

## These Two



Would you learn the law of life?  
Work.

And its mate, with meaning rife?  
Don't shirk.

Whatsoe'er you strive to do,  
Only keep the goal in view,  
And they'll win the prize for you—  
These two.

Would you taste life's purest joy?  
Work.

And its zest without alloy?  
Don't shirk.

Be the clouds of darkest hue,  
Winds as wild as ever blew,  
They alone can gladden you—  
These two.

Hard the task the day has sent?  
Work.

Full of dire discouragement?  
Don't shirk.

There is but one thing to do:  
Just keep bravely at it. You  
With fresh courage they'll imbue—  
These two.

Are there troubles in the sky?  
Work.

What if hopes are drifting by?  
Don't shirk.

Only to yourself be true  
And through rifted clouds for you  
They'll bring back the sun and blue—  
These two.

Yours the woe that Sorrow brings?  
Work.

Yours the song that Sadness sings?  
Don't shirk.

Sometimes through the cypress trees  
Even Grief the sunshine sees.  
They will sweeten e'en life's lees—  
Just these!

*R. M. Streeter.*



# 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.

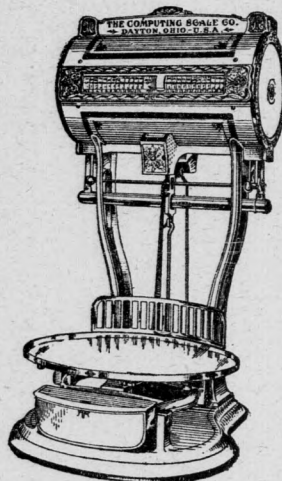


## "State Seal" Brand Vinegar

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.

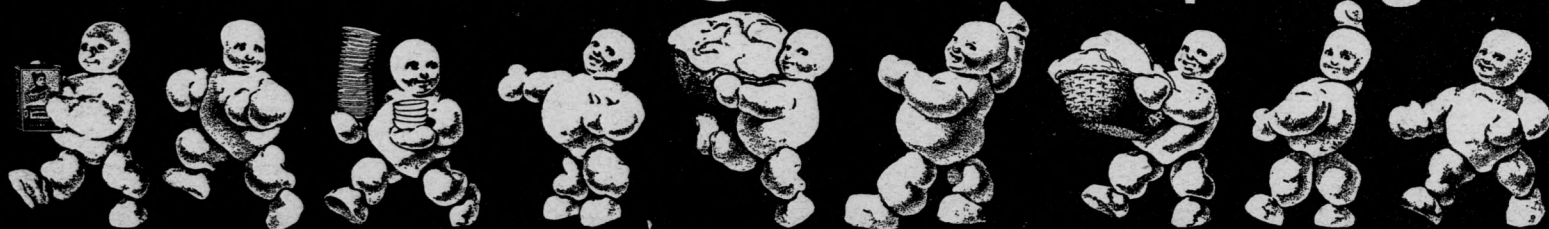
**Old or unsatisfactory** computing scales taken in as part payment on  
purchases of new ones.



**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.



# MICHIGAN TRADESMAN

Twenty-Seventh Year

GRAND RAPIDS, WEDNESDAY, MARCH 30, 1910

Number 1384

## SPECIAL FEATURES.

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## VOTE FOR PURE WATER.

While the Tradesman has yet to recognize the first sign that the Hydraulic Company is behind the alleged organized opposition to the rapid sand filtration proposal, it is free to confess that the company has ample reason and right to support such a movement and it would in no wise be strange or unlawful if the various dispensers of bottled spring waters had joined in the contention.

The advocates of the use of Grand River water and the sand filtration process were just as earnest—in fact, they were just as earnest in their opposition, two years ago, to going to Lake Michigan for water than are those who, to-day, are opposing the rapid sand filtration idea and, besides, they then had the Hydraulic Company and the water bottlers as allies.

Long ago was the time limit for argument on this water question passed. The Lake Michigan idea was rejected and the sand filtration project may be treated likewise. Not because of the relative merits of river water, lake water or spring water, but because of our present entirely inadequate supply of water for protection against fire. Our present supply and distribution were planned for a city of 60,000 population, but we have twice that number now and we are paying tribute to this fact annually in our rates for fire insurance.

Let us get an adequate supply of water, adequate pumping facilities and adequate distribution first. Ten years hence we will have 150,000 population and—if the present pure water plan carries at the polls next Monday—we will know beyond peradventure whether or not the rapid sand filtration process is worth the while.

The thing to do now is to vote for bonding the city to obtain pure water and if we thus vote the next thing to do is to see to it that the project develops no "Boss" Cox and no Gary Hermann—as was the case in the installation of the filtering plant in Cincinnati. By the way, our Pure Water Commission, if it is not already in possession of this phase of the Cincinnati experience, may find

it to its advantage to become acquainted with all the Cincinnati details.

## A GOOD BUSINESS SIGN.

Forecaster Schneider, of the Weather Bureau, was "on to his job" and sincere when he issued a qualified warning last Saturday as to what might be the weather conditions on Easter Sunday; and probably no man was better pleased than was that gentleman when the universal religious festival day passed without rain nor other disagreeable features to interfere with the new hats and things which between dawn and sunset were so voluminously in evidence upon our streets on Easter Sunday.

The singular fact in this connection is that in spite of the weather man's warning the Easter trade among milliners and makers of suits—for women and men—was the best that has been known at the close of any Lenten season in years. "We had an extra force at work on Saturday," said one merchant, "that is, a super extra force—one in addition to the six extra workers we had been employing for a week—solely because of the rush on the three last days of the week. Of course, this is very largely accounted for by the remarkable March weather we have been having, but I feel convinced that a good percentage of this betterment is due to a generally improved condition as to all lines of business."

Another odd thing as to Easter Sunday is the fact that a majority of the people have a certain secret faith in the ancient myth that unless one wears something "new" on that day he will be required to go through an entire year of poverty as to new clothing. It is a satisfying superstition which takes no account whatever of the fact that Easter comes invariably with the opening of a season requiring a change as to weight in clothing and totally ignores the foresight and skill of the merchants who know the value of seasonable advertising. Considering these two factors the "new clothes for Easter" is seen only as a fabrication.

## PARTY VERSUS MAN.

In terms unqualified the Grand Rapids Herald supports George Ellis in his candidacy for a third term as Mayor of this city and, in doing so, it permits political expediency to be spelled large. It puts aside, oracularly, the now commonly appreciated fact that—the general welfare being the essential consideration—party politics has no fair part in the wise conduct of municipal affairs.

It asks a series of foolish questions, overlooking the simple enquiries:

Would any wise, prosperous and careful business man select as the executive officer in charge of his in-

terests a man who for many years was a shrewd, conscienceless, cruel swindler of people less skillful in the art of the gambler than himself? Would Mr. Vandenburg feel safe with an ex-faro dealer in charge of his counting room? Would he consent to put his circulation department in charge of a secret, sneaking confederate in that delightful water scandal? Would he permit his advertising department to be controlled by a gambler whose intimates were, for years, three-card men, confidence men, shoestring sports and race track touts?

True it is, George Ellis has his political machine, just as other candidates for office have theirs. It is also very true that the Ellis machine might put the spark-plug of some other machine almost out of business under certain conditions. Further, if George Ellis is re-elected it will mean that he will rule every municipal board, the appointment of which will be his privilege. With such a leverage George will come mighty near controlling things in this city.

In view of this fact and in the light of George Ellis' record as a man and a citizen, is it entirely safe for the Herald to put all of its eggs in one basket?

## PATRIOTIC SERVICE.

In all human probability the real estate sharks whose page advertisements in the Chicago, Detroit and Indianapolis Sunday papers and whose alluring, lying literature has enticed and cajoled thousands of over-trustful men and women to pay their good money for almost worthless lands in Michigan will meet their match during the coming summer in the persons of the clergy of the Roman Catholic Diocese of Grand Rapids.

Through the patriotism, foresight and paternal initiative of Rt. Rev. Joseph Richter, Bishop of the diocese, an organization has been effected, embodying the clergy and many of the laity of that church, whose business it is to ascertain accurately as to the character and value of all available farm lands in the Western and Northern portions of the Lower Peninsula and to stand ready to furnish at once and authoritatively such information to prospective immigrants.

Primarily, of course, such advice will be given to those who are members of the Roman Catholic faith simply because those members will be, most naturally, best entitled to the service; but, it is said, any information possessed will be very gladly bestowed upon application to any prospective settler regardless of his religious faith.

That this novel system of obtaining and dispensing information will be

thoroughly and wisely carried out is assured by the well-known business order and accuracy which mark all of the efforts of the great religious structure.

## Can One Be Too Fearless in Politics?

In the leading article of the last issue of the Michigan Tradesman there is one of the most positive exhibitions of fearlessness in politics ever shown by a newspaper in the State, at least in the memory of the writer. This has been read and commented on in every way and the question has been asked many times if it is possible for one to be too fearless in editorial comments on such important matters?

During the primary campaign in Grand Rapids for the nomination of party candidates for Mayor Editor Stowe stood firmly and squarely for his favorite, claiming that he was not only a better business man for the position, but also a better man morally and in every other respect. He worked early and late in his endeavor to have the voters of Grand Rapids get out for enrollment and the primaries, thus taking a proper share in the responsibility of the selection, so that after the primaries he evidently felt it his right and privilege to censure the other good people in his city who did not so turn out, thus allowing by a narrow margin the renomination of a man who is claimed to be absolutely unworthy, although he has served the city as Chief Executive in the past.

By pointing out the vast difference in the character of the nominee of his party and that of the opposition, Mr. Stowe has given the citizens of the Second City every reason for bolting the ticket regardless of party affiliations. He is conducting a newspaper which is not bound by party ties, yet he himself is closely allied with republicanism, but it is to be presumed that upon this ground he takes the chance of criticism and censure because of his fearlessness.

In answer to the question as to the advisability of taking such a strenuous position many believe that the time is past when it should be expected that a paper be bound by party affiliations to the extent of opposing right against wrong, either in the election of officers, the enforcement of existing laws or the enactment of new ones for the betterment of any local condition, morally or otherwise. By this it is not deemed necessary to go to the limit of publishing libelous matter concerning any person, but when the facts are so apparent as they seemed to be to Mr. Stowe in this circumstance it could not be considered a libel, and certainly every reader will admire him for fearlessly exposing conditions which must be changed.—*Traverse City Eagle.*



### Give the Boy a Chance To Learn Initiative.

Initiative, with the sense of the responsibilities which it entails, is an essential to the young man of ambition. His responsibilities in taking initiative must promise results worth while. There is a certain amount of risk in all initiative. The young man must decide if that risk be worth while; whether at the best it is sufficient to cover failure as the other extreme.

But more and more in the family life of the boy there is a tendency in modern life to take from him the first principles of initiative. In just the proportion that a careful, fearful mother or father restricts him to certain playgrounds in the neighborhood, reading to him a decalogue of that which he must or must not do, initiative is taken from him. In the common schools his teacher is the autocrat of his school life. In her dealings with the boy in class she has more authority than has the Czar of Russia. He is forced to study the history of American freedom and to pass muster in knowledge of the Declaration of Independence and of the Constitution of the United States. But he lives his young life under a distinct, never sleeping monarchy of the most absolute powers.

"Do this thing that way. Do that thing this way."

These are the dogmatic commands to which he must submit in early youth unless he shall so rebel against it all that to give vent to his sense of freedom and initiative he runs away from his environment.

Take that boy especially who grows up in the great cities. The street may be his playground in great measure. His parents speak to him of the dangers of them, literal and figurative. "Look out for the cop" is a common warning of his companions who at the worst are acting as only boyhood more or less innocently always is disposed to act. "You'll be arrested if you do not behave yourself" is one of the commonest warnings of his parents. As a result the small boy—already living under monarchical conditions—learns to avoid the city policeman as an enemy to his liberty.

In the crowded streets of the larger cities it is a policeman who stops him from crossing a certain street at a certain moment and to whom the boy looks for a beckoning wave of the hand to come on in a hurry. An automobile a hundred yards away and coming sounds its horn against him. The watchman at the railway crossing sounds his bell and drops his gates against him when the active boy knows that he has seconds in which to cross a standard single track up which a locomotive is puffing in switching service. But if the boy uses his sufficiently good judgment and stoops under the rail gates the gateman scowls and if the teacher in the nearby school sees the act she is likely to report it at his home and there penalty may be imposed.

But what has the boy done that boyhood wasn't born to do? What is it all but the taking of the initiative into his own hands?

"I simply will not let Johnnie go on the other side of the tracks to play," says the mother; "it is too dangerous."

How, then, is Johnnie to get his common sense training in initiative? How is he to learn the responsibilities which attach to initiative? How and when is he to be given the opportunity to decide whether the responsibilities which he assumes under his initiative are worth the risk? For in any populous section of a great city gridironed with railway surface tracks you are most likely to find that far fewer children are killed and maimed at crossings than are the adults of both sexes.

No parent sending his boy to any school of boys ever may hope that his boy will escape knowledge of things which the parent—blinding himself—tries to believe that Johnnie does not know. Some other parents' boys this fond parent knows are bad. He tells Johnnie that he must not play with those boys. He does not tell Johnnie why he should not play with them; he commands him not to do so! And Johnnie already has more commandments in the small booklet of his narrow life than can be found in the family Bible on its shelf.

Shall that parent who always has looked so closely after the 1,001 commandments that have ruled his little Johnnie's life wonder that every now and then some small, rattish, wide-awake boy of the streets finally rises to a position of directing influence over his own grownup John who has had "every chance in culture, training and education?"

Give your boy a chance, my dear parent reader. When you tell your boy not to do a thing, ask yourself why he shouldn't be allowed his own judgment in doing just that thing you forbid. Most often you will discover that your only excuse for forbidding the thing lies in the fact that you have not confided in your boy the reasons why he ought to be careful in doing it. You haven't taken Johnnie into your confidence. You have preferred to forbid the action, assuming the role of the despot. You haven't said to him: "See here, Johnnie, I wouldn't do that if I were you and I will tell you why."

But the fact remains that no thinking parent can afford to leave to his 1,001 commandments that boy whose first natural question to any forbidden thing is, "Why?" The parent has no community right to allow his boy in any environment where commandments are necessary, without taking that boy into his confidence and telling him "why." Don't hold before your blinded eyes the thought that Johnnie doesn't, or won't, know things that far better he should learn from you, his own confiding parent. Even if "Don't do that" is sufficient to forbid the act, you are taking from Johnnie the basework of a proper initiative that later should serve him well in life.

Give your boy a chance—a chance in all reality and substance!

John A. Howland.

You can not make a deed of love look small.

### Prehistoric Man of Short Stature.

Prehistoric man, as restored at the Peabody Museum of Yale, was much shorter than the average Caucasian of to-day, being for the adult but 5 feet 3 inches. The muscles were clean cut, powerful, displaying no superfluous flesh, for Dr. Richard S. Lull, who made the cast for the museum, imagined that the struggle for existence against climatic inclemency, scarcity of food and enemies of the brute creation, as well as the shrewder foes of his own kind, was bitter to an extreme.

The torso was also clean cut and athletic, in his conception, like that of an American Indian in his prime as a hunter, for the conditions of his life were probably quite similar on either hand. Dr. Lull believes that the modern great apes are no more ancestral to the primitive man than is a present day European. A peculiarity of the feet of the primitive man was a curious offsetting of the great toe. Also he was considerably hairy. And whether he wore clothing is a matter of considerable doubt.

Mentally he may at least have been on a par with the modern Australian savages. With regard to his antiquity Dr. Lull, basing his figures on the most approved geological evidence,

observes that our records seem to point to a long career of upward of 100,000 years for this type of man. Whether any of his blood flows to-day through the veins of mankind we are uncertain. As a race he has been extinct at least fifty millenniums.

### Get Rid of the "Stickers."

Money is made on turn-overs and lost on left-overs. If you have made a mistake, Mr. Merchant, and bought something that sticks, get rid of it as quickly as you can. Turn it into money and get that money working. The disposition to hang on to a bad bargain, hoping that some day you will find a sucker to relieve you of the investment, is responsible for less sometimes greater than the original amount of money sunk in the proposition.

The dollars represented by a lot of dead stock on your shelves is about as useful to you as an electric car with the batteries dead fifty-seven miles away from home. The only way to get life into your dollars is to put them into live goods, something that is going to move.

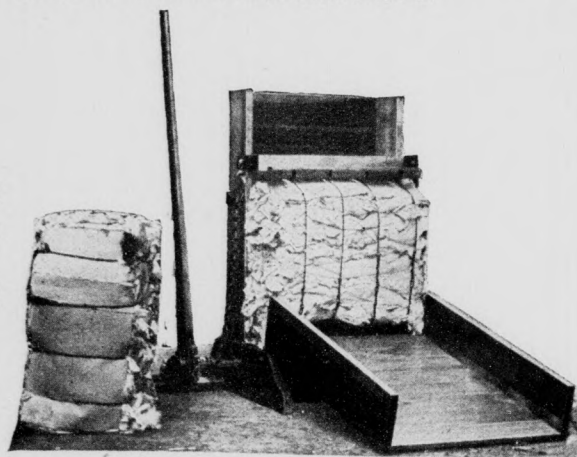
Influence is our shadow falling often far beyond our reach.

Many a thorn lies hidden in a bunch of soft words.

## Sell Your Waste Paper at a Profit

Few merchants obtain adequate returns on their waste paper and pasteboard because they have not facilities for packing it properly.

### The Handy Press



Increases the profit of the merchant from the day it is introduced. Price, \$40 f. o. b. Grand Rapids. Send for illustrated catalogue.

Handy Press Co.

263 So. Ionia St.

Grand Rapids, Mich.

## 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.



**Good Tip for the Salesman.**

Most people are subject to moods which they control with difficulty or not at all. But the man of moods and explosive temperament after he has made an "exhibition" of himself and perhaps gone to the extreme of ill manners and abuse in dealing with a salesman is, unless he is thoroughly hardened, sure to swing back to the opposite mood, often with a tinge of regret for his unmannerly conduct.

This is the salesman's opportunity. It is to judge his man and quietly but abruptly leave him, that is, if he is permitted to do so—in some cases the salesman's going may be hurried. Then he should estimate the time for his return.

It is useless to try at once to overcome a man who has lost his temper or happens to be in ill humor, but the politely persistent salesman should keep at his prospective customer until the explosion comes, then quickly make his exit.

After an hour or two, or better in most instances the next day, he may return and then he will probably find the man in a better humor and generally more than ready to make amends.

The salesman who understands this tendency of human nature to react and makes the most of it will be able to land many a customer who would otherwise escape him.

An experience the writer once had well illustrates this principle of human nature: I had almost persuaded the wife of a young physician to order a set of books, but she wished her husband to see the books first.

When I returned at the appointed hour in company with my manager we were shown into the parlor, and in a few moments the doctor came in. It seems he had been asleep and the servant wakened him. When he learned our business we were literally kicked out of the house—a cyclone seemed to whirl us out of the door and the air was blue. But three hours later I went back and got his order.

This reaction after an outburst of temper is sure to take place, as I have verified many a time since.

While it may hardly seem honorable purposely to lead a man into such a situation, it is certainly consistent with business ethics to take advantage of the better mood and the almost certain tinge of remorse that follows when a man makes a fool of himself.

G. H. Putnam.

**"Wireless" for Use on Trains.**

Wireless telegraphy on railway trains is the invention of Dr. F. H. Milliner, an electrical engineer of Omaha. Communication is held daily between the shops and Fort Omaha, four miles distant, the electric truck at the shops being satisfactorily controlled by the operator at the fort. Aerial towers 180 feet high have been erected on the roof of the company's boiler shop and messages have been read from Brant Rock, Mass., Cleveland, Chicago, New Orleans and from a steamer in Havana harbor.

In operating a wireless plant on land a large area of ground covered

with metallic netting is required to intercept and gather the electric waves. To this end Dr. Milliner will use the scrap iron piles in the shops as well as the track system in the yard. Dr. Milliner claims that there will be no changes in electrifying the rails, as any persons coming in contact with the rails would never know that a high voltage was passing through them.

Experiments have been made with wireless telephony and have proved it much easier to manage than was thought. The message to a person riding in a passenger coach to which the wireless apparatus is attached is sent to a point along the line of railway nearest the moving train by the use of an ordinary telephone, and there plugged into a wireless telephone switchboard in order to establish connection with the train. The system has worked satisfactorily in the railway yards where Dr. Milliner is electrical expert.

**The Upbuilding of Trade.**

There are certain sides of this question of the upbuilding of trade which appeal to the merchant and which nearly every manufacturer of repute bears in mind in advertising and selling his products to the merchant.

The first thing a merchant looks at when asked to buy stock is the question, Will these goods sell?

The second question is, Will they satisfy my trade?

The last question is, What profit will they bring?

It is undoubtedly true that a merchant, if he is to build up trade in his community and increase his sales and profits from year to year, must handle thoroughly reliable goods, put up in the most attractive and salable form and sold at prices that compare favorably with those asked by his competitors. Good selling plans are needed; attractive newspaper advertising; crowd compelling window displays and the multitude of other selling helps adopted by up to date retailers.

But the most able and versatile retailer will "go dry" after a time. His mind needs freshening; all that is wanted is "ideas." That manufacturer who comes to him with not only "quality" goods, but also a sheaf of resultful selling helps will find the average retailer a ready listener and quick to respond to appeals for orders.

The upbuilding of trade can be quickened by co-operation between manufacturer and retailer, a co-operation which is now general among the leaders in any trade.

**Pointers on Publicity.**

Stopping an advertisement to save money is like stopping a clock to save time.

If all thought alike there would be no horse trading nor advertising.

The time to advertise is all the time. The man who fishes longest generally has the largest basket of fish.

Advertising is an insurance policy against forgetfulness. It compels people to think of you.

What makes Sapolio a household

word? Continuous advertising. You are never allowed to forget it.

The unprofitableness of advertising is not in doing too much of it—it is in not doing it correctly.

Like eating, advertising should be continuous. When to-day's breakfast will answer for to-morrow's you can advertise on the same principle.

If advertising is not a profitable investment WHY do so many successful houses in all lines of trade keep continuously at it? Are THEY in error or are YOU?

Advertising does three things: Informs the public WHO you are, WHERE you are and what you have to SELL, thus strengthening your correspondence and backing your salesmen.

Advertising is the silent drummer that tells the public what the business man wants it to know about the goods he has for sale—an injection of advertising into the veins of trade grows the business heart.

No one lies awake thinking of your business; out of print, out of mind. The Presidential candidates are well advertised every four years. Ask your neighbor who ran with Bryan the last time—five out of ten will say they have forgotten and the other five will think long before they correctly answer.

**Personality in Business.**

It is interesting to ruminate how far personality really influences the fortunes of business. Is the personal element in business gradually being squeezed out by the mechanical? Any

provincial trader within fifty miles of the metropolis is acutely sensible of the competitive pressure exerted against him by large distributors, whose methods operate with the precision of some cleverly constructed machine. Personality, as he understands the term, has little if anything to do with the reasons why some of his neighbors buy from the big establishments instead of from him. The public has no intimate knowledge of the proprietors of these stores; it is apparently satisfied if its orders are filled with promptitude and accuracy.

Can the local man, by the dexterous exercise of his own personality, defend and extend his trade in face of the opposition from without? That is a question well worth studying. Of course, personality devises and permeates the methods of the mammoth houses. There are surprising possibilities in the power of the personal element in business if we strive to discover them and the return should be repayment for the trouble.—Irish Ironmonger.

**Training Employees.**

It is unwise, in training employees, to put too much emphasis upon the fact that they are unrelated individuals; they should also be taught that they are parts of a great whole. The employee must know and feel that he is with the house for the good of the house; that every duty, every difficulty, every exaction for its service; that the organization is bigger than the individual units.

John V. Farwell, Jr.

## A Superior Photo-Engraving Service

The success of our large and increasing business is due to the fact that we make plates superior to the general average. \* \* \* \* \*

We want the patronage of particular people—those whose requirements call for the best in designing and illustrating, and who realize that the better grades of work cannot be bought for the price of the commonplace. \* \* \* \* \*

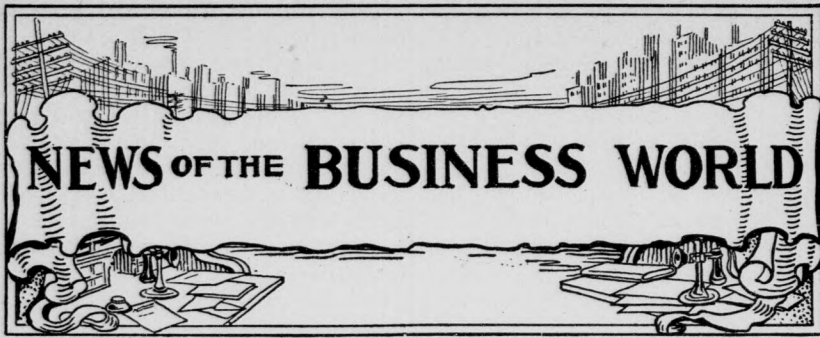
The scope of our work is unlimited. It embraces all branches of commercial illustrating for typographical purposes. \* \* \* \* \*

If you are not obtaining engravings equal to the standard of your requirements in printing quality and illustrative value, we would suggest that you permit us to demonstrate the value of a really intelligent service in combination with a high-class product. \* \* \* \* \*

Tradesman Company

Grand Rapids





### Movements of Merchants.

Sebewa—Clayton Bins has engaged in the meat business here.

Manistee—Joseph Waal succeeds Nicholas Wall in the meat business.

Fennville—Ray Raymond has added clothing to his stock of men's furnishings.

St. Johns—William Gillison succeeds I. T. Horton in the flour and feed business.

East Jordan—A millinery store has been opened here by Mrs. M. A. Harper & Co.

Memphis—Mesic & Morton succeed H. V. Sink in the grocery and bazaar business.

Belding—Milo B. Wetmore, meat dealer, has been adjudged a bankrupt on his own petition.

Union City—The Donna Garcia Candy Co., of Battle Creek, will move to this place shortly.

Manton—Charles Gurnsey, dealer in general merchandise, has had his store closed by creditors.

Rapid City—James Landrum is closing out his stock of furniture and will retire from business.

Albion—W. W. Wickman is closing out his stock of dry goods, preparatory to locating in Hanover.

Riley—C. N. Cowles has sold his stock of general merchandise to Michael Spitzley, recently of Westphalia.

East Lansing—Kirk W. Ivory, of Ovid, has leased a building here and will move his drug stock into it April 1.

Sault Ste. Marie—Mackie & Mackie, who conduct a millinery and specialty store here, have opened a branch in Boyne City.

West Bay City—The capital stock of the Robert Beutel Co., ice and coal dealer, has been decreased from \$50,000 to \$10,000.

Jackson—Owing to ill health Michael Shaber has sold his fish and oyster business to Charles Billeter, recently of Jackson.

Portland—William Earle has sold his stock of meats to Frederick Glatz, recently of Manchester, who took immediate possession.

North Branch—H. T. McKenzie has sold his stock of general merchandise to B. Bertrand, who took immediate possession.

Sturgis—Simon Ely has sold his implement stock to Lew A. Rippey, who will consolidate it with his stock of harness and buggies.

Flint—George W. Gainey has closed out his meat business and purchased an interest in the furniture stock of Doty & Salisbury.

Chicora—H. D. Clark has sold his stock of general merchandise to Ed-

gar Sharpe, who will continue the business at the same location.

Northville—C. A. Ponsford, recently of Yale, has purchased the general merchandise stock of T. J. Perkins & Co. and taken immediate possession.

Owosso—E. B. Stewart has sold his stock of bazaar goods to John F. Hartle, recently of Plymouth, Ind., who will continue the business at the same location.

Petoskey—Pending a settlement with his creditors Jacob Greenberg has closed his bazaar store, but will resume business as soon as satisfactory arrangements can be made.

Lansing—Link & Krauss, plumbers, have dissolved partnership, Martin Link selling his interest in the business to his partner, Louis A. Krauss, who will continue it under his own name.

Detroit—The Wayne Safe & Electric Co. has been organized with an authorized capitalization of \$10,000, of which \$5,010 has been subscribed, \$600 being paid in in cash and \$400 in property.

Otsego—J. D. Woodbeck has sold his interest in the drug stock of Woodbeck & Eaton to his partner, Ray C. Eaton, who will continue the business at the same location under his own name.

Owosso—H. Putterville has sold his stock of bazaar goods to W. G. Duffield, recently of Kalamazoo, who will continue the business at the same location under the style of the Star Bargain House.

Port Austin—Lee R. Wallace has sold his hardware and implement stock to T. J. Davis and Walter Hamill, who have formed a copartnership and will continue the business at the same location.

Allegan—Frank P. Potter, of the drug firm of Potter & Co., died suddenly at his home here, March 26, of pneumonia. Deceased was 45 years of age and had been an Allegan resident for twenty years.

Kalamazoo—The Sanitary Rag Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000, all of which has been subscribed and \$5,000 paid in in cash.

Detroit—The Gibraltar Quarry Co. has merged its business into a stock company under the same style with an authorized capital stock of \$20,000, of which \$12,000 has been subscribed and paid in in cash.

Conklin—Mrs. W. S. Brown, widow of the late W. S. Brown, who was manager of the Burns Creamery Co.'s plant here for the past year and a half, will assume the management of the company's interests here.

Bay City—John Hegenauer has pur-

chased the cigar stock and fixtures of Charles H. Hill, at 203 Center avenue, where he has been employed for the past twelve years, and will continue the business under his own name.

Cheboygan—Mrs. Percy O. Jackson has purchased the interest of the other heirs in the estate of the late Percy O. Jackson in the Jackson Ice Cream Co. and will, with the assistance of William Dargan, continue the business.

Shelby—Charles I. Atwater has purchased the interest of the John A. Pieters estate in the clothing and men's furnishing stock of Pieters & Atwater and will continue the business at the same location under his own name.

Grandville—Kiah F. Green, Leon E. Taylor and Fred Taylor have merged their businesses into a stock company under the style of the Grandville Mercantile Co. The new corporation has an authorized capital stock of \$12,000, of which \$7,500 has been subscribed, \$101.93 being paid in in cash and \$7,398.07 in property.

Carson City—The Carson City Mercantile Co., Charles R. Culver, manager, has closed its doors for inventory pending a reorganization. It is understood that a basis of settlement has been reached with the creditors and that Mr. Culver will continue the business under a new name. The J. V. Farwell Co., of Chicago, is the heaviest creditor. The liabilities are about \$15,000, with assets slightly under that amount.

Pinconning—A petition for involuntary bankruptcy has been filed in the office of the clerk of the United States Court against the Landsberg Co., doing a general merchandise business here. The complainants are the Herold-Bertsch Shoe Co., of Grand Rapids; Lepper, Tisdell & Co., of New York, and the Great Northern Rubber Co. The amounts alleged to be owing by the defendant company are as follows: Herold-Bertsch Shoe Co., \$416.05; Lepper, Tisdell & Co., \$278.35; Great Northern Rubber Co., \$216.14.

### Manufacturing Matters.

Hamtramck—The Detroit Carriage Co. has increased its capital stock from \$50,000 to \$100,000.

Detroit—The Whiteman-Warren Screw Co. has changed its name to the Warren Screw Company.

Marquette—The Marquette Box & Lumber Co. has increased its capitalization from \$50,000 to \$75,000.

Saginaw—The Wessborg-Gage Co., furniture manufacturer, has changed its name to the Wessborg-Judd Co.

Dearborn—The capital stock of the Detroit-Dearborn Motor Car Co. has been increased from \$50,000 to \$100,000.

Cheboygan—The Cheboygan Chemical Co. has been organized to manufacture fire lighters or kindlers from sawdust, tar, etc.

Watersmeet—The William Bonifas Lumber Co. is negotiating the purchase of a tract bearing 100,000,000 feet of hemlock adjoining the company's holdings.

Detroit—The Aeroplane Motor Car Co. has been incorporated with an authorized capital stock of \$100,000, of

which \$55,000 has been subscribed and paid in in property.

Central Lake—The Central Lake Creamery Co. has been incorporated with an authorized capitalization of \$1,600, all of which has been subscribed and paid in in cash.

Manistique—The Manistique Dairy Products Co. has been organized with an authorized capital stock of \$4,500, of which \$2,280 has been subscribed and \$2,000 paid in in property.

Boon—J. P. Barton has finished cutting 1,000 pieces of hardwood square timber and fifty pieces of square or board pine near this place for the Chenavert Company, of Defiance, Ohio.

Port Huron—A new company has been organized under the style of the Leveroll Piano Truck Co., with an authorized capitalization of \$15,000, \$142 being paid in in cash and \$14,858 in property.

Detroit—A new company has been incorporated under the style of the Commercial Motor Car Co., with an authorized capitalization of \$30,000, all of which has been subscribed and \$3,000 paid in in cash.

Wacousta—The Wacousta Milling Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, which has been subscribed and \$6,000 paid in in property.

Detroit—A new company has been incorporated under the style of the Wilson-Robison Manufacturing Co. to manufacture and sell brass and metal goods. The new corporation has a capital stock of \$10,000, of which \$5,000 has been subscribed and \$1,100 paid in in cash.

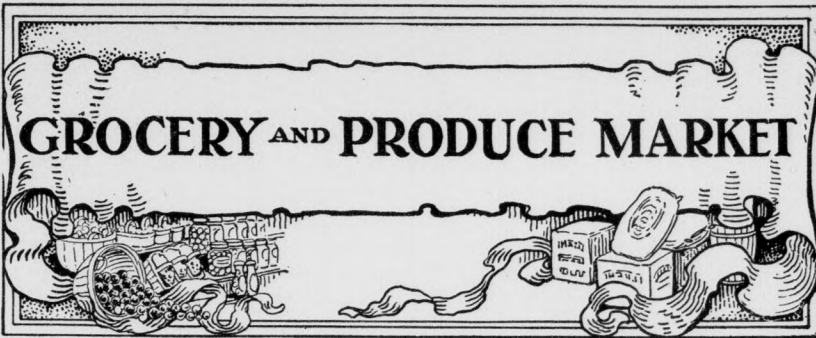
Detroit—The Winn-Brown-Jewett Co. has been incorporated to manufacture and sell merchandise used in the manufacture of automobiles and auto accessories, with an authorized capital stock of \$2,000, of which \$1,000 has been subscribed, \$450 being paid in in cash and \$100 in property.

Detroit—The Candler & Dietz Radiator Co. has been organized to manufacture automobile radiators, hoods, tanks and goods of a similar nature. The company has an authorized capital stock of \$40,000, of which \$30,000 has been subscribed, \$12,000 being paid in in cash and \$14,000 in property.

Onaway—The Lobdell & Churchill Manufacturing Co. manufactured last year 17,600,000 feet of lumber, of which 1,300,000 feet was pine, 600,000 feet hemlock, 12,000,000 feet maple and the remainder other kinds of hardwood. The plant manufactured also 15,000,000 shingles and 1,000,000 lath.

Ishpeming—The Morgan Lumber Co. has been logging extensively north of Ishpeming with the specially constructed locomotive that will do the work of 100 horses drawing a train of sleighs. The locomotive travels on a sort of steel track made of chains taken up as it goes along. There are only thirty-four of these engines in the United States. The engine pulls fifteen sleighs carrying 40,000 feet of logs at one time, and is used in long hauls through the country.





### The Produce Market.

Apples—\$4@4.50 per bbl.

Beets—\$1.50 per bbl.

Butter—The consumptive demand is very good considering the high prices. The supply is quite light and is likely to continue light for a month or six weeks. A steady market at about present prices seems to be the outlook. The quality of the butter now arriving is good for the season. Stocks in storage are very light, and the few available are being held at firm prices. 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—75c per doz.

Carrots—\$1.25 per bbl.

Celery—65@90c for California; \$1.75 per crate for Florida.

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

Cucumbers—Hothouse, \$2 per doz.

Eggs—The receipts of eggs are about normal for the season. The consumptive demand is very good and the quality of the current receipts excellent. The outlook is for a continued good demand both for consumption and storage. The storage season is on now and will last until about the last of April. While it is on there will probably be a decline of not more than 2c per dozen. Local dealers are paying 18c f. o. b. shipping point, holding case count at 19c and carefully selected stock at 20@21c.

Egg Plant—\$2 per doz.

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

Grapes—\$5@6 per keg for Malagas.

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

Lemons—The market is steady on the basis of \$4@4.25 per box for both Messinas and Californias.

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

Onions—Home grown, 85c per bu.; Spanish are in fair demand at \$1.65 per crate. Home grown green, 15c 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 without change. Outside buyers pay 18@25c.

Local dealers hold their supplies at 30c.

Poultry—Fowls, 11½@12c for live and 13@14c for dressed; springs, 12@13c for live and 14@15c for dressed; ducks, 9@10c for live and 13@14c for dressed; turkeys, 16@17c for live and 19@20c for dressed.

Squash—2c per lb. for Hubbard.

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

Turnips—54c per bu.

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

### The Grocery Market.

Sugar—The market has been steady at 5.25 until Monday, when Federal advanced its quotation ten points. On the next day American and Howell unexpectedly reduced their prices for prompt shipment only to 5.15. Howell intimates that it will withdraw its special price in the course of a day or two. As a matter of fact, raws are now at the highest point in Europe they have been for many months, being on a parity with 5.16 for granulated. The market is strong all along the line and it is very generally predicted that we will see a 6c market on granulated before the end of the season.

Tea—The market generally remains quiet, but prices show no decline. The only disturbing element in the usual manner of placing import orders is the probability that the Secretary of the Treasury may issue an order making it compulsory on importers and dealers to brand all teas containing any color (like Pan Fired Japans) "artificially colored." Many importers are considering the advisability of placing their 1910 crop orders for all teas to be absolutely uncolored. The Agricultural Department has suggested to the Secretary of the Treasury that all green teas should in future be so marked. The Board of Tea Exports recognizes that this is a very serious question affecting largely our Michigan trade, which uses, to a great extent, Pan Fired Japans, and that such an order would only injure the merchant, without benefiting the customer. As it stands now the tea law absolutely protects the customer as to quality and the Board recommends that no change is to be made in the present custom.

Coffee—The demand is fair, with prices holding very firm. It is said that holders of Brazil coffee in the East are not pressing sales at present prices. A prominent coffee importer says that the stock of Santo coffee is not nearly as large as was at first

announced and he can see no reason why higher prices should not be looked for before long or at least before July, when the shipments of Santos will begin.

Canned Goods—Corn is the strongest article on the list at present and some grades are in small supply. More interest is shown in future corn than for some time past. Tomatoes are holding at the same price as for some time past, which is considered very cheap for this time of the year. Peas are in fair demand, with prices the same as quoted last week. Pumpkin is in fair demand at prices the same as quoted for some time. With limited offerings from the coast, where stocks are reported to be small and badly broken, and an increasing local consumption, the market for California fruits is firm, with prices the same as last week. The demand for canned salmon is increasing with the warm weather, as is the case every year. Stocks are small in most of the grades and prices are firm. There is a good demand for sardines and cove oysters, with prices very firm. A prominent salmon packer says there is nothing left on the coast but a fair assortment of pink talls, Sockeye talls and flats.

Dried Fruits—Apricots are dull at ruling prices. Raisins are exceedingly dull and the market is still in buyers' favor. Currants are in light demand at unchanged prices. Apples are somewhat firmer but in light demand and unchanged. Prunes on the coast and in most secondary markets are unchanged, but locally there has been some sharp cutting to move heavy stocks. The demand is light. Peaches are in excellent demand at unchanged prices.

Syrup and Molasses—Glucose shows no change for the week. Compound syrup is in light demand, due to the warm weather, at ruling prices. Sugar syrup is active at unchanged prices, going out chiefly for manufacturing and mixing. Molasses is unchanged and in fair demand.

Rice—All grades are in good demand, probably caused by the cheapness of the food, for at present prices rice is one of the cheapest articles of food that there are on the market. The retailers have been buying only as their needs require and for that reason they are compelled to return to the market frequently. Some grades are not so plentiful as for some time past, but prices hold the same.

Spices—Prices are very firm on some of the lines, especially pepper and ginger. The demand is all that could be expected at this time. Cable advices are firm on pepper, cloves and cassias, with a fair shipping demand.

Cheese—Stocks are very light and holders' ideas are firm. What few cheese are in storage yet will be readily cleaned out at the present market. New cheese will hardly be able to show full flavor before May 15 or June 1. Under-grades are not quite so active and are selling about 1c per pound below a week ago.

Fish—Cod, hake and haddock have about closed their season. The demand is light and the general situa-

tion is about unchanged. Domestic sardines are gradually working upward and will almost surely be high. Some have been sold during the week on the basis of \$2.50 f. o. b. for quarter oils, but the very packer who made this sale has since advanced to \$2.65, and that is the prevailing tendency. Increased cost of all materials for the packing season, which is to begin in April, is assigned as the reason. Imported sardines are dull and inclined to be easy. Salmon is firm, scarce and high; demand is fair. Small sizes of mackerel are in good demand because of continued scarcity. Prices are firm. Large sizes are in moderate demand at unchanged prices.

Provisions—The consumptive demand for smoked meats is very good considering the extreme prices. The supply of hogs in the country is very light and no relief seems likely in the near future. Pure lard is firm at an advance of ¼c per pound. The consumptive demand is good. The high price of pure lard has increased the demand for compound and that has also advanced ¼c. Barrel pork is scarce and very firm. Canned meats and dried beef are about unchanged.

Traverse City—Articles of association have been filed by the Howe & Stickney Co., which has been organized for the purpose of canning, drying, vaporizing and otherwise utilizing fruits and vegetables. The capital stock is \$5,000. The names appearing on the articles of incorporation are J. C. Howe and I. H. Howe, both of Old Mission, and Charles Stickney, of Chicago.

Menominee—According to experienced rivermen the coming season will be a poor one for log driving on the Menominee River unless heavy spring rains come in April. There has been little frost in the ground this winter and the result is that the dry ground has quickly absorbed the melting snow and ice. There is still two feet of snow in places in the woods.

Detroit—The Acme Manufacturing Co. has engaged in business to design and manufacture machinery, machine parts, tools, dies, special and experimental machinery and sheet metal stamping. The new corporation is capitalized at \$10,000, of which \$5,860 has been subscribed, \$1,360 being paid in in cash and \$4,500 in property.

Jackson—A new company has been organized under the style of the American Gear & Manufacturing Co. to manufacture, buy and deal in metal machinery parts and accessories. The new corporation has an authorized capital stock of \$60,000 common and \$10,000 preferred, of which \$36,500 has been subscribed and paid in in property.

Alabaster—A small sawmill owned by George Redhead, located near this place, was destroyed by fire Thursday night. The loss was \$1,200, with no insurance. The mill was engaged in cutting several million feet of timber for Gardner & Richards, of East Tawas.



### What Other Michigan Cities Are Doing.

Written for the Tradesman.

Lansing is pleased with its auto fire engine and the Fire Board is asking for another.

Kalamazoo has profited by its Burdick House fire. Another fire engine has been added to the equipment and a hill reservoir, with a capacity of 350,000 gallons, will be constructed.

The Business Men's Association of Alma has adopted a resolution to patronize home manufacturers and to trade at home.

Evart now has a Board of Trade, organized to boost good roads and everything that is good for the town.

The Petoskey Improvement Association will furnish shrubs and trees to all residents of the city who wish to beautify their street frontage.

Muskegon's allied charity interests, known as the Associated Charities, have been re-organized under the name of the Bureau of Social Service.

Parks will be laid out and shrubs and trees planted this spring on practically all the factory grounds of the paper mills at Kalamazoo.

The Ludington Board of Trade has plans for forming a Mason County Agricultural Society for the purpose of advertising and otherwise developing the lands of that section.

Officials of six electric and steam roads met in St. Joseph recently on invitation of Mayor Allen and discussed ways and means of adding to the summer resort business of the twin cities. An extensive campaign of advertising will soon be started. Officers of the Northern Indiana line state that through cars will be run this summer between Indianapolis and St. Joseph.

An Eastern authority on water supply and sewage disposal, while in Detroit recently, declared that Detroit water is full of filth from Port Huron and other towns and also said that the time is coming when the people living along the river below Detroit will object to drinking Detroit's and Port Huron's sewage.

Exhibitors at the Industrial Exposition held in Saginaw last year have been refunded 25 per cent. of their rental charges by the management. Another exposition will be held this year.

The Young Men's Business Association recently organized in Port Huron offers \$5 for the most appropriate slogan for the city.

Almond Griffen.

### The Man Who Overestimates Himself.

A man who overestimates himself is a wedge trying to make a start at the wrong end; he expects to find an opening which will fit his egotism instead of his capacity. The sooner he tapers down to circumstances the quicker he will taper up to circumstances. He wants to begin at the place where others are content to finish; he hopes to be an oak without commencing as an acorn.

Careers and trees are wonderfully alike—both require years and patience until they reach their normal development. They must have roots before they can mature. They must

get a firm hold on solid ground before they can reach height and breadth and branch out.

No one knows what is in a man until it comes out of him. Strength wants no favors and disdains assist-

be tested by the same storms and difficulties that the average man must survive. He must weather the weather and put himself on a basis of unrestricted competition, and if he is blown down at the outset it is his



### Influence of One Man in Developing Fruit Industry.

Fremont, March 29—While J. Andrew Gerber, President of the Old State Bank, was figuring up his profits on the day's business one day last fall he received a call from a farmer who brought him in a basket of unusually fine apples, illustrating the manner in which fruit can be grown where the trees are carefully cared for and faithfully sprayed. Mr. Gerber was so much pleased over the gift that he went out to the crockery store the next day and bought some plates on which to display the fruit. Before the day was over the Bank was visited by other farmers who insisted that they, too, had fruit as good as that on exhibition and the next day they brought in more baskets of apples; and Mr. Gerber bought more plates. This, in turn, stimulated other farmers who grew fruit to bring in samples of plums, pears and peaches, as well as apples and in the course of two weeks Mr.

Gerber had enough fruit samples to fill the Bank and line the front and side of the building. He arranged the fruit on improvised shelves, carefully taking it into the Bank at night and carrying it out the next morning. The exhibition attracted so much attention that farmers came many miles to look it over and, as a result of the exhibition, it is stated that the implement dealers of Fremont sold more spraying apparatus and supplies to use this season than they had sold previously for ten years. This illustrates how one man can, with a little effort, increase interest in a great industry and assist very greatly in its development and expansion.

The Fremont Board of Trade unanimously adopted resolutions thanking Mr. Gerber for the effort and time he put into making the exhibit and newspapers all over the State have called attention to the influence exerted by the exhibit and commented on it favorably.

ance; so if he asks to be fostered in a hothouse of favoritism, it is justly regarded as a whimper and an evidence of his own distrust.

If he is confident of his attainments he will go ahead and back up the belief by accomplishment. He will go out into the open where he can

fault or his misfortune, he is a weakling and lacking in the sap and fiber of survival.

The cup-winning thoroughbred had to pass through the same training as every other yearling in the paddock. Otherwise he would have been too erratic to run a good race.

Until Niagara was harnessed her force was not worth as much to the world as a half-horse power of brook falling upon a mediaeval mill wheel. Herbert Kaufman.

### Feats of Delicate Workmanship.

In 1578 a London locksmith constructed a lock made up of eleven different pieces of metal and when it was finished and the key attached the whole weighed but one grain. Furthermore, he made a chain of gold, consisting of forty-three links, and when he had fastened this to the lock and key he put one end of the chain round the neck of a flea, and found that the insect was able to draw with ease both chain and lock.

Sixteen hundred ivory dishes were made by one Oswald Northingerus and exhibited before Pope Paul V. These dishes were perfect in every respect, but were so small as to be scarcely visible to the naked eye, and were all inclosed in a basket of the size of an ordinary peppercorn.

The art of delicate microscopic workmanship has not, however, been confined to other times. It is not yet dead, as is evidenced by the marvelous production a few years ago by a jeweler of Turin of a miniature tugboat.

This little craft is fashioned out of a single pearl. The sail of the boat is of beaten gold, studded with diamonds, and the binnacle light at the prow is a perfect ruby. An emerald forms the rudder and the stand upon which the boat is mounted is a slab of the whitest ivory.

The entire weight is less than half an ounce, but when we come to the question of value we find we have got beyond the microscopic. The maker values his work at \$5,000.

### The Duke of Durham.

The late Mr. Washington Duke, of Durham, N. C., at home known as "Uncle Wash," who manufactured tobacco products so extensively for a quarter of a century, used to tell a quaint little story on himself: "The first time I traveled abroad," he said, "I visited Brussels and went to see all its sights. In one of the public buildings I found an ordinary looking armchair carefully railed off and with a chain across its front. Being tired with a hard morning of tramping, I stepped over the fence, let down the chain, and, with a big sigh of relief, dropped into this chair, the only one I had seen in the building. A guard in lace and buttons was on me at once.

"No sitting in that chair!" he blustered. "See the card on the back? The Duke of Wellington once occupied that chair!"

"Well, and what of it?" I returned, cool as a cucumber, "I'm Duke of Durham, and alive at that!"

"That settled the matter. Down to the floor went that flunky, brushing the dust from my heavy American shoes with his handkerchief of real European linen. A way-up English title catches them every time. I had my rest out in that solid old chair of the Waterloo hero."

Religion expires when it does not aspire.



### Man Power Made by Oxygen.

The making of man power by breathing oxygen is beyond experimental stages. Prof. W. A. Anderson gave oxygen a trial when ascending Mounts Popo and Ixti, both over 17,000 feet high. Popo is the easier to climb and was negotiated in the better weather, but presented the greater difficulties as the air became increasingly rarified. When Ixti was negotiated oxygen condensers were used and the mountain top was scaled with but slight distress. If these findings are corroborated the one heretofore insurmountable difficulty in mountain climbing should be eliminated.

Two students were recently set to boxing, the one a novice, the other a trained athlete. By the end of the second round the first was done up. But after oxygen had been administered he began again afresh and fought his opponent to a standstill. In another test an athlete ran an un-paced quarter of a mile in fifty seconds after breathing oxygen three minutes. In the trial for the Olympic games his best record had been a quarter mile in fifty-two seconds. After the oxygen test he was no more exhausted than if he had run but 100 yards. Another athlete after breathing oxygen three minutes ran half a mile in one minute and fifty-five seconds, beating all his previous performances.

It is urged as caution that there is danger if the proportion in which oxygen now exists in the air were greatly increased. As for animals, man himself included, if they could continue to live were the atmospheric oxygen augmented, it is thought that their lives would be one fitful fever, an intense but brief existence.

### Genesis of the American Circus.

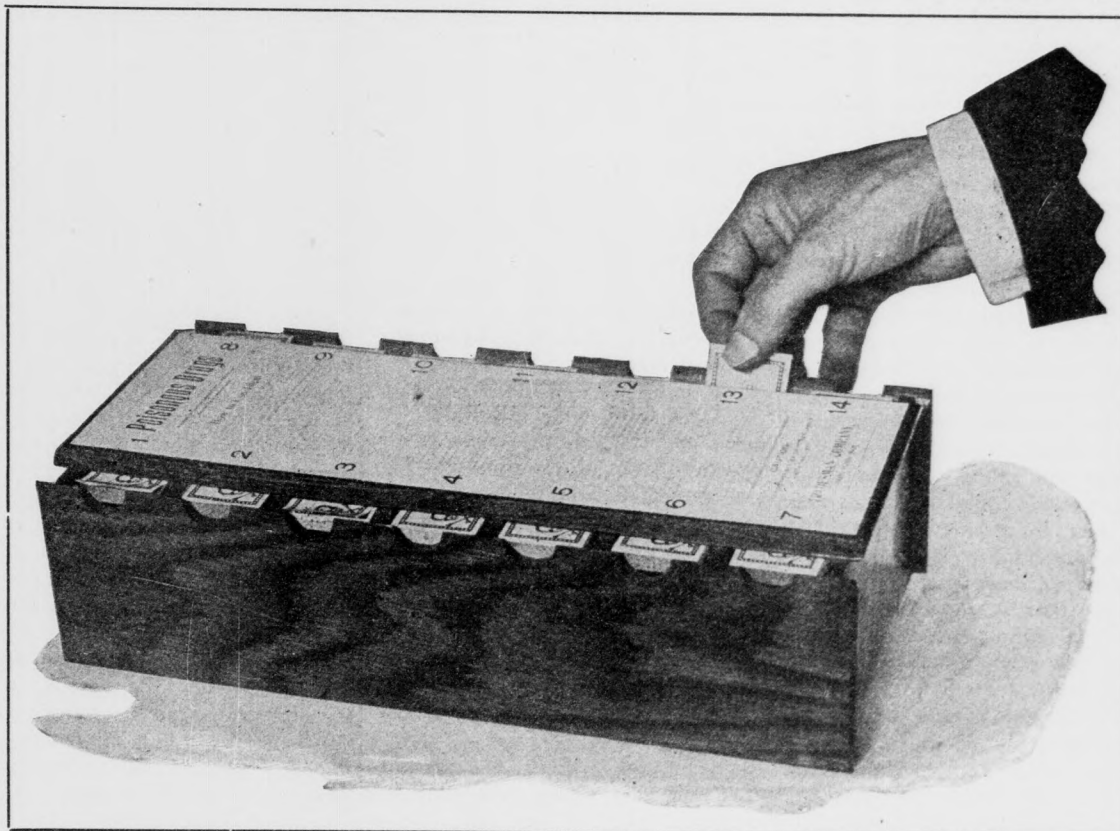
There died in New York State a few days ago a descendant, of the same name, Hackaliah Bailey, as he who brought the first elephant to America. Old Bet, as the elephant was called, was made to walk seventy miles from New York to the Bailey farm in Westchester county, and this trip was the forerunner of the traveling menagerie of to-day as a part of the circus. There and then circus as an entertainment began in America. The town of Somers, N. Y., contains a monument to Old Bet, commemorating the genesis of a form of popular amusement.

From this small beginning has grown the circus of the present time, a gigantic enterprise capitalized at millions of dollars and furnishing entertainment to countless numbers. But whatever changes may have taken place in the circus, the elephant remains one of its chief attractions.

If the elephant was slow in making its appearance in America it was slow, too, in reaching Europe. The first one in England came during the reign of Edward IV., as an unwelcome present to that monarch, and another sent to Elizabeth was the wonder of its day.

Your rights can not involve another's wrong.

# Tradesman Company's Classified List of Poisonous Drugs



## THE LAW

H. S. Sec. 9320. Every apothecary, druggist or other person who shall sell and deliver at retail any arsenic, corrosive sublimate, prussic acid or any other substance or liquid usually denominated poisonous, without having the word "poison" and the true name thereof, and the name of some simple antidote, if any is known, written or printed upon a label attached to the vial, box or parcel containing the same, shall be punished by a fine not exceeding \$100.

To enable druggists and country merchants to meet the requirements of the above statute without going to the expense of putting in a large assortment of labels, we have compiled and classified a list of drugs which are poisonous or become so in overdoses.

They are arranged in *fourteen groups*, with an *antidote* for each group; that is, an antidote for any of these poisons will be found in some one of these fourteen antidotes.

This arrangement will save you money, as it does away with the need of the large variety of antidote labels usually necessary, as with a quantity of each of the fourteen forms you are equipped for the entire list.

There are 113 poisonous drugs which must all be labeled as such, with the proper antidote attached. Any label house will charge you but 14 cents for 250 labels, the smallest amount sold. Cheap enough, at a glance, but did you ever figure it out—113 kinds at 14 cents—\$15.82? With our system you get the same results with less detail and for less than one-third the money.

By keeping the labels in a handsome oak case they never get mixed up and they do not curl.

Price, complete, \$4.00. Order direct or through any wholesale house.

## Tradesman Company

GRAND RAPIDS,  
MICHIGAN



# MICHIGAN TRADESMAN

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

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E. A. STOWE, Editor.

Wednesday, March 30, 1910

## A VOTE OF THANKS.

Pittsburgh ought to have a vote of thanks. The amount of genuine right up and down good that Pennsylvania city is doing this nation can hardly be estimated. For months the moralists were busy with the example that town furnished to young men, of the inevitable result of "going it while you are young," and even today the young voluptuary who was insane just long enough to kill a man has done more to disgust that kind of young man with that sort of beastliness than can be easily calculated. Just now the middle life is taking a whirl at the object-lesson business in that city "with the lid off." Philadelphia for a dead town has been doing pretty well for Philadelphia, but for cakes straight from the griddle you'll have to go to the other end of the State. The councilmen have been having no end of fun. Forty per cent. of the present and former members of the select and common councils are under indictment on a charge of bribery and ten more with suspended sentences, if the report is correct, are held in \$500 bonds upon their own confession of sharing in a pool of \$102,000 to influence the votes of the municipal bodies as the result of the first day's probe of the grand jury, following the confession of a former member of councils. At the present writing ten have confessed their guilt, and in all probability the rest of the black sheep will come crowding in with their tales of woe to give keener point to a sermon on "Thou shalt not steal" and to add a greater force to the adage, rather frayed at the edges, "Honesty is the best policy."

Already the idea is finding expression that there are towns and council men not located in the Keystone State that had better read the shameful account and see carefully to it that the thievish list does not lengthen. With this for a starter there is every reason to believe that, after the belief is settled that men in offices of public trust must show themselves equal to that trust, it is going to become a part of individual faith that it doesn't pay after all for a man, young or old, to be crooked.

It may seem to some that it is hardly necessary to be harping on that old string, but this single instance of the Pittsburgh councilmen shows that it is necessary. Getting out of the woods is one thing, being out is quite another and until that last condition is an unquestioned fact, if harping is going to do any good let us harp. The country has been living too long in a material atmosphere and the system is full of it, and even when the woods have been left far behind the lingering remnants of the disease will be sure to show themselves and make trouble.

If the time ever comes again where personal responsibility comes to the front and asserts itself the old idea of sneaking behind a company, a corporation or a trust will be known no more to the betterment of all concerned. "We and "I" are responsible and collectively or personally stand ready to meet what follows. Let the "limited" business go out of fashion and honesty will return to its place at the council board. Then even Pittsburgh and its like will cease to be the fearful example it has been for so, these many years.

## GET OUT OF THE RUT.

It is so easy to get into a groove and stay there. We get into the habit of moving in a certain manner and forget that others are branching out in several directions. The beaten path is easy, but it soon wears so deep that we can not get out, even though we wish to dodge a hole. The good driver strives to keep out of the rut; aims to keep himself free to move in either direction as the road seems the better.

It is a good thing to get into other places and see how they are doing things. We may not wish to copy to the extent of confirming the Darwin theory, yet there are a host of ideas to be evolved from the original one of another. Study the Easter windows of fellow tradesmen and learn from them. Observe the combinations which give most pleasing results. Criticise (mentally) those defects which you observe and label them as ruts of others. The scheme which is most pleasing may not seem adapted to your line of goods; yet a little brain work will evolve from it another so unlike it that no one who had not followed your mental wanderings would suspect the idea which gave it birth. This is not plagiarism, but a legitimate process of making better the advertising mediums. If the man who unconsciously gave you the idea is of the proper stuff he will evolve from your modification another quite as original.

Keep your eyes open for new goods, no matter what line you carry. There are standard brands in all materials which it is not wise to slight. New things are constantly appearing. Go slow with the real novelties until they are tested, but share in the test. You can soon prove to yourself which are worthy. If you find one which is not as represented don't continue the fraud upon your customers. Sell it for what it is—not for what it should be.

## RISE OR FALLING.

It is a surprising fact to the uninitiated that when the steam is rising in an engine it is capable of doing more work than when it is falling. The man who has a sixty-pound pressure with more coming up can accomplish more with that sixty pounds than with the gauge at the same notch on the downward path.

Our potentiality in business life is marked partly by the notch in which the gauge registers and partly by the direction in which it is going. If we are filled with enthusiasm, bound to have better goods, to make more sales, to win new friends, to hold fast the old ones, our ten-thousand income, or whatever the sales may be, means more than when we get to the point where we are about to fall or at least quit rising. Though the sales do not yet fall off in quantity, there is an appreciable lack in the new push behind, which is perceived by others more quickly than by ourselves. Yet it will make itself known to us all too soon.

There are now so many kinds of fuel necessary to feed the fire; so many flues to be kept in order. But most of all, we must have ambition of the pure sort and the best quality—ambition which brooks no superior; which is bound to be at the top in quality, quantity, timeliness and price. The day that a rival gets in better goods or sells them at less price, the day that he shows articles for a special occasion while ours are only "on the way"—that day our steam is going down; and though we may carry now the amount set as the high water mark for trade, it will not have the potentiality—the force. People will see that something is lacking. Our power is bound to wane.

Is your steam rising or is it falling? Watch your gauge and see that it keeps up to the notch, with reserve power to send it higher.

## THE ERRAND BOY.

If you expect to get the best out of your errand boy you must put the best into him. Have confidence in him. If you show distrust, lack of faith in his ability or any inclination to the notion that he deserves a sharp eye upon him, you may be sure that these things will be necessary unless he is an exceptional boy. Trust him with change and see to it that he makes good. Do not appear to be watching his every move.

If you would teach him promptness be prompt yourself. It is scarcely fair to promise a parcel to Mrs. A. promptly at 9 o'clock and then not start your boy until 9:30. He knows that there is a false impression carried some place in the transaction; if you attempt to fasten it upon him he will "get even" in some way; more, he will lose the standard of character which you want, which will make a man of him.

Give him a little more than you agree to. There are many little favors which you can show in addition to the regular weekly pay. If you have a new kind of cake or candy let him have a good sized sample. This will serve to remove the tempta-

tion to him to do the sampling when you are out. If you have a new brand of coffee just give him a pound and ask his mother to try it and report results. You not only get his good will with the increased service but you stand a chance to make not only the mother but all her friends feel kindly toward you and your business.

Take the boy into your confidence. Of course, there are some matters which you will discuss with no help, but there are many plans that it is well to talk over with employees. Get their opinions and their confidences. You can learn from their point of view. Most of all, gain the good will which this intercourse produces.

## BE ON GUARD.

It is decidedly unpleasant as well as unprofitable to have a mouse dodge out from the sugar or cracker barrel when you go to it to get a supply for a customer. It is still more so to let a dead mouse be included in the package. Yet this very thing has really happened in a general store in many ways prosperous. The owner does not know of the mishap—perhaps never will—but he, no doubt, knows that his premises are infested with mice. Some day he will wonder why Mr. X. prefers to get his foodstuffs across the way, although he still buys his hardware and general supplies there as of old. Maybe he will eventually "smell a mouse," or, rather, get it through his cranium that the lost customer smelled one. Certain it is that no one likes to purchase goods which are not in first-class shape. Mousetraps are cheap. Cement and plaster will ward off the rodents. Fight them out.

The report that a tarantula is at large among your shelves will not serve as a drawing card for customers. When unpacking bananas be always on the watch for this giant spider. It is rarely brought in in this way and may come to you only once in a lifetime, yet in order to be not caught napping that once one must be continually on the guard. It is sly and much more easily caught before it has regained its freedom than after it has full run of your possessions.

The beetle which breeds the dreaded moth is at large at this season. Watch for the tiny black and white beetle with brick-red stripes along the sides. It is the harbinger of the dreaded buffalo moth, while the small dull-colored miller breeds the old-fashioned clothes moth. Care is required on all sides. Yet vigilance brings its own reward; lack of it a certain punishment.

"Come in," a big sign announces on a big St. Paul retail dry goods house. There is nothing more to the scheme, but the proprietor says it brings in large numbers of buyers who otherwise stand in the doorway and look in. It is a sort of spoken invitation.

Strength is largely a matter of discovering allies.

Sympathy may speak best in silence.



**THE WORD AND THOUGHT.**

Just in from the Middle West, the man with the grip took possession of the extra chair and opened up.

"Stopped over at Omaha and followed the crowd to the Convention Hall where business was taking a hand at evangelizing the world, and it was doing it to the king's taste. Business men from all over. China was there and Japan, Chicago—what do you think of that?—and New York, and without a bit of prayer-meeting sentiment and molly coddle they talked business from the word go. You see, they had to. Church business like other business has got to have money and wit and brains have got to furnish it and when the needed capital gets up into the millions somebody has got to do some hustling. They are onto their job all right and they're going to land on both feet. That kind of man and that kind of talk tell and there was a good financial show-up when the convention was over. I stuck 'er through till the last gun was fired and I guess I did some extra thinking on side lines.

"Do you know there has been a big change going on among business men for a good while? I've been on the road now for something over twenty years and, as I think back, I can see that even the talk of the business man has changed. At first the traveling man who didn't swear was a rarity and it didn't take long to find out that cuss words and smut went together, and one of the first things to strike me as odd was to hear those business men using such words as "God" and "Lord" and "Jesus Christ" and doing it earnestly and reverently. I met these same speakers and talked with them and I found the same fact: that there was the same word and the thought behind it wasn't the old thought by any manner of means. On that first trip of mine had I heard the traveling man talk as these men talked I should have put him down as foolish or crazy—and I should have got it right every time. Well, when I came from Omaha I was satisfied that the business man had come into the church work to stay and that from this time on there is going to be some hustling going on that will stir up every half-alive old church officer in the country; and do you know, for the sake of the dear old mother, back there in the old home. I've more than half a mind to put my shoulder to this Mission-wheel myself."

The thought here which is well worth the saving is the change that has come over the realm of business and the change in the meaning of the words used in the management of this business. It is only another way of saying that the business man himself has changed. When he was working for the dollar "almighty" and dirty, the same adjectives applied equally to him and his methods. The results have not been satisfactory. Taint and stain stick and neither "the multitudinous seas" can wash out the one nor can "all the perfumes of Arabia sweeten" the other.

Men have found out by some pretty costly experience that money does not stand for all that is precious in life and living and are shaping both accordingly. They are finding out that God is needed even in business and best of all that they can not get along prosperously without Him. With this for the prevailing thought language hastens to express it and it follows naturally that the business man has become a church layman and it will follow that church business will be increased more than a hundred fold.

**"JUST BORN."**

They were not only men of mark but their mark made had been attended with gratifying success. Their conversation made how unnecessary. Both forceful, both far-sighted, they both brought to bear that force to the accomplishment of the foreseen and this with one other admirable quality, of seeing to it that the given order was faithfully carried out, accounted plainly enough for the prosperity that had come to them. This gave value to their opinion and when the topic in hand widened until it covered the ground where the successful men of the future were to get their training and the answer, short and sharp and prompt, was delivered, it was found to be worth pondering. This was the answer: "Same old story. Such men are just born and they pick up what training they get anywhere. A rocky New England farm did the business for me. The fight for making both ends meet and the making the penny saved pay for itself covers the whole matter. One learns there the great art of getting along without and with it goes that other indispensable idea of never putting off and the thing is done. Oh, yes, books and schools and training are all right, they all tell on the result; but let the man be just born and, as I think, just let alone and if he has the stuff in him he's going to come out all right. You may laugh but I began my fortune-getting when I was 9 years old. It began with the woodbox. Always and forever an hour before mealtime it was "Come, Tom, fill up the woodbox." At last I got tired of hearing that three times a day and the way I stopped it was to anticipate the order. From that day to this I have never gotten over my jubilant, "The box is full, mother!" and her hearty, "Well done, Tom!"

Here is another instance from the Great Northwest. Fire had destroyed a railroad bridge which must be replaced at once. The bridge engineer and his staff were ordered in haste to the place. Two days later came the Superintendent of the division. Alighting from his private car he met the old master bridge builder and not with composure. "Joe," he said and the words quivered with energy, "I want this job put right straight through. Every hour's delay costs the company money. Have you the engineer's plans for the new bridge?" "I don't know," replied the bridge builder, "whether the engineer has the picture drawn yet or not, but

the bridge is up and the trains is passin' over it."

The man was equal to the emergency and the emergency man is the one the world wants and is hunting for. There will be little discussion as to the locality producing him. They who have had the training that the farm alone can furnish may believe in that source of supply, but it is doubtful if it can be depended upon always for the man wanted. The fact is there are woodboxes everywhere and there are boys everywhere to fill them, but, it is submitted, something else is needed to supply the much sought for demand. Chance and circumstance have often come to the rescue and will again—history is crowded with instances—but, it is also submitted that there is a good deal in the conclusion already given: "Such men are just born and that is all there is to it."

**THE REAL EVANGELIST.**

The world pious and unpius has long been growing more and more dissatisfied. Things religious have not been thriving. A lack of interest in religious life has been noticeable. While the church doors have been wide open only the few have straggled in, and of these few the man element has been strangely wanting. There is nothing there for him; and so far has this idea been carried that the church and its sacred appurtenances are written down as a woman's club house where she and the children go once a week anyway and where semi-occasionally, if there are special inducements, the man of the house puts in an appearance.

After a half century if this there are necessarily undesirable results. Something worse than "a mild decay" has crept in. Not only indifference but a general running down at the heel has become prominent until a decided "this isn't going to do" is beginning to assert itself; and without finding fault with anybody the wide-awake business man, the real evangelist, has taken his place in front—where he has always been found when he has not shirked—and, as usual when the right man steps into the right place, in things spiritual there is a general looking up.

In the first place a rundown business—please emphasize that—has got to have more capital and this needs it up into the millions. Then, these millions are to be used in evangelizing the world, a task worthy of the real evangelist, and to the wonder of

everybody there he stands and like the Master at the grave of the dead Lazarus he utters the command and the dead church, thrilling again with life, comes forth with its ceremonies still clinging to it, to be let loose and let go to enter at once on its world wide mission.

Already the "Convention" has begun its work and the business man, aroused to the fact that his best is called for, is doing his best for the cause and for the sake of Him whose life was none too precious for the redemption of humanity. So the business man from the four corners of the earth has left his desk in the office and from the business viewpoint is telling what has got to be done. The mission field foreign and domestic has sent its business man as its most faithful representative, and the facts are stated without any introduction and without waste of time and ended when pointedly and briefly put.

"Isn't this an invasion of the preacher's province?" The question is as absurd as the answer would be senseless and useless. The church has its work and is doing it, and all along the line its weak places will be found to be due to the absence of the real evangelist, who up to this time has just shirked. It looks much as if he were getting tired of the shirking and much as if he were ashamed of it. At all events he has now taken the place—his place—so long left vacant and with heart and soul in the work is supplying a long needed want. The result is already noticeable: Society is throbbing with a new kind of life, the bread-winner at the head, and the home, like the spring resurrection, will soon be all alive and showing how much the real evangelist has been needed in the work which he alone can do.

There is many a stump speaker who would much better be at home pulling the stumps from his own clearing.

The richest man in this world is the one who takes most joy in human faces.

The interest you have in men here indicates the treasure you have in Heaven.

A man never learns much when he is afraid of his mistakes.

There are no great successes without great sacrifices.

**WHAT ARE TRUSTEESHIPS?**

They are the result of the appointment of trustees. When a trustee is appointed a trusteeship is created, and usually for the purpose of the investment of funds and the payment of the net income therefrom to some specified person, persons or institution, as provided. A trusteeship may be created at any time, or by your will to take effect after death. You can make it for any length of time.



**THE MICHIGAN TRUST  
COMPANY**







### Knit and Crocheted Scarf An Important Factor.

Time was when the possessor of a crocheted scarf pointed with pride to that article of his adornment. He was the envy of his friends, because of a certain sentiment with which it seemed associated. It was a token of the thoughtfulness or affection of a mother, a sweetheart or an admirer, and as such was much prized by the wearer. In this form it represented patient and painstaking handiwork. But commercialism of an unsentimental kind has stripped this token of its sentiment by producing knitted and crocheted ties in large quantities, putting a price upon them and displaying them where everyone for a certain consideration can have one or more. So crude a raw material as a wood pulp is used in their construction. This refers to what in the manufacturing circles is called wood fibre silk, the basis of the most common variety of knit ties, which sell at a half dollar or a quarter.

The creative idea of the knit or crocheted tie was not to produce a cheap article, but instead one of exclusiveness. And for this exclusiveness a price must be paid. When first brought out in this country the prices ranged from two dollars to three dollars each, even a few that were higher. Now the price ranges down to two dollars a dozen and the higher priced ties do not range quite so high as formerly. The original idea was to produce a tie that could be worn with a tightly closed front collar, which was originated in 1906 and met with an extensive sale, especially among college youths. With this style of collar there was no other kind of a tie that served the purpose quite so well as this form because of its flexibility. The wearer of the collar then in vogue could with this tie reduce the size of the knot so that it could be placed in a position directly beneath the outer fold of the collar. The narrow style of tie to-day in cut silk is largely the result of this influence. The situation has, however, been met by the collar houses, who are promoting a collar that is not quite so tightly closed in front.

The commercial knit tie of which we write was not a product of this country, nor did the idea that actuated the individuals who crocheted them by hand originate in this country. Observers say that as long ago as twenty-five years this same or a similar article was worn in England, where now they are still extensively made. Some few were sold in this country, but no very large demand was felt until it became a fad among the younger and college element who first wore the hand-made product. Quick to see the advantageous features from a commercial viewpoint, manufacturers took up the idea of making them. Their first experiments

was not successful, some of them having used the only available machine, which in their case was one that had been designed for the knitting of sweaters. From this start it was perfected so that at present the knit tie is the product of a machine especially adjusted for the purpose, although the manufacture of the tie is confined largely to the hosiery and sweater mills.

The tie created a tremendous wave of business when it first made its appearance in the exclusive shops. It quickly won a place in the hearts of men with high dress ideals. The demand which followed from all men's wear shops was so enormous that it was impossible to make speedy deliveries. The manufacturers of cut silk ties did not take kindly to the innovation because it was thought that it would make great inroads upon their business. But having among their patrons a great number of wide-awake and up-to-date shops who joined in the demand for the knit and crocheted tie they were compelled to procure it. In the intervening time the exclusive dealer who got on the inside enjoyed the fruits of his ingenuity. But when so great and influential a body as the members of the cut silk tie manufacturing industry take up any line as they did in this case, there is "something stirring." Hosiery mills and knitting mills manufacturing a variety of products were pressed into service, with the result that the demand was soon supplied and all enjoyed a large and profitable business. It was not long, however, before a demand was apparent for an article of the same nature that could be sold at a lower price. This was supplied to a certain extent by the use of materials of inferior quality, that is, by mixing with the silk a mercerized thread, later by using a cotton mercerized thread entirely. This was not entirely satisfactory and human ingenuity stepped in with a particular line. We can not get them fast enough. At present we have orders in the mills for a large quantity of them, which we need badly, and anticipate that our supply will be inadequate. In this opinion we refer to those sold at about fifty cents."

"What about the future?"

"They will last as long as the closed front collar lasts, at least."

But here is another opinion, refreshing because at variance with all others. It comes from another retailer and it might add significance that the retailer whose opinion follows is one of the exclusive sort who caters to the finer trade only:

"Unless we are very much mistaken the knit tie will be short-lived. We can see the finish and it is our intention to get out from under them as quickly as possible. Our prediction is that somebody is going to get very badly stuck, and when the time comes, if our present calculations are correct, we will not be among them. Admitting that they were good when new because they supplied a definite want, they have been done to death. There is too much similarity between the cheap product and those which

are high priced. The exclusive person will give them up when everybody commences to wear them. Just to illustrate, let me show you two ties, one which cost us \$27 per dozen and another that cost \$12 per dozen. Here is a difference in retail price of about two dollars on a tie, and we confess that it would take an expert to tell which is the better. We were shown some ties at \$4.50 per dozen a few days ago that might have been easily sold for \$1 each had they been displayed at that price. The buyer might never have known the difference were it not that possibly the wearing qualities would tell, and it is extremely doubtful if they would."

To demonstrate the difference noted above, the retailer made plain his point by showing two accordion-plaited ties, one of which we have illustrated in this article. This is the latest form of a knitted tie and one which seems to have struck a more responsive chord than the others with the person whose delight it is to dress differently. Already some imitations have appeared in the popular-priced ties.

"While we are enjoying a very large business on knitted ties just now and do not see any immediate need

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

Made in Chicago by  
**BECKER, MAYER & CO.**

## Ideal Shirts

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

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

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

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

Write us for samples.

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

## Communion Suits

**In Long Pants  
and  
Knicker Pants**

**Now Is the Time  
to  
Place Your Order**

**H. A. SEINSHEIMER & CO.**

**Manufacturers  
PERFECTION**

**CINCINNATI**



of more than ordinary caution," said another retailer, "there will come a reaction some of these days. Our opinion is based upon the fact that wearing qualities of the knitted tie, referring to the medium and better qualities, equal any two or three cut silk ties and are only approached in this respect by the tubular woven, but these can not be had in higher grades than about twelve dollars a dozen. They are not susceptible to creasing or crushing, hence any amount of rough usage will be withstood. The reaction from the retailers' point of view is expected, because after the consumer is supplied with two or three of these ties he will only buy more when he gets tired of rotating those which he has. With the silk tie it is different, because long before he tires of one it is so badly crushed or worn in spots that he is obliged to discard it and buy another."

#### More About the Manufacturing Process.

Practically all the different styles, grades and colors of knitted ties ranging in price from 25 cents to \$1.50 are made on one type of machine. It is possible to make forty different patterns on this one machine simply by changing the pattern wheel. This machine does not make the crochet tie, but only the knitted one in any width, any weight.

A chain which hangs on the side toward the left hand is for the purpose of gauging the length of the tie. When this has made one revolution around the wheel it hangs on, one tie has been made.

Of course the pattern has something to do with the amount of production, but any of the various patterns can be produced on an average of 18 to 20 dozen daily. It makes no difference what kind of material is used, artificial silk, natural thread silk, or cotton, the process of manufacturing is precisely the same. This makes the tubular knitted tie, not the full fashioned. Manufacturers of these machines state that they are well stocked with orders and work ahead. The flat machine, which makes the full fashioned tie, such as the accordion, is made in a foreign country, whence it is imported and the ties are made in this country.

#### Qualities of the Tie.

The wearing qualities of all the styles mentioned in this article are well known by anyone who has worn them; there is nothing in the way of neckwear that can compare with the wear of the knitted or crocheted tie. Run them through a wringer and they will come out in their original shape; you can not crease nor wrinkle them in any way, shape or form. The only damage possible is a broken thread, which may finally result in the destruction of the tie. Any color or combination of colors may be found in the knitted or crocheted tie. The greater variety of colors, however, is in the range of crocheted ties, such as black and white cross stripes, black and white horizontal stripes, black and white mottled, plain black or plain white, and this mixture applies to any other

two colors equally as well as to black and white, red and blue, green and yellow, or any other colors you can think of. The accordion is made mostly in dark colors, and a three color effect has now been worked into this tie. There are price, color, style, wear and everything else in the knitted and crocheted tie to suit the most particular taste or any sized pocketbook. The same holds good with the 25-cent varieties of fibre silk ties, knitted. The knitted tie has achieved its remarkable success and popularity within the last few years. It is claimed that in the spring of 1901 a concern in America imported the first knitted ties that were brought to this country. They cost \$20.00 per dozen, and were finally closed out in their store here at 25 cents each, because there was no demand for them. They did not immediately become popular, and there was no sale for them.

#### Well Adapted for Window Trims.

Both the knitted and the crocheted tie are well adapted for use in trimming windows. It can be exquisitely draped with displays of any other article of men's apparel. Because of this it forms a part of many spring window displays throughout this country.—Apparel Gazette.

#### Only Pleasure He Can Get Out of Life.

Written for the Tradesman.

Twenty years ago or thereabouts there was a book-keeper employed in the accounting department of a manufacturing institution in Grand Rapids at a salary of \$50 a month.

But he was not always to be an accountant. As a diversion along the lines of a secret ambition that possessed him he began to write things—no matter what.

Presently he was promoted to be advertising manager of the company where he was employed. A few years later he was lured away by another concern—to be advertising manager at a salary double that which he had been receiving.

As the years passed he made two other changes—always along advertising lines and increased salary inducements. To-day he is very near the head of one of the largest establishments of the kind in the country and his annual income is about \$50,000.

The other day he was in Grand Rapids and an old friend said: "Why don't you ease up a bit? You're getting along in years."

"I know it. I've got more money than I can ever spend, but I lack one thing which keeps me from doing as you say—I don't know any other way to enjoy myself except to keep working."

"Why don't you try golf?" asked the friend.

"Why?" was the rejoinder. "It would take me two years to get interested in it and even then my greatest interest would still be my business and I'd be a failure at golf."

"You're a hopeless case," observed the friend.

"I know it," responded the visitor. "It's the only problem I ever bumped up against that floors me. I've busi-

ness experience enough, business success enough, money enough to do anything my fancy might dictate and yet the only pleasure I can get out of life is to go on working like the very devil."

#### Cutting Down Correspondence Routine.

In his desire to keep down the bulk of his papers the desk man frequently throws away sheets for which he has to hunt in the waste basket later. Or he saves bundles of doubtful value which pile up and must often be sorted. One secretary blue-pencils general documents of this sort with an "X" and the date when they will

certainly be "dead." These are put into an "X" folder and are thrown away on the date indicated.—System.



THE NEW FLAVOR

MAPLEINE

Better Than Maple

The Crescent Mfg. Co., Seattle, Wash.

## To Fathers and Mothers

The season is again here when boys and girls begin playing in the streets.

To avoid possible accidents to your children we respectfully urge you to

Call Their Attention to the Dangers of So Doing

and give them strict instructions to particularly

## Watch Out For Street Cars

The motormen are on the alert, but the children cannot be too careful.

GRAND RAPIDS RAILWAY CO.

BENJ. S. HANCHETT, President and General Manager.

## WORDEN GROCER COMPANY

## The Prompt Shippers

Grand Rapids, Mich.

**CRYSTAL DOMINO SUGAR**

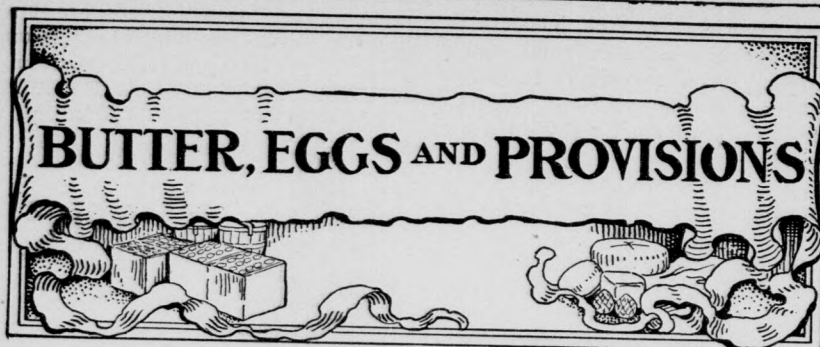
**2 lb AND 5 lb SEALED BOXES!**

**2 lb BOXES—60 IN CASE (120 lbs)**

**5 lb BOXES—24 IN CASE (120 lbs)**

**BEST SUGAR FOR TEA AND COFFEE!**





### BETTER POULTRY.

#### Conditions Affecting the Quality of Stock.

##### Second Paper.

For good keeping quality let us keep the chickens dry and help the safeguards that Nature has provided rather than hinder them. The soaking of the chicken skin in water is some like the scalded skin, except that the latter is more destructive to the skin structure. One has only to glance at the great difference in the appearance of the skin of a dry picked and scalded bird to realize that some radical change has occurred in it. It is a commercial necessity that we shall dress our poultry in such wise that it will keep to the very best advantage and that the inherent qualities of the bird as an article of food shall be enhanced, not lessened. Because a farmer raises a fine chicken it by no means follows that it is still a fine chicken when it reaches the consumer's table. It may be so lowered in grade by poor dressing that a much inferior chicken, well dressed, is better eating.

The East raises better eating birds than the West, because it has better breeds and better attention is given the flocks on the small farms of the East than is possible on the large farms of the West. But the Western packer, far from his market, has had to develop methods of handling that will insure keeping quality and preserve as many as possible of the good points of the stock coming to him. The Eastern poultryman too frequently adhere to the same methods that were used years ago, when markets were nearby and consumption was prompt. Water chilling served in the days of his forefathers. For the modern demands it is inadequate and air chilling must more and more supersede it. The Eastern man will find, too, that dressing poultry to get the best results means special equipment and facilities. When he makes a serious business of poultry dressing the eating quality of this better bred and cared for stock will set a pace for the Western man to follow.

The railroad haul is one of the most important incidents in the history of dressed poultry. The railroads have co-operated with and offered us every possible facility for a full knowledge of the conditions under which the haul is made. Such a study, where records of the temperature in different parts of the car, icing conditions, weather conditions and the condition of the goods entering the car are all known, must go a long way toward helping us fix responsibility when

goods arrive in bad order. But the end of the haul is by no means the end of the history of the dressed poultry. It still has to get through the establishments of the commission man and the retailer. From the study, which we have made at the receiving centers, we would urge and emphasize care in handling after the goods are received. Many of our large merchants are equipped with chill rooms and freezers for carrying goods. Others depend upon ice boxes of one type or another. We believe that the man who can have mechanical refrigeration and does not is blocking his own pathway. But the most elaborate equipment will not offset careless handling. Fowls which are dragged roughly from boxes, or, worse still, from the large barrels which ought to be relegated to the scrap heap, will deteriorate rapidly. The same care should be exercised in the handling in the city that is exercised in the packing house. Dirt on the skin, especially if it is wet or torn, or an increase in the number of tears or rubs, means just as much to the good keeping of the bird as is meant in the packing house. Packing in fine ice means a more rapid deterioration and a quicker loss of flavor than keeping in a dry chill room. When the fine ice becomes slush all its bad effects are heightened.

Frozen stock should never be put into water to thaw, but should soften in cold air. A house refrigerator will thaw a medium sized bird in about twenty-four hours, and that is a better way to do it. More good frozen poultry is spoiled by its bath in water, frequently, too, dirty water, than by any other one thing. Hang the birds to thaw. This is perfectly practical. Wire racks can easily be constructed, which are space savers. Do not lay a bird down if you can help it at any time in its history, when it is out of its box. You will gain in quality and appearance. Better than thawing the frozen poultry is selling it to the consumer still hard frozen. Such a course puts frozen poultry before the public on its own merits, where it is perfectly able to stand if it is fairly treated by the retailer. The public, being ignorant and prejudiced, must be educated to buy frozen goods in the storage season as frozen. It gets frozen poultry anyway, no matter what assurance as to recent death the vender may make, and it accepts as good everything about well handled frozen poultry, except the term, "cold storage."

The Department of Agriculture stands for a broad, honest policy. Therefore, the Department would like to see cold stored goods gauged on

their merits or demerits as cold stored. As one means to attain this end, frozen poultry should be so packed that, while still frozen, it is an attractive package and good looking from the viewpoint of the retail buyer. One can hardly blame the housewife when she views with disgust the twisted, distorted, discolored bird that is wriggled or wrenched from a barrel full of frozen stock. She is not accustomed to seeing good eating looking like that and she has good eating in mind only. We buy very largely with our eyes, not our minds. Suppose, however, we offer her a neat, small carton—a paper box holding one or two chickens, so placed that they are good looking, even to the uneducated. I think many buyers would easily be induced to purchase if the stock was really fine, and, when thawed out in cold air, the entrails removed and ripened for several days in the house refrigerator—for, if frozen very promptly after chilling, the bird is so fresh that its eating flavor is still low—it will be found satisfactory even to the fastidious.

We have been experimenting for several years with poultry frozen and stored in these small boxes as tight as possible. Tin boxes we have found to give the best results, but a paraffined heavy paper carton, on the plan of the cracker carton, is a much better carrier for the freezer than the usual wooden box. As to the carrier we know that the small box is as much better than the large box as the latter is better than the barrel. Color, texture, flavor—all hold better in the small tight package. Of course, aside from the improvement in quality which these small tight packages insure, you will have a commercial question to face before you adopt them, even if you should consider doing so: They are more expensive, but we venture to think that,



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

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

**YX BRAND** Ground Feeds  
None Better  
**WYKES & CO.**  
GRAND RAPIDS

CONSIGN YOUR EGGS TO  
**GEORGE E. CUTLER**  
22 HARRISON ST. NEW YORK  
OUR OUTLET UNEXCELLED  
COMMISSION EXCLUSIVELY

**BAGS** New and Second Hand  
For Beans, Potatoes  
Grain, Flour, Feed and  
Other Purposes  
**ROY BAKER**  
Wm. Alden Smith Building  
Grand Rapids, Mich.

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

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

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

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

**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



having solved other problems, when gain in value depended upon increased outlay, this will also be solved if it is worth while. That point you must determine.

Dr. Mary Pennington,  
Chief of Food Research Laboratory  
of the Department of Agriculture.

#### An Important Factor in Our Butter Supply.

Now that it is quite certain no attempt will be made to correct the error which occurred in the recently enacted tariff laws whereby cream is admitted into the United States under a duty of 5 cents a gallon, a great deal of interest centers around the probable importation of large quantities from Canada. I am informed on good authority that quite a number of factories within reasonable distance of our northern line have already contracted their output of cream to buyers from the States. In one section so many contracts have been made that the Canadian operators in cheese and butter are getting somewhat alarmed. They are figuring out a considerable loss in the output of cheese and this surely means higher prices for the product than any of the Canadian exporters figured on. While no one likes such a discriminating law as the one under which we are now operating it will help the Eastern markets especially to get a better supply of cream and this may in turn result in more of our own cream being made into butter. At this stage of the game no one can predict with any degree of certainty the extent of this business, but I am inclined to think that it is a matter that should be followed closely as it may prove to be an important factor in our butter supply before the season is over.

\* \* \*

I learned the other day of a shipment of Canadian butter reaching New York on which the duty of 6 cents a pound had been paid by the railroad company to avoid delay in transit. The stock did not find ready sale here, and with quite an improvement in the Montreal market the lot was returned there. The discovery that the duty had been paid by the transportation line complicated matters and caused considerable delay as it required much negotiation with Washington to clear the stock. A reciprocal treaty with Canada which would permit both butter and cheese to pass back and forth between the two countries without duty would be a splendid thing. Perhaps I live too far in the future, but I strongly believe that it is coming; and when it does come we shall all be wondering why it was put off so long.

\* \* \*

The Dairy Division at Washington has been trying to get a pretty full expression from the trade here as to the value of the Government critical work that has been done here for some years past. So far as I can ascertain nine out of ten of the receivers of butter in the New York State market would not have this work given up for a great deal. A good many instances can be given where the letters written by the Government expert have aroused an interest in

the product, either on the part of the buttermaker or creamery, and better quality has resulted. I have in mind several creameries that were down to seconds, which by patient work and following out the suggestions made by Inspector Fryhoffer, were raised to firsts and then to extras. I know the frank criticisms by the Inspector have meant the loss of a job to some buttermakers, but in most of these cases the fellows were either too stupid to learn or too stubborn to take advice. The Inspector is trying to help the man who is up against the hard problems that at some period meet almost every buttermaker. The man who wants help and candidly admits that he does not know it all finds in these friendly letters many a suggestion that aids in unlocking the secret that has barred his way to improvement. Only a few days ago I heard of a creamery that came here week after week with a peculiar foreign flavor. The receiver and the Government Inspector were unable to say just what the matter was, but urged a very careful examination of the drains, churn, etc. It took some time for the buttermaker to fully realize that there was something the matter with his butter. Finally he called in the State Inspector and after a very thorough examination of the premises and machinery discovered that one side of the churn was so badly worn that grease from the cog wheels worked through into the cream. A new churn soon replaced the old one and the butter was all right. The time is surely coming when the cry all along the line will be better quality, and the services of the Government experts in the large distributing markets will be of inestimable value.—N. Y. Produce Review.

#### The Old Law Still Stands.

The Tradesman was in error in its issue of March 9 in stating that there is no general law in Michigan regarding the sale of chewing and of smoking tobacco. There is a law of this kind prohibiting anyone from giving or selling tobacco to minors. This law was enacted by the Legislature in 1889 and is as follows:

Section 1. The people of the State of Michigan enact that it shall not be lawful for any person by himself, his clerk or agent, to sell, give or furnish any cigar, cigarette, cheroot, chewing or smoking tobacco, or tobacco in any form whatsoever, to any minor under 17 years of age, unless upon the written order of the parent or guardian of said minor.

Sec. 2. Any person who shall willfully violate any of the provisions of this act shall be deemed guilty of a misdemeanor and, upon conviction thereof, shall be punished by a fine of not less than five dollars nor more than fifty dollars, or by imprisonment in the county jail for a term of not less than ten days nor more than thirty days, or by both such fine and imprisonment in the discretion of the court.

A taste for chicken is not the only appetite a preacher needs.

#### Ostrich Doctor in South Africa.

A governmental ostrich doctor is in South Africa. His duty is to study the diseases peculiar to such birds. There is also an ostrich breeding association where are recorded pedigrees of the finer birds. Some of the farmers have so improved their stock that their ostrich chicks bring from \$500 to \$1,000 each, and many of the most noted cock birds are priced at \$7,000.

Port Elizabeth in South Africa is the chief ostrich feather port in the world. In that neighborhood there are nearly half a million birds now in captivity. The feathers from these birds sell at from \$10 to \$150 a pound and the industry of this one port alone amounts to some \$15,000,000 a year.

Some districts produce better feathers than others. The Outdts-hoorn feather reaches twenty-nine and one-half inches in length, the Graff Reinet measures about twenty-four inches, and the Middleburg runs twenty-two inches long. The willow plume, the most expensive of the ostrich family, is a made plume. The length of the flue is acquired by tying extra flues to those already on the stem. This operation is done by French girls and with marvelous skill. To each flue on a long plume is tied another in such a way that the joint is invisible. Some plumes treated in this manner have been priced at \$1,000.

The first experiment in ostrich farming in this country was made by an Englishman who imported his

birds from Africa and paid as much as \$1,200 a pair for them. For this pioneer there was no fortune. But those who have followed in his footsteps are reaping colossal harvests. It is almost impossible for milliners to meet the demand for high grade feathers. And it would be quite out of the question were they dependent upon the stock imported from Africa. But the flourishing American industry makes a large part of the supply a home product. The United States ostrich feathers are quite as fine and in some instances far superior to the African grown feather.

#### What He Wanted.

A Boston artist was exhibiting his latest to a friend when the latter exclaimed:

"Good boy, Harry! Excellent! Most realistic, I assure you!"

"Thank you for the word 'realistic,' Tom," responded the artist. "It particularly appeals to me. How much do you think the thing will realize?"

#### Post Toasties

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

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

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

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

### The Vinkemulder Company

Jobbers and Shippers of Everything in

## FRUITS AND PRODUCE

Grand Rapids, Mich.

## 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

#### References:

Old State Bank, Fremont  
Grand Rapids National Bank  
Commercial Agencies

Bell Phone 509  
Citizens Phone 4554

### A. T. Pearson Produce Co.

Poultry in Car Lots a Specialty  
Butter, Eggs and Veal

14-16 Ottawa St., Grand Rapids, Mich.

No shipment too large nor too small to receive our personal attention. Shippers, ask for our quotation cards

## ON EGGS





### Window Trims Appropriate For Clothing Stores.

To know what color will contrast with another is of importance in all window trims where colors are a prominent part of the make-up. The desired knowledge may be obtained by a few simple experiments:

Cut out three pieces of drawing paper about two inches square, and paint one red, another green, and another violet. If paints are not convenient, cut out squares of red, green, and dark blue paper, and squares of yellow, pink, blue or any other color you can obtain.

Place a piece of black cloth on a table near the window, and sit before it with your back to the light, and place the red square of paper on the cloth. Have a sheet of white paper convenient; or, better still, have a light gray blotting paper in the right hand, holding it in such a position just above the square so that it can be quickly slipped over it to hide it from sight.

Then look steadily at the red square for a minute or two, and then slip the gray paper over it. In a few seconds an image will appear on the gray paper, the size and shape of the red square; but instead of being red, it will be of a bluish-green color. It will grow brighter quickly, and then fade away, leaving nothing but the gray paper.

Place now the green square on the black ground, and after looking at it for a moment cover it with the gray paper, when a pink image of the square will seem to shine out of the gray paper for a moment, and then fade away.

Pursue a similar course with the violet square, and then suddenly hide it, when a pale, greenish-yellow image will be seen. Repeat the experiment with a square of yellow paper, and a violet image will apparently rise from the gray paper. If you try an orange square in the same way, a violet image will appear: if the square be greenish-yellow, the image will be pink.

These after-images that linger after any color is removed result from an action of the eye. Upon looking on red until the eye becomes weary and then suddenly replacing the red by a white surface, the nerves of the eye send us another sensation that we call bluish-green. The nerves sensitive to red having become fatigued, the nerves sensitive to green and violet are fresh and sensitive to the green rays from the white light reflected from the white paper.

Every color will give a particular

after-image, which is always of a color that is said to be complementary to it. Red is complementary to bluish-green, orange to sky-blue, yellow to violet-blue, green to pink, and so on through all the colors. These complementary colors, when placed side by side, always give the eye a pleasing sensation, and we say that the colors look well together.

Hang a piece of red cloth, or red paper, over a white screen, or on a white wall, in a dark room. Stand near the window and look at the red cloth; you will not be able to see it. Open the window-shutter slowly, to permit a little light to enter the room. The red cloth will look like a black patch on a gray wall. When a little more light is let in, it turns to a deep red. As more and more light is let in, the deep-red cloth will change to a lighter and lighter shade, until the room is fully lighted, when it will appear in its real color. By reversing the experiment and closing the shutter gradually, the color will change from red to dark red, and through all shades of red to black.

This experiment may be tried in a room lighted by a bright gaslight. Turn out the gas slowly and you will observe the changing shades of color as the light decreases and increases.

This proves to us that the shade of brightness of a color depends upon the amount of light it receives. With plenty of light, it appears in its normal shade, and with less light it takes a darker shade; if more, it has a brighter shade.

When the sunlight falls on any object, the object absorbs part of the light and reflects the rest. It is obvious, therefore, if the object absorbs all the light and reflects nothing, the eye sees no reflected rays, and we say the object is black, or invisible. If, on the other hand, the object reflects all the light, we see every color and we say it is white. When all the rays of the spectrum are absorbed except the red, the red-reflected rays are received by the eye, and we say the object is red. When all the rays are absorbed, except the red and the green, the eye receives these two rays, two sets of nerves being excited at once, and we say the object is yellow. It is in this way we see the objects about us, and are enabled to recognize the colors in which they appear to be clothed.

In contrasting colors in window trims, three laws of contrast must be considered: (1) When shades of the same color are brought together; (2) Complementary colors, and (3) Bright colors.

In bringing shades of the same col-

ors together, the contrast gradually fades away as the basic color is reached. Thus, if the basic color is a dark brown, the shades of brown approaching more nearly the basic color will not form with it a clear and distinct contrast, but if a light shade of brown is brought in contrast with a dark brown, the effect will be good.

hades of complementary colors, if of the same depth of color, will look well together. The object in bringing contrasting colors together is to heighten the brilliancy of each. Colors not in contrast are reflected by a sort of blending of the two colors, that dulls the effect of each. Complementary colors should always be brought together, if color effects are to be a feature of the trim.

The principles set forth in the foregoing will enable anyone not color-blind to determine all proper contrasts of complementary colors. In the third case, if strong colors are brought together, the effect may be of a brightness more showy than elegant.

Taste as to colors vary with individuals, and the more fully that taste is developed, the more are the delicate shades appreciated, and the less the development, the more are the bright and solid colors admired. It will be necessary quite frequently to soften the brilliancy of such colors, and this may be done by black, provided the colors are light, or white. If of other color than light, the softening effect will be accomplished by bringing white be-

tween the colors brought in contrast. From what has been said, it is obvious that a bright light in the window is necessary to bring out the true color of goods. If the light is dim, the colors will not be real. There are some windows lighted by two or three small incandescent lights, and the dimness of the light spoils the real effect of the window.

In some windows, again, red, blue and white lights are used, which produce an equally dull effect. If the goods were all red, a red light, if strong, would enhance the color effect, but where there is a mingling of lights the effect from the goods is lost, or faded.

Lights placed over the window, with strong reflectors to bring the rays where wanted on the goods, produces a very fine effect, provided the lights are sufficient in number to light the whole window area with brilliancy. Lights thus placed are not seen by the observer, and hence the view in the window gives full play to the imagination.—Clothier and Furnisher.

### What's the Use?

Mistress—I saw the baker kissing you this morning, Susan, and in the future I shall take in the bread myself.

Susan—'Twon't be no good, mum; he's promised not to kiss nobody but me.

It is easy to see deep mystery in your faith where there is only mistiness.

## Are You In Earnest

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

### Michigan Tradesman

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

Grand Rapids, Michigan



## THE GROCER'S VIEW.

## Selling and Delivering Little Dabs Increases Cost.

Written for the Tradesman.

Among the thousand and one things which have a bearing on the present high cost of living the grocer can name a few:

The expense of delivering goods to customers is no small item, which must eventually come out of the consumers. Merchants by co-operation and otherwise are endeavoring to reduce this expense to a minimum, but how little effort is manifested by purchasers to save the deliveryman time or travel. Many could, without inconvenience to themselves, materially decrease this expense. Every unnecessary demand upon the deliveryman increases the price of goods in general.

Buying in little dabs increases the cost more than some people seem to be aware of. The time required to bring forward goods for inspection, to take orders, to add the items, to weigh, wrap, make change and deliver is as much for a list of little dabs as it is for larger quantities.

Some think if they kept larger quantities of groceries on hand they would use more. Those who have tried it say otherwise. They say there is less waste besides getting goods at a lower price. For instance: A ten pound pail of lard costs \$1.60; by the single pound or half pound the grocer charges 18 to 20 cents. Every time a wooden dish and paper are used to wrap lard a portion is wasted. The smaller the quantity retailed the larger the per cent. of waste.

People think to save by purchasing small quantities. They want nothing left over to waste. It does not always turn out that way. Many times if there were enough left over to "go around" it would be put on the table again. Instead, the remnants are put away and left to dry up and spoil.

The farmer or farmer's wife who can get to a store only once a week or at longer intervals must think ahead, must prepare a list of goods needed and must buy in quantities sufficient to last until another trip. For the city housewife the store and the telephone are too convenient. Plans are made but for one day or even one meal ahead. The grocer's wagon must call three or four times a day and the butcher's once or twice.

A large proportion of the paper bags, wrapping paper and twine used by the stores are immediately thrown away or destroyed by the purchasers. The smaller the parcels and the more frequent the purchases the greater the expense for wrapping. If someone could tell us how many thousands of dollars are expended in a year for this one item in a city of 10,000 population more than one would be surprised. Necessary or unnecessary this expense is borne by consumers.

When orders are given by telephone the grocer must send only that which is certain to be satisfactory. He must cut and trim and reject that which if some customers could see they would accept at a lower price. His own family uses

up some of the odds and ends which are perfectly good but unsalable except to the poorest of the poor. But they can not use all. Another instance: A case of raisins has become rather hard and dry and some of the packages are soiled. They are not wormy nor sour—just dry. There is only here and there one of his customers that the grocer dare offer them to even at less than cost, and it would take more time to explain the matter and make a sale of a package than it is worth. He offers them to a country storekeeper: "If you can sell them pay me so much; if not, return them." The farmers' wives take them like hot cakes at three for 20 cents, and the grocer has saved \$1.50 instead of an entire loss.

Some years ago a retail dry goods store in Detroit had nine delivery wagons in constant service. In order to give each horse proper rest they kept thirteen horses. The total yearly expense for this service must have been from \$7,000 to \$10,000. Times without number the cost of delivering an article was more than the value of the article itself. And how many, many times could the purchaser have saved this by carrying home a spool of silk, a yard of ribbon or some other trifle in her pocket—if she had only had a pocket.

The grocer is only one of many who could point out unnecessary expenses. The long and short of the matter in this respect is: What the people could do for themselves, but will not do they must pay for. And they often pay for it in higher priced goods.

E. E. Whitney.

## Take Example From Your Heart.

"After dinner rest a while." After any work take your repose and thus avoid fatigue, which simply is the result of overexertion of any particular organs of the body. The wonderful machine, the ergograph, shows how a muscle becomes weary of repeated action and loses its energy. The heart, however, goes on contracting sixty or seventy times a minute day after day. The heart has found out the great secret of rhythm. After each beat it puts in a period of repose. If by artificial stimulation it is made to give two beats in a given time instead of one it will take a longer time to rest.

The sense of fatigue is protective. It is Nature's sign that a person is doing too much. Physical overwork diminishes mental energy, although the mind itself might not have been exercised. And the fatigue of one set of muscles affects another. This appears to show that fatigue is due not merely to the using up of energy but is largely a chemical effect of the production of certain toxic substances which clog the machine and need oxygen to burn them up. Tenderfoot travelers climb mountains at night and then wonder that they can not sleep. The fact is that they have gotten themselves into a condition of fever.

English scientists speak of the Royal Academy headache, which is due to the overexertion on the part of scholars of muscles of the eye

and neck and eyelid not customarily brought into play. Many ordinary folk ignore the beautiful dental machinery provided for their food and by this omission they throw a great amount of overwork on their digestive organs. Then they wonder why they are indisposed.

The religion that costs you nothing costs too much.

Some think that a virtue is simply an extinct vice.

## Delivery Wagons

Now is the time to buy a wagon. Have it lettered and all ready to hitch to when you need it in the spring.

Liberal Terms—Low Prices

Sherwood Hall Co., Ltd.

Ionia and Louis Streets  
Grand Rapids, Mich.



## 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.

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

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

EDWARD B. MOON, 14 West Lake St., Chicago.

## "The Pinch of Prosperity"

Have you felt it? Your customers have felt it if you haven't. They wouldn't mind the high prices of foods if their wages advanced with them.

To "make both ends meet" is the problem of the hour in nearly every household. You can help your customers solve the problem by telling them about

## Shredded Wheat

It contains more real body-building nutriment than beef, is more easily digested and costs much less. It is always the same price—always clean—always pure—always wholesome.

Two Shredded Wheat Biscuits, heated in the oven to restore crispness and eaten with a little hot milk, salted or sweetened to suit the taste, will supply all the energy needed for a half-day's work. Being made in Biscuit shape it also forms delicious combinations with baked apples, sliced bananas, stewed prunes or other fresh or preserved fruits.

The Shredded Wheat Company, Niagara Falls, N. Y.



THE  
JACOB A. RIIS  
NEIGHBORHOOD SETTLEMENT  
48-50 HENRY STREET  
NEW YORK

New York, Nov. 23, 1909.

Mr. E. A. Stowe,

Editor Michigan Tradesman,

Grand Rapids, Mich..

My dear sir--I thank you very much for the copy of the Michigan Tradesman. If, in my life-time, I have succeeded in putting hope and courage into some other fighting soul, I am more than rewarded. Looking back now, it seems to me as if what I have done and tried to do, is as nothing to the opportunities that were given to me, and all my desire is that I may help put some purpose into those who come after, to make up for lost time.

Believe me,

Always faithfully yours,

*Jacob A. Riis*



### There's Nothing New Under the Sun.

It is surprising and almost discomfiting to realize that as long ago as 130 B. C., before the dawn of Christianity, the world was much the same and gave material for the same ideas, the same feelings and the same philosophies that are so much in the front to-day.

To read Ecclesiasticus is, indeed, to set out on an adventure, a journey into a forgotten century, hidden by the dust of time, but unexpectedly and bewilderingly familiar. It is the same type of adventure as that of going into the open on a starlit night and being abashed and disquieted by the sky, or that of going into the Egyptian room in a museum and being startled by the echo of a lost civilization, or that of reading "Omar Khayyam" and being staggered by a message from the dead. Only a strong man can survive in comfort so embarrassing a disturbance of the dust. Courage is needed to point a telescope at the sky and to brush aside the merciful covering of time.

For no one is grateful for being given a view of a great vista, and every one would have his horizon as near as possible. Security comes from the local things, the village street that never changes, the room that is the same every morning, the landscape that has no perplexing distance.

For the same reasons every age likes to think that it has problems of its own and that it is concerned with things that are new in history. Every generation is jealous of its thoughts and of its feelings, and if it can not invent new ones it will at least invent new names. At any cost the past must be kept in its place, for no civilization can afford to have a stowaway in the van of progress. The Egyptians, the Romans, and the rest can only be recalled grudgingly, and it can not be admitted that they have any right to claim remembrance. We must be new or nothing, and we can not allow a man who lived 2,000 years ago and had not the advantage of a twentieth century education to be modern.

And yet wherever you open Ecclesiasticus you come across sayings that might just as well have been written to-day. This week, for instance, a Harmony Club for the practice of cheerfulness has been formed. From that one may judge that the demand for laughter is a common emotion nowadays. It was just the same in 130 B. C. Then, as now, men knew that there is no profit in seriousness. Here is proof of it:

"Give not over thy mind to heaviness; the gladness of the heart is the life of men and the joyfulness of a man prolongeth his days. A cheerful countenance is a token of a heart that is in prosperity, for of heaviness cometh death, and the heaviness of the heart breaketh strength."

But the philosopher knew the danger of thoughtless cheerfulness and that laughter is not the only index of content. It is clear that he suffered, as some suffer to-day, from the meaningless gayety of shallowness and the

selfishness of the perpetual clown. He launches an indignant epigram:

"A fool lifteth up his voice with laughter, but a wise man doth scarce smile a little. A man's attire and excessive laughter and gait show what he is."

True, of course, and as true to-day as it was then. But is there not something that makes for a disappointment in so early and accurate a record of human feelings? No one objects to the exposures of contemporary satirists, for there is always satisfaction in being treated as a pioneer; but there is no food for vanity in being made to realize that the things we are scolded for now are the things they were scolded for 2,000 years ago. Tell a man that he laughs too much and he will take no notice, but tell him that people in 130 B. C. laughed too much and he will become serious at once.

A failing is only comforting when the owner of it thinks it is unique and a product of his own time; and nothing will rid him of it so quickly as seeing another man with the same failing or learning that it has been common to humanity since the beginning. There is pleasure in being a fool, but there is no pleasure in being one of ten million fools.

The simple life is to the front now. But unluckily it is no idea of ours. Two thousand years ago Ecclesiasticus wrote:

"A little is sufficient for a man. Sound sleep cometh of moderate eating; he riseth early and his wits are with him, but the pains of watching, and choler, and pangs of the belly are with an unsatiable man. A good man will have a care of his meat and diet."

There is a movement now towards sobriety and towards cutting down expenses. We are told to drink less and have fewer luxuries. We are warned every day that alcohol in excess is bad, and it is clear that we have taken the warning. The people who lived 2,000 years ago were in a similar case:

"Take not pleasure in much good cheer, neither be tied to the expense thereof. Be not made a beggar by banqueting upon borrowing when thou hast nothing in thy purse, for thou shalt lie in wait for thine own life and be talked on. Wine is as good as life to a man if it be drunk moderately, for it was made to make him glad, and wine in season bringeth gladness of the heart and cheerfulness of the mind. But wine drunken with excess maketh bitterness of the mind, with brawling and quarrelling. Drunkenness increaseth the rage of a fool until he offend; it diminisheth strength and maketh wounds. Rebuke not thy neighbor at the wine and despise him not in his mirth; give him no spiteful words and press not upon him with urging him to drink."

A short time ago the conductor of an orchestra stopped suddenly and refused to go on until the people ceased talking. Clearly there was the same necessity twenty centuries ago:

"Pour not out words where there is a musician. A concert of music in a banquet of wine is as a signet of carbuncle set in gold. Show not forth wisdom out of time."

There are many sayings that are specially applicable to some political tendencies of the day:

"Let thy soul love a good servant and defraud him not of liberty."

"The rich man hath done wrong and yet he threateneth withal; the poor is wronged and he must entreat also."

"As the wild ass is the lion's prey in the wilderness, so the rich eat up the poor."

"As the proud hate humility, so doth the rich abhor the poor. When a rich man speaketh every man holdeth his tongue, and what he saith they extol it to the clouds; but if the poor man speak they say, 'What fellow is this?' and if he stumble they will help to overthrow him."

"Give and take, for there is no seeking of dainties in the grave."

It is strange that, although we of the twentieth century have made many new things, we seem unable to think new things. We can make an aeroplane, but we can not make a new epigram.

T. B. Laitely.

### A Disappointment.

"Doctor, you operated on that patient in No. 49, didn't you?"

"Yes."

"Make a successful job of it?"

"No, I didn't. The operation was disgustingly simple, and the man wasn't in the slightest danger at any time. The elaborate preparations I had made for handling a critical case were wholly wasted."


Rockets always upbraid the stars for being so stolid.

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## THE BACK YARD.

## How It May Be Most Effectively Utilized.

Written for the Tradesman

Early as the spring opens or seems to open, it has not come a minute too soon. There is a human feeling abroad in the land that the cold weather did not give us a square deal and that the subsequent game did not follow any too closely all of its principles. It was full of unexpected turns. It came before anybody was really looking for it. Coal bins were empty and the furnaces were not looked after and when the anticipated letup was waited for to right all these wrongs it did not come. Winter himself this year was his own herald and he came to stay. Worse than that he settled right down to business and kept at it. In certain localities Indian summer, loitering leisurely along, met with a reception so cold that he stopped not on the order of his going but went at once and from that time until this the ice-scepter has had full sway and has swayed! Now, however, the end has come. Out in Wyoming the ground hog did not see his shadow and did not go back to bed, the robin, finding conditions to his liking, came—it is the characteristic of his kind—for the early worm and finding it piped his thanksgiving, and the blue bird, in possession of his favorite nesting place in the apple tree, from his door in the sun has been fluting his happiness that all the world may hear. Baseball has taken possession of the streets and lanes and marbles are blocking up the sidewalks and the alleys and, best of all, the sympathizing sun, like the cherubim at the east of Eden, beats back the cold with his flaming sword.

Without doubt the spring is here or near here and they who have at heart the best interests of the city beautiful know, or ought to know, that it is time for this part of the world's work to begin. Where? is as important a question as it was at first, but is more easily answered. He who thinks, however, that because there was a good beginning last year from that point it will go right on this year of its own accord must not be surprised to find himself disappointed. People change from spring to spring and it too often happens that they who work for the public good will not always find an appreciative public. While not exactly weary of well doing they are willing that somebody else should have the chance. They want to stand and look on. They want to see how the thing looks from the outside, and unless this spirit can be overcome little will be done for the improvement in that neighborhood.

It sometimes happens that the success of one year is the incentive for the next. They whose lucky eyes have seen the festoons of leaf and bloom on Crescent avenue will hardly forget the marvelous effect produced by certain squares on that avenue and only a little while ago the story of that street in Grand Rapids resulted in a lively wondering why that same effect could not be attained elsewhere.

It can be, it is safe to conclude that it will be, and while too often repeated it might become monotonous, long before that point is reached some Eurbank will come to the front with plans that will avert the danger.

While in cities like Grand Rapids where the City Beautiful is taken good care of by leading spirits in other places not so favored the same old difficulties will present themselves, and even now in some localities it has been asked where and how shall the work begin? Again a certain back yard in this city answers the question. "In the back yard, a spot never so full of encouragement and promise as now"—even here the reader knows more than one back yard where the enclosure would be vastly improved if only the whole surface were made ready for the sun and rain. Once that is done, what would follow more naturally than the whole to be thrown into a garden, a simple old-fashioned kitchen garden where the wants of the table would be the constant end and aim in view. Of course there is nothing quite so easy as telling the other man to spade up his back yard and sow it with early vegetables; that in this way young and old alike can work together for the good of the family and the results, every one a benefit, that would accrue to all; but aside from all these reasons another just now comes to add force to them all: a chance for each family to make the back yard a means of meeting the rising prices.

The Middle West has this to say: "Aside from the great improvement of the appearance of the neighborhood and of the city the real benefit lies in the planting, cultivating and harvesting of a crop of vegetables in your back yard or the study of flowers in the nooks and corners about your home. Just now there is some argument in favor of vegetables as a matter of table economy in a large family. When carefully considered from that point of view the family is at once set to work on a garden; but there is another logic as indicated above that is quite as convincing. There is much to be gained for the physical and mental well being of the average office man in the work that is pleasure out of doors; for here is an opportunity for each man to get back to Nature and after a long winter of cuddling about the hearthstone to awaken the energy and renew the vitality, to strengthen the sinews of the body and put springs in the heels. And it is all a pleasant operation. There is an entertainment in the wonderful object lessons of Nature and, believe us, there is nothing so delicious as the green things that come out of the ground, that come out of one's garden."

The question was recently asked, "In this opening work of the year for the city beautiful is it better to begin with the front yard or the back yard?" Generally speaking the worker can answer that question best. As the world thinks and works in this country, that should be taken care of first which first comes in contact with the public eye, and the American housekeeper sees to it that her front room shall be always at its best, "if

anybody should happen to come." So the front yard is usually made ready first and for the same reason; but this "brightening up" once begun rarely stops until the whole is taken care of. "When I begin house-cleaning"—the speaker was a notable housekeeper—"I begin with the cellar and finish off with the attic;" but another home-beautifier at my elbow begins at the other end of the line. It can make no difference where the beginning is so that the task is finally accomplished. In either case "the end crowns the work" and that home made beautiful by a walk in front from street to doorstep through rich green grass, bordered with buds and blooms, tells a pleasing story of the family living there and makes that locality a beauty spot of the neighborhood to be copied again and again by those who have been influenced by this object lesson of the grass and flowers.

To those who have little faith in back yard reform and in the benefits attending it there is one eye-opener ready for them on Crescent avenue and another on Hope avenue. There are doubtless many others in Grand Rapids by this time, but these two stand boldly out from the others because in both on several occasions were extended the most generous and graceful hospitality. Neither yard is too large. There are trees in both but not too many of them. A thick carpet of dark green grass is stretched in each from the curb to the back fence. Once the carpet was down the individual taste soon asserted itself. In the one there are shrubs lining and hiding the stout fence with

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their variegated green and the turf retreats in curves to give the shrubs a chance and a share in making beautiful a spot once given up to the tin can and the ash heap. In the other the lawn is bordered with flower beds, rich in bloom from the early spring morning when the crocus holds up its tinted cup brimming with the first nectar of the season to the last fringed gentian that goes to sleep at sunset when "the melancholy days have come, the saddest of the year." In these back yards after the spring has laid down her carpets and fastened them the out-of-door life in these homes will begin, and when June comes and "all the air is balm" somewhere under the trees the table will be spread, and in these dining rooms, with the summer blossoms at their best, the family will gather to complete the prettiest dining room picture that the world knows. It is the guest here that speaks, and he wants to improve this opportunity to say that the city beautiful can realize no happier ideal than the entertainment of its guests in the back yard, transformed into the brightest dining room outdoors, a transformation to be accomplished only where a love of the beautiful leads the way and is seconded not only by the desire but by the determination to make the once despised back yard the loveliest spot which the home-kingdom knows.

What has a kitchen garden to do with dining in the back yard under the trees? The answer is an easy one, that of cause and effect. It has been suggested already: the beautiful out-of-doors, the coming in contact with the life there and the health there and the work there; the making the back yard pay by furnishing the table with good things to eat from one's own ground; the wholesome lessons always to be learned from green things growing, not the least of which is the winning of thrift from waste, prosperity from want and beauty from its ugly opposite. England—Europe furnishes living instances everywhere within her borders. The London suburbs are a big truck garden, but the foot of soil at each end of the cottage doorstep pays its tribute of flowers and there is not an inch of land anywhere that is not made to offer tribute in bud and blossom to the human life that tends it. The kitchen garden leads inevitably to the flower garden, regardless of locality, and the city beautiful whose back yards are all a-bloom will be a city with no neglected alleys and waste places, the lurking ground of disease and ugliness and a disgrace to the people tolerating them.

Richard Malcolm Strong.

#### An Artist.

Almost any man can do business fairly well. A few men can do business superbly well. But the man who not only does his work superbly well, but adds to it a touch of personality through great enthusiasm, honesty of purpose, zeal, patience and persistence, making it peculiar, individual and distinct, is an artist in the broad sense of that term.

The only hopeless cases are those that have no hope in any one else.

#### What of the Hand's Origin?

Science says the human hand is the grand finale of a fin. Whether the original hand has been developed or degraded into the claw or wing of a bird, the wing of a bat, the fin of a walrus, the single hoof of a horse, the double hoof of a goat, the triple hoof of a rhinoceros or the quadruple hoof of a hippopotamus, the farther backward the ancestral history of any of these varied forms is traced the more closely does the member resemble the human hand with its five fingers.

The logical conclusion is that all of the higher vertebrates are descended from a common group of ancestors having five fingered extremities and thumbs. The hand with five fingers, fossils show, must have existed in the age of fishes, before land animals developed. The Australian mud fish has been called a living fossil and represents a transition stage from water to land forms of life. The fin of this fish resembles a fern leaf, and is composed of a single stout cartilaginous mid rib, which bears on each side a number of slender pointed appendages. It has four of these primitive fins which seem fore-ordained to develop into legs, and upon them it often raises its body from the bed of the stream.

If some of the mud fishes had habitually used their fins as legs and walked on them the mid rib of the fin and such branches as proved especially useful in walking would have been preserved and strengthened in their descendants, while the other branches would have been eliminated by disuse. The result would be a foot with a larger or smaller number of toes. The number five, which forms the original basis of subdivision of the feet and hands of all the terrestrial successors of the mud fishes, must have proved most advantageous, for some reason as yet undiscovered.

#### The Right Time To Do Things.

It was said ages and ages ago: "There is a time for everything under the sun—a time to dance and a time to mourn—a time to laugh and a time to weep." Perhaps the trouble with the cities throughout the length and breadth of the land is that we are not doing things at the right time. We smile and ratify when we should frown and condemn.

We are calm and unruffled while planning and executing deals and while pocketing the results, but as soon as we are found out we have hysterics.

Men draw up illegal documents and sign them with a steady hand. They plan dastardly deeds and perform them without a tremor. You would not know there was a nerve in their bodies, but when they are found out they suffer a breakdown of the nervous system. Oh, if they had only collapsed before they began!

People lead dual lives. They laugh and joke and enjoy all the amenities of life, but when the duplicity is discovered they go out and shoot themselves.

If we had our hysterics first instead of last it would lessen litigation, it

would unburden grand juries, it would empty prisons.

This is a plain business proposition. If we would have hysterics before the deed instead of after it would save reels of red tape, and if it did not lower the taxes it would at least leave them free to be applied to public improvements.

There is a right time for everything—even hysterics. D. L. Hinds.

You will always find the cowards busy persuading others to fight.

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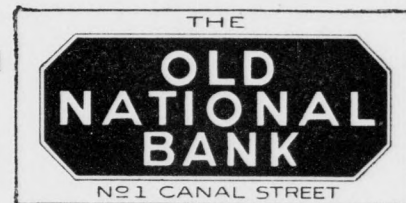
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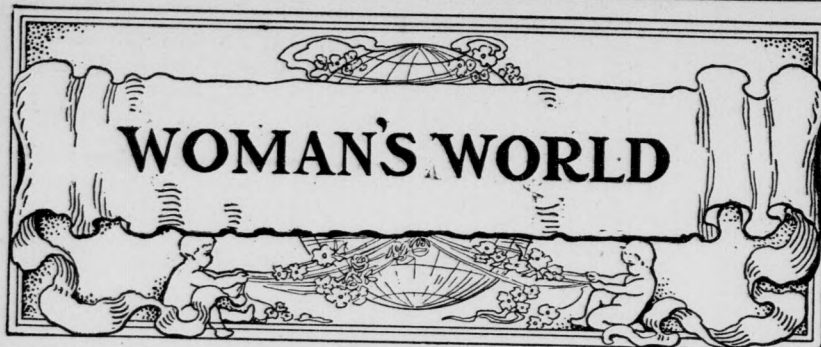
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### Ready-Made Family Bestowed on the Wife's Mother.

I recently received the following letter of enquiry from a woman who evidently places some reliance in my ability to solve knotty problems of domestic life:

"I am in a quandary and feel that I have not the judgment to extricate myself or to solve the mystery. My heart is sore—no one knows how sore. Myself and daughter have lived together as one for some years. Now all is changed. While she has refused others, a gentleman has appeared upon the scene to whom she has given her entire heart. He is worthy—a better man never lived. I encourage it, because I believe such a dutiful daughter as she has been deserves the love of a good husband. But, oh, the environments are so objectionable! There are children, and they are coarse. Then, too, while he is not poor, he is far from rich, and, living in the suburbs, it is hard to keep help. Most of the time there is none whatever. My daughter is not strong and, consequently, is not able to become a drudge. Now, this is the puzzle—(won't you let some one in a like position answer me?)—am in my 60s and while this particular gentleman is all that is kind and good, he wants daughter with him constantly—hence the work will be left for me. All unthinkingly, of course, they neither realize what a strain that will be on me. To make bad worse, things do not stay done. If the children open a bureau drawer there it stands open, or a closet the same. School books are flung anywhere or into anything, etc.

"If I leave my daughter in the lurch she will fill an early grave, but if I stay and take the work upon me, I am not able—I shall be miserable. Then, too, if I remain it may cause trouble, for when these children are impudent and disrespectful to her I shall feel like tearing their eyes out.

"I have tried to make the case plain and should like to hear from some one similarly situated. Am I selfish to choose a quiet life and to leave my child?"

A Mother."

At the first reading this letter seemed to present a difficult problem. The second brought the truth into the white light of everyday sense and ordinary humanity. If the son-in-law whose appearance upon the scene has changed the dual life that ran so smoothly is what my correspondent says he is—"all that is kind and good"—if his wife deserves his devotion and her mother's they will not allow the sacrifice of a woman in her 60s to their selfish ease and comfort.

Men have a lordly way of saying that they do not marry wives' families when they enter the estate matrimonial. An unprejudiced observer can not but perceive that this particular "gentleman" has married his ready-made family to his wife's mother. I may go farther without being too hard upon him. We have all heard the story of the man who espoused his servant girl because he could not afford to keep wife and cook, too, and struck a bargain when he found both in one.

Our "gentleman" combines mother-in-law, maid of all work and children's nurse in a woman of threescore, a "bargain" to which his wife, who is the bargain's daughter, raises no objection.

While I obstinately refuse to draw the dead-line of human usefulness at threescore or even at fourscore, I affirm that a woman in her 60s is not as able to do general housework and bring up a family of unruly children as she was at 30. There may be—there often is—much work, and good work at that, in her yet. But it is not work of that kind. The heat of the kitchen, the taking thought for meals, the house cleaning and other heavy burdens too grievous to be borne of housekeeping, especially the worry and fret of looking after a brood of children of assorted sizes—and who are not her own in blood nor in heart—are a positive violence to her years and strength.

"My daughter is not strong and consequently is not able to become a drudge," pleads the perplexed woman. The petted daughter has, nevertheless, by reason of comparative youth, reserves of strength which you have not. There are recuperative energies in her delicate frame which you used up long ago. You should know this, whether she does or not. Many a useful life might be prolonged if the nominal owner thereof appreciated the truth that her capital of vital forces might be represented by a fixed sum beyond which she may not overdraw. The time of summer increase is over. Her harvest is garnered in storehouses and barns. She must use it thriftily.

Nature—wise old mother that she is!—would never think of imposing the duties of maternity upon a woman of 60-odd. That her daughter and son-in-law should do this is nothing short of monstrous.

It is no excuse for the exemplary husband, father, householder and relation-in-law who has a hand in the outrage that he wants to have his young wife with him constantly. Most newly made husbands do the same. The calm assurance with which he ig-

nores the claims of his romping crew of children upon his attention, and their stepmother's responsibility to care for and control them, is almost as laughable as it is pitiable.

"A Mother's" course is plain to view—however her heart and a morbid conscience may rebel against the dictates of reason and justice. She would do more harm than good by assuming a position as false as it is arduous. When her daughter chose a widower from her admirers and joined her lot to his she knew what she was doing. The mother can not release her from legal and moral obligation by wearing herself into an untimely grave.

In marked contrast to the case given above I transcribe a letter from another elderly woman, leaving her to tell her own story:

"The question of earning a living is before me, and the one thing I can do is to care for children. I have eleven of my own. The youngest, 16 years old, has just gone from our home to school to prepare to teach for her own support. The older ones are all at work. I can not endure to be a tax upon my children while I am able to work. I once had the son of an insane mother with me until he was old enough to be sent to

### GROWTH INCREASES INVESTMENT

But added telephones mean at once increased income.

### CITIZENS TELEPHONE COMPANY

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

**MORE THAN 10,460 TELEPHONES**

In its Grand Rapids Exchange alone, and about 25,000 telephones in other exchanges in its system. It has already paid

**FIFTY QUARTERLY DIVIDENDS**

And its stock is a good investment.

**INVESTIGATE IT**

**The Modern Mercury**

**Your messenger with limitless power to serve you.**

**USE the telephone more for the common every day duties—a considerable saving in money and time will result—the testimony of men who have proved it.**

**USE THE BELL**

BRILL



boarding school. I feel sure there are many children whose caretakers would be glad to place them in a home such as I can offer. I would take a child or two, at any age—under 10 years preferred—and I can give the best references, city and country. If you can mention my case to any one who may wish to do a doubly good act—help a seeker for work and give a child a good home—you will confer a great favor upon me."

Dorothy Dix.

#### Where Intelligent Common Sense Is Needed.

Written for the Tradesman.

With almost every grown man a halo of sentiment surrounds the memories of his mother's cooking. His eyes light up as he talks of the ham and eggs, the fried chicken, the spare-rib and sausages, the buckwheat cakes and the mince pies which they used to have in his boyhood days back on the old farm, and he is ready to declare that no high-salaried French chef can prepare the equals of those delicious dishes which mother used to make.

The woman who cooks for sons who lead an active, athletic life and spend much of their time out of doors and eat with the keen appetites and hearty relish of growing boyhood is surer of appreciation in after years than any paid professional. The failures and defects in mother's cooking are scarcely recognized as such at the time and soon are forgotten; the excellencies have lifelong remembrance.

It is one of the most natural things in the world for a woman of affectionate and indulgent disposition to fall into the habit of pampering the appetites of her men folks. "Father is so fond of pie," so the lard-shortened pie crust with its rich, highly-seasoned filling is placed on the table at least once every day. "Father wants his strong coffee, two cups of it, every morning for breakfast and then again for dinner; he does not take to the cereal substitutes at all. Just plain old-fashioned coffee suits him best," and so all the family become addicted to the use of too much and too strong coffee. John likes meat at every meal and Jim is especially fond of rich gravies. "Henry just can not eat unless he has some kind of cake," and so on, and so on.

The good housemother, in her efforts to please them all and add to their happiness, constantly sets before her family an overloaded table of food too rich and hearty for any human stomach to stand as a steady diet. The dyspepsia from which many a man suffers in after years can rightfully be traced to that mother's cooking over which he waxes so enthusiastic.

The mistress of a home has a far higher and more responsible mission than merely to tickle the palates of the members of her family thrice daily. She is properly the guardian of the household. As her regime is wise or foolish there are consequences of health and happiness or suffering and misery for those who are under her care.

Rich food and knick-knacks are expensive, both in the cost of the ma-

terials and in the labor of preparation; but leaving the matter of expense entirely out of consideration, it is one of the fundamental laws of right living that the needs of the body are best supplied by plain, simple fare. Occasionally an elaborate dinner or supper may be indulged in without injury, but for everyday living the food should be such as digests easily and does not tempt the appetite to undue indulgence.

The housewife very properly has a pride in her table and wishes to make every meal a time of enjoyment for all who partake. What is the solution of her problem?

The first and most important step to be taken to render a simpler diet acceptable to the average family is to learn how to cook plain victuals well. It would be a revelation to the women as well as the men of many households to find how delicious are the simplest dishes when perfectly cooked.

Many a housekeeper makes the mistake of taxing her brain and tiring her body over the preparation of fancy dishes and slights the cooking of the staple foods. Try cutting out the greater part of the knick-knacks and take more pains with the potatoes and other garden vegetables, the oatmeal and the apple sauce; not by adding spices and condiments but by cooking so as to bring out the real quality and flavor of the food.

Use meats not too freely and cook them so they will be wholesome and nutritious. Oatmeal, when poorly cooked, is a soggy mess hardly fit for the chickens; properly prepared and served with good cream it is fit for a king.

Above all things, make good, light, sweet bread. The excessive use of hot biscuits and pancakes and all the evils that follow in their train are

the natural consequences of sour, heavy, poorly-baked bread.

The person who lacks the appetite to enjoy a meal of plain, well-cooked food should not be treated to richer and more tempting viands. In nine cases out of ten he or she merely stands in need of a digestive rest.

Quillo.

#### Putting It Up To Uncle Joe.

A Washington dispatch states that Speaker Cannon recently received the following letter from Cleveland:

"Our beaux can not marry we girls because all foods and clothing is too high. What good is us girls if we do not have husbands? Why don't you make Congress provide husbands for us? You will do the country more good by seeing that all the young people are married. If all the young people were married, we would not need any Congress or President. This world would then be a paradise. We must have husbands. Get some for us."

#### A Tribute.

"I saw you at my lecture last night, Miss Harkaway. I hope you found it helpful?" said Professor Gassaway.

"Yes, indeed, I did," replied Miss Harkaway, enthusiastically. "I shall never forget last evening."

"You are very good to say so," said the Professor, complacently. "May I ask what part of it pleased you most?"

"Coming home after it was over," said the girl with a blush. "You see Jack proposed to me on the way back."

Much of our good would be a great deal better if we made less fuss about it.

The chewing-gum girl lives from hand to mouth.

## IF YOU CAN GET Better Light

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



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

Grand Rapids-Muskegon  
Power Co.

Grand Rapids, Mich.

City Phone 4261

Bell Main 4277

**PROGRESSIVE DEALERS** foresee that certain articles can be depended on as sellers. Fads in many lines may come and go, but **SAPOLIO** goes on steadily. That is why you should stock

# HAND SAPOLIO

**HAND SAPOLIO** is a special toilet soap—superior to any other in countless ways—elicate 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.





### How Big Stores Keep a Line on Each Other.

In these hustling days of 1910 it is not enough for the management of a big store to master every minute detail of the business that is going forward under its own roof, but it must have a pretty accurate idea of what rival stores are doing and what they are going to do. It is surprising what a close check some of the metropolitan stores keep on their competitors. They not only follow up their merchandise offerings, but they are fully posted on all matters of store policy. Every buyer is watching buyers of similar lines for other stores. Advertisements are scanned with eager interest; an eagle eye watches all that goes into show windows, while those astute business scouts, the store shoppers, worm their plausible way from store to store and counter to counter, picking up all sorts of information that is to be reported to buyers, managers, advertising men and others according to its character.

In her varied daily work the shopper is called upon to dig up all sorts of information about rival stores. She must be a person of ready wit and expediency if she hopes to prolong her usefulness as a shopper. The average shopper is a commonplace appearing woman, dressed as inconspicuously as possible; she is gotten up so that nothing about her dress or person is likely to fix itself on the memory of the salespeople or others with whom she may have dealings. With this negative make-up she may work for a long while without detection, providing nothing turns up unexpectedly. But something does turn up sooner or later and her usefulness is at an end.

The duties of the shopper depend entirely upon the store by which she is employed. Most stores employ her to simply make occasional purchases and to look over merchandise with the view of ascertaining just what values are being offered by a competitor. She is authorized to purchase whatever may be necessary to secure the information her store needs, but she finds it necessary to make but surprisingly few purchases for her knowledge of values is pretty accurate and a careful examination of the article will give her all the information she needs without buying it.

With other establishments the shopper is in reality a spy. In some cases her methods of securing information are distinctly shady. But this is not a sermon on business ethics, which are largely a matter of cus-

tom and locality, and the reader will be left to draw his own conclusions. Certain conditions exist and practices prevail more or less generally among the big city stores. I will relate some that have come under my own observation and the reader is at liberty to draw any moral he chooses—providing he can find one.

Here is an instance that occurred in Chicago: There are two big stores that cater to a popular trade. They are close together on State street and there is a good deal of rivalry between them. One of the stores had been specializing on a silk dress at \$25. It was a catchy style, made of good material and lots of them were sold. For a special occasion this store had many of these dresses made up in shepherd's plaids, which seemed to prove a popular pattern and in a slightly different style from the regular \$25 suits. Several samples were delivered in advance of the rest of the order and one of them was placed in the show window with a ticket marked \$18.75. This was a remarkable value considering the quality and workmanship. On the morning when the sample first appeared in the window a woman came into the store and asked to look at one of the dresses for her sister. By adroit questioning she found that there were but a few small and medium sizes in stock and she was afraid that none of them would fit her sister who, she said, was a large woman. "Wouldn't the store have some larger sizes soon?" The salesgirl consulted the head of the department, who said that a big lot of the dresses would be in stock on the following Monday. Then the customer decided to chance one of the medium size dresses fitting her sister and she bought it on approval. She took the dress away and returned it the following morning, saying that her sister did not quite like the style and would herself be in to make a selection. Her money was refunded and the customer left. That was Friday morning.

On the following Monday morning the rival store had a window filled with dresses of the same identical pattern—same style, same trimming. From outside the window no one but an expert could have told the two apart. And the price was \$13.50.

It didn't take the buyer for the first store long to hear of the \$13.50 dresses and he hustled out to take a look at them. One look convinced him that he had been "stung," but he did not understand the details until he got back to the store and questioned the salesgirl who had sold the dress to the woman who wanted it "for her

sister." Then the buyer realized just how the whole thing had happened. Within half an hour from the time the woman took the dress a force was at work making up a lot of cheap material and in a cheap way, but so nearly alike in appearance that the average careless observer would take the two garments to be the same. Of course the first store could not meet the second one's price except at a big loss. They took the dress marked \$18.75 from the window and put the whole lot aside until they could be pushed at a more propitious time.

Incidents of a similar nature are not uncommon. One store will put out a hat or a waist that strikes the popular fancy and in a few days another store will offer apparently the same thing at a lower price. And the funny part

about it is that a good many of the buyers take these tactics as a matter of course. Some of them are warm personal friends outside of business. They lunch together and are the best of fellows, but when it comes to busi-

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**  
 Wholesale Dry Goods      Grand Rapids, Mich.

"The Crowning Attribute of Lovely Woman Is Cleanliness"

# NAIAD



Odorless

Hygienic

## 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.



ness connected with the store it is a case of diamond cut diamond.

Sometimes a shopper is found out and fails to discover that fact. This may lead to complications. A floor man in one of New York's big stores had suspected for some time that a woman who was in the store frequently was a shopper for a rival concern. He made sure of the fact by having her followed on several occasions. I was doing the advertising for the store at the time and we made up our mind to have a little fun with this particular shopper who had imposed upon us for so long.

There was a special sale of gloves on for the next day and I slipped in a little item about a special value in a glove that "was known everywhere for its high quality, but for business reasons the maker's name could not be advertised." While this phrase would not mean much to the public, I was pretty sure it would arouse the curiosity of the advertising man at the other store. Then I sent one of our own shoppers to this store and bought a pair of gloves on which the other store had the exclusive agency and which they made their leader. The girl at the glove counter was told what to say and we waited for the shopper to appear.

According to expectations, she came and went directly to the glove counter, asking to see the gloves the name of which it was necessary to suppress. The girl asked her size and then proceeded to look through a lot of boxes filled with gloves. Pretty soon she threw out a pair that was a half size too large. "Well," she said, "that's funny. With all these hundreds of pairs I can not seem to find your size. I suppose it is because only part of the shipment has been received. And we are selling such a lot of this brand that your size may have been all sold out."

"Are all of those boxes filled with this kind of gloves?" asked the shopper, as she carefully scrutinized the name on the button and then surveyed the big pile of boxes.

"Oh, yes," answered the salesgirl innocently, "we will sell that many in just a few days."

Up to this time the shopper had forgotten to ask the price of the gloves. When she did she found they were fifteen cents a pair less than her own store sold them for. This information was evidently too much for her as she took the pair that had been offered her and hurried out of the store.

Without any further investigation the other store took the evidence of the gloves and the shopper's word for it and proceeded to get busy with the manufacturers of the gloves, whom they charged with violating their contract. They made such a fuss over the matter that a few days later the glove man came into our store to see about it. Of course no one had ever heard of our handling his gloves and he went away wondering how the mistake occurred. It is probable that the other store surmised what had happened for this particular shopper never showed up again.

I knew of a case where a shopper was sent out to buy an overcoat. The

coat was taken to the tailor shop, where it was ripped entirely apart and a careful examination made of its "insides." It was then put together again and returned for a refund. In another instance a store had their shopper buy some goods of a competing store and then make an unreasonable demand for her money back, just to get a line on how they handled such cases.

From the foregoing one might get the impression that all shoppers are women and that they are permanently employed as such. That is far from the truth. Men are frequently employed for this work. In many stores there are no regular shoppers. When it is necessary to investigate some offering that is being made by a competitor a salesman or saleswoman is sent out to buy the article in question. Nor is the work of the shopper usually so questionable as some of that I have mentioned. In most cases shopping is a strictly legitimate transaction. It is simply a matter of going into a store and paying the price asked for a certain piece of merchandise.—A. Scrivener in Merchants Record.

#### Women Like Consideration.

Often a woman will land at the counter with several bundles. Don't wait until she asks you to wrap them together for her. Suggest doing it yourself. It shows a nice, courteous consideration.

Don't let a woman struggle with a basket of goods if the trolley stops at your corner. If the young one is crying ask the mother if you may give it a chocolate drop. Fish out a chair where you see an indication of weariness or old age.

Little things these are, to be sure, but big friendship binding factors. Many a corner is turned until the customer gets to the store where "that

accommodating clerk" works. Put these little things into practice. It takes no special talent; no extra labor. The reward is big.

Goodness without motive is meaningless.

#### 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.

## 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.



Electro Cuts Free With Orders

## Prompt Delivery

We have liberally anticipated the wants of the retailer. Our stock is now complete with the newest fabrics for the

## Spring Season

The extraordinarily large force of skillful Designers, Cutters and Operators which we employ enables us to give the best care to your regular orders as well as your specials, giving your customer the benefit of a made to order garment without additional charge.

We are offering unusually good values in Ladies' and Misses' Suits and separate Skirts, Silk Rain Coats and cloth Capes. Send us your mail orders for sample garments and be convinced, or when in Detroit visit our show room.

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

123-125-127 Jefferson Ave.

Detroit, Mich.

Michigan's Largest Cloak House

Established 1898



Electro Cuts Free With Orders



## LARGEST CITY IN ITALY.

## Interesting Facts About Naples and Her Environs.

Naples, Italy, March 5—A Neapolitan comes from Naples. You will be given to understand this immediately when asking one if he is of Italian descent. He will at once inform you of the fact, not even mentioning Italy.

Well, we are of the opinion that they are almost justifiable in so doing, and we pardoned them for this assumed conceit after our first day's visit to the city. It ranks at the top as to population of all the kingdom, having nearly three-quarters of a million inhabitants. In this reckoning several of the outlying districts are included that are merely a continuation of the city. You will be told that here is the lowest death rate of any city in the world. The claim is made that the drinking water is absolutely pure and no fevers are feared here in consequence of this boon.

Naples is a city that anybody can well be proud of as being his birthplace, for it lies as prettily on the bay of its own name as any we have ever visited. Having a horseshoe in mind, the city would present the calk and the nail-holes the respective villages of Torre del Greco, Torris Annunciata and Castellamare, with the left point as Sorrento. On the right would be the first two nail-holes covered by the extension of the city around the bay, with Posillipo as the third hole, and the point would be the Island of Posillip.

If the reader can now add to this descriptive picture that between the two points the Isle of Capri stands out boldly in view with its immense rocky outlines he will have a pretty good idea of the city's location so far as the water front is concerned. Of course, a description of Napoli (as the Italian speaks of it) without mentioning Vesuvius would simply mean that it was not described. This famous mountain peak rises majestically to nearly a mile in height and has the distinction of having more people climb up its sides to the tiptop than any other mountain in the world. It is not necessary for us to give the reason for this fact further than to say that it is the one peak of all others that speaks aloud and quite often advertises itself in a very strong and forcible manner. In speaking of the climb up its height we should add that an electric railway up its side about three-fourths of the distance is running and an extension is being made now that will land the passengers within ten minutes' climb of the crater. The cost for the trip, we have learned, will be \$5, and it is due to the enterprising firm of Thos. Cook & Son that this excursion has been made possible.

One thing struck us as very funny in connection with this mountain climb and illustrated the fact that trusts exist here as well as at home. After about three-fourths of the distance has been climbed and the remaining one-fourth, representing far the most difficult part of the trip, is yet before you, uniformed police greet you and demand two and a half francs

for escorting you to the mouth of the crater. This is on account of the authorities of Resina (the village built upon the site of the once famous Herculaneum), under whose jurisdiction this territory lies. An edict has been issued that it is too dangerous for persons to approach the crater alone and, therefore, these police have been furnished, whom you are obliged to hire at this cost. This makes employment for ten men, and the village has thus done these, its sons, the honor of furnishing them good and remunerative employment, somebody else footing the bill!

On the morning of Feb. 27 the mountain was capped with a covering of snow about one-fourth of the way down, this phenomenon being something that has not occurred before in over thirty years, we were informed.

From here, too, a few minutes' ride on the electric train will bring you to that remarkable city whose denizens can not be either seen or heard. The city of Pompeii is remarkable as having been the most wonderfully and successfully excavated one in all the world's history.

Most of the readers will remember and can recall the facts of history connected with this catastrophe: How in the year A. D. 79 this city of 30,000 (estimated) was buried beneath scoria and ashes that rained down upon it while old Vesuvius was having one of its worst eruptions, the ground being covered to a depth of nearly ten feet. Miles of streets and hundreds of houses and business places have been uncovered, so that the visitor may see the stone construction, painted columns (red and yellow), decorated walls (flowers and animals) and the general arrangement of a home or business place so as to give a splendid idea of the prevailing customs of this early day. An amphitheater, two forums, one an elongated square and the other a triangular shaped one, several play houses and a cemetery have all been laid bare successfully, the latter being especially interesting in that the monuments and vaults are shown in almost a perfect state of preservation and seem to have been quite like those of our own time.

The neighboring city, Herculaneum, which lay just at the foot of the mountain, was unfortunate in having the hot lava flow in upon it and together with the ashes that showered upon it it made it much more difficult to excavate, so that but little of this ancient city can be seen.

Much of the material taken from the houses and stores by the excavators has been placed in the National Museum in Naples and affords a rich treat to the archaeologist and those who enjoy that which connects us so closely with ancient times.

In and near this city are located some of the largest macaroni factories in the world. This industry means much to this people for it forms one of the chief items of consumption and also furnishes employment for a vast number of people.

It was our privilege, through the kindness of the consular office, to get permission to visit the factory of one of the leaders of this industry. It is

located at Gragnano, one of the suburban villages of this district, of which there are so many, and long will we remember our arrival at this old and strange-looking place. As we came up from the depot and arrived at the main street a unique sight greeted us, for along the sides, instead of sidewalks, there were racks extending well into the street, upon which the macaroni was hung to dry. Our surprise will be better understood when we say that in going the three blocks to get to the factory a goodly proportion of the business places and homes passed had something to indicate that the manufacture of macaroni was going on inside. Women were seen rolling it by hand, girls were hanging it on the racks outside, boys and men were carrying it to the depot for shipment, either by hand carts or on donkeys, which are used extensively here for pack carriers. A modern system was found to be the one employed in making the article. Steam power is used and many machines are necessary to turn out the large variety of sizes and shapes which this firm manufactures, each one bearing a different name. We learned that five kinds of ribbon shapes and nine of tubes, each in long lengths, are made, while thirty-four styles in fancy shapes and smaller pieces are produced. The latter consist of fancy cylindrical, twisted, corded, round and wheel shaped styles, that certainly permit this house to suit the most fastidious customer. Then add to this the four qualities that are made in some of these forms and you will better understand how surprised we were when our guide informed us that this firm makes fifty-five styles and qualities of macaroni. The reader is familiar with some of the names: vermicelli, spaghetti, etc. The firm makes all of its own boxes, having special machinery for the same, and altogether employs 200 workmen.

A better idea can be given of the immensity of this branch of business when we give the figures showing the amount in value exported to us last year, which was \$3,694,784, being nearly one-half of the total exports made to the United States from this port, which figures amounted to the snug sum of \$8,317,487. The chief items making this large showing are the following:

|                       |           |
|-----------------------|-----------|
| Beans .....           | \$264,751 |
| Cheese .....          | 731,179   |
| Cherries .....        | 751,521   |
| Chestnuts .....       | 133,768   |
| Filberts .....        | 270,460   |
| Tartar (argols) ..... | 669,881   |
| Tomatoes .....        | 683,303   |
| Walnuts .....         | 365,789   |
| Wine .....            | 294,641   |

It will be noticed that nothing less than \$100,000 value has been mentioned, and this will be understood to mean that many items of smaller value, although shipped to us, do not reach this sum, as oranges, lemons, olives, etc. The first two mentioned go in the large way from the Sicilian ports, while the latter are from farther north, as has been explained in former letters.

The Isle of Capri has been referred to, and we would add that it con-

tains about 6,000 inhabitants who support themselves principally by catering for the 30,000 visitors who annually cross the mainland to explore its mountains, rocks and grottoes. On the northern side of the Island is the "Blue Grotto," the most beautiful of the caves of Capri. One is rowed into it in skiffs. It derives its name from the intense blueness produced by the refracted light from without, and the effect is dazzling and wonderful.

One of the greatest points for this city, perhaps, is its location on the waters of the Bay of Naples, both for their carrying qualities and what they contain. It affords one of the finest harbors imaginable and the location, geographically, makes possible the largest fleet of vessels touching here of any port in the world, with but few exceptions. These waters are literally alive with hundreds of species of the finny tribe, affording many fishermen a livelihood and hosts of people their meat, and in the great variety in which they exist fill the aquaria with the most numerous and rarely seen specimens, making it rank first of all in the world in this regard.

Can any one blame the Neapolitan for being conceited?

Chas. M. Smith.

## Can a Negro Be Made White?

Is the leopard to lose his spots and the negro his sable hue? The color of the negro is due to a strange coloring matter called melanum, and is largely composed of iron. The presence of iron furnishes the clew to the problem of making the black man white. Electricity is the natural method chosen and the X ray is the specific form of application of the current.

Attention was first directed to this method by the use of X rays to bleach out birth marks on the faces of white people, which proved quite a success, the current apparently dissolving the coloring matter which caused the mark. In a hospital was detained an albino suffering from typhus fever, and the doctor was making a microscopic examination when he noticed that the patient's blood contained germs unlike the bacilli of fever and altogether strange to him. When the albino recovered from the fever there was another opportunity to make microscopical tests of the blood and the germs were again found to be present in large numbers.

Some samples were taken from the blood and placed in a gelatine culture to be incubated. Within a few days there was a goodly colony and a healthy young guinea pig was chosen for inoculation. The health of the animal did not seem to suffer at all, but in less than a month its pink skin had turned white and its eyes were pink. The astonished experimenters forthwith decided to extend their experiments and see if they had not actually discovered the germ which makes the albino white.

The first thing others see in you is the thing you think you have hidden deepest.



# DO YOU KNOW



Mr. Merchant:—

How often have you asked these questions? How long did you have to wait for the information?

After you finally got the information, did you know absolutely that it was correct, or didn't you have to take some one else's word for it?

This information, which is the gauge as to the condition of your business, should be absolutely accurate to the penny.

To be thoroughly in touch with your business you should have all this information, and more, every day.

If you depend on any human agencies to tell you these things you can expect delays, errors and added expense in pay-roll.

A National Cash Register will give you all this information, and more, every day of your business lifetime.

You will know what it tells you is absolutely correct, and that no mistakes have been made in any of the figures.

It will give you this perfect audit of your business, and give you many other business advantages, as long as you are in business, for considerably less than a book-keeper's salary for one year.

National Cash Registers are furnishing this information to hundreds of thousands of successful storekeepers every day.

Over 800,000 National Cash Registers have been sold.

We are selling 10,000, and over, per month, because National Cash Registers save money for storekeepers.

Prices as low as \$15 00. Easy monthly payments, or a liberal discount for cash.

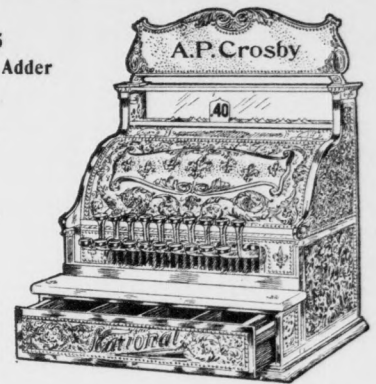
Write for Catalogue and prices and other information that will be of benefit to you. This will not obligate you in any way.

## The National Cash Register Co.

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

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

No 225  
 Detail Adder  
 Price  
 \$30 00



Detail adder with all latest improvements. 20 keys registering from 5c to \$1.95, or from 1c to \$1.99

No 317  
 Total Adder  
 Detail Strip  
 Printer  
 Price  
 \$60.00



Total adder with all latest improvements. 15 keys registering from 5c to \$1.95, or from 1c to 59c

No. 420  
 Total Adder  
 Price  
 \$75.00



Total adder with all latest improvements. 27 amount keys registering from 1c to \$9.99. 4 special keys

No. 1054  
 Total Adder  
 Detail Strip  
 Printer  
 Drawer  
 Operated  
 Price  
 \$100.00



Total adder, drawer operated, with all latest improvements; prints each sale on a strip of paper. 32 amount keys registering from 1c to \$59.99, or 5c to \$59.95. 5 special keys



## THE COMPLAINT MAN.

## Some Peculiar Problems Which Confront Him.

Thinking that I wished to return a bird cage, a flatiron, or something, the adjuster in one of the department stores came forward with his most conciliatory stoop—"What is it, madam?"

When I told him that I was merely seeking "impressions" for a story, he laughed and said: "You'll get 'impressions' if you stay around here long. Want to see them bring back their purchases, eh? Well, we only have about 1,000 articles returned every month—500 in dull seasons—so you ought to be able to find enough to fill a book. You come at a good time, too. Right after the big sales on the reduced stock or just before the close of the month when people rush in their returned goods for credit on the month's account is always a good time. Sit here so you can write."

"But I am not going to write. If Aunt Susan or Miss Belinda knows that I am a newspaper woman maybe they won't shake their fists and say bad words. Do you think you will have any queer ones to-day?"

"If we don't it will be the first time in seven years, since I have been at this desk," said Mr. Complaint Man.

"All these years, and you are not baldheaded, either?"

"Yes, I have managed to keep my hair," and he gave the jolliest chuckle for a complaint man.

Then, as it was early and the "kickers" had not begun to "kick" yet, the peacemaker became confidential.

## He Grows Confidential.

"Not long ago the Turkish rug craze struck two women in a certain neighborhood. When Mrs. Proudfoot began to cover her floors with handsome Orientals," explained Mr. Complaint Man, making a circle with his finger "Mrs. Boastall, across the street, promptly ordered \$500 worth also. In a week or so, Mrs. Boastall left a call to send for the rugs, saying that they were too small for this and that. We went for the rugs. The next time Mrs. Boastall had \$800 worth of rugs sent out, and again in two or three weeks the word came to call for the rugs. We are always ready to please and, of course, we were delighted to send our wagons for them. This thing kept up until we had made five trips. The last time we sent a man to find out what was the matter with the woman. The neighbors understood the 'rug farce' perfectly. It was only a case of rivalry between the women. Mrs. Boastall wanted the neighbors to believe that she was using as many Turkish weaves as Mrs. Proudfoot, who was actually buying and keeping her rugs. Many women like the neighbors to see the department store wagons before their doors. Some prefer one wagon, others another, usually according to their locality or the social plane which to them means aristocracy."

## Brought Chickens Back.

But just then a tall, thin negro woman stepped up to the desk with two fat chickens. I thought something was serious when a negro woman returned chickens, and I began to listen.

"I want the price of these chickens in canned goods," said Auntie in a belligerent voice.

The adjuster drew out his complaint form and asked the usual routine of questions.

"Time of purchase?"

Answer—Saturday morning. (This was Monday.)

"Cash or charge?"

Answer—Charge.

"Cause of complaint?"

Answer—Jest cause these chickens is tough. I bought hens and yuh put roosters off on me. I was goin' to have company yesterday; but I wasn't goin' to serve no tough roosters in my house—I sent word to my company not to come."

"That explains it," said the adjuster in an aside. "Her guests did not arrive and she had no need of the chickens."

A short, dark woman came next with: "I told the clerk I didn't want crepe on my mourning bonnet."

"But, madam, the hat-pin holes show that this bonnet has been out in a strong wind."

"The idea! Do you think I would wear a bonnet like that? The impudence! I'll report you to the superintendent, sir."

"What's the matter with the black silk waist and the jersey skirt?" insisted the adjuster.

"Oh, I thought if you couldn't please me in the bonnet, I didn't want anything to do with such a store, so I brought all the things back. I want a refund, quick, too."

## Funerals Are Watched.

"We watch the funerals closely," said the adjuster. "A black silk blouse can be easily worn without showing soil, and when the funeral is over our goods begin to return. One woman requested the loan of an entire mourning outfit, 'just till the funeral is over.' She declared that she had been a customer of the store for years and that the firm owed her this consideration. I admired the woman's frankness, although I refused to aid in cutting down the expenses of the funeral. Sometimes when a person has had a death in the family and wishes to return a light jacket we try to accommodate her if she will buy new linings for her coat."

Presently a spectacled spinster walked up with three flatirons.

"I want my money back. I've tried these irons five weeks now and they won't hold the heat."

"Iron must hold heat, madam. You can't expect an iron to be warm any time of the day unless you heat it," argued the adjuster.

"I don't care; I want my money back, money back, money!" kept snapping the woman till she got it.

"That woman was probably rooming in town for a short time. She had the use of our irons until it was time to pack off to another city

where, doubtlessly, a different firm will supply her wants for three weeks longer. A month ago we sold a woman an electrical outfit for cooking, etc. She came from a small town and wished to be economical while in the city looking up ideas for her little millinery shop back home. Well, when that woman gave up her room at the end of the two weeks, she also gave up her electric irons, heaters, lamps—had no more use for them, so she threw them on the store again. We like to encourage economy, but we do not like to furnish a room for light housekeeping free."

Just then a big-eyed beauty, with a die-away look, followed a stout little floorwalker who threw an armful of lingerie and fluffy silks on the counter.

"I want a refund on this apparel," whispered the lady.

"These garments have been altered to fit you, haven't they? We—"

"You must take them back. I can't bear to see these things. This was my trousseau, but now my engagement is broken, boo-boo," and tears floated in the big eyes.

"The sympathy game is an old dodge," declared the adjuster.

## Returns a Muzzle.

Just then a little Irish woman with a shawl over her head laid a dog muzzle on the complaint desk. "I want me money for this dawg bit."

"But there are hairs on the wires."

"Go along—that bit is as good as new. I jest tried it on the dawg onct and the dawg died. You must a put pizen on yer dawg bits."

"When there is a mortality among the animals and the fowls, the stores catch it," said the complaint man. "When the canary birds die we are swamped in cages. The other day a man's horse died and he brought back a set of harness, all moldy. We'd ship the harness, but he would refuse to receive it, so we let the matter drop rather than to have a lawsuit."

A man with a florid complexion puffed up, depositing an ice cream freezer.

"My wife says this crank is too hard to turn. I told her she never could buy anything at this store that was any account and I guess she will believe me now. I want a check for the full value."

"The weather is a great regulator"

## Hot Graham Muffins

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

## Wizard Graham Flour

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

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



## Crescent Flour

## For Everybody, Everywhere

Backed by a splendid reputation for distinctive quality and by a positive guarantee of satisfaction, Crescent flour just fills the bill.

It gives to the housewife an opportunity of bettering her bread and pastry without adding any extra expense.

It gives to the grocer an opportunity of meeting the requirements of a most exacting trade, allowing him to make statements that not only get the business but hold it as well.

If you handle Crescent flour, take full advantage of its superiority—and if you don't handle it, get busy with your order sheet.

VOIGT MILLING CO.  
GRAND RAPIDS, MICH.



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

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

## New Perfection

"The Faultless Flour"

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

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



of the business done at this desk," explained the adjuster. "Ice cream is out of season now and so are oil and gas stoves; but they'll rebuy in the autumn. Meat grinders make trips at regular intervals, also."

"How long do people keep things out and try to bring them back?" I asked.

"Oh, different times—seven years, twelve years."

I gasped.

"A woman brought in a silk dress pattern which had been lying in her dead sister's trunk for twelve years. She had the check, so we could not refuse our own goods."

I felt creepy. Think of the associations one might have if she fancied that dead woman's antique dress pattern!

Man Causes Laughter.

"The boys had a good laugh when a man offered us a pair of patent leather shoes seven years old. They had extremely pointed toes and cost about \$3. The manager told the man that his shoes ought to be worth \$4 at least, as leather had gone up since his purchase seven years ago."

A big dirty Italian with a drooping mustache placed an unsavory parcel in front of the complaint man's assistant.

"Here are five pairs of hole-proof hose. In your advertisement you say you will replace every pair that wears out in six months. I want five new pairs."

"All right, sir," said the accommodating assistant as he unwrapped the bundle.

The odor made the assistant angry—very—and he showed that he had not been in Kentucky feuds for nothing.

"You'd better send your hose to the laundry before you ask a white man for a favor."

The Italian jabbered like a mill stream and drew his fist. The assistant dodged and a mirror was shattered.

I started to leave; but the complaint man said, "I'll tell you how women bring in things that they don't buy. This has never been in print before."

Although I was trembling, I wanted to get something new for my editor and I tried to listen with one ear and at the same time keep a lookout for the angry Italian.

"The scheme is worked in this way," said the complaint man: "The store sells a silk dress pattern to Mrs. La Vere for \$10, and she pays \$1 down, leaving \$9 coming to the firm," and Mr. Complaint Man used figures just as if he were keeping books. "Mrs. La Vere goes to a 'cinch' party the next week and wins the prize, a vase, a picture or a cut glass bowl. Mrs. La Vere comes into the store looking for a duplicate of the prize she has won, and, finding it, asks the price. The next day in comes Mrs. La Vere with her prize, demanding a refund. Mrs. La Vere applies her money to the silk dress pattern and then owes us \$8. Unless Mrs. La Vere wins a prize every week at the 'cinch' party we may not get our pay. We lose money on the

'cinch' prizes both ways, for usually the hostess of the series of parties buys her prizes in job lots at reduced prices. You see how the firm comes out," said the complaint man with a knowing twinkle.

"But it's a bright scheme, isn't it?"

"Very."

"Good-by, Mr. Complaint Man. I don't see how you keep so jolly." Harriet Ferrill.

### The Whole Universe Is Man's To Conquer.

It is told of Alexander the Great that he was jealous of his own father, Philip of Macedon. "He will conquer the world," cried the youth, "and leave nothing for me to achieve!" To-day it is the Philips who should regret: "We die before our time, while a few paces ahead of us we see the coming Alexanders conquering the universe."

Evolution points toward this achievement of Alexander. Evolution not only shows us the devious path along which man has passed through the various stages of his development but it also reveals to us the goal toward which he is striving and the prize awaiting him at this goal. Evolution has one face turned toward the past, the other looking forward into the dim future.

Involuntarily, when we review man's wonderful advance, when we behold him at one stage in the journey cowering, an ungainly, inert, amphibious creature, and then discern him at another stage proudly erect, a Huxley, blazing the way to greater power, the question suggests itself: Is this Huxley even the aim and end of man's evolution?

All the travail and strife, all the vicissitudes which the development of man thus far has imposed upon Nature—was it but to produce the man of the present, the being still groping in the dark, still aiming at nowhere, a mere animal with a question? Was all this care lavished on him to result in a weakly, ephemeral innuendo, a creature looking at everything and seeing nothing; or is this only the beginning of a career of glorious achievement for the human race?

Here evolution comes in with its message that the past is the mirror of the future; that all the wealth of Nature's resources, her treasure house of mysterious forces and recondite laws are at our disposal, ours to acquire and to master. But this kingdom must be taken by violence, this treasure house must be captured, just as in the past every signal advance man achieved was compassed by his wrestling from Nature the one or the other of her secrets.

There was electricity, for instance; there were the currents of air, both unknown powers to man for thousands of years. And their conquest is but the beginning. Edison says that when he crossed the ocean for the first time and beheld the wild energy of the deep tossing the surge heavenward and then plowing the depths, he wondered what use man would make of all this energy once he had learned to subdue it. Nor does this repository of tremendous force

comprise all Nature's powers; we are surrounded on all sides by a myriad mysteries that will become our heritage as the years go by.

Many of our oldest imaginings we have already realized. We cross the ocean, which to aboriginal man was the bourne from which no voyager might return; we communicate across wide distances; we have unveiled the mystery of the stars and traced the floating solar systems; even that oldest of our race's dreams, the ambition to soar birdlike in the air, we have effected. But these are only a few of the poetic fancies with which for aeons we have pleased ourselves.

The higher man soars, the bolder grows his fancy's eye, the more daring the ideas and imaginings that impel him. And all these ideas and imaginings must eventually be realized. For just as man's dreams mirror the fruition of his contemplated acts, so are these imaginings foreshadowings of future realizations. Every brand of fire the godman plucks from heaven becomes one more flaming bond bridging heaven and earth.

Every effort in its turn is thwarted by the unknown. And when our minds grow dizzy with the maze of incomprehensibilities, we hedge them off with the idea of infinity. "Infinity" is a synonym for incomprehensibility, man's tacit admission of his weakness to grasp the laws and powers of Nature, his cipher for the unattained.

But how rapidly the bounds of this darkness are receding. Time was when, to our savage forbears, the ocean spelt "infinity." But now, hav-

ing stormed the secrets of the earth, we have driven infinity heavenward; the infinite of yesterday has become the finite of to-day—a presage that the unknown of to-day will become the known of to-morrow. Nature, that wisest of economists, hides no potency that man may not turn to advantage. With the faith of a wise giver, she has made man the trustee, the farmer of her wealth. But she requires that he learn her lore, that he fathom her mysteries, that he bring light where was darkness, until the day will come when man, Alexander-like, will have conquered the universe.

Dr. A. P. Drucker.

### Where Kipling Got His Wit.

Rudyard Kipling undoubtedly got his wit from his maternal grandfather, Rev. George B. Macdonald, a Wesleyan clergyman.

It is related of this gentleman that in the days when he was courting the lady whom he afterwards married, the father-in-law-to-be—an aged Methodist with extremely strict notions in regard to the proprieties—was injudicious enough on one occasion to enter the parlor without giving any warning of his approach. The consequence was that he found the sweethearts occupying a single chair.

Deeply shocked by the spectacle, the old man solemnly said:

"Mr. Macdonald, when I was courting Mrs. Brown, she sat on one side of the room and I on the other."

Macdonald's reply was:

"That's what I should have done if I had been courting Mrs. Brown."

## 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.



## FRUIT GROWING.

## Conditions Never More Inviting Than at Present.

It affords me great pleasure to be able to congratulate the fruit growers tributary to the Grand Rapids market upon the close of a prosperous and successful year. No season in the history of this Association ever passed when all the conditions were so nearly ideal as those of 1909 for growing and handling the peach crop.

Every tree bore sufficient fruit and so favorable was the weather for marketing that practically every peach was harvested and sold for a good price. These results have done more to stimulate the fruit growing industry than all the theories and arguments that could be advanced by the most optimistic grower.

It is a satisfaction, however, to recall the fact that ever since the fruit growing industry began to wane the Grand Rapids Fruit Growers' Association has tried to induce growers to redouble their efforts and by no means surrender the proud prestige we had justly won of building up one of the best fruit markets in the world. We have always encouraged those who had good locations and who were willing to pursue their vocation with ordinary skill and intelligence to plant fruit trees. At the annual meeting in January, 1906, your Secretary, speaking upon this subject, said: "To my mind the greatest loss sustained by the recent failures of the fruit crop will be the effect upon the fruit growing industry of the future."

I believe the abandoning of the fruit growing industry at the present time would be a mistake. We should remember that it is this element of risk that makes commercial fruit growing a possibility. If we could grow the luscious peach upon all kinds of soil and upon all locations; if there were no failures on account of climatic conditions; if there were no pests to fight, the peach would cease to be a luxury and have no commercial value whatever. In 1907 we said further it will always pay to raise good fruit, but it will not pay to attempt to grow fruit and fail, which will be the result if we enter into this work in a half hearted way. The time for growing fruit by pursuing slipshod methods is past. I can do no better to-day than reiterate and emphasize these words, for they are as true to-day and apply to present conditions as well as when spoken years ago. The natural and commercial advantages of fruit lands adjacent to Grand Rapids can hardly be over-estimated. The conditions that make Western Michigan permanently a fruit growing district have been known for nearly fifty years.

Professor Winchell was State Geologist for Michigan sometime about the years 1860 to 1870. He was the first to point out in an extended report the wonderful climatic influences along the east shore of Lake Michigan; how the presence of that great body of water, 350 miles long, about seventy miles wide on the average and having an average depth of about 900 feet, acts as a shield from the pre-

vailing frost-laden winds of winter, the direction of such winds being from the west and northwest across Lake Michigan; that Lake Michigan in summer gathers one degree of heat to each 16 feet of its depth. On account of its great depth and heat stored it never freezes over. It is one of Nature's heat reservoirs. It is warmer in winter than the land surrounding it and, as it does not absorb the heat in summer as rapidly as the land, it is, therefore, cooler in summer than the land area adjacent. The prevailing winds both in winter and summer are from the west shore toward the east shore, hence this effect is produced, namely, the east shore is warmer in winter and cooler in summer than any other portion of the Middle West located on the same parallel of latitude.

Professor Winchell in his report further stated that the extremes of winter and not the mean temperature are the danger points; that fruit trees like the peach and others that can not withstand the rigors of extreme winters are safe on the east shore of Lake Michigan but will kill in the ordinary winters of the west shore.

For thirty years and more the fruit growers of Kent and adjoining counties have demonstrated that every statement made regarding this district being adapted to fruit growing was true. There can be no doubt that the fourteen counties bordering on Lake Michigan and counties adjoining constitute the greatest fruit belt in the United States. It is true that many have become discouraged and abandoned the fruit industry owing to the difficulties that have arisen lately, but these difficulties are general and apply to no particular place and in every instance there has been a corresponding increase in the price of fruit until within the past few years. It is not unusual for growers in Kent county to realize from two to seven hundred dollars per acre for a crop of apples, peaches or plums, but timid farmers say these figures are unusual and can not always be duplicated. If we were casting about for a business in which to engage we would not judge a business by the failures that had been made, nor even by the average success that had been attained, but by what could be accomplished by giving it our best efforts under the most favorable conditions. The figures above quoted are not something that has been done in the misty past, nor a hope nor dream of the future. They are not simply a possibility, but what is being done year after year here in Kent county by our up-to-date fruit growers.

Compare these results per acre with those obtained in the grain raising districts of the United States. The United States census has a table showing that the value of the corn yield did not rise above an average of \$12 per acre for a period of thirty years ending in 1900; that the wheat yield was not above \$15 per acre for the same term; that the oat crop did not yield above \$12; barley not above \$15 and buckwheat not above an average of \$13 an acre during this term.

In view of these facts, we consider it is Western Michigan's duty to grow fruit. We believe the man in Kent county who owns lands adapted to the growing of fruit and continues in general farming commits an act of disloyalty against the great State of Michigan by refusing to assist in developing her resources to the fullest extent of his ability and also a crime against those who are dependent upon him and ought to be objects of his bounty and his care.

Never were the conditions more inviting to the fruit grower. Our system of marketing fruit is the most satisfactory in the world. Our means of distribution through the use of the modern refrigerating car brings the most distant markets within our reach. The taste of the eighty-five million people demands unlimited high-grade fruit. The consumption of fruit has become a necessity with the American people. By growing fruit we are not only pursuing a profitable vocation but are contributing to the health, happiness and contentment of the people and to the longevity of the human race. Wm. Molloy, Sec'y Fruit Growers' Association.

## Twelve Reasons For Planting Trees.

1. Trees are beautiful in form and color, inspiring a constant appreciation of Nature.

2. Trees enhance the beauty of architecture.

3. Trees create sentiment, love of country, state, city and home.

4. Trees have an educational influence upon citizens of all ages, especially children.

5. Trees encourage outdoor life.

6. Trees purify the air.

7. Trees cool the air in summer and radiate warmth in winter.

8. Trees improve climate and conserve soil and moisture.

9. Trees furnish resting place and shelter and coolness for man and beast.

10. Trees increase the value of real estate.

11. Trees protect the pavement from heat of the sun.

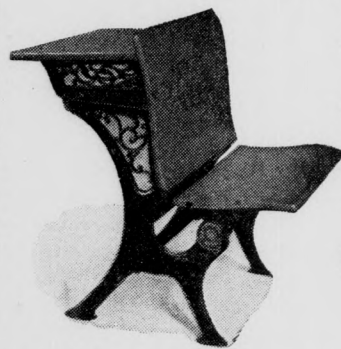
12. Trees counteract adverse condition of city life.

The business of a promoter is to persuade your money into his pocket.

The night-key is not usually the key to success.

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

## More School Desks?



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

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

We can also ship immediately:

**Teachers' Desks and Chairs**

**Office Desks and Tables**

**Bookcases Blackboards**

**Globes Maps**

**Our Prices Are the Lowest**

We keep up the quality and guarantee satisfaction.

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

**American Seating Company**

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA

## Klingman's

## Summer and Cottage Furniture: An Inviting Exposition

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

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

**Klingman's Sample Furniture Co.**

Ionis, Fountain and Division Sts.

Entrance to retail store 76 N. Ionis St.



## LOST A CUSTOMER.

## Injudicious Remark Made By a Merchant's Wife.

Written for the Tradesman.

The American public is very sensitive.

It is well enough for merchants in general to take this fact into consideration when dealing with this public.

"I've got through trading at the corner store," said Mrs. Gregg in confidence to a visitor from out of town. Said visitor had been remarking on the convenience of having a store so "handy by."

"Why is that, Nora?"

"The woman is too blamed anxious about my affairs."

"Ah?"

"I've traded with the Davids off and on for over a year. As you say, I found it handy to run in there whenever I wanted anything in the line of groceries. They keep fresh vegetables, too, and so long as they used me white I patronized them."

"And now?"

"Now I am done with the Davids entirely."

"But what did they do?"

"They did enough, let me tell you. I am as good as they are. I don't take a back seat for anybody in town, not Mrs. Davids, anyhow."

"It's well enough to be independent, of course," returned the other, "but—"

"But you would overlook little things. That's you to a dot, Myra, but I am of another cut. Because Harold is a teacher in one of the city schools is no reason why his wife isn't as good as a common storekeeper's. That's what I think about it anyhow."

"All very well, but—"

"But you think I am silly, I know you do, Myra," and Mrs. Gregg tossed her golden head and pouted.

"I am unable to judge of that until you state the case, Nora. You haven't told me yet what this trouble is about."

"Oh, there's been no trouble; that is, not what some folks would call trouble. I traded with the Davids for months before I mistrusted how sly and deceitful the storekeeper's wife is. One doesn't care to feel obliged to trade continually at one place, do they now?"

"Certainly not."

"It's only half a mile down to the big stores and the walk is invigorating. I have lately taken to going down there for some little things I needed. I find I can get fresher vegetables and nicer fruit sometimes in that quarter, and I mean to go there when I please."

"Of course you do, my dear."

"Well, my going there is what started all the trouble."

"Then there has been trouble?"

"No, not in the way you imagine. I have been such a good and constant customer across the way that it seems the Davids thought me in duty bound to patronize them. I just asserted my independence and they are mad about it. Let 'em fume, I don't care."

"Of course not; but I beg pardon, I must be dense—"

"The very first time I went down town and purchased some things that woman over there took offense."

"Indeed!"

"The next time I went in there, Mrs. Davids said, 'I see you were down town after vegetables this morning, Mrs. Gregg.' 'Yes,' said I, 'I didn't think you kept what I wanted, so I went down there after them.' At that she flushed up and said I'd better come in next time and see if they had what I wanted before going elsewhere. Now wasn't that impudence for you? I was as mad as hops. What business is it of hers where we trade?"

Little Mrs. Gregg had worked herself into a small passion, at which her friend smiled aloud.

"Laugh if you want to, Myra," cried the young wife, "but to me that woman's impudence was an insult. I shan't ever trade a cent's worth with the Davids again."

"And Harold—"

"Oh, Harold was provoking enough to laugh, too, but he knows what I say I'll stick to. It seems a small matter to you, perhaps, but if you were in my place you'd do the same. To be dictated to by a small tradesman, pah!" and the little nose went up in disgust.

"It wasn't so much what that woman said as her manner of speaking that roiled me," continued Mrs. Gregg. "Just as though we were obliged to trade with them. We pay cash for all we buy. This binding one's self to a certain merchant is as bad as being ordered about by a trades union tyrant. I don't go much on either."

"You are right, in the main, Nora," agreed the visitor, "yet there are such things as being too particular. Of course, that woman was out of her place in speaking as she did, but many women are so thoughtless, you know."

"I don't have to stand for their thoughtlessness, all the same."

The two women discussed the question in all its phases. This little incident is none the less interesting because it is true. It happened in a town not a hundred miles from Grand Rapids. The corner merchant lost a paying customer from an injudicious remark made by his wife.

This leads back to our first statement that the public is sensitive. It is sensitive in a way that must be reckoned with by every merchant who would succeed in business. There is a marked difference in being a sycophant or a toady and the gentle deference of the self-respecting merchant toward public opinion.

No doubt there are people so oversensitive as to be continually at outs with the world. Such natures suffer constantly from fancied slights and can not always be placated. In general, however, a merchant who is ever pleased to meet his customers, using each with deference, treating everybody in a friendly manner, need have no fear of consequences.

An agreeable and pleasing manner, united with a spirit which is bound

to give to every man, woman and child who visits his store a square deal, will surely count in the cash drawer at the end of each week.

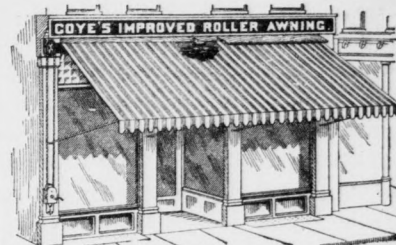
J. M. Merrill.

## No Figures Given Out.

A little miss riding on a Brooklyn trolley-car the other day tendered the conductor half-fare. "How old are you, little girl?" he queried, gingerly handling her fare. She pursed her lips for a moment, then calmly opened her purse, dropped two more pennies into the conductor's extended palm, snapt her purse, and demurely replied: "You have your fare, sir; my statistics are my own!"

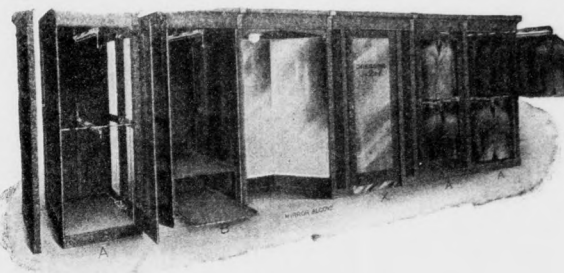
The growling seldom comes from the lion hearted.

## Awnings



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

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



## 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.

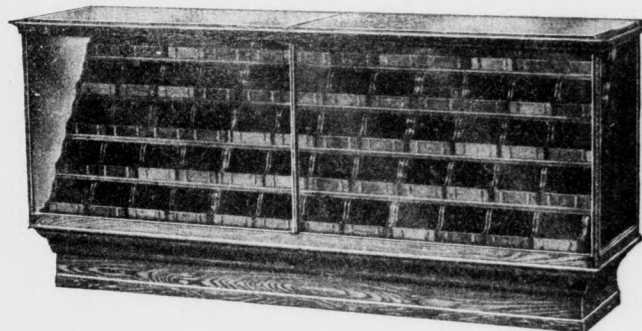
Every weak point eliminated. That is why we recognize no competition.

Grand Rapids Show Case Co.,

Grand Rapids, Mich.

The **Wilmarth** Case for 1910  
THE CASE WITH A CONSCIENCE

Better Than Ever Before



Write for our latest catalog and prices

**Wilmarth Show Case Co.**

936 Jefferson Ave., Grand Rapids, Mich.

Down Town Show room—58 S Ionia St.

Detroit Show room—40 Broadway



## FIVE HUNDRED MILLIONS.

## Volume of the Candy Business of This Country.

Written for the Tradesman.

A crowd was gathering at the big window of a candy store and I joined the crowd. A candy-working machine occupied the center of the window and there, as if it were conscious of its prominence and rather inclined to be proud of it, it was having a candy-pull of its own to the great interest and amusement of the gathered sight-seers. Excitement? Not the slightest. Like the Anglo-Saxon who invented it, the machine grasped the big lump of boiled sugar in its powerful hands and with no fatigue, nor signs of it, regularly and evenly pulled and folded and pulled the mass again and again until it grew whiter and, perfection soon crowning the work, the pure, unadulterated candy was removed and broken into convenient lumps ready for the customer. He was there, too, in good crowds, every individual of them going away loaded and eating, sure of this one thing, that he had what he had paid for both in quality and quantity.

The time was mid-afternoon and while the sidewalk was crowded with "rubbering" men, they watched the machine until tired of it and passed on. The women, their curiosity satisfied, passed into the store and came out speechless with bags full of the fresh candy and unconsciously confirming the statements of the statistician who tells us the candy bill in the United States amounts in round numbers to \$500,000,000, and that the greater part of that enormous sum is spent by women or for them, an amount that does not include the dentistry bills. For years it has been an acknowledged fact that the people of this country consume as much candy as all the rest of the world put together, but for a decade or more the candy appetite has grown so that we now are taking care of just two-thirds of the entire output of the civilized world.

Here is where the records surprise us: In New York at least one-half of the city's candy bill is paid by the men, women and children of the tenement districts, a statement the more significant when the difference in prices between Grand street and the Broadway candy stores is taken into account. Here is where the doctors take a hand in the matter. In their opinions, this appetite for candy among the poorer classes has brought only good results. Not many years ago most of the candy sold, especially in the smaller stores, was almost always impure, poisonously so, injurious acids and dyes being used in its manufacture. The same authority asserts that if candy of that sort had been eaten in the quantities that candy is eaten now the effect on the health of the generation now approaching maturity would be terrible. Best of all is the assertion that it is reasonably safe to buy candy anywhere and its consumption is especially "advocated in temperance

circles as minimizing the likelihood of the growth of a taste of drink."

With a business amounting to \$500,000,000 a year and increasing at that it doesn't seem exactly easy to state where the commercial loss comes in. With the American woman settled down to business, outstripping her sisters in the three leading cities of Europe at the matinee performances in the theaters, and the constant consumption of candy at home and on the street, whatever loss is incurred is one which business will try to bear with composure, and that is exactly where the objection lies. Commerce has crowded out sentiment and with the physical taken good care of people as a class care little about sentiment, as a general thing.

There was an instance in the crowd at the candy store window. The world had evidently been good to him. Tall and portly and dignified, his head crowned with the unmistakable testimony of the years, he watched the candy-puller for a while and turned away, his slowly shaking head indicating his strong disapproval. "There's doubtless money in it—oceans of it—but machine-pulled candy is not a civilizer. It is a huge feeder, but it is only a maker of fat. It will, it does take good care of the body, but the hungry soul—how about that?"

We had left the crowd together and, the business street behind us, I ventured to ask him where the sentiment, the poetry of candy pulling came in. "It doesn't come in anywhere, was the prompt reply. "I was country born and bred and the candy pull early became the joy of my life. I watched the dead, stupid machine in the window, but where was the snow-covered country road, winding away in the moonlight among the New England hills? Where was the big, old colonial mansion under its protecting elms ablaze with light and sending through its windows upstairs and down the cheeriest welcome across the diamond sprinkled fields? Have you ever known the hospitality that lived and reigned in the farmer's kitchen a half-century ago? Can you recall, if nothing else, the candy pulls that took place there when the girls and the boys got together and crowded around the kettle of boiling molasses, taking turns stirring and testing, and finally when the fire had done its work the 'gobs'—an ugly sounding word, but how much it meant to the couple taking it in hand!—and the pairing off and the pulling and the pride of the two whose candy was pronounced the whitest and so the prize winner of the lot? You can eat this candy until the excess sickens, but it will never have the taste of the candy you and that girl pulled years ago in that farm kitchen.

"I can see her now, that girl of mine, her arms—talk about Homer's white-armed goddesses!—bared above the elbow and pinned, I pinned up the sleeves, and she at one end of the sugary rope and I at the other and we, determined that our candy should be the whitest, worked fast

and long, when the exertion loosened her hair and it came tumbling down! My hands were freed first and I fastened it up 'as well as a man can,' she said, and ours was the whitest and I took home with me a generous sample. That was molasses candy, the genuine thing. That was real candy-pulling with enough of the sentiment and the poetry about it to gladden my life to this day, for I married her!"

After that, I found the machine-made candy good. I eat it often now. It dissolves again into molasses or sugar and as such it nourishes and so sustains me; but with the poetry taken out of it, the candy is "flat, stale and unprofitable" and convinces me that whether the business amounts to \$500,000,000 yearly or many times that sum, the machine-made candy has lost its influence as a civilizer, no pleasing memories cling to it, sentiment and poetry have never inspired it and the consumers of this candy with lives unbrightened as their father's and grandfathers' were brightened will never know how much they lost when the lifeless machine came to displace the rounded arms and the crimson lips and the sparkling eyes of womanhood wherein is centered all that makes life worth the living in sordid commercialism of the modern Anglo-Saxon race.

R. M. Streeter.

## Candy and Courting.

"Behind a candy counter is a great place to see things," said an observing young woman who sells sweets

in a downtown store. "That man who just went out used to buy a big box of candy every Wednesday. We know he was engaged by the way he bought. Then he stayed away two weeks. We know that was when he got married. Then he came regularly every two weeks, but got cheaper candy. Now he comes once in a great while and takes home the 'old-fashioned broken' kind. They're all that way, but take a little fresh start when they become interested some time later in chocolate cigarettes."

## At the Reception.

"I understand, Miss Araminta," said the Professor, "that you are inclined toward literature."

"Yes," said the blushing spinster, "I wrote for the Bugle Magazine last month."

"Indeed! May I ask what?" asked the Professor.

"I addressed all the envelopes for the rejected manuscripts," said Araminta, proudly.

## Forewarned.

Mother—But why are you afraid to kiss Miss Effie?

The Family Terror—Because when pa kissed her the other day on the staircase she slapped his face.

**Henry Smith**  
FLORIST  
139-141 Monroe St.  
Both Phones  
GRAND RAPIDS, MICH.

## Lozenges

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



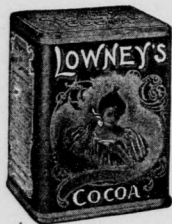
## Double A Lozenges

Are recognized as the leader for quality

ASK YOUR JOBBER

PUTNAM FACTORY

Grand Rapids, Mich.

LOWNEY'S  
COCOA and  
CHOCOLATE

For Drinking and Baking

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

**The Walter M. Lowney Company**  
BOSTON



## WE ARE ALL AT FAULT.

## A Michigan Retailer on Supply and Demand.

Written for the Tradesman.

"I see that down in Washington the other day," said a well-known Michigan merchant, a retailer at that, "they have had several retail merchants before the Congressional Committee which is enquiring into the cost of the living problem."

Asked as to what he thought of the enquiry, he added: "It's all right. The only thing is that it will prove a waste of time and effort. They will not get anywhere in the end."

"But they will learn, approximately," it was suggested, "whether it is the farmer, the jobber, the manufacturer or the retailer who is responsible."

"That is already known as accurately as possible," responded the retailer. "As for saddling the entire blame or even a major part of the fault upon either department of business the idea is absurd. Leaving wholly out of the question the love of luxury and the indulgence in extravagance that is rightly charged against the people of the United States as a whole, the fact remains that the law of supply and demand dominates just as it has always and just as it will forever."

"How about the cold storage factor?" was asked.

"It is a legitimate one and one of vast benefit to the people of America," was the Michigan man's answer, "but human nature is not so perfect and so completely adjusted to one universal plane; so free from avarice and so indifferent to opportunities that the cold storage influence can control any market—beef, eggs, fruits or butter."

"But, seemingly, they have controlled such products very recently," persisted the interviewer.

"Let me tell you something," replied the retailer: "It is, in a measure, true that such tremendous centers of population as New York and Chicago have been temporarily imposed upon as to prices of produce recently; but not nearly so seriously as the newspapers would have us believe. But Grand Rapids, Detroit, Saginaw, Cincinnati, Fort Wayne or any of the hundreds of smaller cities would have had to pay the high prices for butter, eggs, and so on, if there hadn't been a cold storage plant in existence. Think of the winter this country has just passed through. Ask anyone who has any knowledge as to the business of laying eggs and they will tell you that to the very last feather the hens have been too busy keeping warm to practice their profession."

"How about butter?" was asked.

With a brightened eye and as though relieved by the enquiry the retailer replied: "Go ask that question of any farmer who makes butter to sell; go ask any one of the scores of creamery managers in Michigan and they will tell you that they could not begin to supply the demand."

"Whom do they blame for the shortage?" was the next question.

"Not the cold storage people, I can

answer that," was the retort of the merchant, who continued: "Those mild eyed creatures, the cows, are chiefly responsible and they, poor creatures, have done their level best. The simple fact is that the goods were not produced."

At this the defender of the producer, the jobber and the retailer rested his foot on a small pile of lumber by his side and went on: "When I began in Michigan—what is such lumber selling at to-day in this market?"

"We're getting from \$35 to \$42 a thousand for it," was the reply, and then the retailer added: "I could have bought right in Grand Rapids in 1870 better lumber than this for \$12 to \$14 a thousand. What's the answer?"

"Why, we haven't it and can not get it," admitted the interviewer.

"Sure thing!" said the retailer. "And we haven't got the hogs, the sheep, the heifers, steers, poultry, eggs and butter and can not get 'em."

"Because the meat trust, the produce trust and the cold storage combinations are monopolizing things—"

Before the speaker could conclude his charge the retailer declared: "Nonsense. There isn't a retailer in Grand Rapids, if he amounts to anything, that is, who does not keep himself informed as to available supplies of this character and who, if he needs and must have them, will pay the very top notch prices for them. Most of them probably have anywhere from twenty to fifty sources of supply—sources entirely apart from commission houses, entirely divorced from the meat trust—with which they keep in constant telephone communication; with which they have standing contracts to take all the produce of any kind and at the prevailing prices, no matter what they are. These merchants go to the jobber and the meat trust only as a last resort."

"And they pay the highest prices—the prices fixed by the jobbers and the trusts."

"They are not in business for their health and can not afford to lie down," volunteered the retailer. "Moreover, they know as to the supply and the demand; that to meet the one they must have the other. Of course they pay the highest prices or go out of business; but they don't lay the entire blame on the producer, the jobber, the trust or the cold storage bogy. They're like the ducky who pleaded 'not guilty' in a justice court to a charge of larceny. He had testified that he was twenty miles away when the theft was committed and had introduced several witnesses whose evidence corroborated his claim. And the justice at last remarked: 'Now, Eph., I've listened to your defense, but before I give my decision, I want you to think hard and decide if you have stated the facts exactly as they were.'

"Yer Honor, Jedje," said Eph., as he arose with a perplexed look wrinkling his black face, 'I done tole you de facts jes' tezactly as they is 'n' they can't be any izzier.'"

"Then, as I get you," ventured the interviewer, "you hold that there is-

n't any particular person or interest that is entirely or even in a large degree responsible for the cost of living?"

"That's about it," rejoined the retailer. "We're all at fault. The farmer pays more attention to grain crops, fruit crops, vegetable crops, hay crops, and so on, than to butter and eggs and pork, mutton and beef; thousands of men who should be at work on farms for \$25 or \$30 a month and board are skimping and skimming along in the cities and larger villages at from \$30 to \$40 a month and pay their own board. Other thousands are keeping themselves and their families in a \$2,000 or \$3,000 a year style on salaries ranging from \$1,000 to \$1,500 a year."

"And the Congressional investigation?"

"That? Well, it's a handy and effective stop-gap for those chaps down in Washington who just hate to take up and settle two or three other and really important problems President Taft has offered for their consideration."

Max Wurfel.

## Electricity Now Cheap Power.

A cent's worth of electricity will operate a sewing machine motor three hours. It will operate a twelve inch fan for ninety minutes. It will keep a six pound electric flat iron hot fifteen minutes. It will make four cups of coffee in an electric percolator. Will keep an eight inch disk stove hot seven minutes. That is long enough to cook a steak. Will operate a luminous radiator eight minutes. Will bring to boil two quarts of water or operate the baby's milk warmer twice. Will make a Welsh rarebit in an electric chafing dish. Will operate a seven inch frying pan twelve minutes. Will keep a heating pad hot two hours. Will operate a griddle eight minutes. Will run an electric broiler six minutes. Will run a massage machine nearly four hours. Will keep the dentist's electric hammer and drill going ninety minutes. Will keep the foot warmer hot a quarter of an hour. Will run an electric pianola one hour. Will vulcanize a patch on an automobile tire. Will heat an electric curling iron once a day for two weeks.

There is harmony in the life only as all its strings are tuned by pain.

They who crawl in the dark think they travel faster than those who walk in the light.

The church that knows nothing of the alley knows nothing of the man who went about doing good.

## BUICKS LEAD CARS \$1 000 AND UP

BUICK MOTOR COMPANY  
Louis and Ottawa Sts. Grand Rapids Branch

## MOTOR DELIVERY

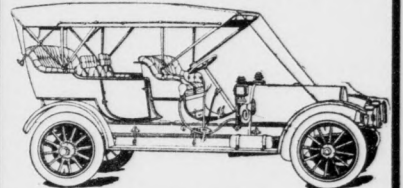
*McIntyre*

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 &amp; HART

West Michigan Distributors

47-49 No. Division St.



## Tanglefoot

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

## FOOTE &amp; JENKS' COLEMAN'S (BRAND)

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 &amp; JENKS, Jackson, Mich.





### The Shoe Clerk Who Works With His Head.

A big building is under way in the next block. It is to be ten stories and basement. At present nothing but a great unfinished hole in the ground marks the site of the stately structure shown in the architect's drawing.

On one side of the cavity the concrete mixing machine is producing a steady roar; something like the waterfall from a mill-dam. Up a long platform a constant string of men, with wheelbarrows, are rolling small loads of crushed rock and cement, which they dump into the machine. Alongside the machine another string of men are wheeling away the wet gray mixture in other small loads as it comes dropping from the spout of the machine.

In the half finished hole in the ground men are digging yellow clay, making square holes which are being filled up by other men with concrete and steel bars. Some of the men are loading wagons and still others are constructing the scaffolding. There are, perhaps, 100 men at work, each doing his certain part with clockwork procedure. The majority of these men are laborers, working hard all day long and getting a laborer's wage.

Over on one side of the excavation a short heavy-set man is leaning against the rail, smoking a cigar. Occasionally he speaks to one of the men and a dozen others will begin doing something different. Once he called the man in charge of the wheelbarrow men and a few minutes later more planks were laid over the scaffolding above the square hole, so that the wheelbarrow men could run their loads, dump them and pass each other without waiting, as they had been doing. The man with the cigar is the contractor, and by that single order saved himself numerous dollars. He worked with his head; the others with their arms.

#### Knew All the Details.

This is also true in the retail shoe business. The man who works with his head gets the big money, and the clerk who does not think a great deal will continue to draw a laborer's wage. The man with the cigar, probably, had no better brains than that of some of the men with the wheelbarrows. It is more than likely he started with a wheelbarrow. Certainly he knew just what each man should do and how he should go about it.

In retail shoe stores clerks are inclined to think that the manager and proprietor have been unusually fortunate, but it is more often the case that the men high up in the business have been through the mill and have

done just what the average clerk is now doing. They probably had no better chance than the average clerk has to-day. They simply made the best use of their opportunities.

#### Stepping Stones To Success.

To make good and to get nearer the top shoe clerks must be constantly learning some new and better ways to do things. Little duties in the shoe store, such as arranging stock, showing shoes, trimming windows, etc., can all be made stepping stones to success. Clerks who have been in the habit of taking the cartons from the shelves and laying them on the ledge until they are piled high can make themselves better clerks if they will take but one shoe out of the carton and place the carton back on the shelf in its proper place.

A good knowledge of how shoes are constructed will assist clerks greatly in selling shoes. If they know the difference between welts, turns and McKay sewed shoes they can explain this difference to customers, many times being able to sell a higher grade shoe. It also puts a confident tone in their conversation and impresses the customer with the fact that these clerks know a great deal about shoes. Customers are much more willing to believe what the clerk has to say and are more willing to rely upon the clerk's judgment in buying if they feel that the clerk is more informed than they are in regard to shoes.

#### Know Something About Leather.

A good knowledge of leather, the names of the various finishes and a knowledge of how these leathers are tanned will also help clerks in selling. If they know at a moment's glance just what leather is in the shoe which the customer has been wearing they can use this knowledge with good effect. If the old shoes have proved unsatisfactory they can easily explain to the customer how some other leather will answer his purpose to a better advantage. If clerks know the various runs of sizes and understand the basis of the size stick or measuring device it will help them to be better shoe men.

When a woman comes in with a twig to show size of the foot of the child at home the clerk should know just how to measure it and give her a shoe which will fit nicely. If he can tell instantly, approximately, the size which a 7-year-old child wears this will help him sell children's shoes more readily.

A good knowledge of how to fit shoes is best secured by watching clerks who have had more experience. Notice how they draw on the shoe; how carefully they smooth

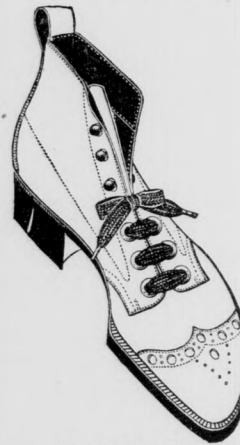


## For the Man Who Goes on the Most Fashionable Footing

### 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.



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

Business and profitmakers from the day you stock them.

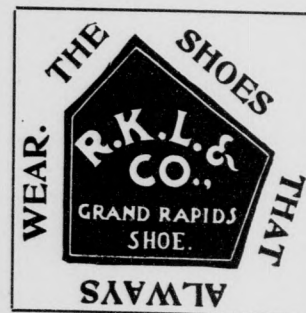
As a matter of fact, Bertsch Shoes are replacing a lot of higher priced lines with vastly increased profit to the dealer.

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.

**Herold-Bertsch Shoe Co.**

Makers of the  
H B Hard Pan and Bertsch Shoe Lines  
Grand Rapids, Mich.



## You May

be enterprising and aggressive, but the whole foundation of your success rests on the QUALITY of the SHOES you sell.

QUALITY talks all the time, favorably for you in a practical way.

Our slogan is QUALITY and our shoes possess every quality good shoes can have. They are strengthened and perfected down to the last detail at every point of comfort and endurance.

They will get and hold more of the better trade for you than any other line.

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



out the wrinkles, draw up the tongue and how easily and neatly they fasten the shoe. This will give you a good idea and by a little practice you can do equally as well.

#### Remembering Names.

Some shoe men owe a great deal of their success to their ability to remember names and faces. One of the highest salaried clerks on record would, on busy days, sell dozens of customers, one after the other, without wrapping up or recording sales. In the evening he would pick the shoes out of a pile and write out the addresses to which they were to be delivered. He was never known to make a mistake, and it was said that he could remember the size and width of any customer he ever fitted. While all clerks might not reach that state of perfection, they could, with a little practice, remember the names of more customers than they are now doing.

Another great help to clerks is the ability to mix well with all classes of people, both in business and in private life. Get the habit of being pleasant with everyone you meet. It does not cost anything to smile and it pays a great deal in the long run.

One of the best ways for a clerk to improve himself is to take up some other branch of shoe retailing than that in which he is now engaged. Show card writing is one. There may be a card writer in your store at the present time who is doing the work. But, at any time, this man may leave and your employer will need someone to take the place of the card writer. You can with some study and practice become an efficient show card writer. It is more than likely that the present show card writer will be more than willing to assist you in learning all you can and perhaps will give you the benefit of some of his experience. A little time after hours may earn for you several dollars more each week. This same is true with regard to advertising and window trimming; both of them separate branches of work which any clerk may master with a little practice and study.

There are a number of correspondence schools that claim they can teach anyone to be an advertising expert or a window trimmer. These schools are a mighty good thing for clerks who will take them seriously and will study their text books to get the theory. This, with actual practice, will surely make a better shoe man of any shoe clerk who will give his time to it.

#### Buying Shoes.

To buy shoes successfully is no simple art. A man must know a great deal about the different lines which are offered to him each season. He must be a good judge of leather, of shoemaking; must have a knowledge of the present fashion tendencies and he must know the demands of the people in his community. There are thousands of dollars lost each year by men who are learning to be better shoe buyers. Sometimes they are doing it on other people's money and sometimes on their own. This is one of the most important features of the retail business

and any knowledge which a clerk can pick up along these lines will help him if he is promoted to be a buyer or becomes an owner of a store himself.

In the average store the various lines of samples are shown by the traveling salesman and are spread on the ledge. If clerks will watch their employers narrowly they will easily see why he picks out one sample and rejects another and why he buys from one salesman and on the same day refuses to give an order to another salesman. Clerks who show an interest in this direction are oftentimes assisted by their employers. Many employers will take pains to explain reasons why they buy each line of shoes.

#### Aid in Selling.

The traveling shoe salesman on the average ranks high in salesmanship. Many of them are past masters in their art and use good convincing arguments. If clerks will listen closely to what they have to say and notice how they approach and handle the employer, they will gain a great many points which can be used in retailing shoes. These same salesmen are anxious to make friends with everyone in the store and will take pains to explain just how other stores are conducting their business in other cities. They will tell you of the various stock-keeping systems, show window displays, advertising methods and other features of successful stores which usually can be applied to most any store.

Finally, clerks who will take the time to read all that they can find which is printed about their own business will find that advancement comes to them much quicker than they thought. There are thousands of ways by which the average clerk can improve himself and in doing so he comes nearer to being in the class of the man smoking the cigar.—Shoe and Leather Gazette.

A good many sins would stay buried if we worried less about their tombstones.

#### What Shoe Retailers Say About the Styles.

There seems to be a sudden demand for high tan shoes and we are sometimes at a loss to know just where to obtain them," said a retailer recently. "It is pretty hard to say just where this tan matter is going to rest, but for my part I am pretty well convinced that tans are going to sell well all summer." This view of the matter is one that is shared by several others in the trade and it is likely that there must be some demand

for them or this expression would not be so general.

\* \* \*

The public seems to have gotten pretty well out of the idea of wearing and owning only one pair of shoes in a season and it is this condition that has brought out the enormous demand for novelties. The past season has seen few of the truly freakish styles, but now they are surging in again with all sorts of trimmings. Dealers have quite an assortment of beads, buckles and but-

## 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

## Red School House Shoes

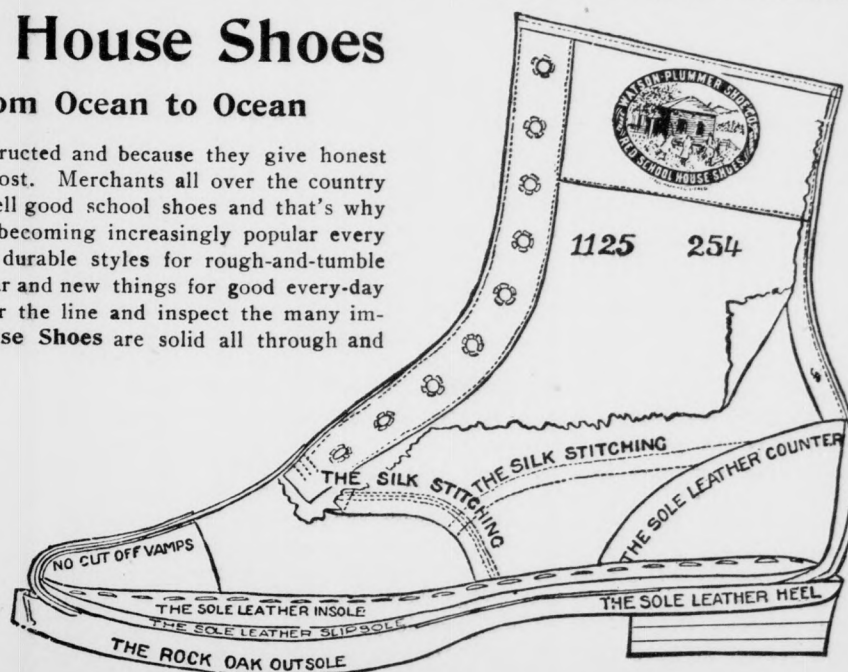
Are Famous From Ocean to Ocean

Because they are honestly constructed and because they give honest return for every red penny they cost. Merchants all over the country are fast realizing that it pays to sell good school shoes and that's why **Red School House Shoes** are becoming increasingly popular every season. The new line contains durable styles for rough-and-tumble wear, dress styles for Sunday wear and new things for good every-day wear and Sundays, too. Wait for the line and inspect the many improvements. **Red School House Shoes** are solid all through and build up a solid, steady business for every merchant who handles them.

### Watson-Plummer Shoe Company

230-232 Adams St., Chicago

(Factories at Dixon, Ill.)





tons which they have carried over and they will aid these new styles by endeavoring to unload the stocks of these trimmings they now have. One dealer expressed himself in regard to this buckle matter forcibly: "It is a regular nuisance and yet we have to carry them. There are so much breakage and damage on them at best and many times we have to take a considerable loss on the stuff. However, we have to carry them as our trade asks for them." So there you are. If advertisers will educate the public to demand certain styles about all the poor dealer can do is to supply them.

\* \* \*

In Boston the window trims have been very serious and little color has been introduced as yet. This would indicate that the stores are not yet in shape to handle the tan calls and thus they hoped to retard its appearance by not showing them up too freely. In men's wear we see quite a display of tans in low and high cuts, but mostly among the specialty shoes. It might be worthy of comment right here to state that these specialty products certainly do have a very vital influence on the demands of the public. This is probably due to their extensive advertising in magazines, posters and street cars. Producing as they do styles in advance of their appearance, the public is already prepared for them when they do appear and the demand is at once felt.

\* \* \*

The writer saw quite a few wine shoes for men going through the works of a certain shoe factory, and although this was an exception to the run, still it is evidence that the wine shoe is not entirely dead. We notice also that quite a few double-soled oxfords will be seen this summer. In spite of the high price of leather many popular priced goods have this feature, catering presumably to the college and young men's trade. Many of these are drawn closely after the custom lasts.

\* \* \*

I saw some handsome slipper effects, and the buyer showing them explained that there would be much of this class of goods sold this season because the oxfords so closely approached the slippers in their effects. Undoubtedly there will be many worn at the summer resorts for dress occasions, but they are too light for street wear generally. Some of those seen were handsomely beaded and strapped to show the handsome hosiery which is to be so popular this season.

\* \* \*

Retailers say there is no letting up in the feminine demand for short forepart lasts and we even find they are obtaining considerable favor in men's shoes as well. They are excellent fitters and look exceptionally well on the foot. This is right in line with the reports of manufacturers, who say that the trade shows no signs of getting tired of them, and for this reason we have noted a considerable number of factories where-

in new lasts have been placed, all having this "stage effect."

\* \* \*

It is a little early to tell what is going to sell in fall styles, for dealers are inclined to favor the plain toes, as they make very comfortable and tasty shoes in the short forepart models. Patent leathers will be very strong sellers and buttons will predominate as they have the past season. The public has tired of the blucher shoes, and it is probable that what lace shoes are sold will be seen in straight foxings.

\* \* \*

Quite an effort is being shown to make the shanks in all footwear more serviceable. This has been the one weak point of footwear for some time past and where shoes are demanded in a hurry the shanks do not have time to dry on the lasts properly and consequently they do not retain their shape when worn. Different devices are being tried, and the final efforts have not yet been expended, so it is hard to tell just what method will be adopted, but this experimental work is indicative of the fact that the matter is being taken seriously and that serious attention is being given to it.—Shoe Trade Journal.

#### Be Open To New Ideas.

Success consists largely in acquiring knowledge of the right kind, and success doesn't put a man in a class by himself, nor make him independent of the information to be secured from others. It is bad to be marooned on a little reef of self-conceit. Men must be open to new ideas, facts and theories, which are the commerce of the world of brain.

As illustrating the value of persistency, it has been stated that repeated and rapid blows will make iron red hot. But, after all, a forge is quicker and cheaper. Persistency is all right, if you don't persist in being wrong. The world may owe you a living, but your banker won't accept that debt as collateral for a loan. Your business is to conquer disadvantages, whatever they may be; don't let them conquer you. What would be the use of courage in the world if there were no disadvantages to challenge it? The brave nature never shows itself so grandly as under fire. You can not get ahead by calling on the other fellow to stop.

If men spent one-half the energy in earnest, faithful work that they do in harmful pleasure, there would be no poverty among the working classes, and no misery among the rich. For this thing called Success is simply the realization of ideals we have formed and striven to materialize. The man who succeeds in any line of endeavor is he who works whole heartedly, whole souledly, whole selfedly for success.—Shoe Trade Journal.

#### Team Work Among Clerks.

Clerks should work in harmony as a means of promoting the best interests of a store or department, as well as their own. No progressive clerk can deny that his success in a business way is but the daily accretion of experience and ideals gathered in

his work. It is not always possible for the clerk to put the stock back when he is through with a customer, especially if another is waiting for him, but right here is where team work among the clerks should enter into play.

Some clerks have a constitutional aversion to doing any other clerk's work. Here is where co-operation should be practiced. It is usually expected that a clerk should replace his own stock, but something often occurs to delay this, and then is when the other clerks should show their interest in the general welfare of the store by clearing up the stock if they are not otherwise occupied.

Help your fellow clerk. It makes for a better feeling among the sales force, as well as helps the success of

the store. Team play works both ways. In this instance team work at odd times along the lines suggested will save all of the selling force valuable minutes at closing time when the clerks are usually anxious to get away. Strive to create harmonious relations among the clerks, Mr. Dealer. It pays.—Shoe Retailer.

More souls have been lost by following a fool's ideal than by fighting for a good one.

**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**



## NEW YORK MARKET.

## Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, March 26—Notwithstanding the statistical position of coffee, indicating a large shortage within a very short time and probable higher quotations, the fact remains that the spot market in New York at this writing is reported by the generality of trade as extremely dull. Of course, the present week is a short one owing to the holiday, but orders have been "conspicuous by their absence." When buyers have made purchases they have taken the smallest possible amounts and everywhere the situation is anything but active. In store and afloat there are 3,373,621 bags, against 4,093,990 bags at the same time last year. At the close Rio No. 7 is quoted in an invoice way at 8¼@87½c. Mild grades, too, are selling slowly and little interest is shown in any grade.

Teas are moving rather slowly, but there is something doing all the time and in the aggregate the amount of business is quite satisfactory. There is something of a mix-up as to the new tea standards and some say that the standard for Formosa Oolongs has been raised to a point that will prevent wide distribution.

Refined sugar is dull and what little business there is consists of withdrawals under previous contract. The offices of the refineries are closed today, as they were yesterday, so the week is a short one. The prevailing quotation is 5.25c, less 1 per cent. cash.

Rice sympathizes with other staples and the whole market is demoralized, although not more so than for some time past. Prime to choice, 5@5½c.

Spices show no perceptible change in any way.

Molasses and syrups are steady on the basis of last report.

Tomatoes, in the line of canned goods, remain dull and forsaken, although jobbers say they are willing to pay 62½c for the "right kind" of stock. Of course sellers are not overanxious to part with holdings at this unless they need the money desperately, but the market is unsettled and the outlook is not especially encouraging. Corn, peas—everything, in fact—seems to be in a waiting mood and yet canned goods ought to be moving freely at this time of year.

Butter is firm. Creamery specials, 34½c; extras, 33@34c; held creamery specials, 32c; extras, 31@31½c; process, 26½@27½c; imitation creamery, 24½@26c; Western factory, 22½@23½c.

Cheese is unchanged, with New York State full cream firm at 17½@18c.

Eggs are in heavy supply and, in fact, the arrivals are greater than can be taken care of immediately. Not over 25c is quoted, even for the very finest "nearby" stock. Best Western extras, 23c; held stock, 22@22½c.

## Marking Prices on Goods.

Some merchants lose money because of failure to properly mark goods, thinking they can remember

the cost price, and in this way they many times do not get actual cost for the goods.

Other merchants, either from carelessness or force of habit, mark the selling price on all goods a certain percentage above cost, regardless of real values. Still others do not see the goods at all, but tell a clerk to open them up and what selling price to mark on them.

When goods come into the store they should be carefully inspected, for if there is one place where the best judgment of a merchant is brought into action it is in marking or pricing goods. Only the very best judgment should be used to put a good, strong profit where it will fit and make up for the short profit, or possible loss, on something which has been purchased to sell at a bargain. Marking goods in plain figures can very often be made the basis for further sales. A customer while waiting to purchase some special article is often prompted to buy other things by being able to know the price. But, above all, don't have mixed or cut prices. Remember that one man can not do all the business.

Make it a law to have one price to all, and that price in plain figures, and "money back if you want it" should be the rule in every wide-awake retail hardware store. Let it be recognized in the community that a child may be able to buy goods in your store as cheap and with the same satisfaction as could an expert of values.

Such a policy can not do other than command the confidence and respect of the public and bring the greatest possible benefit to the retailer.—Hardware and Metal.

## Privileges of Friendship.

To be given the small room in the attic so that the spare chamber may be ready for possible but unexpected company.

To hear the completion of the family quarrel that he wishes his arrival had interrupted.

To hear both sides of the family quarrel separately.

To agree with both sides of the family quarrel when heard separately.

To walk from the station in rainy weather because it is so bad for the family horses to be out in the rain.

To stay at home and take care of the children while the other guests are taken driving.

To make himself at home in the library without having been given the key to the book shelves.

To be joked about his personal appearance.

To be reminded of his youthful flirtations in the presence of new and entertaining young women.

To be told when to go home.

To be told when to stay at home.

In short—to be treated exactly like "one of the family" without the inalienable family right to say what he thinks of it.

The great puzzle with some is to get a sacred cut on secular clothes.

Your prayer means business when you get busy.

# 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.



## STOVES AND HARDWARE

### Suggestions on Retail Hardware Advertising.

Advertising is anything which may favorably impress your customers—may make them think and speak better of you and your goods.

Advertising does not need to mean a two-inch card used month in and month out in your local paper. It does not need to mean going just out of town and putting yellow paint on gray fence boards. It does not mean putting your notice and two or three dollars into the hands of the smiling solicitor for a church or fair programme.

If you are the man whose money is being spent in this way and who calls it advertising—listen. I do not agree with you that this spreading the name, "John Jones," and the business, "hardware," over the neighborhood is advertising. It is charity—charity to the man who gets your money for this supposed service.

The pity is that there seems no other name than advertising by which to call it. It is charity to one; it is an infliction to the neighborhood; and you pay the penalty.

#### Use Any Good Method.

Do not expect me to name the various ways in which you may advertise. That is for you to say. I give you theory. That theory can be applied to fact. Fact differs in each individual case. Your case is different from any one's else. Do not hesitate to use any method that appeals to you as good. Do not use it just because some one else offers it, but because you want it and have something to say in that way.

Advertising space is blue sky. What you write across that sky is what counts.

Advertising is the salesman's ally. It speaks with a thousand tongues. He concludes a sale with one.

Advertising should be in accord with the seasons. A December window trim chills the heart in balmy June.

Advertising invites, it does not repel; it pleases, not displeases.

#### Satisfied Customer Best Advertisement.

The best advertisement is a satisfied customer. You can not make a satisfied customer until your man is in your store. You can not get him in against competition unless your advertising invites.

Your own personality is a great factor in advertising your business. The smile, the friendly clasp of the hand, all play a tremendous part in making for success. What else do you find in your walk among the salesmen? The welcome given, the cigar, the thousand and one things

done by these "knights of the road" for you—it is all advertising.

True, there is much good, whole-hearted friendship and good-fellowship on an entirely personal basis in your relations with these men—that is not denied—but it is advertising even although the personal element be present. Why not use the same methods in your store advertising?

#### False Advertising.

The influence of false advertising has a strong tendency to shake the public confidence in all advertising. It is the interest of every advertiser and publisher to point out the folly of false advertising. I believe that if I were printing a newspaper I would see that my advertisers stated the truth or stayed out of my paper. I would see that the public recognized my paper as the printer of facts and I would stake my business that the feeling of confidence engendered would build up quicker and more surely than could be done by loose methods.

Straight from the shoulder facts, blunt facts, count more than all the prettily turned sentences you can ever pen.

Some years ago, when I first began handling Simonds' saw advertising, the President of our company said to me one day in his quiet way, yet with a tone of voice that I knew conveyed his decided personal conviction on the matter, "Young man, we believe in truthful advertising. Whatever you may write about Simonds saws is the word of the Simonds Manufacturing Company and it must stick to the facts. Any apparent point you may make by a misstatement in our advertising will be but temporary—and our loss will be far greater than our gain."

Fortunately for me, I found so many real facts to advertise regarding our line that even temptations to vary from the straight and narrow path have been few and far between.

#### "You Lie."

Would you have your neighbor come to you and say, "You lie?" Would it make the fault seem any the less if he held in his hand your printed advertisement and said, "John, that isn't the truth?" In your heart you would know that henceforth that man, this friend of yours, this customer, would distrust what you might say about your goods and to an equal extent would have lost his faith in you as a business man.

Would it remove any of the sting if the man were a stranger who thus spoke? Would it be acceptable if this were the general impression of the neighborhood—of the men and

the women from whom you win your daily bread? He did not advertise the truth.

Is there any comparison between right and wrong?

How useless then to mention the satisfaction which would be yours if every man for miles around you would read your advertisement and say—and mean it, too—"That fellow is giving you the straight facts?" You would be a man among men. Your business success would be limited only by your personal ability.

#### No Profit Without Advertising.

So far, my remarks have implied that you do advertise. There is no profit for you in them if you do not advertise. The number of successes by advertising is above the average. The law of averages is a safer one to follow than the rule of exceptions.

He who does not read advertisements is blind.

He who does not hear advertisements is deaf.

He who is not reached by advertisements is deaf and blind.

There are many ways you can advertise—many methods any hardware dealer can use. Newspapers are fine. Window trims are a necessity. A bulletin board at your door. Special bargains. Cleaning out "shelf warmers." Bundle sales on certain days. The circulars supplied you so freely by manufacturers. The little monthly paper published by and for one particular dealer is proving a great winner. All these methods you can use. Some of them you should use.

What shall I advertise and how shall I do it? That is the constant cry.

#### Get Away from Business.

You are too close to your business. Little things look like big things when viewed too closely. Go away. Get back in the country if you are



## 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.

**Quick Meal WICKLESS OIL STOVES**

NO SOOT SMOKE DIRT OR ASHES.

QUICK CLEAN SAFE AND SIMPLE.

FOSTER, STEVENS & CO.

Grand Rapids, Mich.

Exclusive Agents for Michigan. Write for Catalog.



in the city. Come to the city if you are in the country. Get away from the sight and sound of your business occasionally and think; think hard and you will find thinking easy. You will find light shed on many a perplexing question. You will see where and how you can advertise right.

Get suggestions—always be alert and ideas will come from everything. The newspaper man who wants your advertisement may know what is best to write about—he may even be willing to write it. Let him. Try him.

Advertising has entered into the business life of to-day. Study it for business success. Your influence can be made wide and in the same proportion can you measure your returns.

R. D. Baldwin.

#### Varied Absorbing Powers of Paper.

Paper's power for absorbing not only liquids but solids and gases is almost unlimited. It is beginning to be used in the protection of various objects from water and fire. Paper can be made waterproof by saturating it with oil or with resin and tar. Tanned paper is now used to some extent for the purpose of making boats watertight. In this way the necessity of tarring the entire boat is avoided and a better result is secured. In tarring boats with a brush it is hard to avoid bubbles, and when the bubbles break the wood is laid bare, so that the effect of tarring is doubtful.

In a process of fireproofing which has recently been introduced in America the objects are first covered with paper, fastened by means of suitable adhesive to a thickness of a tenth inch or more. A paste is applied to the paper covering, and after drying the surface is painted with a pigment mixed with a solution of water glass. This coating does not peel off even at a bright red heat, a property which is due largely to the impregnation of the paper with various substances before it is applied to the object.

A German patent was issued years ago for a process of making transparent paper lantern slides which could be easily adapted to the manufacture of moving picture films and would greatly lessen the danger of fire, as even paper which has not been fireproofed is far less inflammable than celluloid. However, transparent paper can readily be made fireproof absolutely without impairing its transparency by coating it with a thin film of water glass.

Paper impregnated with charcoal powder possesses the properties characteristic of charcoal filters, and is also available for the filtration of liquids which attack common filter paper. Moreover, its high carbon content makes it a good conductor of electricity, and this property can be utilized in the construction of electrical apparatus.

For Sale—Young Great Dane dog, registered pedigree; will eat anything; particularly fond of children; owner going abroad; price reasonable.

He can worship nowhere who can not worship anywhere.

#### The Convention Hall Problem To Be Solved.

As soon as the campaign for pure water is out of the way, which will be on election day, the matter of a convention hall will be taken up. President Heber A. Knott has appointed as a special Committee on Convention Hall, Claude F. Hamilton, Wm. Judson, John W. Blodgett, Edwin W. Booth, Benj. S. Hanchett, John Duffy, Dudley E. Waters, J. Boyd Pantlind, Ralph P. Tietzort, Chas. R. Sligh, Chas. Trankla and Roy S. Barnhart. This is a good committee, made up of men who are accustomed to get action when they start on an enterprise. It is to be hoped in the present instance they will not "fall down."

It was Gen. Grant who said: "The way to resume is to resume," and it may be added that "the way to get a convention hall is to get it." This city has had an abundance of experience in how not to get what is wanted. It has tried appeals to philanthropy, demands for State aid and asking the taxpayers to assume it as a municipal enterprise. The one sure method has not yet been tried, and this is for those most interested to dig down into their own pockets for the necessary coin. The retail trade of the city, especially the downtown trade, will be greatly benefited in dollars and cents by the crowds that many conventions will bring to the city. So will be the hotels, the theaters, the public utility corporations, the banks, the newspapers, the wholesale trade—everybody, in fact. Some will be benefited more than others. The Committee can be depended upon to devise a good plan for raising the necessary funds, but it might be suggested that the members put their own names down for as goodly sums as they feel they can afford and then apportion what more may be needed among the various interests according to the benefits to be received. The money subscribed should not be regarded as a gift to philanthropy but as an investment and it should be presented in this light. If many conventions in turn will add \$100 to the profits of a concern, will not this be 10 per cent. return on \$1,000?

There will undoubtedly be discussion as to where and in whom the title to the convention hall shall rest. One plan is to organize a stock company, every contributor to the fund to receive a proportionate number of shares. This plan has a serious objection in that individuals may sometime quickly pick up enough stock to control and then freeze out the others or convert the property to other uses. It was this that happened to the Pythian Temple in this city and numerous other similar instances can be cited as the fate of semi-public enterprises in other cities. Another plan is to let the title rest in the Board of Trade, and the direct management and control in a Committee chosen by the Board. This plan has much to commend it and it may be suggested that the new Convention Hall Committee give this consideration with the other ideas that

may be brought forward. The Board has upwards of 1,200 members, and ownership by an organization with such a membership, representing every trade industry and calling in the city, would be coming pretty close to public ownership, and in the management should a deficit occur contributions to make up the shortage would be almost equivalent to public taxation.

In giving Comstock Park to the West Michigan State Fair C. C. Comstock inserted a clause in the deed providing that if the property ever ceased to be used for fair purposes the title should revert to the city of Grand Rapids. A similar clause in the deed to the convention hall site might be a desirable safeguard or precaution, and incidentally it might be a peg upon which to hang an occasional request for municipal aid.

#### Things To Remember.

That in business it is most essential to keep your word even in small matters.

That it is not wise to be afraid to venture for fear of making a mistake.

That hot words are certain to be followed by a coolness—perhaps lasting a long time.

That you can't expect to be tricky and not have your clerks get the habit.

That it's wisdom to join a hardware dealers' association, but folly to think such an organization is going to accomplish much good unless you fall in line and do your share.—Irish Ironmonger.

## Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and Everything of Metal



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

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

**LIBERAL TERMS.**

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 Electrotape Co.**  
Grand Rapids, Mich.

**Columbia Batteries, Spark Plugs  
Gas Engine Accessories and  
Electrical Toys**

**C. J. LITSCHER ELECTRIC 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.**



## NEEDLESS WASTE.

## Wholesale Destruction of Wild Flowers the World Over.

Written for the Tradesman.

With spring and its blossoms only a few weeks ahead—days, the optimist would insist—it may be more than well enough to caution a little the lovers and the gatherers of the now soon coming flowers. Already where the conditions are favorable the grass blades are beginning to paint the lawns with a hint of green; close to the brick wall where the sunbeams have been nestling there are signs that the crocuses, whose bedrooms are all downstairs, are beginning to open their eyes and stretch a little before getting up, and those who are familiar with the habits of other floral favorites are aware that down under the coverlet of leaves which the compassionate November winds tucked in and fastened down the sleepers are waking up and before a great while, with windows open and rooms in order, they will be ready with bud and bloom for wind-song and bird-song and the ocean of genial sunshine which only the spring-time brings.

Among these early and always welcome comers there are always the few impatiently waited for and greeted with fervor, but, with shame be it said, inhospitably treated. The crocus finds protection by choosing private grounds and the garden flowers generally have little to complain of, but the wild flowers, with delicate tint and exquisite perfume, seeking to make glad the neglected places, are often so outrageously handled as to endanger their yearly return to us.

The trailing arbutus is one of these. It likes to snuggle down into bed early, to sleep soundly all winter, to be up and stirring at the first faint streak of daybreak in the spring morning and there, with most of the world asleep, to set about fashioning the daintiest blossoms the whole season knows and, by a recipe which nobody can guess and nobody can make anywhere near like its compound, the rarest perfume for the daintiest millinery that Nature makes. White is her commonest type, but there are times when the earnest sun is so intense in his wooing and the hill slope so sheltering and the rocks to which the rootlets cling are so warm that the blush and then the red prevail and the lucky flower-finder, with a delight he is only too glad to express, shows in triumph his success—that gladdens his buttonhole—the reddest and the most perfect specimen of the trailing arbutus that sunshine has blessed.

There is nothing wrong there. That comes when, with full hands and, it may be, with brimming baskets the picker in sheer wantonness tears up by the roots handful after handful of this exquisite wild flower—a flower which does not take kindly to cultivation and which is no longer plentiful in places where in the greatest profusion it once flourished. It was the first flower to cheer the Puritan after that first death-dealing winter in New England, but if reports be true

the destruction of the "sweetest flower outdoors" has been carried on so mercilessly that large tracts of territory once rejoicing in its bloom have only a specimen here and there to recall its one-time beauty.

There used to be in shallow places along the New England brooks a flower so striking in its form and so brilliant in its color as to tempt the

stands in clumps and flaunts its clots of the brightest red against its own green leaves, to be mirrored in the stream if the water be free from ripples. The cardinal flower, however, is passing away. The pretended admirer, not satisfied with a specimen or a few of them, has pulled them stem and root from the spot they brightened and now, as the summer

Northern pines and for years it lived there and flourished, but to-day it can be found only in localities far from town and settlement. For several summers I hunted among the Rockies for the best specimens of the columbine in Colorado—it is the State flower there—but both States, as the years go by, are finding the blossoms in places where the crowd does not often come and when at last I found the columbine that I cared to pick it was high up on the mountain top where only the more determined seekers were willing to go. The California poppy, the pride of the Golden State, specimens of which, straying from the State boundaries, are found eastward on the western slopes of the Great Divide, is gradually disappearing from State and country. Everywhere I ransacked the Swiss Alps, hoping to pull but a single flower of the Edelweiss, but I never had that pleasure. "It will be found only in the high elevations," I was told again and again, and although those were the very places I haunted no woolly edelweiss ever cheered my eager fingers. The same reason is echoed everywhere: "They once grew in the greatest abundance, but people have come here and pulled up plants by the handful and, not satisfied with that, have trampled into the earth and killed and growing near them."

After all, what difference does it make? Who or what is any the worse off for it? Suppose the trailing arbutus, the State flowers, the whole bunch in fact, are pulled up by the roots and carted off by the wagon-load, what are the odds? Nobody is harmed by it. The earth still keeps up its daily motion and, when it gets again into the season of the spring-time, the loss of a few flowers or all of them is going to make mighty little difference.

There is no replying to talk like this. Criminal extravagance covers the whole ground fairly well. The men or the women who can not understand that needless waste in any form is the handmaid of wickedness will never understand why this wholesale destruction of floral beauty should not go on if it pleases them any more than they can understand why they should not buy eight-bone meat if they want to, even if they are poorer than Job's traditional turkey. With the rest of mankind to whom beauty is a joy forever and to whom have come glimpses of the Divine intelligence and intention there is no asking. "What is all this worth?" "He might have made all things, both great and small, the oak tree and the cedar tree, without a flower at all," but He didn't and it is incumbent upon us, acknowledging this, to check so far as we can the tendency to destroy when that destruction is not attended with benefit to the destroyer or to the world at large.

R. M. Streeter.

Little Johnny, watching a hen cackling furiously, said: "I know what is the matter with that chicken: She dropped an egg around here somewhere and has forgotten where she laid it."

## Make Me a Child Again Just For To-Night.

Backward, turn backward, O Time, in your flight  
Make me a child again just for to-night!  
Mother, come back from the echoless shore,  
Take me again to your heart as of yore;  
Kiss from my forehead the furrows of care,  
Smooth the few silver threads out of my hair;  
Over my slumbers your loving watch keep—  
Rock me to sleep, Mother, rock me to sleep!

Backward, flow backward, O tide of the years!  
I am so weary of toil and of tears—  
Toil without recompense, tears all in vain.  
Take them and give me my childhood again!  
I have grown weary of dust and decay,  
Weary of flinging my soul's wealth away,  
Weary of sowing for others to reap—  
Rock me to sleep, Mother, rock me to sleep!

Tired of the hollow, the base, the untrue—  
Mother, O Mother, my heart calls for you!  
Many a summer the grass has grown green,  
Blossomed and faded our faces between,  
Yet, with strong yearning and passionate pain,  
Long I to-night for your presence again;  
Come from the silence so long and so deep—  
Rock me to sleep, Mother, rock me to sleep!

Over my heart, in the days that are flown,  
No love like mother-love ever has shone;  
No other worship abides and endures  
Faithful, unselfish and patient like yours;  
None like a Mother can charm away pain  
From the sick soul and the world-weary brain;  
Slumber's soft calms o'er my heavy lids creep—  
Rock me to sleep, Mother, rock me to sleep!

Come, let your brown hair just lighted with gold  
Fall on your shoulders again as of old;  
Let it drop over my forehead to-night,  
Shading my faint eyes away from the light,  
For with its sunny-edged shadows once more  
Haply will throng the sweet visions of yore;  
Lovingly, softly, its bright billows sweep—  
Rock me to sleep, Mother, rock me to sleep!

Mother, dear Mother, the years have been long  
Since I last listened to your lullaby song;  
Sing, then, and unto my soul it shall seem  
Womanhood's years have been only a dream;  
Clasped to your heart in a loving embrace,  
With your light lashes just sweeping my face,  
Never hereafter to wake or to weep—  
Rock me to sleep, Mother, rock me to sleep!

Elizabeth Akers.

most indifferent finder to pull all in sight—the cardinal flower. It is July's most brilliant blossom. It chooses those abiding places where the sun never seems too hot and if it does sometimes come fiercely down it only adds beauty to the attractive flower whose rootlets are slipped in the quietly gliding stream. It likes companionship and is rarely alone, but

comes and goes, there are places by the brookside that have lost the cardinal flower forever. The hand of the ravisher has done its work and the summer meadow has lost its loveliest jewel.

The same fate has followed the State flower of Minnesota, the moccasin plant. It loves the rich soil it found under the shadow of the



## THE TRADE JOURNAL.

## The Salvation of all American Business Men.

Perhaps the man who presumes to undertake to tell another how to conduct his business is guilty of a misdemeanor, for which he will suffer more or less severely through the undue development of his egotism, yet there is unquestionably an opportunity for those who go about and see more than one establishment to collect and disseminate certain phases of information which may prove of value to others. If, therefore, one feels moved to make known his store of information he is doing no more than performing a duty which will be well worth accepting.

Occasionally, not often, however, a dealer complains that those of us who prepare these articles which we hope will be helpful are merely theorists and know little or nothing of the practical side of what we write or advocate. In some degree this may be true, yet it must be remembered that the man who prepares certain articles for the press is merely following his regular line of employment. He collects and disseminates information, preparing and arranging it as seems most likely to impress the reader most forcibly. Unless the information contained in a certain specified article can be impressed upon the mind of the reader the effort exerted in procuring the information and preparing it is lost and becomes worse than wasted.

The trade journal of to-day has become the medium of dissemination of information between members of the trade doing business in widely separated localities. And without doubt the trade journal has become quite the most potent force in modern business. Without it many features of business which represent progress and increased profits would be impossible. With it any important change in business enterprises can be altered to suit the convenience of the most determined advocate of any particular policy. Perhaps these seem like broad statements, yet demonstrations have been made so many times that they are no longer disputed. There is no modern force in trade that compares with the independently conducted trade publication, the proprietors of which realize their opportunities and responsibilities and endeavor to make their publication of value to their readers.

It will do no harm to review briefly the conditions which exist with reference to the trade journal. There is no longer any dispute regarding its power and usefulness, as has been previously stated. Perhaps the same observation will apply with equal force upon the other side. There can be no question regarding its influence in quite the opposite direction if its controllers desire to make it that way. So much depends upon the character of the men engaged in the business that one sometimes wonders that there is not more difficulty than exists. Humanity is weak and the opportunities for graft and injurious practices are numerous. But it can be said to the credit of those who

are generally in authority no suspicion of this sort creeps in excepting in isolated circumstances. The great body of men engaged in trade journalism are indeed above reproach.

The usefulness of a trade journal consists in its strict adherence to those lines of policy which make for the improvement of the trade represented. This is, perhaps, a self-evident proposition; yet it is a matter which is far too frequently overlooked or forgotten in a consideration of this character. The thing to be remembered in all such instances is that a trade journal has numberless opportunities to benefit you and others engaged in the same line of business, and it is your own fault if you permit one of these opportunities to escape you. It is your own fault if you do not obtain from your trade journal much more benefit than its relatively small expense. It is a question of your own desire or your own individual effort in reaching after the beneficial things to secure the best the trade journal has to offer. If you neglect it you will suffer the consequences in the reduced benefits received. And this reduction in benefits will be clearly your own fault.

Every publisher has heard many times that old story about lack of time to prepare anything for the journal or to even read it. This is in reply to the oft-repeated requests to contribute something from your own experience for the benefit of others. Of course, every man has a perfect and undenied right to utilize his time as best seems to suit his particular requirements, but it is submitted that one must not expect to be always receiving and never giving out for the benefit of others, consequently it is only just that this particular phase of the subject should be considered along with the rest. What is required is some of that particular liberality which urges one to do his utmost to benefit others who may be situated much as he is himself. There is always something in one's experience, no matter how devoid of sensations or landmarks it may seem, which will help someone who is now struggling with substantially similar conditions, and he is indeed a selfish individual who will not contribute from this experience to a publication which will spread it broadcast throughout the trade.

The old argument that you are not called upon to broadcast your experience which has cost money and time to acquire for the benefit of others will scarcely hold in these altruistic times. If you perform your part in such a scheme of action you will discover that many others will perform their parts with equal fidelity, and you will share in the benefits which they are extending to the common fund of information. You will acquire new ideas and fresh viewpoints, and your old beliefs will be either much strengthened or greatly weakened, depending upon how close you were to the beginning of the best there is in the human family.

Perhaps in a way it is another phase of the association question, which, one is ready to admit, has been practically settled during the

past few years, and most members of a trade to-day recognize the association as one of the potent factors in development and plan to conform to the marks set by it in the transaction of regular business. While the publication is a private enterprise it is conducted in a public manner, and morally and legally it is a public institution.

The only way to secure your share of benefit from the trade journal is to read it. If you say you haven't time to read a trade paper you will probably receive a rude awakening some day when you discover that you couldn't read your trade paper, but you had plenty of time to listen to the tales of a swindler, who took a considerable amount of your hard money for a scheme which never had any foundation in fact. And you will scarcely be comforted when you discover that this same scheme was relentlessly exposed in the representative journal of your trade weeks before. It is such men as you, who wilfully neglect all the modern channels of information, that furnish victims for all sorts of fakirs and all sorts of gentry who in one way or another prey upon the public.

When your trade journal comes read it as soon as possible. In this way you will keep in touch with the development of your business and your own conclusions can be drawn regarding any proposition that interests the trade. You will see it discussed in all its bearings, and if you follow the argument for and against it you will ultimately discover whether it will benefit you or not. You have a right to consider it in the light of benefit to yourself or your business. That is, or should be, paramount with you and unless you have the foresight, which a trade paper will increase through cultivation, to discover what is best for you and do your business accordingly you will fail in securing all the opportunities which fall to your lot. What you want is to understand your trade and to know something about its relations to those who are engaged in it, as well as to other trades in similar or different lines. It is needless to undertake to argue this away. It can't be done, therefore it would be wise for you to discover, so far as may be, the best possible means for conducting your business and taking advantage of the beneficial opportunities which are a part of your trade.

As has been said before by a wise philosopher, "Get out or get in line," and one important feature of getting in line will be the careful perusal of your trade paper, which affords you at once information regarding the new goods, prices for both old and new, and opens up vistas for obtaining information hitherto undreamed of in the annals of American or any other business.

The trade paper will be useful to you in direct proportion as you make it useful. It is not enough that you take it and merely glance at it. You must acquaint yourself with its contents in some detail, otherwise you will not obtain all that is your due. And you are entitled to all you can get after you have paid your

**"MORGAN"**

Trade Mark Registered.

Sweet Juice Hard Cider  
Boiled Cider and Vinegar

See Grocery Price Current

**John C. Morgan Co.**  
Traverse City, Mich.**HIGHEST IN HONORS****Baker's Cocoa  
& CHOCOLATE**Registered,  
U. S. Pat. Off.52  
HIGHEST  
AWARDS  
IN  
EUROPE  
AND  
AMERICAA perfect food, preserves  
health, prolongs life**Walter Baker & Co. Ltd.**  
Established 1780 DORCHESTER, MASS.**Sawyer's  
CRYSTAL**50 Years  
the People's  
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**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.





### Salesman Must Make Good on His Complete Line.

Numerous suggestions have been offered about the different methods salesmen may use to get business on the road.

Individuals have their own ideas about conducting their own business.

National organizations have been formed with local branches in different sections of the country, to devise ways and means to bring the several concerns together, that is to gather the ideas and suggestions of the several members.

Any concern employing road salesmen must, according to my idea, allow their men to use their own judgment in approaching the trade.

No two customers can be handled in the same manner.

On some lines of manufactured commodities, lists can be adhered to, when no other concern manufactures the line, but when goods of the same character are to be marketed in the same territory, inducements or advertising must be put forth to secure established trade; as a rule, the retail merchant will not, in a general way, take a line that is new, unless he has a demand or buys to give the salesman a kindly lift in placing the line.

In giving the salesman the privilege of meeting competition, the house must have complete confidence in the man.

In return the salesman must make good on his complete line, that is, the salesman must be as quick watching the customer, particularly the close-buyer, as is the buyer, when accepting a good proposition from the salesman.

There may be an occasional customer who is willing to give the salesman a complete order of his line; but all retail buyers are not of this kind.

New and strange propositions are always confronting a man on the road and he can not always act under minute instructions from the house. There must exist, as I have said before, complete confidence in the salesman, and a good man will study conditions, and as a rule, if he confines himself closely to his work, the results obtained will be satisfactory to himself as well as to his house.

I know, from a personal experience of ten years inside and twelve on the road, that to do good general business in any line I could not do so exactly as instructed by my house.

And further, will say, have had to pass several good customers along with their continued business, when

obliged to maintain my price.

It is an old story with any man on the road, how easily and sometimes apparently difficult it is to get next to a customer, so that you can rely upon getting business from him on every trip, but when that confidence is secured and the orders are given prompt and careful attention at the house, being filled correctly and fully, or in other words having the goods back the salesman's description in quality and price, it is then, as a rule, you have a man who will listen to you when something new is presented to him.

There are times when it is advisable to pass offers from the retail merchant, but your salesman, if his work has been satisfactory to his house, knows after past experiences that these fellers are often bluffs, and at times sincere, caused by the weak salesman in the territory trying to get next to new business.

E. E. Okeson.

### Don't Neglect "Little" Points.

"Like as not that man is leaving the building cursing his hard luck," remarked the General Manager, referring to an applicant for a job whom he had just turned down.

"But," he continued, "in his case it wasn't hard luck at all—it was just sheer neglect on his part. He had a pleasant voice and manner and seemed qualified to hold down one of the vacancies the firm has at present. In fact, I was just on the point of taking him on when my eye happened to catch sight of a white streak along the bottom edge of his coat where the cloth had worn away, showing the white lining beneath.

"Yes, you'll say it was a minor detail. But it showed neglect on his part. He must have known about it, seeing that it would take some time to wear away enough to be as apparent as it was. Knowing its condition, it was nothing but neglect on his part that prevented his having it attended to or at least inking it over himself and making it unnoticeable.

"From experience in hiring and handling large numbers of men for years I have found that generally a man who shows utter neglect of the minor details about his person or his own affairs is almost certain to show that same neglect in discharging his duties for others.

"It was only the other morning that a bright, energetic young fellow came in to apply for a position. Both his appearance and the answers he gave to my questions made a favorable impression on me and I am quite certain I should have given him

the position he sought but for just one such minor detail. He started to sneeze and pulled out his handkerchief to put to his face, and—well, I've yet to see a dirtier appearing one. It wasn't just soiled—that would have been excusable in this city—but it was dirty—black was the only word describing it.

"It wasn't because he could not secure a fresh one. His general appearance belied that. It was simply a case of utter neglect—neglect of several days, for it would have taken fully that long to color the handkerchief he had such a dingy color.

"There are other points just as seemingly insignificant which I take into consideration when passing on applicants for positions with the firm. Ordinarily when examining applicants we give them an application blank to fill in. Printed at the top of the sheet in good clear type is a line requesting that the answers to the questions set forth on the sheet be written in ink.

"Now you would naturally think that a person anxious to secure the position would be overly careful to comply with a request of this sort. Yet you'd be inclined to laugh if it didn't have its serious side as well when application after application is sent back filled out with a pencil.

"No matter what his qualifications are I will not hire a man who neglects to comply with a first request and at the same time such a simple one. I've tried both sides of the question by actual experience here in the office and I have found that in the long run it does not pay.

"If a man wants to kill his chances of employment with me he has simply to show me that he is in the habit of neglecting those seemingly 'little' personal points to do it."

Dean Halliday.

### Don't Diffuse Your Energies.

It has become a trite phrase that this is the age of the specialist, but it is none the less true. It is far better and more profitable for a man to know a few things thoroughly than to know a vast number of things superficially.

There was a time, not so many generations ago, when a man who started out in life to make a career in merchandising—selling goods from behind a counter—was expected to be versatile. If he could sell groceries, dry goods, boots and shoes and hardware with equal facility, knowing in reality comparatively little of any one line, he was considered a good man.

But all this is changed to-day. The best man is the specialist who sticks to one general line and thoroughly masters every detail of that line.

The young man who enters the retail shoe business to-day will find that it is not something that can be mastered over night. He must get experience, and he must learn to profit by his experience. At the same time there are a thousand and one details with which he ought to familiarize himself. The man who is to make a success selling shoes to-day will find that he can not diffuse his energies—he must concentrate them upon the business in hand and strive contin-

ually to do a little bit better to-day than he did the day before.

### Out of Sight.

"Yes," said a traveling man last night. "I was once out of sight of land on the Atlantic Ocean twenty-one days."

There was a small-sized crowd sitting around. Another man spoke up.

"On the Pacific Ocean one time I didn't see land for twenty-nine days," he said.

A little bald-headed man knocked the ashes from his cigar.

"I started across the Kaw River at Topeka in a skiff once," he said, "and was out of sight of land before I reached the other side."

"Aw, come off," said the man who had told the first tale. "The Kaw isn't more than three hundred feet wide at Topeka."

"I didn't say it was," said the little bald-headed man quietly. "The skiff turned over and I sank twice."

### The Shifting Salesman.

Neither advanced age nor mental unfitness nor previous condition of respectability is sufficient to prevent some would-be fresh salesmen from believing that the firm that did not secure their services to travel for them this year made a serious mistake.

The manufacturer and jobber possibly made a mistake, but, anyway, the salesman who didn't get the job he was looking for will escape the humiliation of having failed to make good at the job, and maybe he got a job that he is better qualified to fill and that will suit him better.

Try to have kindly thoughts of people and the kind words will take care of themselves.

The larger the heart the easier it travels the narrow way.

If every traveler who came to Grand Rapids stopped at

## Hotel Livingston

Grand Rapids, Mich.

the outside world would hear pleasant stories about this city's accommodation.

## 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.



**Gripsack Brigade.**

The J. J. Van Zieren Co. has merged its dry goods and clothing business into a stock company under the same style, with an authorized capital stock of \$15,000, all of which has been subscribed, \$2,000 being paid in in cash and \$7,000 in property.

E. E. Stinchcomb, who has been salesman with the Marshall Furnace Co. for the past ten years, has resigned and taken a similar position with the P. D. Beckwith Estate of Dowagiac manufacturer of Round Oak stoves and furnaces.

A St. Johns correspondent writes: F. W. Goodes, who since the first of the year has been traveling salesman for the Rogers, Lunt, Bowlin Co., of Greenfield, Mass., has returned to this city to assume the management of the John Hicks dry goods store.

Walter H. Cornelius, who has been a traveling salesman for the Michigan Fence Co. in Illinois, has resigned his position and accepted a similar one with the Atlas Portland Cement Co. at a considerable increase in salary, with headquarters in Chicago.

Fred Slater has accepted a position as salesman for Parrotte, Beals & Co., wholesale hats, etc., of Chicago, and will first go into the territory of Central Illinois. He has been clerking for some time for Doty & Reed, of St. Johns. Fred will make a good salesman.

An Ishpeming correspondent says: T. E. Ludlow, who has represented Franklin MacVeagh & Co. in the Upper Peninsula for four years past, succeeding the late John Power, will take a position with the Gannon Grocery Co., succeeding the late Will Kinsman. Mr. Ludlow finished up his work with the Chicago concern Saturday. His successor has not yet been announced.

Joseph A. Plank, who has represented the McCaskey Register Co. and the American Case & Register Co. in this city for the past half dozen years, has decided to remove to Detroit, which he will make his headquarters hereafter. From that point he will cover the trade of Michigan, Ohio and Indiana, which comprise his territory for the American Case & Register Co. Mr. Plank is a strong salesman and has made a remarkable record in his particular line.

A Traverse City correspondent writes as follows: B. L. Kelly has resigned his position in the hardware department of the Hannah & Lay Mercantile Co. to accept a position with the Fletcher Hardware Co., of Detroit, as traveling salesman. Mr. Kelly is well known in the city, having been born here and been in the employ of the Mercantile Co. for the past nine years. His territory will cover the country north of Grand Rapids. He will make Traverse City his headquarters the same as before and his many friends wish him the greatest success in his new work.

**The Annual Meeting of Twin City Council.**

Benton Harbor, March 26—The first annual banquet of Twin City Council, No. 451, United Commercial Travelers of America, with the

election of officers, was held to-day and a royal good meeting it was. At 4 o'clock in the afternoon the meeting was called to order, Senior Counselor Fred J. Kiefth presiding. By request the meeting was graced by Grand Counselor A. T. Lincoln sending as a representative from the Grand Council John D. Martin, of Grand Rapids, member of the Grand Executive Committee. The following officers were elected:

Senior Counselor—Arthur A. Banslike.

Junior Counselor—James M. Rose.

Past Counselor—Fred J. Kiefth.

Secretary-Treasurer — Chas. F. Pierce.

Conductor—John W. Charwood.

Page—Burleigh R. Downey.

Sentinel—Victor L. Simon.

Executive Committee—Carlton L. Sykes and W. H. Wanamaker.

A recess was then taken and the entire Council and the invited guests were escorted to the banquet room, where an excellent banquet was served by Caterer Roniger, of the Benton Cafe. John D. Martin acted as toastmaster and most of his introductions brought the speakers to a full realization that they were at a traveling men's banquet and were expected to define themselves and say something. Responses were made by newly-elected Senior Counselor Arthur J. Banslike, Past Senior Counselor Fred C. Lawrence, Secretary-Treasurer Chas. F. Pierce, Past Senior Counselor Fay Pratt, of Petoskey Council, No. 235, Conductor John W. Charwood, John R. Price, Dr. DeSomaskes and Mrs. Chas. R. Pierce. After the banquet a public installation of officers was held and the meeting was duly closed by Senior Counselor Arthur A. Banslike, after which a nice little dance was indulged in, lasting until midnight, and all went home with a longing in their hearts for just such another time.

By the way, lest we forget, Brother Fay Pratt's fine red tie got mixed up in some way with a minstrel show and the Council presented him with another one, and if Fay ever wears it and he meets the other fellow leading the "Angry Bull," in all probability there will be another assessment in the U. C. T.

**The Roller Towel.**

They have cut their whiskers out in Kansas and put colytic shower baths in their houses; they have ceased wearing their boots to bed and have made the public drinking cup a felon, but still their passion for militant bacteriology remains insatiate, remarks the Baltimore Sun. Its latest victim is the roller towel—that drooping but romantic relic of simpler days and braver men. Kansas calls the roller towel pathogenic and sees in its mysterious folds the Garden of Eden of all germs. It is the father and mother, says Kansas, of eczema, ophthalmia and dandruff. It abrades and inoculates the human hide. It spreads pestilences and offends the eye. It is immoral, and, being immoral, Kansas has made it illegal.

A triumph for asepsis, but a Waterloo for romance! Who will

forget the noble uses of the roller towel in other and happier years? It was an essential ornament, an integral part of all ancient inns, taverns and ordinaries; it adorned all old-time printing offices; it was known and loved by judges, juries and learned counsel in country towns. The passing stranger employed it to remove the clay of travel from his boots; it had its regular customers, its loving clients, its devotees. That was before the day of shoeshining parlors, Turkish baths and other such degenerating luxuries. The roller towel served all purifying purposes. It was the one cleansing angel of a frowzy world.

Eugene Field and Bill Nye were full of anecdotes of famous roller towels. Field used to tell of one in a printing office in Chicago which grew so hard with ink and silicates that it gave out a musical note. Nye claimed for one that he loved that it had been used by a printer of his acquaintance to stab a copychopper. Mark Twain, in his happy way, had similar tales to tell.

But enough of all that. The roller towel is done for. Printers now mop their brows with aseptic gauze; even lawyers fear bacteria. In a few years, perhaps, the roller towel will be a rare thing, a curious antique, to be gaped at by loafers and honeymooners in museums. People will speak of it as they speak to-day of the rabbit foot, camomile tea, the pulse-warmer, medicated lingerie, the haircloth sofa, populism and all the other dear things that were but are not.—The Sample Case.

**The Art of Selling Goods.**

Salesmanship has been defined as the art of selling a man something he does not want; and I do not think there is much fault to be found with the definition. It requires no special ability to sell an article to the man who is asking for it; the art comes in when he has not asked for it, when he is simply a cipher whom the salesman has to approach, to attract, to interest, to arouse and finally to make a customer of.

To-day when carpet sweepers are to be seen in shop windows all over the land, one thinks of the time when a smart young salesman stocked the first dozen in a small upper room and sallied forth with one under each arm to sell "sweeping machines" to conservative shopkeepers who did not want them. Neither did the public want them; they discovered, however, that they needed them, and appreciation of this principle lies at the root of success in salesmanship.

It applies all round. We do not want things because we do not realize our need of them. When the need is recognized the battle is all but won. The idea of the older salesmanship was that folks knew what they wanted and would come into the shop and ask for it. The idea of modern salesmanship is that the public must be instructed in their needs and the instruction followed up by scientific persistence.

Buyers admire capable salesmen. A retail iron-monger once said he was

in the market for a certain brand of goods and the traveler happened to walk into his shop, but the fatuity of the traveler's talk made my friend decide not to buy his goods. He had no push, no argument; he was merely a caller, not a salesman.

**Movements of Working Gideons.**

Detroit, March 29—The ninth annual State Gideon convention will be held in Lansing Saturday and Sunday, April 23 and 24. Headquarters will be at Hotel Wentworth.

**Saturday.**

10:00 a. m. At Central M. E. church, executive meeting, camp officers, State officers and others.

1:15 p. m. Song service, led by George S. Webb, of Detroit.

1:30 p. m. Devotional, led by D. W. Johns, Grand Rapids.

1:45 p. m. Business session.

7:30 p. m. Camp fire, M. A. Sheldon, Jr., moderator. Music in charge of C. F. Louthain and Harry Mayer, Grand Rapids; address of welcome by L. Van Der Linder, Lansing; response by Watson R. Smith, Jackson.

8:00 p. m. Fifty Years a Traveling Man, by W. F. Parmalee, Kalamazoo.

8:20 p. m. Reminiscences, experiences and minute talks by several brethren.

**Sunday.**

9:00 a. m. Prayer and Praise service by A. B. T. Moore, National President.

10:30 a. m. Morning worship.

3:00 p. m. Mass meeting at Y. M. C. A., led by Major Jas. H. Cole.

7:30 p. m. Closing service, Gordon Z. Gage, State President, moderator. Aaron B. Gates.

**It Was Very Queer.**

"I had a curious experience not long ago," said a Grand Rapids traveling man. "I was anxious to get into the city to spend Sunday with my family, and had driven across country for seven miles for the purpose of catching a train on the Grand Rapids division of the Lake Shore Railroad. When I arrived at the station I found on looking at the bulletin board that the train was forty minutes late."

"Well, what was queer about that?" he was asked.

"The queer thing about it was that the train was only forty minutes late."

**The Salesman.**

The salesman is the human factor. To many customers he is the house. He is the only part of it they ever see. The sales manager's policies established, his attitude toward customers determined, he must shine upon them by the reflected light of his salesmen.

Therefore he must impress his policies and his personality and his methods upon his salesmen so that they will rightly represent him and use uniform methods in handling customers.

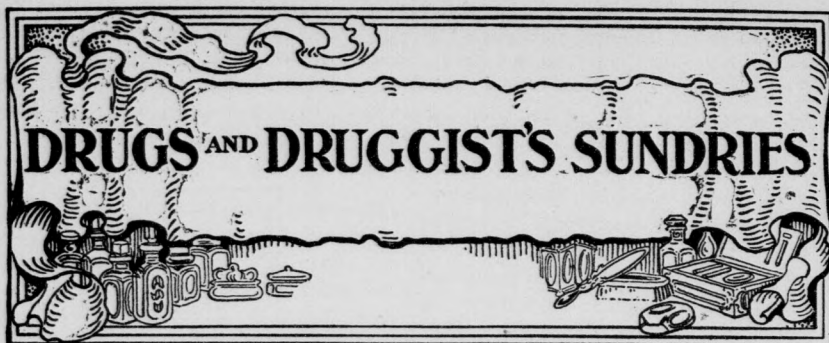
F. J. Selden.

A little act may be larger than a great big aspiration.

Worry is either too late or too soon.

You can not lift where you do not love.





**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.

#### Liquor for Sacramental Purposes in Local Option Counties.

Some druggists doing business in local option counties have been led to conclude that the Dickinson Search and Seizure Law, so-called, prohibits their selling liquors for sacramental purposes. An appeal was recently made by the Tradesman to Attorney General Bird for information on this subject, to which he replies as follows through one of his assistants:

Lansing, March 26—Herewith find copies of opinions given to Rev. F. W. Jerome, of Hillsdale, Michigan, dates September 3 and September 7, 1909, holding that retail druggists in those counties where the local option law has been adopted may sell liquor for sacramental purposes, and also that the use of liquor for sacramental purposes is permitted in such counties.

Under date of September 3, 1909, the following letter was sent to Rev. W. F. Jerome, of Hillsdale:

We are in receipt of your letter of August 31, enquiring whether the Search and Seizure Bill, Act 107 of the Public Acts of 1909, prevents the purchase of liquors for sacramental purposes in local option counties.

In reply thereto will say that Section 1 of this act contains this proviso:

"Provided, however, that the provisions of this section shall not apply to druggists, or registered pharmacists, selling any such liquors under and in compliance with the restrictions and requirements imposed upon them by the general laws of this State and sections 25 and 26 of this act as amended."

Sections 25 and 26 refer to the sale of liquor for medicinal and scientific purposes only. The right of the druggist to sell for sacramental purposes is granted by Section 3 of the General Liquor Law, Act 313 of the Public Acts of 1887. In my judgment

the provisions of the General Liquor Law in this respect are not affected by Act 107, so far as relates to the sale of liquors for sacramental purposes.

Four days later the following supplementary letter was forwarded to the same person:

Further supplementing our letter to you of Sept. 3 and in response to your telephone enquiry as to whether wines can be used for sacramental purposes under the local option law, will say that the local option law expressly recognizes the right of sale of liquors for sacramental purposes as authorized in the General Liquor Law, Section 3. Having thus recognized the right of sale for such purposes, it certainly could not be said that it would be a violation of the law to use liquors for sacramental purposes after they have been sold for that purpose. I am, therefore, of the opinion that it would not be a violation of the local option law to use liquors for sacramental purposes.

#### He Paid the Price With a Smile.

The Observer has a joke to tell on himself. It is a good one, too.

This is how it happened:

The Observer has for years been preaching better prescription prices. He has repeatedly told his pharmaceutical friends that they were making a mistake by charging too little for prescriptions—that they failed to take into account the time consumed in dispensing operations, to say nothing of recompense for professional services. He has argued, too, that many druggists failed to consider the percentage expense of doing business, and for this reason frequently made charges for prescriptions which yielded them nothing at all. He has urged them to brace up, stiffen their backbones, consider themselves professional men when doing professional work, and insist on getting a fair rate of payment for professional services.

Now witness the result:

The other day the Observer was unfortunate enough to get a cinder in his eye. It was a nasty little thing—it embedded itself in the corner so that it could not be removed by ordinary means, and it goaded and lashed the Observer into a state bordering on frenzy.

He was finally compelled to close his desk and hurry off to the office of an oculist. The oculist cocainized the eye and skillfully dug out the offending and burrowing cinder. After that he gave the Observer a prescription reading as follows:

Zinc sulphate ..... 2 grains  
Boric acid ..... 10 grains

Distilled water ..... 1 ounce

The Observer took the prescription and walked into the nearest pharmacy, the proprietor of which he did not happen to know personally. It must be confessed that he was a little bit curious to know just what the charge would be, and while the prescription was being dispensed in the mysterious recesses of the compounding department in the rear of the store he amused himself by wondering whether the pharmacist would have gumption enough to ask a decent price for dispensing so expensive and so complex a prescription.

After about twenty minutes spent in wrestling with the prescription the pharmacist came out from behind his holy of holies, handed over a neat package fastened at the ends with sealing wax and made some passing remark about the pleasure of spending several hours in an oculist's office. The Observer replied in a friendly manner and then asked what the charge would be.

"Fifty cents."

And the pharmacist never turned a hair when he said it, either! Well, this was so good a joke on the Observer, who had been preaching better prescription charges for years, that he couldn't say a word. He paid the price with a smile and walked out.

The Observer is one of those fortunate individuals who can relish a joke on himself quite as keenly as one on the other fellow—even if it costs 50 cents, the price of four good cigars!

But the Observer did not know his chickens would come home to roost. He thought they would have sense enough to pick out the back yards of his neighbors.

The Observer spoke to his wife about it when he got home, but she couldn't see the joke. She said it served him right, and she gave the Observer a lot of advice about—well, the married men among the Observer's readers probably know just what she said.—Bulletin of Pharmacy.

#### Snuffmaking a Big Industry.

The importance of the snuff industry has grown greatly in the last few years, there being now twice the amount manufactured as ten years ago. The Chicago manufactory is but one of many large establishments scattered over the United States. The process of making is carried on behind closed doors. The formulae for the making of the different kinds of snuff are jealously guarded and have been since improvement was made on the methods of the Indians, who used snuff medicinally before the White Man came.

The conditions under which the makers, both men and women, labor seem favorable to health, or at least not unfavorable, although of necessity they must inhale more or less fine dust and absorb into their systems a certain amount of nicotine. The work has not been carried on here long enough to furnish sufficient data to determine, but in New Jersey snuff has been made for over 200 years and people continue to work at it until a ripe old age.

At first the new worker is apt to experience certain unpleasant sensations, exactly such as attack a youngster when he smokes his first cigar, but this nausea soon wears off, and the belief of old men who have worked in tobacco all their days is that a snuff or tobacco factory is the healthiest place in their locality; that tobacco has antiseptic qualities and is a preventive against contagious diseases; that during the last two centuries in this country in towns and cities where contagious diseases have been epidemic those who worked in snuff and tobacco factories have been almost immune. There are many records in Europe dating farther back than our country confirming the belief and experience of the old tobacco and snuff workers that tobacco has valuable medicinal properties.

Only the strongest and richest tobacco can be used in the manufacture of snuff. This grows in that part of the country known as the tobacco belt. The tobacco is carefully selected and is cured for several years—two years at least—in the cask. Snuff may be made of the stems alone or of the leaves alone, or of fanciful mixtures of various tobaccos brought from different countries, to which may be added the leaves of other plants and the flavors desired.

It is not generally known that at least nine out of every ten boxes of snuff sold in this country contain a guarantee that it is absolutely pure. We, of course, know that flavoring extracts are used in the manufacture of snuff and tobacco, but the guarantee also means that the flavoring extracts are pure.

In making this investigation the writer saw tacked up in prominent places about these buildings a notice under the title "Employees' Bounty," to the effect that if any person has been continuously employed for at least one year preceding his or her death, upon proof of death the company will donate to the beneficiary of the deceased the sum of \$500. Enquiry developed the fact that there is no tax nor contribution required of an employee to entitle him to this free life insurance.

Rupert Johns.

#### Methylene Blue Ointment.

Methylene blue ..... 2 gms.  
Water ..... 15 gms.  
Anhydrous wool fat ..... 30 gms.  
Zinc oxide ..... 12 gms.  
Bismuth subnitrate ..... 12 gms.  
Petrolatum ..... 12 gms.

Dissolve the methylene blue in the water and incorporate the solution with the wool fat. Rub in the salts and finally add the petrolatum.

#### Laundry Blue.

Indigo ..... 1 gm.  
Sulphuric acid ..... 4 gms.  
Water ..... 16 gms.  
Sodium chloride ..... 4 gms.  
Dextrin ..... 2 gms.

Dissolve the indigo in the acid and add slowly to the water; when cool filter; add the salt and the dextrin, mixing well; let stand for three days and drain off the surplus liquid.

Many present problems are past follies getting ripe.



## WHOLESALE DRUG PRICE CURRENT

|                     |           |                       |           |                    |      |                              |           |                             |              |                        |            |
|---------------------|-----------|-----------------------|-----------|--------------------|------|------------------------------|-----------|-----------------------------|--------------|------------------------|------------|
| <b>Acidum</b>       |           | Copaiba               | 1 75@1 85 | Scilla             | @ 50 | Lupulin                      | @ 40      | Rubia Tinctorum             | 12@ 14       | Vanilla                | 9 00@10 00 |
| Aceticum            | 6@ 8      | Cubebae               | 3 20@3 40 | Scilla Co.         | @ 50 | Lycopodium                   | 70@ 75    | Saccharum La's              | 18@ 20       | Zinci Sulph            | 7@ 10      |
| Benzolcum, Ger.     | @ 12      | Erigeron              | 2 35@2 50 | Tolutan            | @ 50 | Macis                        | 65@ 70    | Salacin                     | 4 50@4 75    | <b>Oils</b>            |            |
| Carbolicum          | 16@ 20    | Evethithos            | 1 00@1 10 | Prunus virg        | @ 50 | Magnesia, Sulph.             | 3@ 5      | Sanguis Drac's              | 40@ 50       | Lard, extra            | bbl. gal.  |
| Citricum            | 42@ 46    | Gaultheria            | 4 80@5 00 | Zingiber           | @ 50 | Magnesia, Sulph. bbl         | @ 15      | Sapo, G                     | @ 15         | Lard, No. 1            | 35@ 90     |
| Hydrochlor          | 3@ 5      | Geranium              | oz 75     | <b>Tinctures</b>   |      | Mannia S. F.                 | 75@ 85    | Sapo, M                     | 10@ 12       | Linseed, pure raw      | 80@ 85     |
| Nitrocum            | 8@ 10     | Gossippi Sem gal      | 70@ 75    | Aloes              | 60   | Menthol                      | 3 15@3 35 | Sapo, W                     | 13 1/2@ 16   | Linseed, boiled        | 81@ 86     |
| Oxalicum            | 14@ 15    | Hedeoma               | 2 50@2 75 | Aloes & Myrrh.     | 60   | Morphia, SP&W                | 3 55@3 80 | Seidlitz Mixture            | 20@ 22       | Neat's-foot, w str     | 65@ 70     |
| Phosphoricum, dil.  | @ 15      | Junipera              | 40@1 20   | Anconitum Nap'sF   | 50   | Morphia, SNYQ                | 3 55@3 80 | Sinapis                     | @ 18         | Turpentine, bbl.       | 66 1/2     |
| Salicylicum         | 44@ 47    | Lavendula             | 90@3 60   | Anconitum Nap'sR   | 60   | Morphia, Mal.                | 3 55@3 80 | Sinapis, opt.               | @ 30         | Turpentine, less       | 67         |
| Sulphuricum         | 1 1/4@ 5  | Limon                 | 1 15@1 25 | Arnica             | 50   | Moschus Canton               | @ 40      | Snuff, Maccaboy.            | @ 51         | Whale, winter          | 70@ 76     |
| Tannicum            | 75@ 85    | Mentha Piper          | 2 25@2 50 | Aloes & Myrrh.     | 60   | Myristica, No. 1             | 25@ 40    | De Voes                     | @ 51         | <b>Paints</b>          |            |
| Tartaricum          | 38@ 40    | Mentha Verid          | 2 75@3 00 | Anconitum Nap'sF   | 50   | Nux Vomica po 15             | @ 10      | Snuff, S'h DeVos            | @ 51         | Green, Paris           | bbl. l.    |
| <b>Ammonia</b>      |           | Morruhae, gal.        | 2 00@2 50 | Anconitum Nap'sR   | 60   | Os Sepia                     | 35@ 40    | Soda, Boras                 | 5 1/2@ 10    | Green, Peninsular      | 13@ 16     |
| Aqua, 18 deg.       | 4@ 6      | Myrtica               | 3 00@3 50 | Asafoetida         | 50   | Pepsin Saac, H &             | @ 1 00    | Soda et Pot's Tart          | 25@ 28       | Lead, red              | 7 1/2@ 8   |
| Aqua, 20 deg.       | 6@ 8      | Olive                 | 1 00@3 00 | Atrope Belladonna  | 60   | P D Co. doz.                 | @ 1 00    | Soda, Carb                  | 1 1/2@ 2     | Lead, white            | 7 1/2@ 8   |
| Carbonas            | 13@ 15    | Picis Liquida         | 16@ 12    | Aurant Cortex      | 50   | Picis Liq N N 1/2            | @ 2 00    | Soda, Bi-Carb               | 3@ 5         | Ochre, yel Ber 1 1/2   | 2 @ 4      |
| Chloridum           | 12@ 14    | Picis Liquida gal.    | @ 40      | Barosma            | 50   | Picis Liq qts                | @ 1 00    | Soda, Ash                   | 3 1/2@ 5     | Ochre, yel Mars 1 1/2  | 2 @ 4      |
| <b>Aniline</b>      |           | Picis Liquida gal.    | @ 40      | Benzoin            | 60   | Picis Liq pints              | @ 60      | Soda, Sulphas               | @ 2          | Putty, comm'l 2 1/2    | 2 1/2 @ 3  |
| Black               | 2 00@2 25 | Ricina                | 94@1 00   | Benzoin Co.        | 50   | Pil Hydrarg po 80            | @ 60      | Spts. Cologne               | @ 2 60       | Putty, strict pr 2 1/2 | 2 1/2 @ 3  |
| Brown               | 80@1 00   | Rosae oz.             | 6 50@7 00 | Cantharides        | 75   | Piper Alba po 35             | @ 30      | Spts. Ether Co.             | 50@ 55       | Red Venetian 1 1/2     | 2 @ 3      |
| Red                 | 45@ 50    | Rosmarini             | @ 1 00    | Capsicum           | 50   | Piper Nigra po 22            | @ 13      | Spts. Myria                 | @ 2 50       | Shaker Prep'd          | 1 25@1 35  |
| Yellow              | 2 50@3 00 | Sabina                | 90@1 00   | Cardamon           | 75   | Pix Burgum                   | @ 3       | Spts. Vi'l Rect 1/2 b       | @            | Vermillion, Eng.       | 75@ 80     |
| <b>Bacca</b>        |           | Santal                | @ 4 50    | Cardamon Co.       | 75   | Pulmbi Acet                  | 12@ 15    | Spts. Vi'l Rect 1/2 b       | @            | Vermillion Prime       |            |
| Cubebae 5           | 45@ 50    | Sassafras             | 85@ 90    | Cassia Acutifol    | 50   | Pulvis Ip'cet Opil 1 30@1 50 | @ 15      | Spts. Vi'l R't 10 gl        | @            | American               | 13@ 15     |
| Juniperus           | 10@ 12    | Sinapis, ess. oz.     | @ 65      | Cassia Acutifol Co | 50   | Pyrethrum, bxs. H            | @ 75      | Spts. Vi'l R't 5 gl         | @            | Whiting Gilders'       | @ 95       |
| Xanthoxylum         | 1 25@1 50 | Succini               | 40@ 45    | Castor             | 1 00 | Pyrethrum, pv.               | 20@ 25    | Strychnia, Crys'l 1 10@1 30 | @ 30         | Whit'g Paris Am'r      | @ 1 25     |
| <b>Balsamum</b>     |           | Thyme                 | 40@ 50    | Catechu            | 50   | Quassia                      | 8@ 10     | Sulphur Subl                | 2 1/2@ 3 1/2 | Whit'g Paris Eng.      | @ 1 40     |
| Copaiba             | 65@ 75    | Thyme, opt.           | @ 1 60    | Cinchona           | 50   | Quina, N. Y.                 | 17@ 27    | Sulphur, Roll               | 2 1/2@ 3 1/2 | Whit'g Paris Eng.      | @ 1 40     |
| Peru                | 1 90@2 00 | Theobromas            | 15@ 20    | Cinchona Co.       | 50   | Quina, S. Ger.               | 17@ 27    | Tambrinds                   | 8@ 10        | Varnishes              |            |
| Terabin, Canada     | 78@ 80    | Tigllil               | 90@1 00   | Columbia           | 50   | Quina, S P & W               | 17@ 27    | Tarabenth Venice            | 28@ 30       | Extra Turp             | 1 60@1 70  |
| Tolutan             | 40@ 45    | <b>Potassium</b>      |           | Cubebae            | 50   | <b>Miscellaneous</b>         |           | Thebrromae                  | 40@ 45       | No. 1 Turp. Coach      | 1 10@1 20  |
| <b>Cortex</b>       |           | Bi-Carb               | 15@ 18    | Digitalis          | 50   | Aether, Spts Nit 3f 30@      | 35        |                             |              |                        |            |
| Abies, Canadian     | 18        | Richromate            | 13@ 15    | Ergot              | 50   | Aether, Spts Nit 4f 34@      | 38        |                             |              |                        |            |
| Cassiae             | 20        | Rubride               | 25@ 30    | Ferri Chloridum    | 35   | Alumen, grd po 7             | 3@ 4      |                             |              |                        |            |
| Cinchona Flava      | 18        | Carb                  | 12@ 15    | Gentian            | 50   | Annatto                      | 40@ 50    |                             |              |                        |            |
| Buonymus atro.      | 60        | Chlorate po.          | 12@ 14    | Gentian Co.        | 50   | Antimoni, po                 | 4@ 5      |                             |              |                        |            |
| Myrica Cerifera     | 20        | Cyanide               | 30@ 40    | Guaiaca            | 50   | Antimoni et po T             | 40@ 50    |                             |              |                        |            |
| Prunus Virgini.     | 15        | Iodide                | 3 00@3 10 | Guaiaca ammon      | 50   | Antifebrin                   | @ 20      |                             |              |                        |            |
| Quillaja, gr'd.     | 15        | Iodide, colorless     | 75        | Hyoscyamus         | 50   | Antipyrin                    | @ 25      |                             |              |                        |            |
| Sassafras, po 25.   | 24        | Kino                  | 50        | Iodine             | 75   | Argenti Nitras oz            | @ 62      |                             |              |                        |            |
| Ulmus               | 20        | Kino, Lobelia         | 50        | Iodine, colorless  | 75   | Arsenicum                    | 10@ 12    |                             |              |                        |            |
| <b>Extractum</b>    |           | Potassa, Bitart pr    | 30@ 32    | Iodine, colorless  | 75   | Balm Gilead buds             | 60@ 65    |                             |              |                        |            |
| Glycyrrhiza, Gla.   | 24@ 30    | Potass Nitras opt     | 7@ 10     | Iodine, colorless  | 75   | Bismuth S N                  | 1 90@2 00 |                             |              |                        |            |
| Glycyrrhiza, po.    | 28@ 30    | Potass Nitras         | 6@ 8      | Iodine, colorless  | 75   | Calcium Chlor, is            | @ 9       |                             |              |                        |            |
| Haematox            | 11@ 12    | Prussiate             | 23@ 26    | Iodine, colorless  | 75   | Calcium Chlor, 1/2s          | @ 10      |                             |              |                        |            |
| Haematox, is        | 13@ 14    | Sulphate po           | 15@ 18    | Iodine, colorless  | 75   | Calcium Chlor, 1/4s          | @ 12      |                             |              |                        |            |
| Haematox, 1/2s      | 14@ 15    | <b>Radix</b>          |           | Iodine, colorless  | 75   | Cantharides, Rus.            | @ 90      |                             |              |                        |            |
| Haematox, 1/4s      | 16@ 17    | Aconitum              | 20@ 25    | Iodine, colorless  | 75   | Capsici Fruc's af            | @ 22      |                             |              |                        |            |
| <b>Ferru</b>        |           | Althae                | 30@ 35    | Iodine, colorless  | 75   | Capsici Fruc's po            | @ 15      |                             |              |                        |            |
| Carbonate Precip.   | 15        | Anchusa               | 10@ 12    | Iodine, colorless  | 75   | Cap'i Fruc's B po            | @ 15      |                             |              |                        |            |
| Citrate and Quina   | 2 00      | Arum po               | @ 25      | Iodine, colorless  | 75   | Carmine, No. 40              | @ 4 25    |                             |              |                        |            |
| Citrate Soluble.    | 55        | Calamus               | 20@ 40    | Iodine, colorless  | 75   | Carphyllus                   | 20@ 22    |                             |              |                        |            |
| Ferrocyanidum S     | 40        | Gentiana po 15.       | 12@ 15    | Iodine, colorless  | 75   | Cassia ructus                | @ 35      |                             |              |                        |            |
| Solut. Chloride     | 15        | Glycyrrhiza pv 15     | 16@ 18    | Iodine, colorless  | 75   | Cateaceum                    | @ 35      |                             |              |                        |            |
| Sulphate, com'l     | 2         | Hellebore, Alba       | 12@ 15    | Iodine, colorless  | 75   | Centraria                    | @ 10      |                             |              |                        |            |
| Sulphate, com'l, by | 70        | Hydrastis, Canada     | @ 2 50    | Iodine, colorless  | 75   | Cera Alba                    | 50@ 55    |                             |              |                        |            |
| bbl. per cwt.       | 7         | Hydrastis, Can. po    | @ 2 60    | Iodine, colorless  | 75   | Cera Flava                   | 40@ 42    |                             |              |                        |            |
| Sulphate, pure      | 7         | Inula, po             | 18@ 22    | Iodine, colorless  | 75   | Crocus                       | 45@ 50    |                             |              |                        |            |
| <b>Flora</b>        |           | Ipecac, po            | 2 00@2 10 | Iodine, colorless  | 75   | Chloroform                   | 34@ 54    |                             |              |                        |            |
| Arnica              | 20@ 25    | Iris plox             | 35@ 40    | Iodine, colorless  | 75   | Chloral Hyd Crss 1           | 15@1 40   |                             |              |                        |            |
| Anthemis            | 50@ 60    | Jalapa, pr.           | 65@ 70    | Iodine, colorless  | 75   | Chloro'm Squibbs             | @ 90      |                             |              |                        |            |
| Matricaria          | 30@ 35    | Maranta, 1/4s         | @ 35      | Iodine, colorless  | 75   | Diptheris                    | 20@ 25    |                             |              |                        |            |
| <b>Folia</b>        |           | Podophyllum po        | 15@ 18    | Iodine, colorless  | 75   | Cinchonid'e Germ             | 38@ 48    |                             |              |                        |            |
| Barosma             | 75@ 80    | Rhei                  | 75@1 00   | Iodine, colorless  | 75   | Cinchonidine P-W             | 38@ 48    |                             |              |                        |            |
| Cassia Acutifol.    | 15@ 20    | Rhei, cut             | 1 00@1 25 | Iodine, colorless  | 75   | Cocaine                      | 2 80@3 00 |                             |              |                        |            |
| Cassia, Acutifol    | 25@ 30    | Rhei, pv.             | 75@1 00   | Iodine, colorless  | 75   | Corks list, less 75%         | @ 45      |                             |              |                        |            |
| Salvia officinalis, | 18@ 20    | Sanguinari po 18      | @ 15      | Iodine, colorless  | 75   | Creosotum                    | @ 25      |                             |              |                        |            |
| 1/4s and 1/2s       | 8@ 13     | Scilla, po 45         | 20@ 25    | Iodine, colorless  | 75   | Creta ... bbl. 75            | @ 2       |                             |              |                        |            |
| Uva Ursi            | 8@ 13     | Senega                | 85@ 90    | Iodine, colorless  | 75   | Creta, prep.                 | @ 11      |                             |              |                        |            |
| <b>Gummi</b>        |           | Serpentaria           | 50@ 55    | Iodine, colorless  | 75   | Creta, precip.               | 9@ 11     |                             |              |                        |            |
| Acacia, 1st pkd.    | @ 65      | Smilax, M             | @ 25      | Iodine, colorless  | 75   | Creta, Rubra                 | @ 8       |                             |              |                        |            |
| Acacia, 2nd pkd.    | @ 45      | Smilax, off's H.      | @ 48      | Iodine, colorless  | 75   | Cudbear                      | @ 24      |                             |              |                        |            |
| Acacia, 3rd pkd.    | @ 35      | Spigella              | 45@1 50   | Iodine, colorless  | 75   | Cupri Sulph                  | 3@ 10     |                             |              |                        |            |
| Acacia, sifted sts. | @ 18      | Symplocarpus          | @ 25      | Iodine, colorless  | 75   | Dextrine                     | 7@ 10     |                             |              |                        |            |
| Acacia, po          | 45@ 65    | Valeriana Eng.        | @ 25      | Iodine, colorless  | 75   | Emery, all Nos.              | @ 8       |                             |              |                        |            |
| Aloe, Barb          | 22@ 25    | Valeriana, Ger.       | 15@ 20    | Iodine, colorless  | 75   | Emery, po                    | @ 6       |                             |              |                        |            |
| Aloe, Cape          | @ 25      | Zingiber a            | 12@ 16    | Iodine, colorless  | 75   | Ergota ... po 65             | 60@ 65    |                             |              |                        |            |
| Aloe, Socotri       | @ 45      | Zingiber j            | 25@ 28    | Iodine, colorless  | 75   | Ether Sulph                  | 35@ 40    |                             |              |                        |            |
| Ammoniac            | 55@ 60    | <b>Semen</b>          |           | Iodine, colorless  | 75   | Flake White                  | 12@ 15    |                             |              |                        |            |
| Asafoetida          | 85@ 90    | Anisum po 20          | @ 16      | Iodine, colorless  | 75   | Galla                        | @ 30      |                             |              |                        |            |
| Benzoinum           | 50@ 55    | Apium (gravel's)      | 13@ 15    | Iodine, colorless  | 75   | Gambler                      | 3@ 9      |                             |              |                        |            |
| Catechu, is         | @ 13      | Bfrd, is              | 4@ 6      | Iodine, colorless  | 75   | Gelatin, Cooper              | @ 60      |                             |              |                        |            |
| Catechu, 1/2s       | @ 14      | Cannabis Sativa       | 7@ 8      | Iodine, colorless  | 75   | Gelatin, French              | 35@ 60    |                             |              |                        |            |
| Catechu, 1/4s       | @ 16      | Cardamon              | 70@ 90    | Iodine, colorless  | 75   | Glassware, fit boo 75%       | @ 13      |                             |              |                        |            |
| Camphorae           | 60@ 65    | Carul po 15           | 12@ 15    | Iodine, colorless  | 75   | Glue, brown                  | 11@ 13    |                             |              |                        |            |
| Euphorbium          | @ 40      | Chenopodium           | 25@ 30    | Iodine, colorless  | 75   | Glue, white                  | 15@ 25    |                             |              |                        |            |
| Galbanum            | @ 1 00    | Coriandrum            | 12@ 14    | Iodine, colorless  | 75   | Glycerina                    | 23@ 30    |                             |              |                        |            |
| Gamboge ... po. 1   | 25@1 35   | Cydonium              | 75@1 00   | Iodine, colorless  | 75   | Grana Paradisi               | @ 25      |                             |              |                        |            |
| Gauclacum po 35     | @ 35      | Dipterix Odorate      | 2 50@2 75 | Iodine, colorless  | 75   | Humulus                      | 35@ 60    |                             |              |                        |            |
| Kino ... po 45c     | @ 45      | Foeniculum            | @ 30      | Iodine, colorless  | 75   | Hydrarg Ammoli               | @ 1 15    |                             |              |                        |            |
| Mastic              | @ 75      | Foenugreek, po.       | 7@ 9      | Iodine, colorless  | 75   | Hydrarg Ch. Mt               | @ 90      |                             |              |                        |            |
| Myrrh ... po 50     | @ 45      | Lini                  | 6@ 8      | Iodine, colorless  | 75   | Hydrarg Ch. Cor              | @ 90      |                             |              |                        |            |
| Opium               | 6 00@6 10 | Lini, grd. bbl. 5 1/2 | 6@ 8      | Iodine, colorless  | 75   | Hydrarg Ox Ru'm              | @ 1 00    |                             |              |                        |            |
| Shellac             | 45@ 55    | Lobelia               | 75@ 80    | Iodine, colorless  | 75   | Hydrarg Ungue'm              | 50@ 60    |                             |              |                        |            |
| Shellac, bleached   | 60@ 65    | Pharlaris Cana'n      | 9@ 10     | Iodine, colorless  | 75   | Hydrarg Ungue'm              | @ 85      |                             |              |                        |            |
| Tragacanth          | 70@1 00   | Rapa                  | 5@ 6      | Iodine, colorless  | 75   | Ichthyobolla, Am.            | 90@1 00   |                             |              |                        |            |
| <b>Herba</b>        |           | Sinapis Alba          | 8@ 10     | Iodine, colorless  | 75   | Indigo                       | 75@1 00   |                             |              |                        |            |
| Absinthium          | 7 00@7 50 | Sinapis Nigra         | 9@ 10     | Iodine, colorless  | 75   | Iodine, Resubi               | 4 00@4 10 |                             |              |                        |            |
| Eupatorium oz pk    | 20        | <b>Spiritus</b>       |           | Iodine, colorless  | 75   | Iodoform                     | 3 90@4 00 |                             |              |                        |            |



## 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

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## 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 |
| Bagle     | 5 |
| Frank's   | 7 |
| Schener's | 6 |

## CHOCOLATE

|                      |    |
|----------------------|----|
| Walter Baker & Co.'s | 22 |
| German Sweet         | 31 |
| Premium              | 31 |
| Caracas              | 31 |
| Walter M. Lowney Co  | 30 |
| Premium, 1/2         | 30 |
| Premium, 1/4         | 30 |

## CIDER, SWEET

|                           |      |
|---------------------------|------|
| Regular barrel 50 gals    | 7 50 |
| Trade barrel, 28 gals     | 4 50 |
| 1/2 Trade barrel, 14 gals | 2 75 |
| Boiled, per gal           | 50   |
| Hard, per gal             | 20   |

## COCOA

|                 |    |
|-----------------|----|
| Baker's         | 37 |
| Cleveland       | 41 |
| Colonial, 1/2   | 35 |
| Colonial, 1/4   | 42 |
| Eppe            | 45 |
| Huyler          | 45 |
| Lowney, 1/2     | 36 |
| Lowney, 1/4     | 36 |
| Lowney, 1/8     | 36 |
| Van Houten, 1/2 | 20 |
| Van Houten, 1/4 | 20 |
| Van Houten, 1/8 | 20 |
| Webb            | 33 |
| Wilbur, 1/2     | 33 |
| Wilbur, 1/4     | 32 |

## COCOANUT

|                    |        |
|--------------------|--------|
| Dunham's 1/2 & 1/4 | 26 1/2 |
| Dunham's 1/4       | 28     |
| Bulk               | 11     |

## COFFEE

|        |           |
|--------|-----------|
| Common | 10@13 1/2 |
| Fair   | 14 1/2    |
| Choice | 16 1/2    |
| Fancy  | 20        |

## SANTOS

|        |           |
|--------|-----------|
| Common | 12@13 1/2 |
| Fair   | 14 1/2    |
| Choice | 16 1/2    |
| Fancy  | 19        |

## MARACALBO

|        |        |
|--------|--------|
| Fair   | 16     |
| Choice | 19     |
| Choice | 16 1/2 |
| Fancy  | 19     |

## GUATEMALA

|               |    |
|---------------|----|
| Choice        | 15 |
| African       | 12 |
| Fancy African | 17 |
| O. G.         | 25 |
| P. G.         | 31 |

## MOCHA

|                |       |
|----------------|-------|
| Arabian        | 21    |
| Package        | 15 25 |
| New York Basis | 15 25 |
| Arbuckle       | 13 75 |
| Dillworth      | 15 00 |
| Jersey         | 14 75 |
| 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 | 1 00 |
| Brand                    | 50   |
| Butter                   | 7    |
| N. B. C. Square          | 7    |
| Seymour, Round           | 7    |
| Soda                     | 7    |
| Select                   | 9    |
| Saratoga Flakes          | 13   |
| Zephyrette               | 13   |

## OYSTER

|                |       |
|----------------|-------|
| N. B. C. Round | 7     |
| Gem            | 7     |
| Faust          | 8 1/2 |
| Raisin Gems    | 11    |

## SWEET GOODS

|                        |    |
|------------------------|----|
| Animals                | 10 |
| Atlantic               | 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              | 16 |
| Coffee Cake            | 10 |
| Coffee Cake, Iced      | 11 |
| Cocoanut Taffy Bar     | 12 |
| Cocoanut Bar           | 10 |
| Cocoanut Drops         | 12 |

|                               |        |
|-------------------------------|--------|
| Cocoanut Honey Cake           | 12     |
| Cocoanut Hon. Fingers         | 12     |
| Cocoanut Hon. Jumbles         | 12     |
| Cocoanut Macaroons            | 18     |
| Current Cookies Iced          | 11     |
| Dinner Biscuit                | 25     |
| Dixie Sugar Cookie            | 9      |
| Family Cookie                 | 9      |
| Fig Cake Assorted             | 12     |
| Fig Newtons                   | 12     |
| Floral Cake                   | 12 1/2 |
| 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                   | 9      |
| Ginger Gems, Iced             | 9      |
| Graham Crackers               | 8      |
| Ginger Nuts                   | 10     |
| Ginger Snaps Family           | 8      |
| Ginger Snaps N. B. C.         | 7 1/2  |
| Ginger Snaps N. B. C.         | 7 1/2  |
| Square                        | 8      |
| Hippourome Bar                | 10     |
| Honey Block Cake              | 14     |
| Honey Cake, N. B. C.          | 12     |
| Honey Fingers, As. Ice        | 12     |
| Honey Jumbles, Iced           | 12     |
| Honey Flakes                  | 12 1/2 |
| 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     |
| Laddie                        | 9      |
| Lemon Gems                    | 10     |
| Lemon Biscuit Square          | 8      |
| Lemon Fruit Square            | 12 1/2 |
| Lemon Wafer                   | 17     |
| Lemona                        | 9      |
| Mary Ann                      | 9      |
| Marshmallow Walnuts           | 16     |
| Molasses Cakes                | 8      |
| Molasses Cakes, Iced          | 9      |
| Molasses Fruit Cookies        | 11     |
| Mottled Square                | 10     |
| Nabob Jumbles                 | 14     |
| Oatmeal Crackers              | 8      |
| Orange Gems                   | 9      |
| Penny Assorted                | 9      |
| Peanut Gems                   | 9      |
| Pretzels, Hand Md.            | 9      |
| Pretzettes, Hand Md.          | 9      |
| Pretzettes, 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     |
| Superna                       | 8      |
| Sponge Lady Fingers           | 25     |
| Sugar Crimp                   | 9      |
| Vanilla Wafers                | 17     |
| Victors                       | 12     |
| Waverly                       | 10     |

## IN-ER SEAL GOODS

|                        |      |
|------------------------|------|
| Albert Biscuit         | 1 00 |
| Animals                | 1 00 |
| Arrowroot Biscuit      | 1 00 |
| Baronet Biscuit        | 1 00 |
| Bremner's Butter       | 1 00 |
| 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 |
| Frotana                | 1 00 |
| Ginger Snaps, N. B. C. | 1 00 |
| Graham Crackers, Red   | 1 00 |
| Label                  | 1 00 |
| Lemon Snaps            | 50   |
| Marshmallow Dainties   | 1 00 |
| Oatmeal Crackers       | 1 00 |
| Old Time Sugar Cook    | 1 00 |
| Oval Salt Biscuit      | 1 00 |
| Oysterettes            | 50   |
| Peanut Wafers          | 1 00 |
| Pretzettes, Hd. Md.    | 1 00 |
| Royal Toast            | 1 00 |
| Saltine Biscuit        | 1 00 |
| Saratoga Flakes        | 1 50 |
| Social Tea Biscuit     | 1 00 |
| Soda Craks, N. B. C.   | 1 00 |
| Soda Crackers, Select  | 1 00 |
| S S Butter Crackers    | 1 50 |
| Sultana Fruit Biscuit  | 1 50 |
| Uneda Biscuit          | 50   |
| Uneda Jinjer Wayer     | 1 00 |
| Uneda Lunch Biscuit    | 50   |
| Vanilla Wafers         | 1 00 |
| Water Thin Biscuit     | 1 00 |
| Zu Zu Ginger Snaps     | 50   |
| Zwieback               | 1 00 |

## PER DOZ.

|                  |      |
|------------------|------|
| Festino          | 2 50 |
| Nabisco, 25c     | 2 50 |
| Nabisco, 10c     | 1 00 |
| Champagne Wafer  | 2 50 |
| Chocolate Tokens | 2 50 |
| Per tin in bulk  | 2 50 |
| Sorbetto         | 1 00 |
| Nabisco          | 1 75 |

## FESTINO

|                       |      |
|-----------------------|------|
| Bent's Water Crackers | 1 40 |
|-----------------------|------|

## CREAM TARTAR

|                  |    |
|------------------|----|
| Barrels or drums | 33 |
| Boxes            | 34 |
| Square cans      | 36 |
| Fancy caddies    | 41 |

## DRIED FRUIT

|                  |         |
|------------------|---------|
| Sundried         | 2 9     |
| Evaporated       | 2 9 1/2 |
| California       | 10@12   |
| Citron           | 15      |
| Coriscan         | 15      |
| Currents         | 8       |
| Imp'd 1 lb. pkg. | 8       |
| Imported bulk    | 7 1/2   |

## LEMON AMERICAN

|                          |       |
|--------------------------|-------|
| Lemon American           | 13    |
| Orange American          | 13    |
| Raisins                  | 1 75  |
| Cluster, 5 crown         | 1 75  |
| Loose Muscatels 2 cr.    | 5 1/2 |
| Loose Muscatels 4 cr.    | 6 1/2 |
| L. M. Seeded 1 lb. 6 1/2 | 7     |

## CALIFORNIA PRUNES

|                          |       |
|--------------------------|-------|
| 100-125 2 1/2 lb. boxes  | 4     |
| 90-100 2 1/2 lb. boxes   | 4 1/2 |
| 80-90 2 1/2 lb. boxes    | 5     |
| 70-80 2 1/2 lb. boxes    | 6     |
| 60-70 2 1/2 lb. boxes    | 6 1/2 |
| 50-60 2 1/2 lb. boxes    | 7     |
| 40-50 2 1/2 lb. boxes    | 7 1/2 |
| 30-40 2 1/2 lb. boxes    | 8 1/2 |
| 1/2 less in 50 lb. cases |       |

## FARINACEOUS GOODS

|                          |       |
|--------------------------|-------|
| Dried Lima               | 5 1/2 |
| Med. Hand Pk'd           | 2 50  |
| Brown Holland            | 2 90  |
| Farina                   | 1 50  |
| 24 1 lb. packages        | 1 50  |
| Bulk, per 100 lbs.       | 5 50  |
| Hominy                   | 1 00  |
| Flake, 50 lb. sack       | 1 00  |
| Pearl, 100 lb. sack      | 2 45  |
| Pearl, 200 lb. sack      | 4 80  |
| Maccaroni and Vermicelli | 1 00  |
| Domestic, 10 lb. box     | 60    |
| Imported, 25 lb. box     | 50    |



|   |  |   |   |   |    |
|---|--|---|---|---|----|
| 6   | 7  | 8   | 9   | 10  | 11 |
| <b>Kansas Hard Wheat Flour</b><br>Judson Grocer Co.<br>Fanchon, 1/2s cloth 6 50<br>Lemon & Wheeler Co.<br>White Star, 1/2s cloth 5 90<br>White Star, 1/2s cloth 5 80<br>White Star, 1/2s cloth 5 70<br><b>Grand Rapids Grain &amp; Milling Co. Brands</b><br>Purity, Patent 5 70<br>Wizard, Flour 5 60<br>Wizard, Graham 5 60<br>Wizard, Corn Meal 4 00<br>Wizard, Buckwheat 4 00<br>Rye 4 00<br><b>Spring Wheat Flour</b><br>Roy Baker's Brand<br>Golden Horn, family 5 95<br>Golden Horn, bakers 5 85<br>Duluth Imperial 6 00<br>Wisconsin Rye 4 55<br>Judson Grocer Co.'s Brand<br>Ceresota, 1/2s 6 60<br>Ceresota, 1/2s 6 50<br>Ceresota, 1/2s 6 40<br><b>Lemon &amp; Wheeler's Brand</b><br>Wingold, 1/2s 6 40<br>Wingold, 1/2s 6 30<br>Wingold, 1/2s 6 20<br><b>Worden Grocer Co.'s Brand</b><br>Laurel, 1/2s cloth 6 35<br>Laurel, 1/2s cloth 6 25<br>Laurel, 1/2s cloth 6 15<br>Laurel, 1/2s cloth 6 05<br><b>Voigt Milling Co.'s Brand</b><br>Voigt's Crescent 6 00<br>Voigt's Flouring (whole wheat flour) 6 00<br>Voigt's Hygienic 5 40<br>Graham 5 40<br>Voigt's Royal 6 40<br><b>Wykes &amp; Co.</b><br>Sleepy Eye, 1/2s cloth 6 20<br>Sleepy Eye, 1/2s cloth 6 10<br>Sleepy Eye, 1/2s cloth 6 00<br>Sleepy Eye, 1/2s paper 6 00<br>Sleepy Eye, 1/2s paper 6 00<br><b>Meal</b><br>Bolted 3 90<br>Golden Granulated 4 00<br>St. Car Feed screened 28 50<br>No. 1 Corn and Oats 28 50<br>Corn, cracked 28 50<br>Corn Meal, coarse 28 50<br>Winter Wheat Bran 24 00<br>Middlings 26 00<br>Buffalo Gluten Feed 33 00<br><b>Dairy Feeds</b><br>Wykes & Co.<br>O P Linseed Meal 40 00<br>O P Laxo-Cake-Meal 37 00<br>Cottonseed Meal 35 00<br>Gluten Feed 31 50<br>Brewers' Grains 28 00<br>Hammond Dairy Feed 25 00<br>Alfalfa Meal 25 00<br><b>Oats</b><br>Michigan carlots 49<br>Less than carlots 52<br><b>Corn</b><br>Carlots 62<br>Less than carlots 65<br><b>Hay</b><br>Carlots 17<br>Less than carlots 18<br><b>HERBS</b><br>Sage 15<br>Hops 15<br>Laurel Leaves 15<br>Senna Leaves 25<br><b>HORSE RADISH</b><br>Per doz. 90<br><b>JELLY</b><br>5lb pails, per doz. 2 25<br>15lb. pails, per pail 55<br>30lb. pails, per pail 98<br><b>MAPLEINE</b><br>2 oz. bottles, per doz 3 00<br><b>MATCHES</b><br>C. D. Crittenden Co.<br>Noiseless Tip 4 50 @ 4 75<br><b>MOLASSES</b><br>New Orleans<br>Fancy Open Kettle 40<br>Choice 35<br>Good 22<br>Fair 20<br>Half barrels 2c extra<br><b>MINCE MEAT</b><br>Per case 2 90<br><b>MUSTARD</b><br>1/4 lb. 6 lb. box 18<br><b>OLIVES</b><br>Bulk, 1 gal. kegs 1 10 @ 1 20<br>Bulk, 2 gal. kegs 1 00 @ 1 10<br>Bulk, 5 gal. kegs 95 @ 1 05<br>Manzanilla, 3 oz. 75<br>Queen, pints 2 50<br>Queen, 19 oz. 4 50<br>Queen, 28 oz. 7 00<br>Stuffed, 5 oz. 90<br>Stuffed, 3 oz. 1 45<br><b>PIPES</b><br>Clay, No. 216, per box 1 75<br>Clay, T. D., full count 60<br>Cob 90<br><b>PICKLES</b><br>Medium<br>Barrels, 1,200 count 6 25<br>Half bbls., 600 count 3 65<br>Small<br>Half bbls., 1,200 count 4 50<br><b>PLAYING CARDS.</b><br>No. 90 Steamboat 85<br>No. 15, Rival, assorted 1 75<br>No. 20, Rover, enam'd 2 00<br>No. 572, Special 1 75<br>No. 98 Golf, satin fin. 2 00<br>No. 808 Bicycle 2 00<br>No. 632 Tourist whist 2 25<br><b>POTASH</b><br>Babbitt's 4 00<br><b>PROVISIONS</b><br><b>Barreled Pork</b><br>Mess, new 22 00<br>Clear Back 24 50<br>Short Cut 21 50 | <b>Short Cut Clear</b> 21 50<br>Bean 20 50<br>Brisket, Clear 24 00<br>Pig 24 00<br>Clear Family 21 00<br><b>Dry Salt Meats</b><br>S. P. Bellies 18<br><b>Lard</b><br>Pure, in tierces 13 1/2<br>Compound Lard 9<br>80 lb. tubs 1/2 advance<br>50 lb. tubs 1/2 advance<br>20 lb. tins 1/2 advance<br>10 lb. pails 1/2 advance<br>5 lb. pails 1/2 advance<br>1 lb. pails 1/2 advance<br><b>Smoked Meats</b><br>Hams, 12 lb. average 14<br>Hams, 14 lb. average 14<br>Hams, 16 lb. average 14<br>Hams, 18 lb. average 14<br>Skinned Hams 15 1/2<br>Ham, dried beef sets 16 1/2<br>California Hams 11 1/2<br>Picnic Boiled Hams 15<br>Boiled Ham 22<br>Berlin Ham, pressed 11<br>Minced Ham 11<br>Bacon 17<br><b>Sausages</b><br>Bologna 8<br>Liver 5<br>Frankfort 10<br>Pork 11<br>Veal 11<br>Tongue 11<br>Headcheese 9<br><b>Beef</b><br>Boneless 14 00<br>Rump, new 14 00<br><b>Pig's Feet</b><br>1/4 bbls., 40 lbs. 2 00<br>1/2 bbls., 80 lbs. 4 00<br>1 bbl. 9 00<br><b>Tripe</b><br>Kits, 15 lbs. 80<br>1/4 bbls., 40 lbs. 1 60<br>1/2 bbls., 80 lbs. 3 00<br><b>Casings</b><br>Hogs, per lb. 32<br>Beef, rounds, set 25<br>Beef, middles, set 80<br>Sheep, per bundle 90<br><b>Uncolored Butterine</b><br>Solid dairy 10 @ 12<br>Country Rolls 10 1/2 @ 16 1/2<br><b>Canned Meats</b><br>Corned beef, 2 lb. 3 20<br>Corned beef, 1 lb. 1 80<br>Roast beef, 2 lb. 3 20<br>Roast beef, 1 lb. 1 80<br>Potted ham, 1/2s 50<br>Potted ham, 1/2s 90<br>Deviled Ham, 1/2s 50<br>Deviled ham, 1/2s 90<br>Potted tongue, 1/2s 50<br>Potted tongue, 1/2s 90<br><b>RICE</b><br>Fancy 7 @ 7 1/2<br>Japan 5 1/2 @ 6 1/2<br>Broken 2 1/2 @ 3 1/2<br><b>SALAD DRESSING</b><br>Columbia, 1/4 pint 2 25<br>Columbia, 1 pint 4 00<br>Durkee's, large, 1 doz. 4 50<br>Durkee's, small, 2 doz. 5 25<br>Snider's, large, 1 doz. 2 35<br>Snider's, small, 2 doz. 1 35<br><b>SALERATUS</b><br>Packed 60 lbs. in box 3 00<br>Arm and Hammer 3 00<br>Deland's 3 00<br>Dwight's Cow 3 00<br>L. P. 3 00<br>Standard 1 80<br>Wyandotte, 100 3/4s 3 00<br><b>SAL SODA</b><br>Granulated, bbls. 80<br>Granulated, 100 lbs. cs. 90<br>Lump, bbls. 80<br>Lump, 145 lb. kegs 9<br><b>SALT</b><br>Common Grades<br>100 3 lb. sacks 2 40<br>60 5 lb. sacks 2 25<br>28 10 1/2 lb. sacks 2 10<br>56 lb. sacks 32<br>28 lb. sacks 17<br><b>Warsaw</b><br>28 lb. dairy in drill bags 40<br>28 lb. dairy in drill bags 20<br><b>Solar Rock</b><br>56 lb. sacks 24<br><b>Common</b><br>Granulated, fine 90<br>Medium, fine 85<br><b>SALT FISH</b><br>Cod<br>Large whole @ 7<br>Small whole @ 6 1/2<br>Strips or bricks 7 1/2 @ 10 1/2<br>Pollock @ 5<br><b>Halibut</b><br>Strips 15<br>Thunks 16<br><b>Holland Herring</b><br>White Hp. bbls. 10 50 @ 11 00<br>White Hp. 1/2<br>bbls. 5 25 @ 5 75<br>White Hoop mchs. 60 @ 70<br>Norwegian<br>Round, 100 lbs. 3 75<br>Round, 40 lbs. 1 90<br>Sealed 14<br><b>Trout</b><br>No. 1, 100 lbs. 7 50<br>No. 1, 40 lbs. 3 25<br>No. 1, 10 lbs. 90<br>No. 1, 8 lbs. 75<br><b>Mackerel</b><br>Mess, 100 lbs. 15 50<br>Mess, 40 lbs. 6 60<br>Mess, 10 lbs. 1 75<br>Mess, 8 lbs. 1 40 | <b>No. 1, 100 lbs.</b> 14 00<br><b>No. 1, 40 lbs.</b> 6 00<br><b>No. 1, 10 lbs.</b> 1 60<br><b>No. 1, 8 lbs.</b> 1 30<br><b>Whitensn</b><br>No. 1, No. 2 Fam.<br>100 lbs. 9 75 @ 3 50<br>50 lbs. 5 25 @ 1 90<br>10 lbs. 1 12 @ 55<br>8 lbs. 92 @ 48<br><b>SHOE BLACKING</b><br>Handy Box, large 3 dz 2 50<br>Handy Box, small 1 25<br>Bixby's Royal Polish 85<br>Miller's Crown Polish 85<br><b>SNUFF</b><br>Scotch, in bladders 37<br>Maccaboy, in jars 35<br>French Rappie in jars 43<br><b>SOAP</b><br>J. S. Kirk & Co.<br>American Family 4 00<br>Dusky Diamond, 50 8oz 2 80<br>Dusky Dnd 100 6 oz 3 80<br>Jay Rose, 50 bars 3 60<br>Savon Imperial 3 00<br>White Russian 3 15<br>Dome, oval bars 3 00<br>Satinet, oval 2 70<br>Snowberry, 100 cakes 4 00<br>Proctor & Gamble Co.<br>Lenox 3 50<br>Ivory, 6 oz. 4 00<br>Ivory, 10 oz. 6 75<br>Star 3 50<br><b>Lautz Bros. &amp; Co.</b><br>Acme, 70 bars 4 00<br>Acme, 30 bars 4 00<br>Acme, 25 bars 4 00<br>Acme, 100 cakes 3 35<br>Big Master, 70 bars 2 85<br>German Mottled 3 35<br>German Mottled, 5 bxs 3 30<br>German Mottled, 10 bxs 3 25<br>German Mottled, 25 bxs 3 20<br>Marseilles, 10 cakes 6 00<br>Marseilles, 100 cks 5c 4 00<br>Marseilles, 100 cks toilet 2 10<br><b>A. B. Whisley</b><br>Good Cheer 4 00<br>Old Country 3 40<br><b>Soap Powders</b><br>Snow Boy, 100s, 11bs. 4 00<br>Snow Boy 24 4lbs. 4 00<br>Snow Boy, 60 5c 2 40<br>Snow Boy, 30 No. 2 2 40<br>Gold Dust, 24 large 4 50<br>Gold Dust, 100-5c 4 00<br>Kirkoline, 24 4lb. 3 80<br>Pearline 3 75<br>Soapine 4 10<br>Babbitt's 1776 3 75<br>Roussine 3 50<br>Armour's 3 70<br>Wisdom 3 80<br><b>Soap Compounds</b><br>Johnson's Fine 5 10<br>Johnson's XXX 4 25<br>Nine O'clock 3 30<br>Rub-No-More 3 85<br><b>Scouring</b><br>Enoch Morgan's Sons.<br>Sapolo, gross lots 9 00<br>Sapolo, half gro. lots 4 50<br>Sapolo, single boxes 2 25<br>Sapolo, hand 2 25<br>Scourine Manufacturing Co.<br>Scourine, 50 cakes 1 80<br>Scourine, 100 cakes 3 50<br><b>SODA</b><br>Boxes 5 1/2<br>Kegs, English 4 1/2<br><b>SPICES</b><br>Whole Spices<br>Allspice, Jamaica 13<br>Allspice large Garden 11<br>Cloves, Zanzibar 16<br>Cassia, Canton 14<br>Cassia, 5c pkgs. doz. 25<br>Ginger, African 9 1/2<br>Ginger, Cochon 14 1/2<br>Mace, Penang 50<br>Mixed, No. 1 16 1/2<br>Mixed, No. 2 10<br>Mixed, 5c pkgs. doz. 45<br>Nutmegs, 75-80 25<br>Nutmegs, 105-110 20<br>Pepper, Black 14<br>Pepper, White 25<br>Pepper, Cayenne 22<br>Paprika, Hungarian 22<br><b>Pure Ground in Bulk</b><br>Allspice, Jamaica 12<br>Cloves, Zanzibar 22<br>Cassia, Canton 12<br>Ginger, African 12<br>Mace, Penang 55<br>Nutmegs, 75-80 35<br>Pepper, Black 11 1/2<br>Pepper, White 18<br>Pepper, Cayenne 16<br>Paprika, Hungarian 38<br><b>STARCH</b><br>Corn<br>Kingsford, 40 lbs. 7 1/2<br>Muzzy, 20 1lb. pkgs. 5 1/2<br>Muzzy, 40 1lb. pkgs. 5<br><b>Gloss</b><br>Kingsford<br>Silver Gloss, 40 1lbs. 7 1/2<br>Silver Gloss, 16 3lbs. 6 1/2<br>Silver Gloss, 12 6lbs. 8 1/2<br><b>Muzzy</b><br>48 1lb. packages 5<br>16 5lb. packages 4 1/2<br>12 6lb. packages 6<br>50lb. boxes 4<br><b>SYRUPS</b><br>Corn<br>Barrels 27<br>Half barrels 29<br>20lb. cans 1/4 dz. in cs. 1 65<br>10lb. cans, 1/2 dz. in cs. 1 60<br>5lb. cans, 2 dz. in cs. 1 70<br>3 1/2lb. cans, 3 dz. in cs. 1 75 | <b>Pure Cane</b><br>Fair 16<br>Good 20<br>Choice 25<br><b>TEA</b><br><b>Japan</b><br>Sundried, medium 24 @ 26<br>Sundried, choice 30 @ 33<br>Sundried, fancy 36 @ 40<br>Regular, medium 24 @ 26<br>Regular, choice 30 @ 33<br>Regular, fancy 36 @ 40<br>Basket-fired, medium 30<br>Basket-fired, choice 35 @ 37<br>Nibs 26 @ 30<br>Siftings 10 @ 12<br>Fannings 14 @ 15<br><b>Gunpowder</b><br>Moyune, medium 28<br>Moyune, choice 32<br>Moyune, fancy 40 @ 45<br>Pingsuey, medium 25 @ 28<br>Pingsuey, choice 30 @ 35<br>Pingsuey, fancy 40 @ 45<br><b>Young Hyson</b><br>Choice 30<br>Fancy 40 @ 50<br><b>Colong</b><br>Formosa, fancy 45 @ 60<br>Amoy, medium 35<br>Amoy, choice 32<br><b>English Breakfast</b><br>Medium 25<br>Choice 30<br>Fancy 40 @ 45<br><b>India</b><br>Ceylon, choice 30 @ 35<br>Fancy 45 @ 60<br><b>TOBACCO</b><br><b>Fine Cut</b><br>Cadillac 54<br>Sweet Loma 34<br>Hiawatha, 5lb. pails 56<br>Telegram 30<br>Pay Car 33<br>Prairie Rose 49<br>Protection 40<br>Sweet Burley 41<br>Tiger 41<br><b>Plug</b><br>Red Cross 30<br>Palo 35<br>Kyo 35<br>Battle Ax 37<br>American Eagle 33<br>Standard Navy 37<br>Spear Head, 7 oz. 47<br>Spear Head, 14 1/2 oz. 44<br>Nobby Twist 35<br>Jolly Tar 39<br>Old Honesty 43<br>Toddy 34<br>J. T. 33<br>Piper Heidsieck 69<br>Boot Jack 36<br>Honey Dip Twist 43<br>Black Standard 40<br>Cadillac 40<br>Forge 34<br>Nickel Twist 32<br>Mill 32<br>Great Navy 36<br><b>Smoking</b><br>Sweet Core 34<br>Flat Car 32<br>Warpath 26<br>Bamboo, 16 oz. 25<br>1 X L 16 oz. pails 31<br>Honey Dew 40<br>Gold Block 40<br>Flagman 40<br>Chips 40<br>Kiln Dried 33<br>Duke's Mixture 21<br>Duke's Cameo 40<br>Myrtle Navy 43<br>Yum Yum, 1 1/2 oz. 39<br>Yum Yum, 1lb. pails 39<br>Cream 38<br>Corn Cake, 2 1/2 oz. 26<br>Corn Cake, 1lb. 21<br>Arrow Boy, 1 1/2 oz. 39<br>Plover Boy, 3 1/2 oz. 39<br>Peerless, 1 1/2 oz. 35<br>Peerless, 1 1/2 oz. 35<br>Air Brake 36<br>Cant Hook 36<br>Country Club 32-34<br>Forex-XXXX 30<br>Good Indian 30<br>Sea Binder, 16oz. box 20-22<br>Silver Foam 32<br>Sweet Marie 32<br>Royal Smoke 32<br><b>TWINE</b><br>Cotton, 3 ply 24<br>Cotton, 4 ply 24<br>Jute, 2 ply 13<br>Hemp, 6 ply 13<br>Flax, medium N 24<br>Wool, 1 lb. balls 24<br><b>VINEGAR</b><br>State Seal 12<br>Oakland apple cider 14<br>Morgan's Old Process 14<br>Barrels free.<br><b>WICKING</b><br>No. 0 per gross 30<br>No. 1 per gross 40<br>No. 2 per gross 50<br>No. 3 per gross 75<br><b>WOODENWARE</b><br>Baskets<br>Bushels 1 10<br>Bushels, wide band 1 25<br>Market 30<br>Splint, large 3 50<br>Splint, medium 3 50<br>Splint, small 2 75<br>Willow, Clothes, large 8 25<br>Willow, Clothes, me'm 7 25<br>Willow, Clothes, small 6 25 | <b>Butter Plates</b><br>Wire End or Ovals<br>1/4 lb., 250 in crate 30<br>1/2 lb., 250 in crate 30<br>1 lb., 250 in crate 30<br>2 lb., 250 in crate 35<br>3 lb., 250 in crate 40<br>5 lb., 250 in crate 50<br><b>Churns</b><br>Barrel, 5 gal. each 2 40<br>Barrel, 10 gal. each 2 55<br>Clothes Pins<br>Round Head<br>4 inch, 5 gross 50<br>4 1/2 inch, 5 gross 55<br>Cartons, 20 2 1/2 doz. bxs. 60<br><b>Egg Crates and Filers</b><br>Humpty Dumpty, 12 dz. 20<br>No. 1 complete 40<br>No. 2 complete 35<br>Case No. 2 fillers 15 sets 1 25<br>Case, mediums, 12 sets 1 15<br><b>Faucets</b><br>Cork, lined, 8 in. 70<br>Cork lined, 9 in. 80<br>Cork lined, 10 in. 90<br><b>Mop Sticks</b><br>Trojan spring 90<br>Eclipse patent spring 85<br>No. 1 common 80<br>No. 2 pat. brush holder 85<br>12lb. cotton mop heads 1 40<br>Ideal No. 7 85<br><b>Pails</b><br>2-hoop Standard 2 15<br>2-hoop Standard 2 25<br>2-wire, Cable 2 25<br>3-wire, Cable 2 45<br>Cedar, all red, brass 1 25<br>Paper, Eureka 2 25<br>Fibre 2 70<br><b>Toothpicks</b><br>Hardwood 2 50<br>Softwood 2 75<br>Banquet 1 50<br>Ideal 1 50<br><b>Traps</b><br>Mouse, wood, 2 holes 22<br>Mouse, wood, 4 holes 45<br>Mouse, wood, 6 holes 70<br>Mouse, tin, 5 holes 65<br>Rat, wood 80<br>Rat, spring 75<br><b>Tubs</b><br>20-in. Standard, No. 1 8 75<br>18-in. Standard, No. 2 7 75<br>16-in. Standard, No. 3 6 75<br>20-in. Cable, No. 1 9 25<br>18-in. Cable, No. 2 8 25<br>16-in. Cable, No. 3 7 25<br>No. 1 Fibre 10 25<br>No. 2 Fibre 9 25<br>No. 3 Fibre 8 25<br><b>Washboards</b><br>Bronze Globe 2 50<br>Dewey 1 75<br>Double Acme 3 75<br>Single Acme 3 15<br>Double Peerless 3 75<br>Single Peerless 3 25<br>Northern Queen 3 25<br>Double Duplex 2 00<br>Good Luck 2 75<br>Universal 3 00<br><b>Window Cleaners</b><br>12 in. 1 65<br>14 in. 1 85<br>16 in. 2 20<br><b>Wood Bowls</b><br>13 in. Butter 1 50<br>15 in. Butter 2 25<br>17 in. Butter 4 00<br>19 in. Butter 5 90<br>Assorted, 13-15-17 3 00<br>Assorted, 15-17-19 4 25<br><b>WRAPPING PAPER</b><br>Common straw 2<br>Fibre Manila, white 3<br>Fibre Manila, colored 3<br>No. 1 Manila 4<br>Cream Manila 2<br>Butcher's Manila 2 1/2<br>Wax Butter, short cut 13<br>Wax Butter, full count 20<br>Wax Butter, rolls 19<br><b>YEAST CAKE</b><br>Magic, 3 doz. 1 15<br>Sunlight, 3 doz. 1 00<br>Sunlight, 1 1/2 doz. 50<br>least Foam, 3 doz. 1 15<br>Yeast Cream, 3 doz. 1 00<br>Yeast Foam, 1 1/2 doz. 58<br><b>FRESH FISH</b><br>Per lb.<br>Whitefish, Jumbo 16<br>Whitefish, No. 1 12<br>Trout 11 1/2<br>Halibut 10<br>Herring 7<br>Bluefish 14 1/2<br>Live Lobster 29<br>Boiled Lobster 29<br>Cod 10<br>Haddock 8<br>Pickerel 12<br>Pike 9<br>Perch 8<br>Smoked, White 12 1/2<br>Chinook Salmon 15<br><b>Mackerel</b><br>Finnan Haddie 15<br>Roe Shad 8<br>Shad Roe, each 8 1/2<br>Speckled Bass 8 1/2<br><b>HIDES AND PELTS</b><br><b>Hides</b><br>Green No. 1 11<br>Green No. 2 10<br>Cured No. 1 13<br>Cured No. 2 12<br>Calfskin, green, No. 1 13<br>Calfskin, green, No. 2 11<br>Calfskin, cured, No. 1 14<br>Calfskin, cured, No. 2 12 1/2<br><b>Pelts</b><br>Old Wool 30<br>Lambs 50 @ 75<br>Shearings 40 @ 65<br><b>Tallow</b><br>No. 1 1<br>No. 2 1<br><b>Wool</b><br>Unwashed, med. 25<br>Unwashed, fine 22<br>Standard Twist 8<br><b>Cases</b><br>Jumbo, 32 lb. 7 1/2<br>Extra H H 10<br>Boston Cream 10<br>Big stick, 30 lb. case 8<br><b>Mixed Candy</b><br>Grocers 6 1/2<br>Competition 7<br>Special 8<br>Conserve 7 1/2<br>Royal 13<br>Ribbon 16<br>Broken 16<br>Cut Leaf 8 1/2<br>Leader 8<br>Kindergarten 10<br>French Cream 9<br>Star 9<br>Hand Made Cream 16<br>Premio Cream mixed 14<br>Paris Cream Bon Bons 10<br><b>Fancy-In Pails</b><br>Gypsy Hearts 14<br>Coco Bon Bons 14<br>Fudge Squares 12<br>Peanut Squares 9<br>Sugared Peanuts 12<br>Salted Peanuts 11<br>Starlight Kisses 11<br>San Blas Goodies 12<br>Lozenges, plain 10<br>Lozenges, printed 12<br>Champion Chocolate 12<br>Eclipse Chocolates 14<br>Eureka Chocolates 15<br>Quintette Chocolates 14<br>Champion Gum Drops 9<br>Moss Drops 10<br>Lemon Sours 10<br>Imperial 1<br>Ital. Cream Opera 13<br>Ital. Cream Bon Bons 13<br>Golden Waffles 13<br>Red Rose Gum Drops 14<br>Auto Bubbles 13<br><b>Fancy-In 5lb. Boxes</b><br>Old Fashioned Molasses, 10lb. bx 1 30<br>Orange Jellies 50<br>Lemon Sours 60<br>Old Fashioned Horehound drops 60<br>Peppermint Drops 60<br>Champion Choc. Drops 65<br>H. M. Choc. Drops 1 10<br>H. M. Choc. Lt. and Dark No. 12 1 10<br>Bitter Sweets, as'd 1 24<br>Brilliant Gums, Crys. 60<br>A. A. Licorice Drops 60<br>Lozenges, printed 65<br>Lozenges, plain 65<br>Imperial 60<br>Mottos 65<br>Cream Bar 60<br>G. M. Peanut Bar 60<br>Hand Made Crms 80 @ 90<br>Cream Wafers 65<br>String Rock 60<br>Wintergreen Berries 60<br>Old Time Assorted 1 75<br>Buster Brown Good 2 50<br>Up-to-date Asst'm't 3 75<br>Ten Strike No. 1 2 50<br>Ten Strike No. 2 6 00<br>Ten Strike, Summer assortment 6 75<br>Scientific Asst't. 13 95<br><b>Pop Corn</b><br>Cracker Jack 3 25<br>Giggles, 5c pkg. cs 3 50<br>Pop Corn Balls 200s 1 25<br>Azuikit 100s 3 25<br>Oh My 100s 3 50<br><b>Cough Drops</b><br>Putnam Menthol 1 00<br>Smith Bros. 1 25<br><b>NUTS-Whole</b><br>Almonds, Tarragona 16<br>Almonds, Drake 15<br>Almonds, California sft. shell 12 @ 13<br>Brazilis 12 @ 13<br>Filberts 12 @ 13<br>Cal. No. 1 12<br>Walnuts, soft shell 15 @ 16<br>Walnuts, Marbot 13<br>Table nuts, fancy 13 @ 13 1/2<br>Pecans, Med. 13<br>Pecans, ex. large 14<br>Pecans, Jumbos 16<br>Hickory Nuts per bu. Ohio, new 15<br>Cocanuts 15<br>Chestnuts, New York State, per bu. 15<br><b>Shelled</b><br>Spanish Peanuts 9<br>Pecan Halves 26 1/2<br>Walnut Halves 30 @ 32<br>Filbert Meats 27<br>Alicante Almonds 42<br>Jordan Almonds 47<br><b>Peanuts</b><br>Fancy H. P. Suns 7 1/2<br>Roasted 7 1/2<br>Choice, H. P. Jumbo 8 1/2<br>bo 8 1/2 |    |



# 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 .5 @ 5  
Livers .5 @ 5

### Pork

Loins .16  
Dressed .11  
Boston Butts .15  
Shoulders .12 1/2  
Leaf Lard .13  
Pork Trimmings .11

### Mutton

Carcass .10  
Lambs .12  
Spring Lambs .13

## Veal

Carcass .6 @ 9

## CLOTHES LINES

Sisal  
60ft. 3 thread, extra .1 00  
72ft. 3 thread, extra .1 40  
90ft. 3 thread, extra .1 70  
60ft. 6 thread, extra .1 29  
72ft. 6 thread, extra .1 50

## Jute

60ft. .75  
72ft. .90  
90ft. .1 05  
120ft. .1 50

## Cotton Victor

50ft. .1 10  
60ft. .1 35  
70ft. .1 60

## Cotton Windsor

50ft. .1 30  
60ft. .1 44  
70ft. .1 60  
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, 1lb. . . . .  
White House, 2lb. . . . .  
Excelstor, M & J, 1lb. . . . .  
Excelstor, M & J, 2lb. . . . .  
Tip Top, M & J, 1lb. . . . .  
Royal Java . . . . .  
Royal Java and Mocha . . . . .  
Java and Mocha Blend . . . . .  
Boston Combination . . . . .

Distributed by Judson  
Grocer Co., Grand Rapids.  
Lee, Cady & Smart, De-  
troit; Symons Bros. & Co.,  
Saginaw; Brown, Davis &  
Warner, Jackson; Gods-  
mark, Durand & Co., Bat-  
tle Creek; Fielbach Co.,  
Toledo.

## FISHING TACKLE

1/4 to 1 in. . . . . 6  
1 1/4 to 2 in. . . . . 7  
1 1/2 to 2 in. . . . . 9  
1 3/4 to 2 in. . . . . 11  
2 in. . . . . 15  
3 in. . . . . 20

## Cotton Lines

No. 1, 10 feet . . . . . 5  
No. 2, 15 feet . . . . . 7  
No. 3, 15 feet . . . . . 9  
No. 4, 15 feet . . . . . 10  
No. 5, 15 feet . . . . . 11  
No. 6, 15 feet . . . . . 12  
No. 7, 15 feet . . . . . 15  
No. 8, 15 feet . . . . . 18  
No. 9, 15 feet . . . . . 20

## Linen Lines

Small . . . . . 20  
Medium . . . . . 25  
Large . . . . . 34

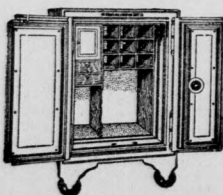
## Poles

Bamboo, 14 ft., per doz. 55  
Bamboo, 16 ft., per doz. 60  
Bamboo, 18 ft., per doz. 80

## GELATINE

Cox's, 1 doz. Large .1 80  
Cox's, 1 doz. Small .1 00  
Knox's Sparkling, doz. 1 25  
Knox's Sparkling, gr. 14 00  
Nelson's . . . . . 1 50  
Knox's Acidu'd. doz. .1 25  
Oxford . . . . . 75  
Wm. H. Rook . . . . . 1 20

## SAFES



Full line of fire and burg-  
lar proof safes kept in  
stock by the Tradesman  
Company. Thirty-five sizes  
and styles on hand at all  
times—twice as many safes  
as are carried by any other  
house in the State. If you  
are unable to visit Grand  
Rapids and inspect the  
line personally, write for  
quotations.

## SOAP

Beaver Soap Co.'s Brand.



100 cakes, large size .6 50  
50 cakes, large size .3 25  
100 cakes, small size .3 85  
50 cakes, small size .1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50  
Black Hawk, five bxs 2 40  
Black Hawk, ten bxs 2 25  
TABLE SAUCES  
Halford, large . . . . . 2 75  
Halford, small . . . . . 2 25

# The 25c Combination Counter

"The 5 and 10c Twins Have a Baby Brother"

The 25 Cent Combination Idea bids fair to sweep the country as the 5 and 10 cent idea did thirty years ago.

Offering many different articles at the uniform price of 25c is not new, as tens of thousands of our customers know.

The "different" feature of the new 25 cent Idea is the combination.

In brief it is to include, along with articles to be sold at 25c each, all sorts of combinations such as these:

2 for 25c    4 for 25c    8 for 25c  
3 for 25c    6 for 25c    12 for 25c

No sale is to be made for less than 25c. The purchaser may browse around and pick what she chooses, but the minimum purchase must be 25c.

Study the combination idea. There is more in it than appears at first glance. Take a walk around your store. Note how many items you now have that you could bunch together to make attractive 25 cent combinations.

And see our April catalogue No. FF782 for full particulars.

For still quicker action write or wire us a blanket order for 25 cent goods to any amount you wish and the best selection we can put together will go by first freight.

# BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise  
New York, Chicago, St. Louis, Minneapolis

Sample Houses: Baltimore, Cincinnati, Dallas, Kansas City, Omaha  
San Francisco, Seattle

Use

Tradesman

Coupon

Books

Made by

Tradesman Company  
Grand Rapids, Mich.



# BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

## BUSINESS CHANCES.

For Sale—Bakery, restaurant, ice cream parlor. Cheap if sold soon. Thoroughly equipped. Splendid business. Snap for baker. Uglow's Bakery, Lowell, Mich. 519

For Sale—On account of poor health, established millinery business in good town with splendid farming district. Bargain if sold at once. Address Elizabeth Jones, Utica, Mich. 518

Michigan grain and bean elevators for sale. We have on our list a few desirable elevators in good locations with established business. Prices range from \$3,000 and up. Splendid opportunities for the right parties. Address S 4X, care Tradesman. 517

Bakery business, established for twenty years. Business at present \$15,000 yearly. Reason for selling, desirous of retiring. For particulars, Lock Box 386, Muncie, Ind. 516

## TO CLOSE THE ESTATE OF

S. R. MacLaren and H. C. Sprague, deceased, the property, good will and business of the MacLaren & Sprague Lumber Company, Toledo, Ohio, including planing mill, sash, door and interior finish factory, operated by them for many years, is offered for sale. Price and terms made known and all other information given by applying to The MacLaren & Sprague Lumber Co., Toledo, Ohio.

For Sale—Good country store in excellent farming locality. For particulars enquire R. E. Anslow, R. F. D. 8, Ionia, Mich. 515

Auction Sale—April 12, 1910, of a two-story brick hotel and stock of merchandise, together or separate. For particulars address Henry Paulsen, Gowen, Mich. 512

For Sale—Manufacturing plant; paying proposition; desire to sell on account of sickness. Address 213 Reed St., Milwaukee, Wis. 511

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. 506

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. 505

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

Partner with \$300 for half interest in improved 50 acre farm near Toronto, Can. 219 McDougall St., Windsor, Ont. 499

For Sale—Drug stock and very desirable buildings in small town in Central Michigan. Address "Doc," care Michigan Tradesman. 480

## Store Fixtures For Sale

At about 50c on the dollar. Bargain 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.

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, Edgettts, Mich. 497

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

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

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—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

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—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

## 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.

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—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

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 shuck 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, glass-ware and silverware. \$900 worth for \$200. W. I. Benedict, Belding, Mich. 443

Incorporate under South Dakota laws. No franchise taxes; save expense, reliable. Drexel Investment Co., Drexel Bank Bldg., Chicago. 415

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

## 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—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. 195

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

For Sale—One 300 account McCaskey register cheap. Address A. B., care Michigan Tradesman. 543

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

## SITUATIONS WANTED.

A well experienced young man, age 28, able to take full charge of a small hotel or summer place as manager, with a few hundred security, be as partner with a decent business man. H. A. Reich, 522 W. Richmond St., Cincinnati. 514

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, Chipewa 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

## HELP WANTED.

Wanted—A bushelman who is thoroughly competent in altering men's clothing. Address No. 513, care Tradesman. 513

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. 510

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—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

Want Ads. continued on next page.

# Here Is a Pointer



Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.



**To Lace a Shoe.**

How many clerks know how to lace a shoe correctly? The great majority believe that the lacing of a shoe has but little to do with the sale, and yet no other duty is more important. To lace a shoe snug and do it quickly is a difficult art to many. The laced shoe should, before the customer passes judgment upon it, be without twist in the cord and bow from vamp to shoe top. The bow should lay flat with the knot horizontal. Practice has made many a clerk an expert in the lacing of a shoe. The high shoe is comparatively easy to lace, and yet to show the shoe off to perfection needs these self-same touches to lace and bow.

In the high shoe insert the ends and pull first loop snug and without twist, and at the same time make the ends of uniform length. Lace up over the instep with the cross stitch, then to the hooks and shoe top. Practice will make every strand lay perfectly flat. Some prefer the loop style of lacing where each brace of eyelets are gripped by the cord horizontally. This method is prettier but takes more time to do. The preliminary loop is made, then one end of the lace is inserted in one of the upper eyelets and drawn short, while the other and longer end is looped horizontally, under and over, to the top of the instep, then laced over the hooks as before.

The bow, most difficult of all, is the essential feature of an attractive foot setting, whether Oxford or high cut. To tie the bow correctly is not difficult and yet nineteen out of twenty clerks do it wrong. After the first knot is made and the left loop formed swing the right cord under instead of the usual over and then up and in as custom has it. The secret of the horizontal lace is this reversal of the old system of making the second loop by bringing the cord over. Instead it is brought under, making a flat surface for the knot to rest on. The bow ends are now pulled tight and the trick is done.

In fitting ladies with footwear this problem of a neat lace is half the battle of a sale. The shoe properly laced brings every part of the upper in position, and the shoe fits as if it were upon the original last. Too much care can not be taken with the lacing of shoes.—Boot and Shoe Recorder.

**The Good-Natured Man.**

"In my opinion about the greatest natural asset a man can have," said a retailer a few days ago, "is that of good nature. And I am speaking entirely from a business point of view, too. Aside from the happiness that good nature brings to the individual himself, it has distinct business advantages that should not be lost sight of for an instant.

"In the first place, the good-natured man has lots of friends, and the value of friends who may be made customers, or who may be depended upon to give one the benefit of any good thing they may have, is in itself a good thing. Then, too, the good-natured man is one who is con-

fident, optimistic and willing to take a bigger chance in the course of his daily work than the suspicious and ill-tempered individual, and since all business is the taking of a chance to a greater or less extent, this is another resource that should be taken into account.

"Now it is easy enough to say be good natured, but perhaps for some of us it is not the easiest thing in the world to become. To get away from the grouchy habit, if we have it, is undoubtedly difficult, but it can be done, and all of us know of people who have so overcome it.

"What I do want to say, and it applies to the merchant and his clerk with equal force, is that the result is worth the effort not alone in making life more worth living, but in putting a larger cash balance on the right side of the account, and that is what all of us who are in business are striving to accomplish."—Boot and Shoe Recorder.

**Are You Insured?**

Recently a fire devastated the store of a country shoe dealer, but as it had been fully insured he was able to witness the destruction of his property with a commendable degree of resignation the while he assisted in the futile fighting of the relentless flames.

When the fire had done its worst and had burned itself out in a smoldering heap of ruins he went blithely to the safe in his bedroom and took therefrom the policy, with the intention of collecting from the insurance company the amount of his loss.

But to his dismay and consternation he discovered that the policy had expired at noon on the preceding day and that he must bear the loss alone.

Would it not be a wise precaution to look up your policy without delay and refresh your memory as to the time it will expire, so that you will not run the risk of dwelling in the fool's paradise of believing you are insured when such is not the case?

Or if you, through an indifferent condition of mind, have heretofore neglected to avail yourself of this wise precaution against the possibility of fire, we would suggest that you lose no time in placing an insurance upon your stock and store.

**Season of Shoe Novelties.**

"Although business is dull just at present," says a veteran shoe jobber, "yet I think we shall have a good season, but it will be more than ever a season of novelties. Just look at this"—here the speaker took a shoe from a showcase in the sample room. "Here is a new shoe for fashionable men," he continued. "This is a new buckskin pump for men. Note the bow at instep, of the same material. Yes, I know, 'tis like a woman's shoe, but what of that? I had my doubts, like you, that it would commend itself to popular favor, but it has, and it is true 'tis very effeminate, but it will be worn on the street, as the pump has been worn for the past two summers by young men. This new shoe will be chiefly used for boardwalk or resort wear, but I tell

you it will go. We are having good orders on our samples, but they are being made up only on orders and from retail houses that are safe and conservative. We are shipping goods for Easter sale, but they are, of course, principally patent leathers."

**The Boys Behind the Counter.**

Sparta—Ray VanAuken, who has been employed for the past five months in the dry goods department of A. A. Johnson & Co.'s store, has gone to Lansing, where he has taken a position with the Burnham Co. He will have charge of the wash goods and linen department.

Grand Ledge—Miles E. Stark has resigned his position at the Corner clothing store and has taken a situation with a Lansing clothing firm.

Pentwater—Vern Heath has resigned his position as clerk in the J. L. Congdon & Co. drug store and expects to act in the capacity of traveling salesman.

Benton Harbor—R. E. Grife, of Muskegon, has taken a position as clerk in the dry goods department of Chas. L. Young's department store.

**A Call for Cough Drops.**

"I tell you I must have some money!" roared the King of Maritania, who was in sore financial straits. "Somebody will have to cough up."

"Alas!" sighed the guardian of the treasury, who was formerly the Court jester, "all our coffers are empty."

Do not expect to have good neighbors unless you are one yourself.

**A CHEERFUL SIGN.**

One of the hopeful signs as to business which is beginning to manifest itself to the retailer in a small village is found in the fact that he does not hear, so frequently as of old, the customer remark: "No, I think I will wait until I go to the city. There I can get just exactly what I want."

The fact is that, as a rule, customers in small towns and in the rural districts know more accurately as to what it is they need or desire and know just about what they must pay for what they want. And so, being able to specify their needs precisely to the retailer at home, they give him their order, knowing that by the use of the telephone he will deliver the purchase within forty-eight hours after the order is given and that the local merchant's profit will be at least 75 per cent. less on ordinary purchases than would be the expense of going to the city, to say nothing of the loss of time.

Salling—L. Jensen started his mill last Thursday for the season's run. He has stock to keep the plant running until fall. Mr. Jensen will remove the machinery he bought of the Michelson-Hanson Co., at Lewiston, after it has finished its business early in May, to Ontonagon county, where he has secured a body of timber.

Some men never worry because they are made of wood.

**BUSINESS CHANCES.**

Will pay cash for shoe stock. Address No. 286, care Michigan Tradesman. 286

## Whatever May Be Your Wants

as a buyer or a seller, a merchant or a manufacturer, a lawyer or a banker, a real estate agent or an owner, a hotel owner or a manager, a man wanting a job or a man having jobs for others, the place to make your wants known is in the Business Wants Department of the Michigan Tradesman.

**Do You Want To**

- Buy a stock of merchandise?
- Buy a store building?
- Buy a hotel or a farm?
- Buy stocks, bonds or other securities?

**Do You Want To**

- Sell farms or timber lands?
- Sell industrial plants?
- Sell manufacturing sites?
- Sell water powers?
- Sell your business?

**Do You Want**

- A clerk or a salesman?
- A superintendent or an office manager?
- An agency or a situation of any kind?
- A partner with money?
- A manager for your store?

Communities possessing advantages for factories and desiring to attract the attention of manufacturers and capitalists find this department especially effective. Banks, hotels and other businesses are using space regularly with excellent returns.

The Business Wants Department of the Michigan Tradesman is an advertising feature that is of interest to all readers for the news it contains—news in condensed classified form. It is a department of small advertisements that brings gratifying results. Rates, two cents per word for the first insertion and one cent per word for each subsequent consecutive insertion.



# SIXTY THOUSAND

## SOLD IN SIX YEARS

FIRST AND STILL THE BEST

¶ The fact we have sold sixty thousand McCASKEY REGISTERS in the six years we have been in business is sufficient proof that THE McCASKEY SYSTEM IS A SUCCESS.

¶ No thinking man doubts that.

¶ Since it is a proven success in handling credit accounts WITH BUT ONE WRITING, why haven't you one?

¶ What it has done for sixty thousand merchants it will do for you.

¶ Let us prove it.

¶ A postal card will bring you information free.



**The McCaskey Register Co.**

ALLIANCE, OHIO

Manufacturers of the famous Multiplex Duplicating and Triplicating Sales Pads. Also Single Carbon Pads in all Varieties.

Detroit Office:

1014 Chamber of Commerce Bldg.

Grand Rapids Office:

256 Sheldon St., Citizens Phone 9645

Agencies in all Principal Cities

# It's a Good Time, About Now—



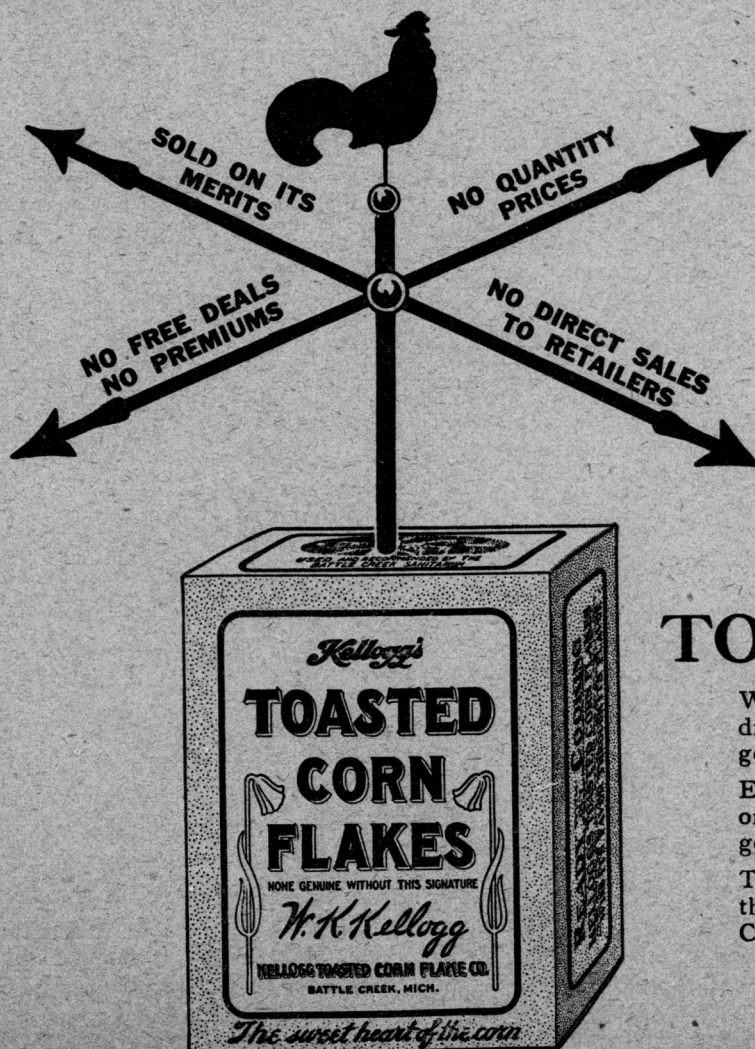
for the grocer who has not taken "White House" Coffee seriously—to **awaken** to the FACT that, solely on account of its splendid reliability and high character, it is a household word ALL OVER THE UNITED STATES.

A coffee that can attain ITS present popularity on the strength of its own merit **MUST** be a **mighty** good coffee for ANY grocer to handle.

Distributed at Wholesale by

**SYMONS BROS. & CO.**

SAGINAW



# 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.



# Highest Grade Canned Goods

PACKED BY

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

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

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

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

## HART BRANDS OF FRUITS AND VEGETABLES

Distinctive character and make them TRADE WINNERS AND TRADE HOLDERS

Send for Catalogue.

Ask Your Jobber for Hart Brands.

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

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

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

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## Protect Yourself

You cannot expect your town to furnish an officer whose business it shall be to stand in front of your store every night in order to keep the man with the

### Jimmy and the Dark Lantern Out

You must protect yourself and your own property.

### A Good Safe Isn't Expensive

and you will feel a heap more comfortable with your money in it than you do by hiding it in a tea chest or bolt of cotton. There are certain chances you cannot afford to take, and going without a safe is one of them.

Write us today and we will quote you prices.

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## Grand Rapids Safe Co. Tradesman Building Grand Rapids, Mich.