screwdrivers, scissors, revolvers, cleavers and carving sets. Every jar in the room set these various articles jumping and teetering on the smooth glass until they looked as if they had been put in with a shotgun. The blue velvet in the bottom of the case looked like the city dump and smelled like the pesthouse. Later in a waterroom I saw the shelves of this showcase and resolved to buy it, as we had a place in our store for just such a case.

The Forlorn Case Cost \$12.

To make a long story short, I paid \$12 for it and brought it home. It was surely a forlorn looking case. Didn't have a friend in the world until our nurse took it into the hospital and began making it over. The molding of the wooden shelves was taken off and varnished and the shelves were trimmed with a rich green velvet. The case was scrubbed, washed and polished until it shone like a mir-



Handy Lamp

Gasoline Lighting System

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. Catalogue M. T. tells why. Send for it now.

BRILLIANT GAS LAMP CO.

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

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.

Mica Axle Grease

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

Hand Separator Oil

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

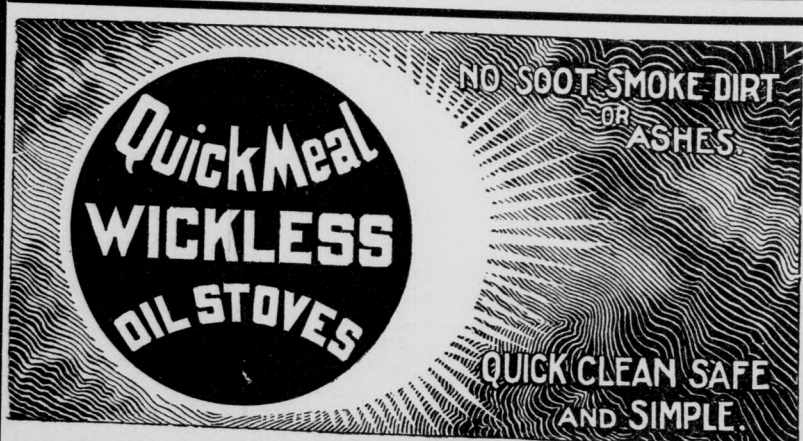
STANDARD OIL CO.
GRAND RAPIDS, MICH.

CLARK-WEAVER CO.

The Only Exclusive
Wholesale Hardware House
In Western Michigan

32 to 46 S. Ionia St.

Grand Rapids, Mich.



FOSTER, STEVENS & CO.

Grand Rapids, Mich.

Exclusive Agents for Michigan. Write for Catalog.

ror. It was then placed in a prominent position in our salesroom where the shelves were filled with pocket knives and the bottom of the case with scissors.

The knives are neatly arranged and are sold from the case. The scissors are merely sampled, but the stock is convenient and easily reached. If a particular customer wants the sample we sell it, but it is immediately replaced from the stock.

The green velour used to cover the shelves is a pretty background and when once arranged the knives stay in the position in which they are placed. We have mats made of the same green material used to show samples on top of the case. We do not use the felt mats usually sent out by cutlery and ammunition manufacturers, as the attractive advertisements on them usually distract attention from our goods while a solid color mat brings out every good quality these goods may possess.

That case is paying for itself every week and is a fixture of which we are proud. We owe it to the thorough washing it gets every ten days and the dusting it gets several times daily.

We owe it to the neat stock we keep there and we will pay our debt to that old case which teaches us daily the profits of cleanliness.

It would be nothing short of a crime to sell anything but guaranteed goods from that case. Every clerk in the store knows its history and boosts its contents. Its story told to a new employe impresses a lesson of neatness, meaning clean shelves, neat windows, a warehouse that looks like a salesroom and a desire to be like the rest of the bunch and work on the stock.

Stock Men and Hens' Teeth.

Good stock men are as scarce as hens' teeth these days. They do not just happen—they are made. A school boy's description of the growth of a pollywog is that first comes the head, then comes the wiggle. As the head of your institution are you encouraging your clerks to become stock-keepers? If not, remember the head won't get very far without the wiggle behind it.

Our crack stockman came from the store of the dirty showcase. He had the ability, but lacked the support and co-operation of the management and of his fellow clerks. He will probably read this article and be encouraged to still greater efforts.

Some of you may think he will also be encouraged to tap the boss for greater pay, but we won't worry about that, as it has in the past and will in the future come with increased efficiency.

If your store has its catch-all corners let's clean them out and trim a new showcase with a history. Cleanliness is next to Godliness. Get next. —Assistant Manager in Iron Age Hardware.

Took the Hint.

Gotrox—I see a bank up in Canada has a million dollars to lend.

Norox—Well, good-by.

Gotrox—Where are you going?

Norox—To Canada.

Advance in Stoves Possible.

Representatives of stove manufacturing concerns are soliciting orders for next fall delivery at existing prices with the plea that merchants who delay ordering until the last moment will be forced to pay a higher price for their stoves, according to Hardware Trade, which adds: "It seems likely that the wholesale prices of stoves will have to advance during the next six months or so because of increased costs of raw material. Whether the advance will come as a change in list prices or as a reduction in discounts has not yet been determined. Meetings of stove manufacturers have recently been held in New York and Chicago at which the question of reducing the discount on stoves for future delivery from 5 to 2 per cent. was considered. These meetings adjourned without definite action being taken. Eastern manufacturers, it is said, are opposed to any reduction in the discount for the reason that a large part of their product is marketed in the Middle West and West and that they are obliged to offer a discount of at least 5 per cent. in order to get future business. An Eastern factory, with representation in the Twin Cities, has already booked \$200,000 worth of orders for next fall delivery, and if the discount were reduced from 5 to 2 per cent. it would be impossible to obtain such a large amount of future orders at this time. Several stove men who have been interviewed have expressed the opinion that there will be no change in discounts this year, but that individual manufacturers may make changes in their list prices. One large factory, it is understood, has already revised its list for next fall delivery and prices on some grades of stoves have gone up, while in other instances there have been actual reductions. However, the general tendency of all materials entering into the construction of a stove is upward and has been for several months and it is unlikely that there will be many reductions in prices, while increases may be expected."

The New Counterfeit \$1 Bill.

The Secret Service Division of the Treasury Department issues the following warning of a new counterfeit \$1 silver certificate:

Series of 1899; check letter "B;" face plate number 4,810; back plate number 2,844 or 2,344; W. T. Vernon, Register of the Treasury; Chas. H. Treat, Treasurer of the United States. Portraits of Lincoln and Grant.

The sample under inspection is one that would easily deceive the ordinary handler of money. The face and back are printed on thin paper and between them is pasted a third sheet to give them the required thickness. So much paste is used in the making of the note that it has a very rough and stiff feeling. It seems to have been printed from etched intaglio plates of mediocre workmanship which show evidence of an attempt to supply missing details by the unskillful use of the graving tool. This is chiefly noticeable on the back of the note

where the words "one dollar" in the marginal panel, upper right of note, have been scratched in. In the lower center of the note under the words "of America" there is much rough work with the graver, producing an effect like thorns in what should be lathe work. The final "e" in the word "certificate," lower center of the back, has been scratched in in a very crude manner, and the plate number on the back was evidently scratched in after the plate was etched. In the middle of the numeral "1," which appears at the left and right end back of note, there is in the genuine an ornamental design with considerable detail. In the sample under observation that ornamental work is merely outlined and suggested. The color of the seal, numbers and denominational figures on the face of the note is pale as compared with the genuine and the numbers are badly printed. In the note under inspection the serial number is R99121192, and the last three figures appear to have been put in separately and then touched up with dark blue and white water colors, most of which disappears on the application of moisture. The print of the face of the note is three-sixteenths of an inch short. A few bits of coarse and raveled silk twist have been inserted between the pieces of paper in one place in the note under inspection.

Health Note.

A medical paper claims that a dentist's fingers carry disease germs. Moral: Boil your dentist.

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



A Good Investment

PEANUT ROASTERS
and CORN POPPERS.

Great Variety, \$8.50 to \$350.00

EASY TERMS.

Catalog Free.

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

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.

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.

Think It Over

¶ Would you be willing to give us your business in Trunks, Suit Cases and Bags if we were to share our profits with you?

¶ Don't think by this that we would give you something for nothing—such a plan is not consistent with good business principles—but we do intend to give you something for making our Trunks, Suit Cases and Bags your leading stock in trade.

¶ We wouldn't ask you to handle our line unless we had faith that it would "make good" in your business. You know what it is—know that it is merit all the way through—from the most expensive trunk to the lowest priced bag or suit case. Made of the finest materials—by high class workmen—in a model factory, our Trunks, Suit Cases and Bags rank second to none.

¶ We have formulated a plan that will mean MORE MONEY to both of us—it will mean more business for you and MORE PROFITS, and that is your constant aim.

¶ Ask us right now—to-day—about our Profit-Sharing Plan. It obligates you in no way, and it may mean more dollars to your future business.

BROWN & SEHLER CO., Grand Rapids, Mich.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, March 19—Taking into consideration "things in general" there is not the activity in the markets here that has been hoped for. Here it is almost the first of April and go into what section you will, whether groceries or dry goods or hardware, there is a feeling that there is room for improvement, and for this improvement all are praying. The reasons for the near-dulness are too many to enumerate, but the feeling is prevalent that prices have gotten to a point beyond which they can not go. Still the gay and festive hog seems to be bringing more and more every day.

Coffee, for instance, according to the statisticians, ought to be rapidly advancing so that buyers would form lines in order to be the next purchaser. But there is nothing of the kind and the market is absolutely dull, with some sellers saying that really nothing is being done. Maybe this is because at the moment prices are regarded as too high. In an invoice way Rio No. 7 is quoted at 8¼@87½c. In store and afloat there are 3,395,979 bags, against 4,094,336 bags at the same time last year. Mild grades, apparently in sympathy with Brazilian grades, are sick and quotations show no change, good Cucuta being worth 10½c.

Granulated sugar is quoted at 5.25c. The market is very quiet and buyers are taking the smallest possible amounts. Next week the sales offices of the sugar refineries—and for that matter about all the exchanges—will close Friday—Good Friday—and Saturday, thus making a short week.

The jobbing demand for teas has been rather more satisfactory than for some other staples, and this week has shown improvement over last. No one grade seems favored, but the whole line is doing fairly well.

Rice is dull, buyers taking only enough to supply current needs. While prices show no change, they are well sustained. Receipts are not especially large, but there is enough to meet all demands.

Spices are in rather light supply and are well sustained. The demand is about all that might be looked for at this time of year—that is, from hand to mouth.

No change is noted in molasses. There is an everyday trade on previous levels. Good to prime centrifugal, 26@30c; open kettle, 32@42c. Syrups are quiet. Supplies are larger and prices are slightly shaded.

In canned goods most interest is displayed in corn and about the least in tomatoes. Corn can be bought at almost every figure; 75c seems to be about the correct quotation for goods that are straight, but sellers are not willing to dispose of holdings at this figure. There is said to be a demand for unlabeled tomatoes at 62½c, but goods that are standing the test can not be picked up at this. An estimate of 1,600,000 cases in buyers' hands has been made by the tri-state packers. While this does not seem

a large amount the fact remains that the market is unsteady and packers who "need the money" are letting go in sufficient quantity to cause a little uncertainty all the time. Other goods show little, if any, change.

Butter is in short supply and prices are firm, so far as top grades go. Creamery specials are quoted at 33c; extras, 32c; firsts, 29@31c; held creamery specials, 31½@32c; imitation creamery, 24½@26c; factory, 22@22½@23½c.

Cheese is unchanged and is steady. Full Cream New York State, 17½@18c.

Eggs are firm, although arrivals have been more liberal. Western extras, 24@24½c; firsts, 22½@23c.

What Other Michigan Cities are Doing.

Written for the Tradesman.

Kalamazoo is beginning a campaign for a cleaner city. The sanitary squad of the city health department has been strengthened and regulations regarding the disposal of refuse will be strictly enforced.

Cheboygan's Chamber of Commerce is taking on new life. At a recent meeting fifty-six new members were admitted. There is talk of raising a fund to secure new industries. Allegan will not tolerate junk shops and junk buying in the business district or in any conspicuous place in the city. The Common Council recently made a ruling to this effect.

Muskegon makes the best record in her history in tax collections this past year. Out of a total tax roll of approximately \$327,000 the amount of delinquent tax returned was only 6.7 per cent. and the City Treasurer attributes the fine showing made largely to the followup system now employed, which reminds people that their taxes are due and shows them the business folly of allowing taxes to be returned as delinquent.

Busy Boyne City will be made busier through the addition of a cooperative plant this season.

Bessemer, in the Gogebic iron range, has a full fledged Commercial Club, which starts out with fifty-two members.

The Park Board of Flint asks for \$16,000 to carry on its work this year. Carolina poplar trees for street planting are likely to be placed under the ban at Ann Arbor. The roots play havoc with the sewer pipes.

Prominent officials of the Lake Shore road met with the business men and manufacturers of Coldwater recently and business matters were discussed. C. H. Newell, editor of the Courier, conducted the correspondence which made the meeting possible, and the outcome will no doubt prove a benefit to the city and to the railroad as well.

The city of Hancock, in the Copper Country, is discussing the need of a civic organization, entirely divorced from politics, to promote the best interests of the city as a whole.

Detroit is securing statistics from other cities with a view to showing that her tax rate of \$18.07 is low. Of twenty leading cities it is claimed that only five have a lower rate than this.

The Civic League of Bay City will

employ an expert to conduct a model playground during the summer.

Almond Griffen.

Why Merchant Could Not Keep His Employees.

He adopted slave-driving methods. He took no interest in their welfare.

He was arbitrary, captious and unjust.

He always appealed to the worst in them instead of the best.

His policy was to get the most work out of them for the least wages.

He regarded them merely as a part of the machinery of his business.

He resented the idea that his employees should share in his prosperity.

He used them as safety valves to vent the spleen of his drastic moods.

He humiliated his employees by rebuking them in the presence of others.

He never trusted them, but always held suspicious thoughts toward them.

He killed their enthusiasm by finding fault and never praising nor appreciating them.

He tried to make them feel that neither he nor his business owed anything to them.

He stifled ambition by treating the careless and the thrifty alike.

He never asked himself, "What is the matter with me?" but, "What is the matter with my help?"

He constantly made them work overtime without remuneration, but if they were a minute late they were fined.

O. S. Marden.

How He Knew.

Thompson—"So you've raked up a grass widow.

Johnson—Yes. How did you know it?

Thompson—I used my field glasses.

Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products



Just suppose

you were in the kitchen and wanted to make a dessert and make it in a hurry too. A tapioca pudding would be nice but you couldn't make it of pearl tapioca because you didn't think to put it to

soak the night before. If you had
MINUTE TAPIOCA

you would be all right, because it doesn't need to be soaked. In fifteen minutes from the time it is taken from the package it is ready to serve. Besides, the pudding is not gummy or lumpy. One package will make six full quarts.

Then suppose

you instruct your clerks to tell this to every lady upon whom they wait to-day, and let them know why MINUTE TAPIOCA is better than the other kind. The quality of the product is such that they'll thank you for the suggestion. Don't forget that you gain too. There's better than an ordinary profit in it. Have you used Minute Tapioca in your own home? Send us your jobber's name and you'll get a package to try. Do you know what tapioca comes from and how it is made? When writing for the package ask for "The Story of Tapioca". It's free.

MINUTE TAPIOCA CO.,

223 W. Main St.,

Orange, Mass.

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!

Four Kinds of Coupon Books

Are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. Free samples on application.

TRADESMAN COMPANY, Grand Rapids, Mich.

TWO SPECIAL FUNDS.

They Supplement the Work of the Public Library.

Ryerson Library has two special funds, one a bequest, the other a gift, the incomes from which are to be used for special purposes, and strange as it may seem the general public has little knowledge of either. The bequest is \$1,000, left by the late C. W. Coit. The money was given to the Library without conditions and when it was received it was proposed to spend it for some rare works to be preserved as a memorial. Instead of doing this, however, with the consent of everybody interested, the money was invested and the income only is used, chiefly for additions to the art works in the Library. In this way the bequest has been made a permanent benefit to the Library, an annual contribution to the Library along special lines. The other fund

fund to "maturity," with the required \$150 income. The process can and no doubt will be expedited by investing the money in securities that yield better than savings bank interest.

The Lewis G. Stuart fund had its origin in a sale to the library by Mr. Stuart in the summer of 1896 for \$150 of a complete set of the session and compiled laws of Michigan State and Territory, nearly a complete set of the journals of the Territorial Counsel and State Legislature, most of the legislative and joint documents of the State, complete bound files of the old Evening Leader and a quantity of other material valuable for the reference library. The proceeds from this sale were given by Mr. Stuart to the Historical Society as the nucleus of a fund the income from which should be used for the purchase of Michigan historical material. The donor was made custodian of the fund with authority to use his

from Mr. Stuart and the judicious expenditure of the available income Ryerson Library has one of the largest collections of Michigan material in the State, including some things not to be found in any other library or collection, not even at Lansing or in Washington.

One of its treasures is a prayer book, English on one page and French on the opposite, printed on the Father Richard press in Detroit in 1815, the first book printed in Michigan, and made more interesting by containing the autograph of Louis Campau. A very valuable and interesting document is the first draft of the first State constitution printed in legislative bill form and showing the pencil corrections, interlineations and changes made by Lucius Lyon, who was a member of the first constitutional convention and one of Michigan's two first Senators. Some of the Territorial Counsel documents

donations that come in from time to time.

Greatest and Best Work of the Board of Trade.

The Board of Trade is a good thing not only because of its immediate accomplishments for the general good but more important still because of its influence in developing men and giving them a chance to show what is in them. This is especially true of young men, who under ordinary circumstances are quite likely to be overshadowed by their seniors. The Grand Rapids Board of Trade in the last half dozen years has done much to "bring out" its members, and it is no exaggeration to say that this has been its greatest and most useful work. At the head of the Board at the present time as its President is Heber A. Knott, and it is no discredit to him to say that the Board of Trade has been the making of him as a prominent and influential citizen. He possessed the qualities of leadership and the Board brought them out or rather gave him the opportunity to show the stuff that was in him. John B. Martin has been similarly "discovered," both to himself and to the city. He used to be diffident, self-centered and not particularly interested in public affairs. Through the Board of Trade he was started on new lines, and with his zeal awakened his strong personality made the Board's Municipal Affairs Committee one of the most important and potential in the organization, and he has come to the front as one of the city's most useful citizens. A. B. Merritt has been brought out very largely through the Board of Trade, and the same is true of Walter K. Plumb. Both had the ability, but it has been the Board of Trade to a very large degree that has let the fact be known to themselves and to others. Chas. N. Remington, Robert W. Irwin, E. K. Pritchett, W. Millard Palmer, J. R. Munson, the Cornelius boys, F. Stuart Foote, Ben R. Merrick, Geo. E. Fitch, Fred M. Briggs, Carroll F. Sweet and a dozen others who might be named are "sons" of the Board, brought out and trained in the ways of public spirit and public usefulness and being prepared for the greater responsibilities in the future.

The Board of Trade, representing co-operation and united effort, can do much in a material way for the city. It can secure more favorable transportation conditions, new industries, the correction of trade and other evils. But, after all, its greatest and best work is as a developer of men, as a training school in good citizenship. Men of ability and enterprise and ambition can find their way to the front in other ways, but the Board of Trade represents a short cut to deserved recognition, an immediate opportunity to show merit.

Discordant Note.

"Mr. Meekum, don't you think a woman should receive a man's pay when she does a man's work?"

"Why—er—look at the other side of the question a moment, will you? Think how many men are doing women's work and not getting a cent for it!"

Smith & Lake
Fine Groceries and Meats
411-413 Howard St.

Petoskey, Mich., Feb. 25, 1910.

The Tradesman Co.,

Grand Rapids, Mich.,

Gentlemen--The writer took the Tradesman one year before going into business and our firm has taken it continuously since and we feel that we owe no small part of our success in business to a perusal of its pages.

Very truly yours,

Smith & Lake

is known as the Lewis G. Stuart fund and the Library received it in March, 1905, as a gift. It contains \$1,600 in gilt edged securities, yielding an annual income of \$96, and in addition something over \$200 in cash in the savings bank at 3 per cent. The conditions attached to this fund are that \$50 of the annual income may be used each year for the purchase of books, papers, maps and other material relating to Michigan, all the income above \$50 a year to be added to the principal and invested and reinvested until the total income shall be \$150 a year, when the entire income may be used for the purposes indicated. The addition to principal this year will be about \$53, and if the policy is continued of letting the fund accumulate in the savings bank at 3 per cent., compounding semi-annually, it is estimated that about twenty years will be required to bring the

own judgment in its investment. Additions were made to the fund from the sale by Mr. Stuart of Michigan material to the Library, \$21.50 on Sept. 1, 1897, \$22 on April 6, 1898, and on March 1, 1905, \$511.80. This made a total of \$705.30, and this money as received, together with the income received, was so invested that when the fund was turned over to the Library it contained \$1,000 of Michigan Light Co. preferred stock, \$600 American Light & Traction Co. preferred stock and \$18.95 cash. In directing the turning over of the fund to the Library the Historical Society attached the same conditions originally imposed. In the five years that have passed since the custody of the fund was transferred the principal has increased about \$200, and the \$50 a year has been expended as books and other materials have been offered.

As a result of the purchase made

in the collection were borrowed by the State to be reprinted, the State itself not having the originals, neither in printed nor written form. Among the rare maps are the famous Mitchell map of 1755, maps of Michigan from 1830 to date, the original water color map of the old Detroit-Toledo Road, the original of the first map of Mt. Clemens, 1827, the first map of Ann Arbor, which Ann Arbor borrowed to make a copy from, the Douglass Houghton maps of Jackson, Lenawee and other counties, early maps of the city and county and "boom" maps of Ada and other Michigan towns of the 1836 period. All the histories of Michigan that have been printed, early travels relating to Michigan and many local histories are in the collection and there is a great quantity of other materials. The collection will grow slowly from the expenditure of the \$50 available, as well as by the



The Salesman a Business Developer.

It is part of a salesman's duty to keep track of the new business developing in his territory. Being on the ground, and in touch with the sources of local news, it is easier for him than for the house to watch changing conditions. New enterprises are constantly springing up in all parts of the country. Old dealers are broadening out, adding to their stock in trade. Do you watch these things. Are you the first to be informed and to put in your bid for the business?

How frequently we hear salesmen say, "I might just as well have had this or that man's order, if I had only known he was going to be in the market," or, "The house ought to have kept me better posted. I didn't hear of Blank's new store until after my competitor had cinched him."

Why depend upon the house entirely for information? Men who have the initiative to find things out for themselves are doubly valuable in the eyes of their manager. The man who acknowledges that his competitor "hears of things first" acknowledges that his competitor is a better man than he is—in one respect, at least.

It pays to have a system of watching your territory.

One salesman in the West—whose name will be Jones for present purposes—has perfected such a system, and is getting the best results from it. He keeps in correspondence with four other salesmen who represent other houses—not competitors—and whose route covers practically the same ground as his.

These five—including Jones—make the same towns at different times, and keep each other posted as to all the latest developments. So, when Jones returns to the town of Y., for instance, after being away from it three months, he knows what changes have been taking place—what new stores have opened, if any, what new departments have been added to old ones, or what old customers may have gone out of business.

It is a great advantage to him and costs him little trouble. He dictates a few lines to the hotel stenographer once or twice a week and mails them to the four correspondents, who in turn do the same by him.

In the larger cities on his route, Jones has a local correspondent, usually some friendly merchant among his old customers. In this manner current talk among dealers in that city gets to Jones—and if it is not always of vital importance it furnish-

es him at least with topics of mutual interest for his selling talk. His prospects feel that he is better informed generally than the majority of salesmen, simply because he always seems to know what they are interested in.

In some lines, such as plumbing, or anything connected with the building trades, it often pays a salesman to engage the services of a press clipping bureau. Projected building operations are always given prominence in the local press, in any locality. The clipping bureau gathers these reports and can as well forward them to the salesman at different points on his route as deliver them to any client's permanent address.

The trade publications can be relied upon for many timely pointers. Most of them publish reports each week or month from all different parts of the country—your territory must be represented, wherever it is. It is a small matter to avail yourself of this source of information. One single "tip" may result in your locating a customer of whom otherwise you would hear "too late."

Frank H. Hamilton.

Why the Salesman Should Rest His Heart.

Sensational flights to success are few and far between, and are not for you, Mr. Average Salesman.

Still, you can jerk yourself out of the \$60 to \$90 a month class.

Pay attention to this: You arise in the morning, wash, dress, breakfast, get your paper and start for the office; or you arise, you have but thirty minutes to reach the office in, you rush into your clothes, grab a car and gobble up the paper on the way down; you arrive, irritable, in a hurry to finish office details and get out to breakfast. Result is you are careless; you rush through things. You finally get out, perhaps late, you breakfast, robbing your working hours of valuable minutes. You start to work. You find that in your rush you forgot to get prices for Mr. Smith. The samples you were going to submit to Jones & Co. were left behind in your hurry to get out. You can thank your horse shoe for success this day.

"Oh! You were up early and down on time."

Well, even then stop and consider these facts: While you slept your heart pumped and pumped the blood through your system. All night your heart pumped. You arose, dressed, etc., still your heart pumped. What did you do to relieve this heart? Not a thing. Made no effort to relieve this

poor, hard worked organ. Heart's tired, circulation sluggish, feel heavy yourself. Tack around, Mr. Salesman. Try this and note the difference: "I want ten minutes every morning to improve my condition, to relieve my heart. I'll exercise and throw the work upon my muscles."

Throw the work of circulation off the heart. Now for the exercise: Arise, throw open the windows, exercise as you please. Do what you please, but get yourself into action.

Swing your arms, kick your legs, bend to touch toes, anything to keep moving. If you want to be precise and correct purchase a book of United States army getting up exercises. Try the old calisthenics you used to do at school. Stretch, yawn, run around the room, use dumbbells, Indian clubs and jump the rope. Keep it up. Action for ten minutes.

Walk before your breakfast if you can, and by all means breathe; breathe freely, don't hold your breath while exercising. Take short puffs. Drink all the water you want, but sip it slowly.

Your exercise has relieved your poor, hard-working heart and thrown the work upon your muscular system. Circulation is fine now.

Recollect: "Faint heart ne'er won," etc.

Arrived at the office, note the difference—clear head, brighter, more cheerful and alert. Less careless and the good circulation makes you a man of force. You dominate what you come in contact with. Your healthy animal spirit rules and your capacity for business increases in proportion. You have no headaches nor thick head, ever. You go out to represent your firm and sell goods. You say, "Do this, Mr. Weak Heart," and Weak Heart says, "I like your proposition; it sounds good. Here is the order."

Exercise ten minutes in the morning before you bathe and dress. Then go out to do business and you will do business. James M. Allison.

Heard in the Barber Shop.

The bald-headed man with the four days' growth of beard on his chin went into a hairdresser's shop and sat down in one of the operating chairs. To him presently came a knight of the razor, who remarked, interrogatively:

"Shave, sir?"

"No!" growled the man in the chair. "I want to be measured for a suit of clothes."

This statement seemed to surprise the barber, but he managed to say: "This isn't a tailor shop, sir."

"Isn't it?"

"No, sir."

"What is it?"

"It's a hairdresser's shop, sir."

"What sort of work do you do in this shop?"

"Shave men and cut their hair, sir."

"Do you think a man with no hair on his head would come in here to have his hair cut?"

"No, sir."

"Do I look like a lunatic?"

This was replied to by a silent

shake of the head, but the barber doubtless thought he was acting like one.

"Then, presuming me to be a sane man," went on the customer, "but bald-headed, what would you naturally suppose I came in here for?"

"For a shave."

"Then, my dear sir, why did you ask me if I wanted a shave when I took a seat in your chair? Why didn't you go to work at once? If some of you hairdressers would cultivate a habit of inferring from easily ascertained data, instead of developing such wonderful conversational and catechistical powers, it would be material aid in advancing you in your chosen vocation and of expanding your profits. Do you comprehend?"

"Yes, sir," replied the man, as he began to lather the customer's face in a dazed sort of way, and he never even asked him if he wanted a face massage when the operation was performed.

Hotel Cody

Grand Rapids, Mich.

A. B. GARDNER, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan.

All meals 50c.

"The Smile That Won't Come On"

They all wear it in some hotels. The moment you step in

Hotel Livingston

Grand Rapids, Mich.

you see the word welcome written across every face.

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

Gripsack Brigade.

An Owosso correspondent writes: F. B. Bilhimer has resigned his position at Pearce's store and accepted a road job with the DeLaval Cream Separator Co. His territory will be in Michigan.

F. D. Hilbert, who has represented the American Tobacco Co. in this territory for the past five years, has engaged to cover Ohio and Michigan for the United States Tobacco Co., of Richland, Va. Mr. Hilbert has four men working under him in Ohio, but is undertaking to cover the Michigan trade himself.

Manley Jones, who has represented the Telfer Coffee Co., of Detroit, in this territory for several years, has been promoted to the management of the Milwaukee branch, which was opened up last August and has proven so successful that Mr. Telfer has concluded to put his best traveling representative in charge. Mr. Jones left yesterday for Milwaukee, which will be his future home.

A. P. Backus, G. S. Trevor, J. F. Hammell, Allen D. Grant and William F. Griffith recently met at Durand and, while seated at the same dinner table the question of service on the road was mentioned. In summing up the total it was found to be 167 years, or an average of 33 2-5 years for each one. During this time they have had the pleasure of stopping with the traveling men's friend, A. S. Thomas, of Durand. They all represent Detroit houses and think Michigan good enough for them.

A Hillsdale correspondent writes as follows: Over half a century a Mason, six years a member of the Executive Committee of the Michigan United Commercial Travelers and five years Chaplain of the order, and one of the best known Michigan salesmen, are facts in the life of Frank W. Thompson, aged 72, salesman for the National Biscuit Company, who recently died in this city. Mr. Thompson sustained a fall about a year ago, and as a result of this he was confined to his home. The immediate cause of death was a dropsical trouble. He had spent all his life in Hillsdale county and for the past twenty years in Hillsdale city. The deceased is survived by his wife and two grandchildren, Mrs. S. Chase Bishop, of Parkersburg, W. Va., and Mrs. Clarence Prentice, of Tipton, Ind. Mr. Thompson was an apostle of the new school of salesmanship. While on the road he was frank with his customers and could be relied upon for truth and integrity. When he first began his career the salesman who was the greatest treater and fastest talker was considered the one who made the sale. Mr. Thompson advocated that salesmanship is a noble calling, and he was honored throughout the State because of the uprightness of his character.

Seventy-One Applications Have Been Acted Upon.

Grand Rapids, March 22—A meeting of the United Commercial Travelers such as the State of Michigan never before experienced was held last Saturday by Saginaw Council, No. 43. For several moons the boys in

Saginaw have been in very much of a Rip Van Winkle condition, and some time ago Grand Counselor A. T. Lincoln, accompanied by John W. Schram, of the Grand Executive Committee, paid a visit to Saginaw Council and gave them some good talks and advice as to how to get out of the rut they were working in and get more members, new material and new life. Two teams were made up and each started out to get new members. At the end of the contest the losing team was to banquet the winning one. Saturday being the regular meeting of the Council, word was sent to Grand Counselor A. T. Lincoln to come and see the results, as there were forty new applications to be balloted on and initiated. John W. Schram, of Detroit, and John D. Martin, of Grand Rapids, also responded and met Grand Counselor Lincoln at Saginaw. Supreme Treasurer R. N. Hull, of Columbus, Ohio, also came to Saginaw for the occasion. At 2:30 in the afternoon the meeting was called to order by Senior Counselor C. W. Taylor and to the surprise of everyone seventy-one applications were handed in to be balloted on, which was the largest number ever balloted on at one meeting in Michigan, and as the membership of Saginaw Council, No. 43, was but sixty-four, there was a record made in the order of United Commercial Travelers of a Council more than doubling itself in one meeting. The following officers were then elected and installed, John D. Martin being vested with the power of installing officer:

Senior Counselor—Ben Mercer.
Junior Counselor—Otto Kessell.
Past Conductor—C. W. Taylor.
Secretary-Treasurer—H. E. Vasold.
Conductor—Wm. Guy.
Page—C. F. Fuller.
Sentinel—H. Ranney.

A large class of the newly-elected candidates were then initiated and from 6:30 to 8:30 at the Bancroft House a banquet was served, Past Senior Counselor Mark S. Brown acting as toastmaster. In that capacity Brother Brown is certainly all right. Fine talks were given by Supreme Treasurer Hull and Grand Counselor Lincoln. All then repaired to the Council chamber, where another large class was initiated and some more good talks were listened to from Grand Counselor Lincoln, Supreme Treasurer Hull, John D. Martin and John W. Schram. The meeting was then duly closed by Senior Counselor Mercer and will pass into U. C. T. history as one of the greatest meetings ever held in the order of United Commercial Travelers of America.

J. D. M.

Shepherd—The Shepherd Canning Factory has been leased to a company composed of W. E. Laur, M. Laur, and A. R. Beach, who will put up baked beans. The gentlemen who will conduct the business are from Freeland and are thoroughly familiar with the business.

The Starr & Gannon Co. has increased its capital stock from \$7,500 to \$15,000.

Death of a Veteran Drug Salesman.

Detroit, March 15—It is with deep regret and sorrow that we notify you of the death yesterday afternoon of our former representative, George T. Jack. Mr. Jack had a stroke of apoplexy on Sunday afternoon and immediately became unconscious and remained so until the time of his death.

Mr. Jack was our veteran salesman. He came with us about 1860, enlisted in the civil war in the famous Loomis Battery, and went through the thickest of the four years' campaign, in which he engaged in some of the hottest and hardest fought battles of the war. He was shot once, the bullet going clean through his body, and was left on the field of battle for dead. Afterwards he was taken by the enemy and spent eight months in Chickamauga prison.

Mr. Jack had a unique personality—blunt, straightforward and honest as the day is long. He was a man of few words, preferably of one syllable, and called a spade a spade; always hewed straight to the line, regardless of where the chips might fall; generous, open-handed, one of the few men who esteemed it a privilege to be permitted to loan money to a friend in need.

Mr. Jack had represented us on the road and been one of our selling staff since 1885 and had been almost a continuous representative in Southern and Southwestern Michigan, where no salesman was better or more favorably known. He was a perfect gentleman in every way and the charm of his amiability, the evenness of his temper and the manliness of his character attracted attention and caused him to be held in exceptional regard.

Williams-Davis-Brooks & Hinchman Sons.

Movements of Working Gideons.

Detroit, March 22—Lafayette Van Delinder, of Lansing Camp, smiled on his customers on the Ann Arbor, between Alma and Cadillac, and will continue to smile during his entire trip around the Thumb. He sells razors and talks State and National Gideon Convention.

E. W. Ford, of Grand Rapids, the man who sells shingles for an "Angel" in Grand Rapids, was at Alma last week. He will shingle Michigan customers a few days and then start on his Eastern trip and will not return until last of July.

The Gideon State Rally at Flint was well attended and \$70 was raised to put Bibles in Flint hotels. Flint Camp was represented by Sylvanus Frese, L. B. Langworthy and wife, Mrs. L. H. Richardson, Geo. A. Fricke and wife and Ray Blakeman and wife; Saginaw was represented by Jacob J. Kinsey and wife; Chicago was represented by L. E. Allison; Detroit by Gordon Z. Gage and wife, Geo. S. Webb and wife, Wheaton Smith and Aaron B. Gates and wife.

Sunday morning there were services in Court street M. E. church, led by Gordon Z. Gage. The Bible fund was presented by Wheaton Smith. Solos by Geo. S. Webb. There was a camp fire at 3 p. m. at the First

Baptist church, Gordon Z. Gage leader, and addressed by L. E. Allison. Geo. S. Webb, soloist. The evening session was held at the Garland M. E. church, assisted by the full Garland orchestra. Geo. S. Webb, soloist. L. E. Allison gave the address. He was introduced by a very large D. D. and as he stepped to the front, with his hands in his pockets, looked like a youngster of about fifteen years, but the audience were soon convinced that valuable articles are done up in small packages. He presented the subject, "We need the money" forcefully and at the close money enough to put Bibles in Flint hotels was in the hands of Flint Gideons. Aaron B. Gates.

Force Public To Pay the Porters.

Stockholders of the Pullman Palace Car Co. held their special meeting Monday and voted the \$20,000,000 increase in the capital stock of the corporation as recommended recently by the directors. The new shares are to be distributed gratis as a 20 per cent. dividend to stockholders of record April 30. This will bring the company's total capitalization up to \$120,000,000. It is understood that the 8 per cent. annual dividends will be continued on the increased capital. The \$20,000,000 of stock now voted will make a total of \$64,000,000 the Pullman Co. has given to its shareholders in stock dividends.

The original announcement of the stock dividend was to the effect that the increased investment in the manufacturing facilities had been so considerable that the directors believed it should be represented in the capital stock. There are also certain reserve accounts in the manufacturing department which have been held in abeyance to meet contingencies which are not now expected to arise. These items, together with the surplus and the current results of operation, were regarded by the directors as justification for the stock dividend.

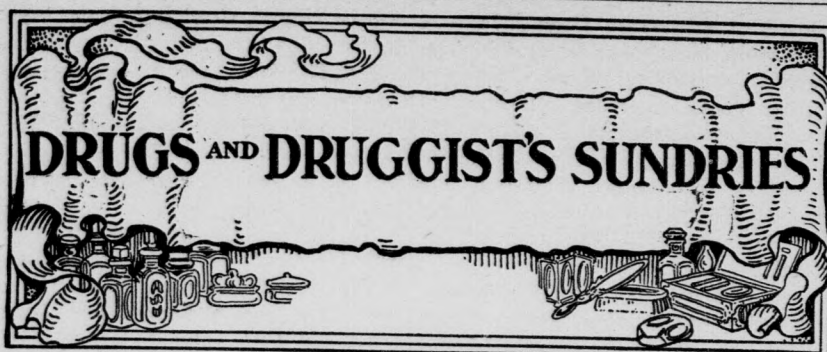
Table of Contents Still There.

"Doctor," said the patient, upon whom the hospital surgeon had just operated for appendicitis, "you're the same surgeon that amputated the first finger of my right hand when I had it crushed in a railroad accident a few months ago, ain't you?" "Yes," answered the surgeon. "Well, you got my index then, and now you've got my appendix. I hope you are satisfied."

Detroit—The Geo. J. Miller Storage Battery Co. has been merged into a stock company under the style of the Miller Sprague Waldo Manufacturing Co. to engage in the same line of business. The new corporation has an authorized capital stock of \$25,000, all of which has been subscribed and \$2,500 paid in in cash.

Detroit—A new company has been organized under the style of the Bonewell Medicine Co., with an authorized capital stock of \$20,000, of which \$13,870 has been subscribed, \$1,000 being paid in in cash and \$12,870 in property.

A mortgage on the house will not prevent the roof from leaking.



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.

Some of the Methods of Attracting Trade.

A Wisconsin druggist borrowed an incubator and placed it in his window. It was filled with chocolate and other candy eggs and the door left open so that the contents were visible. Over the incubator hung a sign reading: "They won't hatch, although they are all pure and fresh. Quality and price considered, our Easter candies are beyond competition with other goods." A general candy display was made in connection with the above.

In the center of a general display of dyes, candies and Easter gifts stood the following display: A pencil was fixed firmly in an upright position to the floor of the window, on the upper end of it was a penny and upon the penny, balanced upon its small end, was an egg which tremulously rocked back and forth. The penny was glued to the pencil, the egg had been blown, some mercury dropped in and the perforations closed with plaster of Paris. The vibrations of the building kept the egg trembling. Above this hung a sign lettered thus: "We have Columbus beaten to a frazzle."

The year before the same druggist displayed a bottle containing an egg of which the circumference was much larger than the opening in the bottle. The egg had been boiled very hard and then soaked in vinegar until it became so elastic that it could be elongated and forced into the bottle, when it at once returned to its original shape.

A unique exhibit consisted of a collection of natural vegetables, such as potatoes, turnips, carrots, and so on, which had been first coated with glue sizing and then fancifully colored with egg dyes. A sign informed the observer that: "Our Easter egg dyes are non-poisonous, purely vegetable dyes and this display proves it."

Paul R. England in the Bulletin of Pharmacy says: "We recently inaugurated a guessing contest which proved a winner. Each purchaser of five cents' worth of cards was allowed to make an estimate on the number of post-cards in the window. They were all on display, some 4,000 in number. With the aid of strong cord and small hooks the whole back and side of the window were converted into a solid mass of post-cards arranged in perpendicular rows. The floor, too, was covered. Several packages, marked, 'too each,' were placed in the window, but there were three piles about ten inches high unnumbered in the foreground. Suitable signs were used giving the rules of the contest. The competition lasted for two weeks, when 100 post-cards were given to the winner. This idea proved a success not only in immediate sales but also in general advertising for the store."

One druggist in New York has drawn a good trade from all over the city by his booklets telling how prescriptions are filled by real pharmacists who do nothing else and never mix it with the soda work. At the outset this man went after the hospital and professional business in his neighborhood. That gave him the doctors' trade. On top of the professional trade he built general advertising that told how much of this trade he had, and why—because his prescription counter is really a big department in a room by itself, and a chemical laboratory as well, equipped to make blood, urine, bacteriological tests, etc., and running a day and night service of oxygen tanks and emergency goods, and delivering prescriptions at any hour by telephone. This druggist is an aggressive importer and has the latest things from Europe as soon as they are described here. His prescription business is really interesting. Naturally, he found it good policy to interest people in it, and people responded.

When it is estimated that the average pharmacist sends out between one hundred and four hundred packages each day, it is a cause for wonder why these packages are not made an excellent advertising medium. It may not be as effective in all instances as newspaper advertising and the sending out of circulars by mail, but its effects are really remarkable. It amounts in results to fully as much as a similar number of circulars mailed each day. Every one is sure to go where it will be seen and read, and then naturally it is up to the contents of the circular to become an excellent advertising medium.

To make this plan effective it is necessary that all parcels leaving the store should be neat ones, as people generally are proud of a neat parcel, and it reflects favorably upon the store which sends it out. A different insert should be used each week, and a quantity should be placed where they may be ready for insertion in parcels.

Let no pharmacist underestimate the value of this package-insert form of advertising. The inserts are read when the customer is most easily influenced. He has shown his confidence in buying from the store where he got them and that is the time to drive the entering wedge for future trade and make that which you already have more secure.

An interesting little story is told of a druggist who opened a new store in a locality already rather plentifully supplied with such establishments.

Neighborhood prophets predicted that a third drug store in the block was a superfluity and that the newcomer would fail in less than a month. But the prophets did not take into account the resourcefulness of the new druggist. He showed his hand the day the woman who occupied a flat above his store said she was sorry, but if he had so much work ahead that she couldn't get her prescription put up in less than half an hour she would have to go to another store.

"It may not take quite that long," said he beguilingly, "and while you wait you are entitled to one telephone call without charge."

"And what could I do?" said the woman afterward. "There was not a soul on earth I wanted to telephone to just then, but I couldn't let the chance to get something for nothing slip by, so I called up two women whom I had no desire to see and invited them to a luncheon that I had to spend a dollar extra on because they were coming. In the remaining fifteen minutes that I waited three other women in a hurry were held by the alluring free telephone bait."

Run that man out? Never! In less than three weeks no woman in the neighborhood could be induced to buy drugs elsewhere. If anybody is run out it will be the old established druggists, not the new man.

Composition of Schleich's Anesthetic Mixtures.

These various mixtures have the following composition:

1.
Chloroform 3 parts
Petroleum ether 1 part
Sulphuric ether 12 parts

2.
Chloroform 3 parts
Petroleum ether 1 part
Sulphuric ether 10 parts

3.
Chloroform 6 parts
Petroleum ether 1 part
Sulphuric ether 16 parts

Schleich originally suggested the use of a petroleum ether boiling at 60 to 65 degrees C. Owing to the difficulty of procuring such an article the only way to approach it is to redistill the official benzine and use the lightest portions. Mixture No. 1 is used for short operations and the

others for longer ones. About 1 fl. oz. is necessary for a 20-minute anesthesia. Thos. Willets.

Cream of Camphor.

Castile soap 120 grs.
Ammonium carbonate, clear pieces 120 grs.
Powdered camphor 120 grs.
Oil of thyme 1 dr.
Oil of turpentine 2 ozs.
Tincture of opium 2 drs.
Water, sufficient to make.... 1 pt.

Dissolve the soap and the ammonium carbonate in 10 fluidounces of water and introduce the solution into a pint bottle. Dissolve the camphor in the mixed oils and add this to the soap solution, shaking the bottle vigorously until an emulsion is formed. Finally add the tincture of opium and water to make 1 pint.

Solid Mucilage.

Gelatin 40 grs.
Acacia 60 grs.
Tragacanth 10 grs.
Glycerin 20 grs.
Oil of wintergreen 3 drs.
Water 200 c. c. (mils)

Soften the gelatin in 80 c. c. (mils) of the water, then add the gums, glycerin and water, and heat on a water bath until a homogeneous creamy mass is formed, a drop of which becomes firm on cooling. Remove from the heat and when the mass is cool cut it into cakes of convenient size and shape.

Liquid Glue.

Ammonia water 1 oz.
Water 1 pt.
Formaldehyde 1 dr.
Casein sufficient

Mix the first three together, then stir in ordinary commercial casein until it is about the consistency of thick cream. This is far superior to the animal glue usually sold as it retains its consistency under almost all conditions and forms a better and stronger joint. When well dried it has the appearance of horn. An ounce tube for ten cents is the common size.

Postal Authorities Bar Toxo-Absorbent Co.

The latest "cancer cure" concern to be declared fraudulent by the post-office authorities is that of the Toxo-Absorbent Company, operated by one F. W. Warner, Rochester, N. Y. The chemical analysis of these preparations showed the Toxo-Absorbent packs to be composed of sand and clay 98 per cent., animal charcoal 2 per cent. The cancer and tumor tablets were said to contain milk sugar 98.6 per cent., moisture 1.4 per cent. and animal charcoal a trace.

A Heavy Fine for Prescribing Verbally.

A physician just out of Boston, who prescribed verbally for a sick child, the child afterwards dying, has been fined \$2,500, and the drug clerk who dispensed the verbal prescription has been exonerated.

Wiegand's Rheumatism Spirit.

Oil of turpentine 55 grs.
Spirit of camphor 55 grs.
Soft soap 5 grs.

WHOLESALE DRUG PRICE CURRENT

Aceticum	6@ 8	Copaiba	1 75@1 85	Scillaee	@ 50	Magnesia, Sulph.	3@ 5	Sanguis Drac's	40@ 50	Lard, extra	35@ 90
Benzolcum, Ger.	70@ 75	Cubebae	3 20@3 40	Scillaee Co.	@ 50	Magnesia, Sulph. bbl	@ 1 1/4	Sapo, G	@ 15	Lard, No. 1	60@ 65
Boracie	@ 12	Erigeron	2 35@2 50	Tolutan	@ 50	Mannia S. F.	75@ 85	Sapo, M	10@ 12	Linseed, pure raw	80@ 85
Carbolicum	16@ 20	Evechthitos	1 00@1 10	Prunus virg	@ 50	Menthol	3 15@3 35	Sapo, W	13 1/2@ 16	Linseed, boiled	81@ 86
Citricum	42@ 46	Gaultheria	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	Gentianum	oz 75	Tinctures		Morphia, SNYQ	3 55@3 80	Sinapis	@ 18	Turpentine, bbl.	66 1/2@ 70
Nitrocum	8@ 10	Geranium	oz 75	Aloes	@ 60	Morphia, Mal.	3 55@3 80	Sinapis, opt.	@ 30	Turpentine, less	67
Oxalicum	14@ 15	Gossippii Sem gal	70@ 75	Aloes & Myrrh.	@ 60	Moschus Canton	@ 40	Snuff, Maccaboy,	@ 51	Whale, winter	70@ 76
Phosphorium, dil.	@ 15	Hedeoma	2 50@2 75	Aloes & Myrrh.	@ 60	Myristica, No. 1	25@ 40	De Voes	@ 51	Paints	
Salicylicum	44@ 47	Junipera	40@1 20	Anconitum Nap's F	@ 50	Nux Vomica po 15	@ 10	Snuff, S'h DeVo's	@ 51	Green, Paris	21@ 26
Sulphuricum	13@ 15	Lavendula	90@3 60	Anconitum Nap's R	@ 50	Os Sepia	35@ 40	Soda, Boras	5 1/2@ 10	Green, Peninsular	13@ 16
Tannicum	75@ 85	Limons	1 15@1 25	Arnica	@ 50	Pepsin Saac, H &	@ 1 00	Soda, Boras, po	5 1/2@ 10	Lead, red	7 1/2@ 8
Tartaricum	38@ 40	Mentha Piper	2 25@2 50	Asafoetida	@ 50	P D Co.	@ 1 00	Soda, Carb	1 1/2@ 2	Lead, white	7 1/2@ 8
Ammonia		Mentha Verid	2 75@3 00	Atrope Belladonna	@ 50	Picis Liq N N 1/2	@ 2 00	Soda, Bi-Carb	3@ 5	Ochre, yel Ber 1 1/2	2 @ 4
Aqua, 18 deg.	4@ 6	Morrhuae, gal.	2 00@2 50	Aurant Cortex	@ 50	gal. doz.	@ 2 00	Soda, Ash	3 1/2@ 4	Putty, comm'l	2 1/2 @ 3
Aqua, 20 deg.	6@ 8	Myrcia	3 00@3 50	Barosma	@ 50	Picis Liq qts	@ 1 00	Soda, Sulphas	@ 2	Putty, strict pr	2 1/2 @ 3
Carbonas	13@ 15	Olive	1 00@3 00	Benzoin	@ 50	Pil Hydrarg po 80	@ 2 00	Spts. Cologne	@ 2 60	Red Venetian	1 1/2 @ 2
Chloridum	12@ 14	Picis Liquida	10@ 12	Benzoin Co.	@ 50	Piper Alba po 35	@ 30	Spts. Ether Co.	50@ 55	Shaker Prep'd	1 25@1 35
Aniline		Picis Liquida gal.	@ 40	Cantharides	@ 50	Piper Nigra po 22	@ 13	Spts. Myrcia	@ 2 50	Vermillion, Eng.	75@ 80
Black	2 00@2 25	Ricina	94@1 00	Cardamon	@ 50	Pix Burgum	@ 3	Spts. Vini Rect bbl	@ 50	Vermillion Prime	
Brown	80@1 00	Rosae oz.	6 50@7 00	Cardamon Co.	@ 50	Plumbi Acet	12@ 15	Spts. Vini Rect 1/2 b	@ 50	American	13@ 15
Red	45@ 50	Rosmarini	@ 1 00	Cassia Acutifol	@ 50	Pulvis Ip'cet Opil 1	30@1 50	Spts. Vini Rect 1/2 b	@ 50	Whiting Gilders'	@ 9
Yellow	2 50@3 00	Sabina	90@1 00	Cassia Acutifol Co	@ 50	Pyrenthrum, bxs. H	@ 75	Spts. Vini Rect 1/2 b	@ 50	Whit'g Paris Am'r	@ 1 25
Baccaee		Santal	@ 4 50	Castor	@ 50	& P D Co. doz.	@ 75	Strychnia, Cryst 1	10@1 30	Whit'g Paris Eng.	@ 1 40
Cubebae 5	45@ 50	Sassafras	85@ 90	Catechu	@ 50	Pyranthrum, pv.	20@ 25	Sulphur Subl	2 1/2@ 3 1/2	Whiting, white S'n	@ 1 40
Juniperus	10@ 12	Sinapis, ess. oz.	@ 65	Cinchona	@ 50	Quassia	8@ 10	Sulphur, Roll	2 1/2@ 3 1/2	Varnishes	
Xanthoxylum	1 25@1 50	Succini	40@ 45	Cinchona Co.	@ 50	Quina, N. Y.	17@ 27	Tamarinds	8@ 10	Extra Turp	1 60@1 70
Balsamum		Thyme	40@ 50	Columbia	@ 50	Quina, S. Ger.	17@ 27	Terebenth Venice	28@ 30	No 1 Turp Coach 1	10@1 20
Copaiba	65@ 75	Thyme, opt.	@ 1 60	Cubebae	@ 50	Quina S P & W	17@ 27	Thebromae	40@ 45		
Peru	1 90@2 00	Theobromas	15@ 20	Digitalis	@ 50						
Terabin, Canada	78@ 80	Tiglll	90@1 00	Ergot	@ 50						
Tolutan	40@ 45	Potassium		Ferri Chloridum	@ 35						
Cortex		Bi-Carb	15@ 18	Gentian	@ 50						
Abies, Canadian	18	Bichromate	13@ 15	Gentian Co.	@ 50						
Cassia	20	Bromide	25@ 30	Gulaca	@ 50						
Cinchona Flava	18	Carb	12@ 15	Gulaca ammon	@ 50						
Buonymus atro.	60	Chlorate	12@ 14	Hyoscyamus	@ 50						
Myrica Cerifera	20	Cyanide	30@ 40	Iodine	@ 75						
Prunus Virginl.	15	Iodide	3 00@3 10	Iodine, colorless	@ 75						
Quillaja, gr'd.	15	Potassa, Bitart pr	30@ 32	Kino	@ 50						
Sassafras, po 25	24	Potass Nitras opt	7@ 10	Lobelia	@ 50						
Ulmus	20	Potass Nitras	6@ 8	Myrrh	@ 50						
Extractum		Prussiate	23@ 26	Nux Vomica	@ 50						
Glycyrrhiza, Gla.	24@ 30	Sulphate po	15@ 18	Opil	1 25						
Glycyrrhiza, po.	28@ 30	Radix		Opil, camphorated	1 00						
Haematox	11@ 12	Aconitum	20@ 25	Opil, deodorized	2 00						
Haematox, 1s	13@ 14	Althae	30@ 35	Quassia	@ 50						
Haematox, 1/2s	14@ 15	Anchusa	10@ 12	Rhatany	@ 50						
Haematox, 3/4s	16@ 17	Arum po	@ 25	Rhei	@ 50						
Ferru		Calamus	20@ 40	Sanguinaria	@ 50						
Carbonate Precip.	15	Gentiana po 15	12@ 15	Serpentaria	@ 50						
Citrate and Quina	2 00	Glycyrrhiza pv 15	16@ 18	Stromonium	@ 60						
Citrate Soluble	55	Hellebore, Alba	12@ 15	Tolutan	@ 50						
Ferrocyanidum S	40	Hydrastis, Canada	@ 2 50	Valerian	@ 50						
Solut. Chloride	15	Hydrastis, Can. po	@ 2 60	Veratrum Veride	@ 50						
Sulphate, com'l	2	Inula, po	18@ 22	Zingiber	@ 60						
Sulphate, com'l, by		Ipecac, po	2 00@2 10	Miscellaneous							
bbl. per cwt.	70	Iris plox	35@ 40	Aether, Spts Nit 3f	30@ 35						
Sulphate, pure	7	Latapa, pr.	65@ 70	Aether, Spts Nit 4f	34@ 38						
Flora		Maranta, 1/4s	@ 35	Alumen, grd po 7	3@ 4						
Arnica	20@ 25	Podophyllum po	15@ 18	Annatto	40@ 50						
Anthemis	50@ 60	Rhei	75@1 00	Antimoni, po	4@ 5						
Matricaria	30@ 35	Rhei, cut	1 00@1 25	Antimoni et po T	40@ 50						
Folia		Rhei, pv.	75@1 00	Antifebrin	@ 20						
Barosma	75@ 80	Sanguinari, po 18	@ 15	Antipyrin	@ 25						
Cassia Acutifol.	15@ 20	Scillaee, po 45	20@ 25	Argent Nitras oz	@ 62						
Cassia, Acutifol	25@ 30	Senega	85@ 90	Arsenicum	10@ 12						
Salvia officinalis,		Serpentaria	50@ 55	Balm Gilead buds	60@ 65						
1/4s and 1/2s	18@ 20	Smilax, M	@ 25	Bismuth S N	1 90@2 00						
Uva Ursi	8@ 10	Smilax, off's H.	@ 48	Calcium Chlor, 1s	@ 9						
Gummi		Spigella	1 45@1 50	Calcium Chlor, 1/2s	@ 10						
Acacia, 1st pkd.	@ 65	Symplocarpus	@ 25	Calcium Chlor, 1/4s	@ 12						
Acacia, 2nd pkd.	@ 45	Valeriana Eng.	@ 25	Cantharides, Rus.	@ 90						
Acacia, 3rd pkd.	@ 35	Valeriana, Ger.	15@ 20	Capsici Fruc's af	@ 20						
Acacia, sifted sts.	@ 18	Zingiber a	12@ 16	Capsici Fruc's po	@ 22						
Acacia, po	45@ 65	Zingiber j	25@ 28	Cap'i Fruc's B po	@ 15						
Aloe, Barb	22@ 25	Semen		Carminie, No. 40	@ 4 25						
Aloe, Cape	@ 25	Anisum po 20	@ 16	Carphyllus	20@ 22						
Aloe, Socotri	@ 45	Aphum (gravel's)	13@ 15	Cassia ructus	@ 35						
Ammoniac	55@ 60	Blrd, 1s	4@ 6	Cateacum	@ 35						
Asafoetida	85@ 90	Cannabis Sativa	7@ 8	Centraria	@ 10						
Benzoinum	50@ 55	Cardamon	70@ 90	Cera Alba	50@ 55						
Catechu, 1s	@ 13	Carui po 15	12@ 15	Cera Flava	40@ 42						
Catechu, 1/2s	@ 14	Chenopodium	25@ 30	Crocus	45@ 50						
Catechu, 3/4s	@ 16	Coriandrum	12@ 14	Culoriform	34@ 54						
Camphorae	60@ 65	Cydonium	75@1 00	Chloral Hyd Crss 1	15@1 40						
Euphorbium	@ 40	Dipterix Odorate	2 50@2 75	Chloro m Squibbs	@ 90						
Galbanum	@ 40	Goeniculum	@ 30	Chondrus	20@ 25						
Gamboge	@ 35	Poenugreek, po.	7@ 9	Cinchonide Germ	38@ 48						
Gauclacum po 35	@ 35	Lini	6@ 8	Cinchonide P-W	38@ 48						
Kino	@ 45	Lini, grd. bbl. 5 1/2	6@ 8	Cocaine	2 80@3 00						
Mastic	@ 75	Lobelia	75@ 80	Corks list, less 75%	@ 45						
Myrrh	@ 4	Pharlaris Cana'n	9@ 10	Creosotum	@ 2						
Opium	6 00@6 10	Rapa	5@ 6	Creta	@ 5						
Shellac	45@ 55	Sinapis Alba	8@ 10	Creta, prep.	@ 11						
Shellac, bleached	60@ 65	Sinapis Nigra	9@ 10	Creta, precip.	@ 11						
Tragacanth	70@1 00	Spiritus		Creta, Rubra	@ 8						
Herba		Fruementi W. D.	2 00@2 50	Cudbear	@ 24						
Absinthium	7 00@7 50	Fruementi	1 25@1 50	Cupi Sulph	@ 10						
Eupatorium oz pk	20	Juniperis Co.	1 75@3 50	Dextrine	@ 7						
Lobelia oz pk	20	Juniperis Co O T	1 65@2 50	Emery, all Nos.	@ 8						
Majorium oz pk	28	Saccharum N E	1 90@2 10	Emery, po	@ 6						
Mentra Pip. oz pk	23	Snt Vini Galli	1 75@6 50	Ergota	60@ 65						
Mentra Ver oz pk	25	Vini Alba	1 25@2 00	Ether Sulph	35@ 40						
Rue oz pk											

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Index to Markets
By Columns

Column	Item	Price
A	Ammonia	1
A	Axle Grease	1
B	Baked Beans	1
B	Bath Brick	1
B	Bluing	1
B	Brooms	1
B	Brushes	1
B	Butter Color	1
C	Candles	1
C	Canned Goods	1
C	Carbon Oils	1
C	Catsup	1
C	Cereals	1
C	Cheese	1
C	Chewing Gum	1
C	Chicory	1
C	Chocolate	1
C	Clothes Lines	1
C	Cocoa	1
C	Cocoa Nuts	1
C	Coffee	1
C	Confections	1
C	Crackers	1
C	Dream Tartar	1
D	Dried Fruits	1
F	Farinaceous Goods	1
F	Feed	1
F	Fish and Oysters	1
F	Fishing Tackle	1
F	Flavoring Extracts	1
F	Flour	1
F	Fresh Meats	1
G	Gelatine	1
G	Grain Bags	1
G	Grains	1
H	Herbs	1
H	Hides and Pelts	1
J	Jelly	1
L	Licorice	1
M	Matches	1
M	Meat Extracts	1
M	Mince Meat	1
M	Molasses	1
M	Mustard	1
N	Nuts	1
O	Olives	1
P	Pipes	1
P	Pickles	1
P	Playing Cards	1
P	Potash	1
P	Provisions	1
R	Rice	1
R	Salad Dressing	1
R	Saleratus	1
R	Sal Soda	1
R	Salt	1
R	Salt Fish	1
R	Seeds	1
R	Shoe Blacking	1
R	Snuff	1
R	Soap	1
R	Soda	1
R	Soups	1
R	Spices	1
R	Starch	1
R	Syrups	1
T	Tea	1
T	Tobacco	1
T	Twine	1
V	Vinegar	1
W	Wicking	1
W	Woodenware	1
W	Wrapping Paper	1
Y	Yeast Cake	1

ARCTIC AMMONIA		Doz.
12 oz. ovals	2 doz. box	.75
AXLE GREASE		
Frazer's		
1lb. wood boxes,	4 doz.	3 00
1lb. tin boxes,	3 doz.	2 35
3 1/2 lb. tin boxes,	2 doz.	4 25
10lb. pails,	per doz.	6 00
15lb. pails,	per doz.	7 20
25lb. pails,	per doz.	12 00
BAKED BEANS		
1lb. can,	per doz.	90
2lb. can,	per doz.	1 40
3lb. can,	per doz.	1 80
BATH BRICK		
American		75
English		85
BLUING		
Arctic		
6 oz. ovals	3 doz. box	\$ 40
16 oz. round	2 doz. box	75
Sawyer's Pepper Box		
Per Gross		
No. 3, 3 doz. wood bxs		4 00
No. 5, 3 doz. wood bxs		7 00
Sawyer Crystal Bag		
Blue		4 00
BROOMS		
No. 1 Carpet	4 sew	4 00
No. 2 Carpet	4 sew	3 80
No. 3 Carpet	3 sew	3 65
No. 4 Carpet	3 sew	3 50
Parlor Gem		5 00
Common Whisk		1 40
Fancy Whisk		1 50
Warehouse		4 25
BRUSHES		
Scrub		
Solid Back, 8 in.		75
Solid Back, 11 in.		95
Pointed Ends		85
Stove		
No. 3		90
No. 2		1 25
No. 1		1 75
Shoe		
No. 8		1 00
No. 7		1 30
No. 4		1 70
No. 3		1 90
BUTTER COLOR		
W. R. & Co.'s 25c size		2 00
W. R. & Co.'s 50c size		4 00
CANDLES		
Paraffine, 6s		8
Paraffine, 12s		8 1/2
Wicking		20
CANNED GOODS		
Apples		
3lb. Standards		@1 00
Gallon		2 75 @3 00
Blackberries		
2lb.		1 25 @1 75
Standards gallons		@4 50
Beans		
Baked		85 @1 30
Red Kidney		85 @95
String		70 @1 15
Wax		75 @1 25
Blueberries		
Standard		1 35
Gallon		6 25
Brook Trout		
2lb. cans, spiced		1 90
Clams		
Little Neck, 1lb.	1 00 @1 25	
Little Neck, 2lb.	@1 50	
Clam Bouillon		
Burnham's 1/2 pt.		2 00
Burnham's pts.		3 75
Burnham's qts.		7 50
Cherries		
Red Standards		@1 40
White		@1 40
Corn		
Fair		75 @8
Good		1 00 @1 10
Fancy		1 45
French Peas		
Sur Extra Fine		22
Extra Fine		19
Fine		15
Moyen		11
Gooseberries		
Standard		1 75
Hominy		
Standard		85
Lobster		
1/2 lb.		2 25
1lb.		4 25
Picnic Tails		2 75
Mackerel		
Mustard, 1lb.		1 80
Mustard, 2lb.		2 80
Soused, 1 1/2 lb.		1 80
Soused, 2lb.		2 75
Tomato, 1lb.		1 50
Tomato 2lb.		2 80
Mushrooms		
Hotels		@ 30
Buttons		@ 25

Oysters		
Cove, 1lb.	80@	85
Cove, 2lb.	1 55@	1 75
Cove, 1lb., oval		@1 20
Plums		
Plums	1 00@	2 50
Peas		
Marrowfat	90@	1 25
Early June	95@	1 25
Early June Sifted	1 15@	1 30
Peaches		
Pie	90@	1 25
No. 10 size can pie		@3 00
Pineapple		
Grated	1 85@	2 50
Sliced		95@2 40
Pumpkin		
Fair		85
Good		90
Fancy		1 00
Gallon		2 50
Raspberries		
Standard		@
Salmon		
Col'a River, talls	1 95@	2 00
Col'a River, flats	2 25@	2 75
Red Alaska	1 45@	1 60
Pink Alaska	90@	1 00
Sardines		
Domestic, 1/4s	3 1/4@	4
Domestic, 1/2s		@5
Domestic, 3/4 Mus.	6 1/2@	9
California, 1/4s	.11	@14
California, 1/2s	.17	@24
French, 1/4s	7	@14
French, 1/2s	.18	@23
Shrimps		
Standard	90@	1 40
Succotash		
Fair		85
Good		1 00
Fancy	1 25@	1 40
Strawberries		
Standard		
Fancy		
Tomatoes		
Good	95@	1 10
Fair	85@	90
Fancy		@1 40
Gallons		@2 50
CARBON OILS		
Barrels		
Perfection		@10 1/2
Water White		@10
D. S. Gasoline		@13 1/4
Gas Machine		@44
Deodor'd Nap'a		@121
Cylinder	29	@34 1/2
Engine	16	@22
Black, winter	8 1/4@	10
CEREALS		
Breakfast Foods		
Bordeau Flakes, 36 1lb.	2	50
Cream of Wheat, 36 2lb.	4	50
Egg-O-See, 36 pkgs.	2	85
Excello Flakes, 36 lb.	4	50
Excello, large pkgs.	4	50
Force, 36 2lb.	4	50
Grape Nuts, 2 doz.	2	70
Malta Ceres, 24 1lb.	2	40
Malta Vita, 36 1lb.	2	85
Mapl-Flake, 24 1lb.	2	70
Pillsbury's Vitos, 3 dz.	4	25
Ralston Health Food		
36 2lb.	4	50
Sunlight Flakes, 36 1lb	2	85
Sunlight Flakes, 20 1lb	4	00
Kellogg's Toasted Corn		
Flakes, 36 pkgs in cs.	2	80
Vigor, 36 pkgs.	2	75
Voigt Cream Flakes	2	80
Zest, 20 2lb.	4	10
Zest, 36 small pkgs.	2	75
Rolled Oats		
Rolled Avena, bbls.	5	00
Steel Cut, 100 lb. sks.	2	75
Monarch, bbl.	4	70
Monarch, 90 lb. sacks	2	25
Quaker, 18 Regular	1	45
Quaker, 20 Family	4	00
Cracked Wheat		
Bulk		3 1/2
24 2lb. packages		2 50
CATSUP		
Columbia, 25 pts.	4	15
Snider's pints	2	35
Snider's 1/2 pints	1	35
CHEESE		
Acme		@17 1/2
Gem		@
Jersey		@18
Riverside		@17 1/2
Springdale		@17 1/2
Warner's		@17 1/2
Brick		@18 1/2
Leiden		@15
Limburger		@17
Pineapple	40	@60
Sap Sago		@22
Swiss Domestic		@18

CHEWING GUM		
American Flag Spruce		55
Beeman's Pepsin		55
Adams' Pepsin		55
Best Pepsin		45
Best Pepsin, 5 boxes		2 00
Black Jack		55
Largest Gum Made		55
Sen Sen		55
Sen Sen Breath Perf		1 00
Yucatan		55
Spearmint		55
CHICORY		
Bulk		5
Red		7
Eagle		5
Franck's		7
Schener's		6
CHOCOLATE		
Walter Baker & Co.'s		
German Sweet		22
Premium		31
Caracas		31
Walter M. Lowney Co		
Premium, 1/4s		30
Premium, 1/2s		30
CIDER, SWEET		
"Morgan's"		
Regular barrel 50 gals		7 50
Trade barrel, 28 gals		4 50
1/4 Trade barrel, 14 gals		2 75
Boiled, per gal		50
Hard, per gal		20
COCOA		
Baker's		37
Cleveland		41
Colonial, 1/4s		35
Colonial, 1/2s		35
Epps		42
Huyler		45
Lowney, 1/4s		36
Lowney, 1/2s		36
Lowney, 1s		40
Van Houten, 1/4s		12
Van Houten, 1/2s		20
Van Houten, 1s		40
Van Houten, 1s		72
Webb		33
Wilbur, 1/4s		33
Wilbur, 1/2s		32
COCOANUT		
Dunham's 1/4s & 1/2s		26 1/2
Dunham's 1/4s		27
Dunham's 1/2s		28
Bulk		11
COFFEE		
Rio		
Common		10 @ 13 1/2
Fair		14 1/2
Choice		16 1/2
Fancy		20
Santos		
Common		12 @ 13 1/2
Fair		14 1/2
Choice		16 1/2
Fancy		19
Peaberry		19
Maracaibo		
Fair		16
Choice		19
Mexican		
Choice		16 1/2
Fancy		19
Guatemala		
Choice		15
Java		
African		12
Fancy African		17
O. G.		25
P. G.		31
Mocha		
Arabian		21
Package		
New York Basis		
Arbuckle		15 25
Dillworth		13 75
Jersey		15 00
Lion		14 75
McLaughlin's XXXX		
McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.		
Extract		
Holland, 1/2 gro boxes		95
Felix, 1/2 gross		1 15
Hummel's foil, 1/2 gro.		85
Hummel's tin, 1/2 gro.		1 43
CRACKERS.		
National Biscuit Company		
Brand		
Butter		
N. B. C. Square		6 1/2
Seymour, Round		6 1/2
Soda		
N. B. C.		6 1/2
Select		8 1/2
Saratoga Flakes		13
Zephyrette		13
Oyster		
N. B. C., Round		6 1/2
Gem		6 1/2
Faust,		8
Sweet Goods.		
Animals		10
Atlantics		12
Atlantic, Assorted		12
Arrowroot Biscuit		16
Avena Fruit Cake		12
Brittle		11
Bumble Bee		10
Cadets		9
Cartwheels Assorted		10
Chocolate Drops		16
Circle Honey Cookies		12
Current Fruit Biscuits		12
Cracknels		14
Coffee Cake		10
Coffee Cake, Iced		10
Cocoa Nut Taffy Bar		12
Cocoa Nut Bar		10
Cocoa Nut Drops		12
Cocoa Nut Honey		12

Cocoanut Hon. Fingers	12
Cocoanut Hon Jumbles	12
Cocoanut Macaroons	13
Currant Cookies Iced	11
Dinner Biscuit	25
Dixie Sugar Cookie	9
Family Cookie	9
Fig Cake Assorted	12
Fig Newtons	12
Floralabel Cake	12½
Fluted Cocoanut Bar	10
Frosted Creams	8
Frosted Fingers	16
Frosted Ginger Cookie	8
Frosted Honey Cake	12
Fruit Honey Cake	14
Fruit Tarts	12
Ginger Gems	8
Ginger Gems, Iced	8
Graham Crackers	9
Ginger Nuts	10
Ginger Snaps Family	8
Ginger Snaps N. B. C.	7½
Ginger Snaps N. B. C.	8
Square	8
Hippodrome Bar	10
Honey Block Cake	14
Honey Cake, N. B. C.	12
Honey Fingers, As. Ice	12
Honey Jumbles, Iced	12
Honey Flake	12½
Honey Lassies	10
Household Cookies	8
Household Cookies Iced	9
Iced Honey Crumpets	10
Imperial	9
Jersey Lunch	9
Jubilee Mixed	10
Kream Klips	25
Ladle	9
Lemon Gems	10
Lemon Biscuit Square	8
Lemon Fruit Square	12½
Lemon Wafer	17
Lemona	9
Mary Ann	9
Marshmallow Walnuts	16
Molasses Cakes	9
Molasses Cakes, Iced	9
Molasses Fruit Cookies	
Iced	11
Mottled Square	10
Nabob Jumbles	14
Oatmeal Crackers	8
Orange Gems	9
Penny Assorted	9
Peanut Gems	9
Pretzels, Hand Md.	9
Pretzelettes, Hand Md.	9
Pretzelettes, Mac. Md.	8
Raisin Cookies	10
Revere, Assorted	14
Rosalie	9
Rube	9
Scalloped Gems	10
Scotch Cookies	10
Snow Creams	16
Spiced Currant Cake	10
Sugar Fingers	12
Sultana Fruit Biscuit	16
Spiced Ginger Cake	9
Spiced Ginger Cake Iced	10
Sugar Cakes	9
Sugar Squares, large or small	9
Sunnyside Jumbles	10
Supper	8
Sponge Lady Fingers	25
Sugar Crimp	9
Vanilla Wafers	17
Victors	12
Waverly	10
In-er Seal Goods	
	per doz.
Albert Biscuit	1 00
Animals	1 00
Arrowroot Biscuit	1 00
Baronet Biscuit	1 00
Bremner's Butter	
Wafers	1 00
Cameo Biscuit	1 50
Cheese Sandwich	1 00
Chocolate Wafers	1 00
Cocoanut Dainties	1 00
Faust Oyster	1 00
Fig Newton	1 00
Five O'clock Tea	1 00
Ginger Snaps, N. B. C.	1 00
Graham Crackers, Red Label	1 00
Lemon Snaps	50
Oatmeal Crackers	1 00
Old Time Sugar Cook.	1 00
Oval Salt Biscuit	1 00
Oysterettes	50
Peanut Wafers	1 00
Pretzelettes, Hd. Md.	1 00
Royal Toast	1 00
Saltine Biscuits	1 00
Saratoga Flakes	1 50
Social Tea Biscuit	1 00
Soda Craks, N. B. C.	1 00
Soda Cracks, Select	1 00
S S Butter Crackers	1 50
Sultana Fruit Biscuit	1 50
Unedea Biscuit	50
Unedea Jinjer Wayfer	1 00
Unedea Lunch Biscuit	50
Vanilla Wafers	1 00
Water Thin Biscuit	1 00
Zu Zu Ginger Snaps	50
Zwieback	1 00
In Special Tin Packages.	
	Per doz.
Bestino	2 50
Nabisco, 25c	2 50
Nabisco, 10c	1 00
Champagne Wafer	2 50
Chocolate Tokens	2 50
	Per tin in bulk
Sorbetto	1 00

6	7	8	9	10	11
Kansas Hard Wheat Flour Judson Grocer Co. Fanchon, 1/2s cloth 5 50 Lemon & Wheeler Co. White Star, 1/2s cloth 5 90 White Star, 1/2s 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 60 Wizard, Corn Meal 4 00 Wizard, Buckwheat 6 00 Rye 4 00 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, 1/2s 6 60 Ceresota, 1/4s 6 50 Ceresota, 1/2s 6 40 Lemon & Wheeler's Brand Wingold, 1/2s 6 40 Wingold, 1/4s 6 30 Wingold, 1/2s 6 20 Worden Grocer Co.'s Brand Laurel, 1/2s cloth 6 35 Laurel, 1/4s cloth 6 25 Laurel, 1/2s cloth 6 15 Laurel, 1/4s cloth 6 15 Voigt Milling Co.'s Brand Voigt's Crescent 6 00 Voigt's Flourloft (whole wheat flour) 6 00 Voigt's Hygienic Graham 5 40 Voigt's Royal 6 40 Wykes & Co. Sleepy Eye, 1/2s cloth 6 20 Sleepy Eye, 1/4s 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 23 50 No. 1 Corn and Oats 23 50 Corn, cracked 23 50 Corn Meal, coarse 23 50 Winter Wheat Bran 24 00 Middlings 25 00 Buffalo Gluten Feed 33 00 Dairy Feeds Wykes & Co. O P Linsed Meal 40 00 O P Linsed Meal 37 00 Cottonseed Meal 33 00 Gluten Feed 31 50 Brewers' Grains 28 00 Hammond Dairy Feed 25 00 Alfalfa Meal 25 00 Oats Michigan carlots 49 Less than carlots 52 Corn Carlots 62 Less than carlots 65 Hay Carlots 17 Less than carlots 18 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 doz. 55 30lb pails, per doz. 98 MAPLEINE 2 oz. bottles, per doz 3 00 MATCHES C. D. Crittenden Co. Noiseless Tip 4 50@4 75 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Good 22 Fair 20 Half barrels 2c extra MINCE MEAT Per case 2 90 MUSTARD 1/4 lb. 6 lb. box 18 OLIVES Bulk, 1 gal. kegs 1 10@1 20 Bulk, 2 gal. kegs 1 00@1 10 Bulk, 5 gal. kegs 95@1 05 Manzanilla, 3 oz. 75 Queen, pints 2 50 Queen, 19 oz. 4 50 Queen, 28 oz. 7 00 Stuffed, 5 oz. 90 Stuffed, 3 oz. 1 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 50 Small Half bbls., 1,200 count 4 50 PLAYING CARDS No. 90 Steamboat 85 No. 15, Rival, assorted 1 75 No. 20, Rover, enam'd 2 00 No. 672, Special 1 75 No. 98 Golf, satin fin. 2 00 No. 808 Bicycle 2 00 No. 652 Tourn't whist 2 25 POTASH Babbitt's 4 00 PROVISIONS Barreled Pork Mess, new 22 00 Clear Back 24 00 Short Cut 21 50	Short Cut Clear 21 50 Bean 20 50 Brisket, Clear 24 00 Pig 24 00 Clear Family 21 00 Dry Salt Meats S. P. Bellies 16 Lard Pure in tierces 13 3/4 Compound Lard 9 80 lb. tubs 1/2 advance 1/4 50 lb. tubs 1/2 advance 1/4 50 lb. tins 1/2 advance 1/4 20 lb. pails 1/2 advance 1/4 5 lb. pails 1/2 advance 1/4 1 lb. pails 1/2 advance 1/4 Smoked Meats Hams, 12 lb. average 14 Hams, 14 lb. average 14 Hams, 16 lb. average 14 Hams, 18 lb. average 14 Skinned Hams 14 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 10 Pork 11 Veal 11 Tongue 11 Headcheese 9 Beef Boneless 14 00 Rump, new 14 00 Pig's Feet 1/2 bbls. 1 00 3/4 bbls., 40 lbs. 2 00 1/2 bbls. 4 00 1 bbl. 9 00 Tripe Kits, 15 lbs. 80 1/2 bbls., 40 lbs. 1 60 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 32 Beef, rounds, set 25 Beef, middles, set 80 Sheep, per bundle 90 Uncolored Butterine Solid dairy 10 @ 12 Country Rolls 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb. 3 00 Roast beef, 1 lb. 1 75 Roast beef, 2 lb. 3 00 Potted beef, 1 lb. 1 75 Potted ham, 1/2s 50 Potted ham, 1/4s 90 Deviled Ham, 1/2s 50 Deviled Ham, 1/4s 90 Potted tongue, 1/2s 50 Potted tongue, 1/4s 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, 1 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box 3 00 Arm and Hammer 3 00 Deland's 3 00 Dwight's Cow 3 00 L. P. 3 00 Standard 1 80 Wyandotte, 100 1/2s 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 90 Medium, fine 85 SALT FISH Cod Large whole @ 7 Small whole @ 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock @ 5 Halibut Strips 15 "Chunks" 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 Round, 100 lbs. 3 75 Round, 40 lbs. 1 90 Sealed 14 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75 Mackerel Mess, 100 lbs. 15 50 Mess, 40 lbs. 6 60 Mess, 10 lbs. 1 75 Mess, 8 lbs. 1 40	No. 1, 100 lbs. 14 00 No. 1, 40 lbs. 6 00 No. 1, 10 lbs. 1 60 No. 1, 8 lbs. 1 30 Whitefish No. 1, No. 2 Fam. 100 lbs. 9 75 3 50 50 lbs. 5 25 1 90 10 lbs. 1 12 55 8 lbs. 92 48 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8oz 2 80 Jap. D'nd 100 6 oz 3 80 Dusky Rose, 50 bars 3 60 Saxon 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 35 German Mottled, 5 bxs 3 30 German Mottled, 10bxs 3 25 German Mottled, 25bxs 3 20 Marseilles, 100 cakes 6 00 Marseilles, 100 cks 5c 4 00 Marseilles, 100 ck toil 4 00 Marseilles, 1/2bx toilet 2 10 A. B. Wrisley Good Cheer 4 00 Old Country 3 40 Soap Powders Snow Boy, 100s, 11bs. 4 00 Snow Boy 24 4lbs. 4 00 Snow Boy, 60 5c 2 40 Snow Boy, 30 No. 2 2 40 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 00 Pinkoline, 24 4lb. 3 80 Pearline, 3 75 Soapine 4 10 Babbitt's 1776 3 75 Roseine 3 50 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 30 Rub-No-More 3 85 Scouring Enoch Morgan's Sons. Sapolio, gross lots 9 00 Sapolio, half gro. lots 4 50 Sapolio, single boxes 2 25 Sapolio, hand 2 25 Scouring Manufacturing Co. Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes, English 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, Cochinchina 14 1/2 Mace, Penang 50 Mixed, No. 1 16 1/2 Mixed, No. 2 10 Nutmegs, 75-80 45 Nutmegs, 105-110 20 Pepper, Black 14 Pepper, White 25 Pepper, Cayenne 22 Paprika, Hungarian 22 Pure Ground in Bulk Allspice, Jamaica 12 Cloves, Zanzibar 22 Cassia, Canton 12 Ginger, African 12 Mace, Penang 55 Nutmegs, 75-80 35 Pepper, Black 11 1/2 Pepper, White 18 Pepper, Cayenne 16 Paprika, Hungarian 38 STARCH Corn Kingsford, 40 lbs. 7 1/2 Muzzy, 20 1lb. pkgs. 5 1/2 Muzzy, 40 1lb. pkgs. 5 Gloss Kingsford Silver Gloss, 40 1lbs. 7 1/2 Silver Gloss, 16 3lbs. 6 1/2 Silver Gloss, 12 6lbs. 8 1/2 Muzzy 48 1lb. packages 5 56 5lb. packages 4 1/2 12 6lb. packages 6 50lb. boxes 4 SYRUPS Corn Barrels 27 Half barrels 29 20lb. cans 1/4 dz. in cs. 1 65 10lb. cans, 1/2 dz. in cs. 1 60 5lb. cans, 2 dz. in cs. 1 70 8 1/2lb. cans, 3 dz. in cs. 1 75	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 35 Amoy, choice 32 English Breakfast Choice 25 Fancy 30 Fancy 40@45 India Ceylon, choice 30@35 Fancy 45@50 TOBACCO Fine Cut Cadillac 54 Sweet Loma 54 Hiawatha, 5lb. pails 56 Telegram 39 Pay Car 39 Prairie Rose 49 Protection 49 Sweet Burley 41 Tiger 41 Plug Red Cross 30 Paio 35 Kyo 35 Battie 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 39 Old Honesty 43 Toddy 34 J. T. 33 Piper Heidsieck 69 Boot Jack 86 Honey Dip Twist 43 Black Standard 40 Cadillac 40 Forge 34 Nickel Twist 32 Mill 32 Great Navy 36 Smoking Sweet Core 44 Flat Car 32 Warpath 26 Bamboo, 16 oz. 25 1 X L, 5lb. 27 1 X L, 16 oz. pails 31 Honey Dew 40 Gold Block 40 Flagman 40 Chips 33 Kiln Dried 21 Duke's Mixture 40 Duke's Cameo 43 Myrtle Navy 44 Yum Yum, 1 1/2 oz. 39 Yum, Yum, 1lb. pails 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 36 Cant Hook 30 Country Club 32-34 Forex-XXXX 30 Good Indian 26 Self Binder, 16oz. box 20-22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 TWINE Cotton, 3 ply 24 Cotton, 4 ply 24 Jute, 2 ply 14 Hemp, 5 ply 13 Flax, medium N 24 Wool, 1 lb. balls 8 VINEGAR State Seal 12 Oakland apple cider 14 Morgan's Old Process 14 Barrels free. WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels 1 10 Bushels, wide band 1 25 Market 40 Splint, large 3 50 Splint, medium 3 00 Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, me's 7 25 Willow, Clothes, small 6 25	Butter Plates Wire End or Ovals. 1/4 lb., 250 in crate 30 1/2 lb., 250 in crate 30 1 lb., 250 in crate 30 2 lb., 250 in crate 35 3 lb., 250 in crate 40 5 lb., 250 in crate 50 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 Clothes Pins Round Head. 4 inch, 5 gross 50 4 1/2 inch, 5 gross 55 Cartons, 20 2 1/2 doz. bxs. 60 Egg Crates and Fillers Humpty Dumpty, 12 dz. 20 No. 1 complete 28 No. 2 complete 28 Case, No. 2 fillers 15 sets 1 35 Case, No. 2 fillers 12 sets 1 15 Faucets Cork, line, 8 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90 Mop Sticks Trojan spring 90 Eclipse patent spring 85 No. 1 common 60 No. 2 pat. brush holder 85 12lb. cotton mop heads 1 40 Ideal No. 7 85 Pails 2-hoop Standard 2 15 2-hoop Standard 2 35 2-wire, Cable 2 25 3-wire, Cable 2 45 Cedar, all red, brass 1 25 Paper, Eureka 2 25 Fibre 2 70 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. Stand. No. 1 9 25 18-in. Cable, No. 2 8 25 16-in. Cable, No. 3 7 25 No. 1 Fibre 10 25 No. 2 Fibre 9 25 No. 3 Fibre 8 25 Washboards Bronze Globe 2 50 Dewey 1 75 Double Acme 3 75 Single Acme 3 15 Double Peerless 3 75 Single Peerless 3 25 Northern Queen 3 25 Double Duplex 2 00 Good Luck 2 75 Universal 3 00 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wood Bowls 13 in. Butter 1 50 15 in. Butter 2 25 17 in. Butter 4 00 19 in. Butter 5 90 Assorted, 13-15-17 3 00 Assorted, 15-17-19 4 25 WRAPPING PAPER Common straw 2 Fibre Manila, white 3 Fibre Manila, colored 4 No. 1 Manila 4 Cream Manila 2 Butcher's Manila 2 1/2 Wax Butter, short cut 13 Wax Butter, full count 20 Wax Butter, rolls 19 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Least Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. Whitefish, Jumbo 16 Whitefish, No. 1 12 Trout 11 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 Finnish 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 Lambs 50@ 75 Shearings 40@ 65 Tallow No. 1 5 No. 2 4 Wool Unwashed, med. 28 Unwashed, fine 23 Standard Twist 8 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 8 Conserve 8 1/2 Royal 13 1/2 Ribbon 18 Broken 18 Cut Loaf 8 1/2 Leader 8 1/2 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 12 Peanut Squares 9 Sugared Peanuts 12 Salted Peanuts 12 Starlight Kisses 11 San Blas Goodies 12 Lozenges, plain 10 Lozenges, printed 12 Champion Chocolate 13 Eclipse Chocolates 14 Eureka Chocolates 15 Quintette Chocolates 14 Champion Gum Drops 9 Moss Drops 10 Lemon Sours 10 Imperial 1 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 Golden Waffles 13 Red Rose Gum Drops 18 Auto Bubbles 13 Fancy—in 5lb. Boxes Old Fashioned Molasses 1 30 Orange Jellies 50 Lemon Sours 60 Old Fashioned Horehound 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 10 Brilliant Gums, Crys. 60 A. A. Licorice Drops 60 Lozenges, printed 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 1 75 Buster Brown Good 3 50 Up-to-date Ass'tm't 3 75 Ten Strike No. 1 6 50 Ten Strike No. 2 6 00 Ten Strike, Summer assortment 6 75 Scientific Ass't. 13 00 Pop Corn Cracker Jack 3 25 Giggies, 5c pkg. cs 3 50 Pop Corn Balls 200s 1 25 Azulikit 100s 1 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 sft. 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 68 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 .75

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots .31
El Portana .33
Evening Press .32
Exemplar .32

Worden Grocer Co. brand

Ben Hur

Perfection .35
Perfection Extras .35
Londres .35
Londres Grand .35
Standard .35
Puritans .35
Panatellas, Finas .35
Panatellas, Bock .35
Jockey Club .35

COCOANUT

Baker's Brazil Shredded



70 5c pkgs, per case .2 60
86 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 .7 @ 5
Livers .7 @ 6

Pork

Loins .@ 16
Dressed .@ 11
Boston Butts .@ 15
Shoulders .@ 12 1/2
Leaf Lard .@ 13
Pork Trimmings .@ 11

Mutton

Carcass .@ 10
Lambs .@ 12
Spring Lambs .@ 13

Veal

Carcass .6 @ 9

CLOTHES LINES

Sisal

60ft. 3 thread, extra .1 00
72ft. 3 thread, extra .1 40
90ft. 3 thread, extra .1 70
60ft. 6 thread, extra .1 29
72ft. 6 thread, extra .1 50

Jute

60ft. .75
72ft. .90
90ft. .1 05
120ft. .1 50

Cotton Victor

50ft. .1 10
60ft. .1 35
70ft. .1 60

Cotton Windsor

50ft. .1 30
60ft. .1 44
70ft. .1 50
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

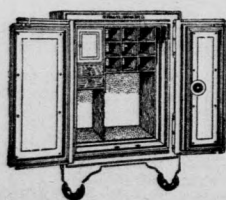
Poles

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 .1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

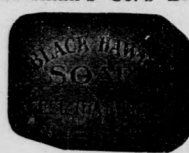
SOAP

Beaver Soap Co.'s Brand.



100 cakes, large size .6 50
50 cakes, large size .3 25
100 cakes, small size .3 55
50 cakes, small size .1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large .3 75
Halford, small .2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

The 5 and 10c Twins Have a Baby Brother

OUR APRIL CATALOGUE bears to the merchants of America the first hint of a movement for which we have long been making preparation. About forty-eight hours before going to press we decided to deliver in that issue a message we had not expected to put in print for another thirty days.

That message has to do with the 25 Cent Combination Counter—the newest development of the Variety business.

The "combination" idea is a new and far-reaching conception that will in some ways revolutionize retail methods.

In a nutshell, the time is ripe to repeat in 25 cent goods the same inspiring success that in recent years has been wrought out in 5 and 10 cent goods.

Things move fast nowadays. We look to see exclusive 25 cent stores established in all our larger cities in a fraction of the time that was required to cover the country with the 5 and 10 cent stores.

And in all smaller cities and towns the 25 Cent Combination Idea will work itself out in the form of 25 cent counters and departments.

Our "Quick Action" assortments of 25 cent goods are put up for merchants who want to get in line with this new idea in the shortest time.

Wire or write amount you wish to invest and goods will go forward promptly.

And write at once for our April catalogue, giving full details. Ask for catalogue No. FF782.

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—Stock of office supplies, books and stationery and up-to-date fixtures in Michigan town. Inventories about \$5,500. Address No. 506, care Michigan Tradesman. 516

For Sale—Grocery and drug stock, invoices \$1,350. Must be sold at once. Good location. Fine chance for someone to continue the business. H. H. Mapes, Trustee, Sunfield, Mich. 503

156 acres, in Charlevoix county, about 30 under cultivation, balance cut over, plenty of wood timber, on R. F. D., 1/2 mile from postoffice and good market. Good school. Will sell cheap or exchange for stock of merchandise. Address No. 504, care Tradesman. 504

FORMULAS.

2,999 formulas nearly 400 pages, cloth-bound, invaluable to farming, mechanical work and every other department of human endeavor. Satisfaction guaranteed. Prepaid 48c. Box 81, Washington, D. C. 503

Store Fixtures For Sale



At about 50c on the dollar. Bar gain prices on a lot of store fixtures and furniture. One Toledo Scale that cost \$115, in perfect condition, for only \$60. \$30 Roll Top Desk for \$12.50. Oil Tanks, Ribbon Case, etc. If interested write for list, quoting net cash prices of money saving interest. B. H. Comstock, 907 Ohio Building, Toledo, Ohio.

Partner with \$300 for half interest in improved 50 acre farm near Toronto, Can. 219 McDougall St., Windsor, Ont. 499

Barber shop for sale. Seven chair shop, baths of all kinds, established fifteen years. Doing paying business. Reason for selling, have other business. E. E. Reynolds, 105 Michigan Ave., W. Lansing, Mich. 498

For Sale—Grocery and hardware stock and fixtures about \$2,000. Everything new and up-to-date. New farming town on railroad and river. Last year's sales about \$10,000. Good reasons for selling. Cash. Faye E. Wenzel, Edgetts, Mich. 497

Conduct a candy kitchen and clear from \$10 to \$25 per day; very limited capital required; we teach you the business, send for particulars. Kennon & Co., 148 W. Ontario St., Dept. 33, Chicago, Ill. 496

For Rent—Cheap, large double store building in lively town in Central Michigan. Splendid opening for someone. Best location in town. Box 183, Ithaca, Mich. 495

For Rent or Sale—Double store room in good little town. Two story brick and stone. Fine trading point. Natural gas. Address J. A. DeMoss, Thayer, Kansas. 494

To Exchange—Southern Wisconsin farm 260 acres for stock of good merchandise. Address N. M. Guettel, 126 Market, Chicago, Ill. 507

\$500 buys fine little jewelry business in small town in Western Michigan. Good prices and no competition. Rent is cheap. Excellent opportunity to start in cheap and have good trade from the start. Address No. 509, care Tradesman. 509

For Sale—Music store, \$4,000, 10 years established, good lease; going to leave city; don't answer unless you have the money and mean business. Experience unnecessary. J. Wilson, 3114 N. Ashland Ave., Chicago, Ill. 493

For Sale—A small day school for boys. Well equipped with apparatus, etc. Accredited. Select and growing patronage. P. O. Box 622, Savannah, Ga. 483

For Sale—Or will exchange for good land on a cash basis. A fine general store located in one of the best towns in Northern Indiana. Practically no dead stock, big established trade, invoice about \$22,000. Can reduce. This is a genuine bargain. Will not consider poor land. Address No. 482, care Tradesman. 482

Grassland—11,000 acres in Northern Wisconsin. Suitable for dairy farming. On railroad. Fine location for colony. Price \$4.50 per acre. Easy terms. E. B. Pulling, Marshfield, Wis. 481

For Sale—Drug stock and very desirable buildings in small town in Central Michigan. Address "Doc," care Michigan Tradesman. 480

For Sale—Fine improved 360 acre stock farm, Knox county, Illinois. Also eight foot buffalo robe. Charles Webb, Galesburg, Ill. 450

For Sale—The best grocery store in the best town in the best fruit belt in Northern Michigan. Address No. 479, care Tradesman. 479

Elegant summer home or private boarding house, 16 rooms, on Little Traverse Bay, adjoining 4 famous resorts, running water and all conveniences. E. M. Deuel, Harbor Springs, Mich. 476

For Sale—The best grocery business in the city of Batavia, Illinois, 38 miles west of Chicago. Population 6,000. Stock will invoice about \$3,500. Did a business last year of over \$30,000. We run two wagons. Address John A. Anderson & Son, Batavia, Ill. 475

For Sale or Rent—Cheap, brick store building, Mt. Morris. Splendid opening for hardware, general grocery store. Live town. Particulars, address Thos. Ferguson, Mt. Morris, Mich. 486

For Sale—Good laundry, in lively town, cheap for cash, if taken at once. J. Dales, Chesaning, Mich. 485

Gall Stones—Bilious colic is result; no indigestion about it; your physician can not cure you; only one remedy known on earth; free booklet. Brazilian Remedy Co., Box 3021, Boston, Mass. 484

Modern bakery, two story building, supplies and wagon, 20,000 population in Wisconsin. \$7,500. Address No. 473, care Michigan Tradesman. 473

For Sale—163 1/2 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

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

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

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

IF YOU WANT TO SELL

all or a portion of your stock at the rate of a sale every 15 seconds, and make a profit on your goods, you want the services of

JOHN C. GIBBS

the Expert Auctioneer of Mt. Union, Iowa. He has done this for others, he will do this for you.

Wanted—Location for an up-to-date clothing store or would buy out stock clothing, shoes. Burt Jennings, Sturgis, Mich. 457

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

Buy new soda fountains of us. 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

Virginia farms and homes. Send us 5 cents for descriptive catalogue. Halifax Land Agency, News Ferry, Virginia. 420

Hotel Wanted—A Michigan city of 6,500 inhabitants has only one small frame hotel. Owners will not rebuild a large hotel recently burned. Wanted a competent hotel man to join in building a 40-room modern hotel. Address M. J. Bolen, Boyne City, Mich. 477

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 shook 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

Soda fountain for sale, 15 syrup. Glass dome for water spray, three tanks, glasses and silverware. \$900 worth for \$200. W. I. Benedict, Belding, Mich. 443

SOMETHING NEW

We can either close you out or put on a sale to build up your business at a profit for you. Others sacrifice your profits to get business. We get the business and save the profits. We would like to talk it over with you

G. B. JOHNS & CO., Auctioneers
1341 Warren Ave. West Detroit, Mich.

For Sale—Dry goods and notion stock, invoicing \$4,000, in Southern Michigan town. Address J. P. Southard, Harbor Springs, Mich. 442

For Sale—Drug store in mountain town, 50 miles from Denver. Full prices. Also would sell building with living rooms over store. A money maker. Address P. O. Box 165, Georgetown, Colorado. 433

For Sale Cheap—Stock of clothing and furnishings. Best location in city. Joseph Armstrong, Lapeer, Mich. 418

Incorporate under South Dakota laws. No franchise taxes; save expense, reliable. Drexel Investment Co., Drexel Bank Bldg., Chicago. 415

For Sale—\$2,500 stock general merchandise, good factory town 3,000. No. 1 farming country. Good business, offer at low price to sell quickly as other business demands attention. Address No. 488, care Tradesman. 488

For Sale—Clean grocery stock in Grand Rapids, good fixtures and delivery outfit; good location; store building and barn at reasonable rent; \$1,500 buys stock; reason for selling, poor health. Address No. 489, care Michigan Tradesman. 489

For Sale—Cheap, bakery. Reason, poor health. 1134 Washington Ave., North Lansing, Mich. 397

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—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

For Rent—Best and largest store building in Milan, Mich., completely furnished. Splendid opening for general store in thriving town of 1,600 population. For particulars address, A. E. Putnam, Milan, Mich. 19b

For Rent—Large store building in live Northern Michigan town. Splendid opening for someone. Best location in town. Address L. H. Smith, McBain, Mich. 271

Will pay cash for shoe stock. Address No. 286, care Michigan Tradesman. 286

Tontitown, Ark. — Community 600; church, academy, schools, 3 factories, building now 25-room hotel; people pouring in; need drug store, general store, hardware store, cold storage, clothing and shoe store and lumber yard. Address Father P. Bandini, Trustee, Tontitown, Ark., ar. German-American Realty Co., Rogers, Ark. 323

For Sale—One 300 account McCaskey register cheap. Address A. B., care Michigan Tradesman. 548

Safes Opened—W. L. Slocum, safe expert and locksmith. 114 Monroe street, Grand Rapids, Mich. 104

Cash For Your Business Or Real Estate. No matter where located. If you want to buy, sell or exchange any kind of business or real estate anywhere at any price, address Frank P. Cleveland, 1261 Adams Express Building, Chicago, Ill. 26

For Sale—First-class meat market, stock and fixtures; building included. Cheap for cash. J. F. Rezac & Co., St. Marys, Kan. 86

SITUATIONS WANTED.

Wanted—Position as manager of grocery department in general store or in good first-class grocery. Married man, 29 years old. Ten years' experience. All references furnished. Address Manager, care Tradesman. 508

Wanted—A position at once by young married man. Eight years practical experience in dry goods, clothing, shoes and general merchandise. References furnished. Address O. H. Seaman, Chipewake Lake, Mich. 501

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.

Wanted—Factory foreman for interior finish factory with retail yard in connection. Good established trade. Only yard in town. Man who can invest about \$5,000 and capable of handling factory work. Address A. H. Rusch, Reedsville, Wis. 502

Wanted—Several competent salesmen with established trade in West Virginia, Western Pennsylvania, Middle States and the West to carry a complete line of working and dress gloves for men's wear on a commission basis. An attractive line for the best trade. State territory, previous experience and references. Wandling Glove Co. 623 Broadway, New York. 500

Wanted—First-class cheesemaker. Address Victor Peterson, Kent City, Mich. 492

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

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.

**FIRE AND
BURGLAR
PROOF**

SAFES

Grand Rapids

Safe Co.

Tradesman Building

REUBEN GLUE.

Nickname Originally Applied to Deacon Ellis.

Mayor George E. Ellis landed in Grand Rapids about twenty years ago. He was one of the greenest looking youths who ever crossed the portals of the city. His trousers were of the high water mark order. He hung around Geo. Robens' saloon, at the southeast corner of Hall and South Division streets, and learned to play cards. The gamblers and sports with whom he associated gave him the nickname of Reuben Glue, which stayed by him a good many years. Even now the title is used by some of the oldest members of the gambling fraternity in speaking of the novice who developed into the most successful con artist the city has ever known.

Under the expert instruction of his associates the Deacon soon became a card sharp and inside of a month he found an outlet for his ambition in inveigling country boys into the saloon and relieving them of their spare change at the rate of 10 cents a game. As soon as he had gained sufficient confidence in his ability as a gambler he formed a copartnership with his half brother, Russ Ellis, and opened a faro bank over the saloon, which they conducted several years. The location was just across the city line at that time. When the limits were extended a mile farther south and the city became an "open town" he and his brother moved down to Monroe street, where they conducted a faro bank six or eight years over Jerome Trowbridge's (now Moore's) saloon. He then parted company with his brother and started a faro bank in the Moran block, on North Ionia street. A year or two later he put gambling boards in the bar-room of a local hotel and in Frank Bonnell's saloon. The officers of the law afterwards put an end to this species of gambling, whereupon he started a bucket shop in the rear of the Morton House, which was the ruin of several men and probably caused countless thousands to mourn.

As the result of his gambling career Deacon Ellis has accumulated a fortune variously estimated at from \$300,000 to \$400,000. His half brother insists that he is possessed of property in excess of \$250,000. Russ and he were bad friends for several years, growing out of the manner in which the Deacon absorbed the paternal homestead in York State when the father died, leaving the other children out in the cold. The breach was afterward healed by the Deacon's securing a position as Deputy Sheriff for Russ, which position he held for several years.

Deacon Ellis is one of the most cold-blooded men in the world. It is claimed that he never had an ambition which was not inspired by selfishness and greed. It is also asserted that he cares for no one but himself. He has probably ruined more men, including Lant K. Salisbury, than any gambler who ever did business in Michigan. Practically every dol-

lar of his fortune is "tainted money," representing, as it does, the sufferings of little children and the agony of despairing women.

Deacon Ellis' nerve is proverbial. He was once arrested on a charge of keeping a gambling establishment and was fined \$100 and costs by the late Judge Haggerty. The next time he met the Judge in the Methodist church he greeted him as "Brother Haggerty."

Deacon Ellis is now a candidate for re-election as Mayor on the Republican ticket. He is spending money with a lavish hand to accomplish this result. His record during the past four years has been anything but good. Most of his appointments have been wretched. His influence has been bad. His example has been worse than bad. The re-nomination of such a man by the Republican party is a disgrace to the party and a reflection on a city which should keep at its head a man of irreproachable character. This condition is due to apathy on the part of decent Republicans, who ought to be ashamed of themselves for failing to enroll their names so as to be able to cast their votes at the primary election last Tuesday. If they had done their duty Otto Wernicke would have been nominated by several hundred majority. Because they did not do their duty Deacon Ellis secured the nomination by a paltry 40 votes. It is up to the people to say whether he shall be elected a third term to disgrace the office of Mayor.

Butter and Cheese News.

Tekonsha—The Tekonsha Co-operative Cheese Co. has engaged a new superintendent in the person of Albert Shedd, now a student at the Michigan Agricultural College, to take charge of their creamery on the departure of H. E. Taylor for Arkansas. The manufacture of cheese will be discontinued and the facilities of the factory devoted to the manufacture of butter.

Adrian—B. A. Dorrell, a prosperous farmer of Weston, has purchased of C. H. Delano his interest in the Maple City Creamery and with W. A. Barnaby, who retains his interest, will conduct the business under the firm name of Barnaby & Dorrell, the creamery retaining its old name of the Maple City Creamery Co.

West Branch—The West Branch creamery has come into the possession of a trio of business men here whose connection with any enterprise is a guarantee that it will be operated on business principles and made a paying project if such a thing is possible. I. H. Jones, John Tolfree and A. C. Neilson are the gentlemen who as stockholders have formed a corporation for the purpose of operating the plant.

Muskegon—Extending the scope of its work, the Dalton creamery, owned by E. J. Peterson, of this city, has taken over the management of the Oceana Creamery Co., of Claybanks, and is to operate this concern in connection with the work done in this city.

Alanson—Articles of incorporation of the Alanson Creamery Co. have

been filed. The capital stock is \$5,000 and has all been subscribed for by G. W. Rotter, E. R. White and R. T. O'Reilly, all of this place. A year or so ago a creamery was built here but never operated. This building has been secured, with machinery already installed, and will be used by the new company for the manufacture of butter and other milk products.

Leslie—E. J. Kneibehler has purchased of G. J. Pullen the plant of the Leslie Butter Co., located in the south part of town. Mr. Pullen was obliged to give up work last year on account of his health, when he leased the factory to Mr. Kneibehler, who came here from Capac, where he had been engaged in the same business. Mr. Kneibehler did some hustling and made a good showing. He paid to the farmers of this place and vicinity the sum of \$14,168.43 for milk and cream, which is said to be the best year's business the creamery has done since it was started.

Gaylord—Dr. A. Simmons, who has been constructing a cheese factory on his farm northwest of this village, has all the machinery and other appliances in the building and expects that he will have all in readiness to receive milk about April 10. The factory will be started as soon as enough milk is promised to make operations pay. Dr. Simmons is an old-time cheesemaker and is thoroughly conversant with this line of business.

Birdsell—C. C. Colvin & Son will open a new cheese factory at this place.

Fairport—Fred Dillon will establish a new factory at this place.

Rollin—Henry Carmichael has moved the equipment in the cheese factory located at Britton to this place, where he will start a new factory within the next few weeks. The factory will be in the building erected last fall by the Hudson Creamery Co.

Hudson—H. J. Bivins has gone to Williamston, where he will take charge of his cheese factory during the summer.

Grant—The Grant Creamery Co. has been incorporated with an authorized capital stock of \$4,000, of which \$2,000 has been subscribed and \$1,000 paid in in cash.

Sparta—P. C. Mossner succeeds H. A. Black as manager of the Sparta Creamery Co.

Manufacturing Matters.

Detroit—The Regal Motor Car Co. has increased its capital stock from \$100,000 to \$1,000,000.

Detroit—The American Auto Trimming Co. has increased its capitalization from \$10,000 to \$50,000.

Detroit—The capital stock of the Detroit Range Boiler Co. has been increased from \$25,000 to \$120,000.

Bay City—The capital stock of the North American Chemical Co. has been decreased from \$1,500,000 to \$1,000,000.

Detroit—The Davidson Manufacturing Co. has engaged in business to manufacture and sell toys and novelties, with an authorized capital stock of \$50,000, of which \$30,000 has been subscribed and \$5,000 paid in in cash.

Jackson—The Baker Drop Forge Co. has been organized with an authorized capital stock of \$65,000, of which \$57,000 has been subscribed and \$7,000 paid in in cash.

Detroit—The Detroit Core Sand Co. has engaged in business, with an authorized capital stock of \$100,000, of which \$82,000 has been subscribed and \$25,000 paid in in property.

Detroit—The Meyer Glass & Metal Cap Co. has been incorporated with an authorized capital stock of \$35,000, of which \$25,430 has been subscribed, \$100 being paid in in cash and \$25,330 in property.

Detroit—The Michigan Metal Spinning & Manufacturing Co. has merged its business into a stock company under the style of the Michigan Metal Spinning Manufacturing Co., with an authorized capital stock of \$12,000, of which \$8,000 has been subscribed and paid in in property.

Eaton Rapids—The egg case factory conducted by L. J. Smith & Co., at Smithville, twenty miles up the river from this city, is doing an enormous business this spring. The company is shipping its egg cases to every State in the Union, and many of them are going into Canada.

Detroit—J. D. Candler & Co., roofers and galvanized iron workers, have merged their business into a stock company under the style of the J. D. Candler Co., with an authorized capital stock of \$30,000, of which \$25,100 has been subscribed, \$8,236.46 being paid in in cash and \$16,863.54 in property.

Deckerville—The flax mill at this village is one of the busiest places in the county. It has run continuously since the crop was harvested and there is material enough in sight to keep it running until the new crop comes. The scarcity of labor has somewhat hindered the work at the mill, but the situation is somewhat better now and a good year is in sight. Flax brings somewhere around \$10 a ton at the mill and runs from two to four tons to the acre.

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

Buffalo, March 23—Creamery, fresh, 27@33c; dairy, fresh, 22@27c; poor to common, 19@21.

Eggs—Strictly fresh, 22c.

Live Poultry—Fowls, 17@18½c; springers, 17@18½c; ducks, 17@18c; old cocks, 12@13c; geese, 13@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.

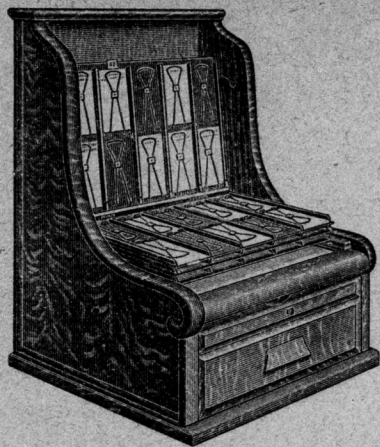
Beans—Pea, hand-picked, new, \$2.35; red kidney, hand-picked, \$3; white kidney, hand-picked, \$2.75@3; marrow, \$3; medium, hand-picked, \$2.35.

Potatoes—30@40c per bu.

Rea & Witzig.

BUSINESS CHANCES.

Wanted—Salesmen of ability to solicit druggists. Package goods of finest quality and appearance. Large variety. Guaranteed under the Pure Foods and Drugs Act. 20% commission. Settlements bi-monthly. Sold from finely illustrated catalogue and flat sample book. Offers you an exceptionally fine side line. Catalogue at request. Henry Thayer & Co., Cambridge-Boston, Mass. Established 1847.



Is Your Time Worth Money?

Do
You
?

Spend any time keeping books
Copy and post charges from one book to another
Make out statements at the end of the month
Spend any time trying to collect your accounts
Write up pass books for your customers
Know how much you sell for cash
Know how much you sell on credit
Know how much you receive on account
Know how much stock you have on hand
Have disputes with your customers over accounts
Ever forget to charge goods sold
Ever forget to make proper credits

CAN YOU show a correct proof of loss in case of fire?
WOULD YOU investigate a system that will handle all accounts
with only one writing and eliminate the many losses of time, labor
and expense?
THE McCASKEY REGISTER SYSTEM gives you complete infor-
mation.

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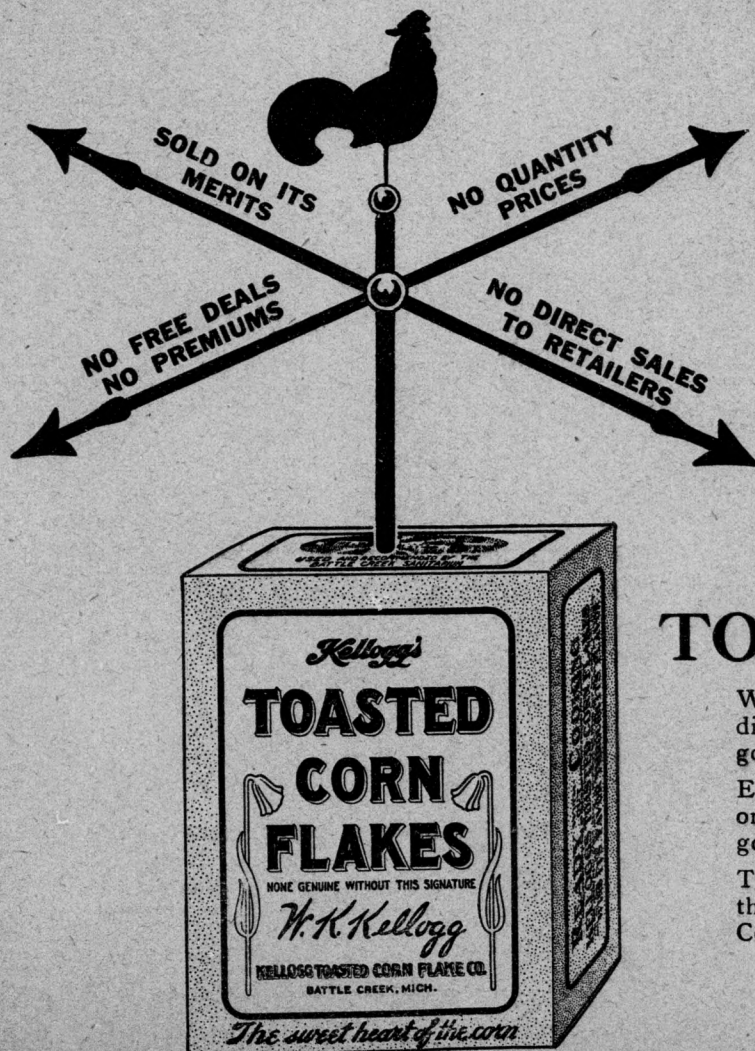


and let its success help
you to success—for
“WHITEHOUSE”
is a LEADER, a
PULLER and a
PUSHER.

IS A GREAT
BIG SUCCESS

DWINELL-WRIGHT CO.

Principal Coffee Roasters
BOSTON CHICAGO



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.



We've Got the Newspaper Men Working for You

With the most thorough advertising campaign you ever saw—big, convincing advertisements that make your customers hungry for BEARDSLEY'S SHREDDED CODFISH are being published continually in the newspapers your customers read.

All you've got to do is to lay in a good stock, put it where people can see it and you'll have a big sale right away.

J. W. Beardsley's Sons, New York



Don't Depend On a Dog

We know it is mighty hard work to convince the owner that his particular dog isn't the best all around store protector and the most voracious

Burglar Eater

on earth, but as a matter of fact thousands of stores have been robbed where nearly everything was taken except the dog—and they could probably have coaxed

him off if they'd had any use for him. Dogs are all right for pets, but when it comes to protection for money, books and papers they don't stack up with a

First Class Safe

We have the right kind, the kind you need. Write us to-day and let us quote you prices.

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