

The Why of It



When they were young they started out
In life on equal planes,
But Jim a rich man has become,
While John still poor remains;
A constant puzzle 'tis to John
Why this should be the case—
He's satisfied it's only luck
That won for Jim the race.

Now it would be untrue to say
There's no such thing as Chance,
That men are not oft aided by
The force of Circumstance;
But Circumstance smiles mostly on
The ones who work and plan,
Not him who sits with folded hands
A silent, *machine* man!

The same thoughts that to Jim occurred
Likewise occurred to John,
But Jim knew thinking by itself
No battle ever won;
The things that Jim a fortune gained
Were not from John's view hid,
But John just simply *thought* of them,
While Jim both *thought* and *did*!

Henry Waldorf Francis.

Things to Forget

If you see a tall fellow ahead of a crowd,
A leader of men, marching fearless and proud,
And you know of a tale whose mere telling aloud
Would cause his proud head to in anguish be bowed—
It's a pretty good plan to forget it.

If you know of a skeleton hidden away
In a closet and guarded and kept from the day
In the dark and whose showing, whose sudden display
Would cause grief and sorrow and lifelong dismay—
It's a pretty good plan to forget it.

If you know of a thing that will darken the joy
Of a man or a woman, a girl or a boy,
That will wipe out a smile or the least way annoy
A fellow or cause any gladness to cloy—
It's a pretty good plan to forget it.

Gems of Thought



Along the slender wires of speech
Some message from the heart is sent;
But who can tell the whole that's meant?
Our dearest thoughts are out of reach.
—Henry Van Dyke.

Either He will shield you from suffering or He will give
you unfailing strength to bear it. Be at peace, then, and put aside
all anxious thoughts and imaginations.—*St. Francis de Sales.*

If a man does not make new acquaintances, as he advances
through life, he will soon find himself left alone. A man should
keep his friendship in constant repair.—*Johnson.*

A man of the highest virtue is trying to go along the straight
road to the end. To travel only half of the road and then weaken
is what people should fear.—*Chinese Proverb.*

What is worth doing is worth doing well and what is worth
doing well is worth doing quickly, so that you may have an early
start to do something else better.

Virtue in man should have the same quality as a precious
stone, which invariably retains its natural beauty under all possible
circumstances.—*Marcus Aurelius.*

Kindness is to the soul what health is to the body: you do
not notice it when you possess it, but it brings you success in
whatever you do.—*Tolstoy.*

A man increases his own happiness in the same measure
that he affords happiness to others.

To realize that you are leading a good life—that is sufficient
reward for it.—*Tolstoy.*

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.

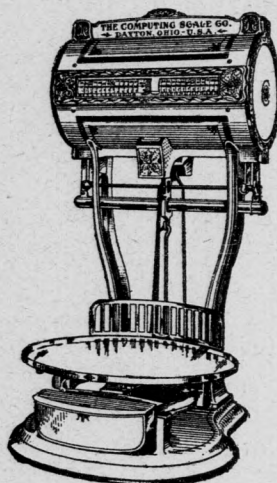


"State Seal" Brand Vinegar

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, APRIL 6, 1910

Number 1385

FORESEEING THE EVIL.

It does look very much like nagging, but nagging, even a good deal of it, is better than disaster and that is sure to come, as sure as flytime and with it, and will thrive just in proportion as city and home prepare for it. The best preparation is fire and now is the best time to set it. The cities are already at work—many of them—and the alleys and unfrequented streets are showing signs of the coming conflict. Dirt, foul as absorption can make it, is put where it can do no harm. Ashes and barrels of decaying vegetation are receiving attention. Tin cans are put out of the way and last year's dead grass and decaying weeds have been raked into heaps and burned, and the sun, returning early this year, has had that much extra time for the regular spring cleaning.

The pest center is not apt to be found where the city holds sway. It is the cellar of the householder and his backyard that too often become the breeding place of the fly, a fact due to the decaying and putrid matter always found in the spring, unless the places of accumulation are cleaned and the accumulation burned; dark corners where vegetables seem to delight to roll and rot; the dirt and decay that cling to barrels and bins supposed to be empty; passageways dim and long shut up where on account of being inaccessible to the air the damp and the mould have begun to do their worst. Opened windows and cellar doors, when wind and sometimes sun get in, take good care of the task assigned them and this care continued will make the coming summer an exception in warding off disease.

There is another storm-center in this matter of cleaning up which meets with the sharpest criticism and apparently with little purpose—the average grocery store. It would be an easy matter to write down these criticisms and publish them, a task disagreeable alike to writer and reader, but a far better method has been hit upon by a practical grocer who has tried what he recommends and knows whereof he affirms.

He begins early—he has already begun—to talk to his customers about fighting flies. In the first place he gave them an object-lesson in cleaning out the cellar and "poke holes" by cleaning out his own, going so far as to wash the cellar windows. Wire screens next went up and fly-paper was on sale before a fly buzzed. The real housekeepers took the alarm and the sale continued until his stock was materially diminished. Even the fly-paper found early purchasers and the country folk coming in caught the spirit and invested largely. A word in time to the health

officer put the owner of a certain stable on guard and a certain stable-yard was kept clean and sweet that summer. In fact, that city grocer made it his business to fight the fly pest by precept and example with a success that surprised even him. It told on his sales, too, and so favorably that as a mere matter of profit he has every inducement to keep up the battle.

The lesson is not hard to learn nor hard to recite, but it is one which, conned every day in the grocery by the patrons of it, will do more than anything so far tried for the mitigation of one of the worst plagues that human flesh is heir to. Who will learn it?

WITH A DIFFERENCE.

America as a nation has been having something to say in regard to his Royal Impudence, noble Duke of Alba, who refused to sell his title for a cent less than \$250,000 yearly pocket money—this besides the \$30,000,000 which the bride has in her own right. A streak of common horse sense told the spendthrift to go somewhere and shake himself and the match has been broken off.

At sight this bargaining for that sort of merchandise is more than repulsive to the American idea of things. We detest the supreme selfishness and are exasperated beyond all account at the heartlessness of the whole transaction; and yet it seems to be but the Old World way of doing that sort of business. The man was simply looking out for number one. From first to last he was buttering his own particular slice of bread, the butter was first-class and abundant, the customer was eager and why should not the title sell for all that could be got out of it? Pure commercialism, that was all, and when the customer concluded that that was "the worst ever," a shrug ended it.

It seems, however, that the matrimonial hog is by no means shut up in Europe. The world is big and an occasional specimen of the porcine has found its way to this country. A Pacific State acknowledges him and for four good years a young wife's life has been devoted to the realization of the same sort of husband's exactions. At the end of the four years she concludes she has had enough and she has been outspoken enough to state what her "enough" stands for. The programme for the regular day's work is too long for reproduction; but a fair idea can be gained from the half-day given: "Rise at 4 o'clock a. m. Exercise with a cross-cut saw on a pile of logs. Get breakfast for a threshing crew of thirty men, each possessed of a good appetite; after breakfast plant potatoes; clean the barn and

chop wood for the cook stove; load several wagons with sacked-grain to take to market; cook dinner for the thirty threshers." The item ends with the statement that the woman was "literally forced by her husband to perform the tasks mentioned."

There we have it: the old civilization vs. the new. "We pays our money and we takes our choice" for the same old thing, with a difference. It is a mere choice of beast, and it does seem as if the brute should be shot or let carefully alone. That all? It remains to be seen. In both instances the woman was ready with the goods; in one she delivered them and for four years she was treated like any other beast of burden and for the same pay. Misery, human misery, had to be the result and the question comes with peculiar force whether such human misery ought to be tolerated. Humanity—even the insane—are restrained from suicide, but not a finger is lifted against a destruction which is getting to be as common as the victims practicing it. It will never do for the pot to call the kettle black, and yet pot and kettle alike are thrown upon the market, and whether they go for junk or treasure it means misery for the buyer. The country has so far managed pestilence with success. Is it to give up now? Why not put the whole thing down as an unmitigated nuisance and treat it accordingly? Then whether it breaks out here or over there it will be suppressed and the American girl will cease to be the victim of a greed as intolerable as it is cruel.

THE SODA FOUNTAIN.

With the first warm days comes the intensified desire for a cooling drink and a cool retreat. Strive to get everything in readiness for this. There is so much in being prepared to induce the public to "get the habit" of coming to your place; and habit means a great deal when it comes to ice cream soda.

Give everything a freshening up. A bit of untidiness here is noticeable and repulsive. If paint or varnish is needed, do not be chary of it. The profit on a dozen glasses of ice cream soda will make quite a space of new varnish and the general attractiveness will draw and hold enough during the first day to more than pay the cost.

Above all, let everything be spotless and shining. Have good facilities for washing glasses and be able to produce them bright and shining. The dim glass is too suggestive of careless cleaning. It is not sufficient for you to know that it is clean. It must look clean to your patrons.

Have an abundance of clean cloths

or a sponge for speedily clearing away any muss left on your counter. The next customer will be sure to note a shortcoming along this line. Do not make so much parade about the repair work that the one who made the disorder will either feel himself too conspicuous or unwelcome. Do the work quietly and quickly and as a matter of course. Regard it as a part of the business, not as a subject of reflection on any one.

Don't try to hurry any one. Let them take their time. If you are so crowded for room as to feel tempted to express your need, don't. Better increase your capacity. Ice cream soda is what people wish to consume at leisure. If in a hurry, cater to their needs with dispatch, but if they want to rest and cool off while enjoying the treat, make them welcome.

OUR LOST OPPORTUNITY.

Grand Rapids Republicans had an opportunity to do things when the time came and then, through sheer carelessness, threw away their chance.

The Republicans had reason, occasion and the will to send George E. Ellis back to his devious trackless ways in bucket shop, poker table and faro-layout manipulation, but they lost their interest unaccountably and the chance was gone.

The Republicans had it in their hands to relegate Ellis back to the purlieus of the gambling den and rum shop and to annihilate forever his ambitions in a political direction and they threw it away; that is to say, several thousand Republicans—men who call themselves loyal Republicans and good citizens—failed to enroll themselves as Republicans and so, not being able to vote at the primaries, they enabled George E. Ellis to slide into the mayoralty for a third term.

It was not the plurality of about a thousand votes cast on Monday that made Ellis our third-term mayor. That result was obtained because less than forty Republicans—who happened to be indifferent, forgetful or lazy—did not think; did not remember their duty as citizens.

About the only comfort to be derived from the loss of what was an assured opening for a triumph in behalf of civic righteousness is the fact that the careless ones regret their vast abandonment of a good cause and their good intentions and will not permit the lesson to pass unheeded.

Putty people usually like to fill up all the window space.

The virtue that runs into vocabulary soon becomes vice.

Many doctrines are only ecclesiastical political fences.

THE FIVE PROPOSITIONS.

Four of Them Adopted and One Rejected.

This city went "wet" in the election Monday by a majority in excess of 7,000, every voting precinct contributing to the decisive result. It was expected the townships would go heavily "dry," but the farmer vote added 500 to the "wet" majority for the county as a whole. So emphatic an expression should be decisive, and no doubt will be—if the liquor and brewing interests will accept the result in a proper spirit of humility. If they interpret a majority of over 7,500 as a license to be careless in the observance of law it is inevitable the saloon question will come up again and next time the people may think the drastic remedy is the fit one to apply. The people will tolerate the saloon if properly conducted, but if the saloon insists upon being a nuisance public sentiment will do with it as it does with other nuisances.

The very handsome majority rolled up for pure water insures the speedy solution of what has long been this city's greatest problem. The proposition, carried by over 3,000 majority, represented more than 60 per cent. of the voters favoring it. This majority should have been larger and undoubtedly would have been had the question been submitted independently of all others. The result, however, is very satisfactory and is a tribute to the intelligent zeal and organizing energy of John B. Martin, who laid all private interests aside to give the campaign for pure water his personal attention. He worked largely through the Board of Trade Municipal Affairs Committee and the Committee of 100, and it is certain the campaign he put up was effective. Incidentally Dr. J. B. Griswold, Chairman of the City Pure Water Commission, is entitled to felicitation. He has been teaching, preaching and urging pure water for a quarter of a century and now he sees pure water about to be realized.

The franchise granted by the Common Council to the East and West Side power companies to consolidate with a central hydro-electric station fell by the wayside, and this is to be regretted. The proposition received a majority of nearly 2,300, but this was only 55 per cent. of the total vote and under the constitution a vote of 60 per cent. is required to give sanction to utility franchises. The plan to consolidate the water powers was suggested by the city itself as a means to giving the Canal street business district flood protection. It was not in any sense a grab. Private interests were not to be greatly benefited by it. It was an important public improvement which if carried out would not only protect the East Side from flood but would greatly add to the appearance of the river. Had the proposition been submitted independently it would no doubt have gone through, but various influences were against it. Many voters no doubt confused it with the big merger which Mayor Ellis has been opposing. The sixth ward, which was the first to receive flood

protection, very ungenerously voted against it. But, then, the ward also voted against pure water. The result of this vote is not necessarily final. The question can be submitted again and it certainly should be. A good time to submit it would be at the State primary election in September, when there would not be other issues to confuse the voters.

The charter revision proposition received the expected big majority, every precinct declaring for it. The next step will be the election of a Charter Commission, which will be probably at the September primary. The Commission will do its work during the winter and in the election a year hence the new charter itself will be submitted.

The proposition to issue additional bonds to extend the water mains carried by a majority of nearly two to one. Everybody understands what water main extensions mean and nearly everybody voted for it.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

Stanton has a Forestry Association, its purpose being the preservation of forests and the planting of new forests. Forest and ornamental trees and seedlings are furnished anyone at wholesale prices.

Alpena has voted to close Saginaw and Tenth streets for the purpose of allowing the Detroit & Mackinac Railroad to erect a passenger station at a cost of \$75,000.

The Boosters' Club of Paw Paw has plans for improving the walks and piers at the lake; also at Pottawattamie Island.

The city lighting department of Lansing is removing its poles from the principal avenues and laying the wires underground. The Tungsten cluster lights are to be tried in a section of the business district.

Menominee is gathering in many shekels from itinerant street peddlers found plying their trade without a license.

Mayor Allen, of St. Joseph, suggests that 10,000 illustrated booklets descriptive of the city's advantages, be issued; also that a suitable placard telling of the charms of St. Joe as a summer resort be placed on the wall of every passenger station, steam or interurban, in Indiana.

The City Lighting Commission of Marquette has lowered the rate of residence lighting from 7 to 6 cents per kilowatt hour and the rate of street lighting from \$75 to \$60 per lamp per year.

Grand Rapids is not alone in her efforts to get pure water. Read what W. B. Mershon, a prominent citizen of Saginaw, says on this subject: "Here in Saginaw they have gotten into a tangle over the water question and they are perfectly willing, our people are, to sit still and not do anything. They do not seem to care for good water at all and just as soon wash—if the bulk of them do wash—in this filthy river water, which is so muddy at the present time that it is more like paint than anything else. What shocks me is the indifference of our citizens. A lot of them will say, 'This ought to be done' or 'We

ought to have this and that,' but not one of them will lift a finger toward helping a matter along and are even fatigued with the effort to talk and find fault. How different it is in the West! There they all stand together, put their shoulders to the wheel, push and do something." Touching on conditions in Bay City the editor of the Tribune says: "There isn't a drop of water coming through the water works system fit for domestic consumption without filtering or boiling. People who can afford it buy Ogemaw or distilled Crystal water and those who can not use well or hydrant water and take their chances. The Tribune is informed that, assuming the population of the city to be over 50,000, only about 7,000 consume city water. There are large areas of territory in the city where no water mains are laid and, consequently, no revenue is derived therefrom. Such a condition of things would not be tolerated in an up-to-date Western city."

Albion has a live Business Men's Association. "Albion—Just Right" is the slogan and every member wears a button in his coat lapel reading, "Albion Boomers." The city wants more factories and more people.

The Merchants' Association of Holland is taking up the matter of improved highways leading to the city.

Fishing is one of the important industries at Ludington and about twenty-four boats, manned by seventy-five men, are now engaged in this business.

Meat dealers of Grand Haven have organized and will sell meats for cash only after May 1. Almond Griffen.

New Guides for Weather Man.

Two new principles in weather prediction have been introduced by Gabriel Guilbert, prize winner in the Belgian Astronomical and Meteorological Society. First he asks that the force of the wind at the surface as observed at the Weather Bureau stations be compared with the barometric gradient at sea level.

"If in any region the observed wind forces," he says, "are markedly in excess of the normal for the prevailing gradient, a surge of high pressure in the direction of the gradient may be looked for and vice versa. From this general principle it follows that a depression which is surrounded on all sides by winds in defect will grow deeper. If the defect is great a depression of small intensity will develop into a violent storm center.

"A depression round which the distribution of wind force as compared with the prevailing gradient is unsymmetrical will move toward the region of least resistance; that is, where the winds are most conspicuously in defect."

Mr. Guilbert has elaborated twenty-four rules for forecasting the weather and has made some surprisingly daring and successful prophecies on weather conditions.

Fine Points of Motoring.

"Algy, have you learned how to run your automobile?"

"Have I? Say, old chap, I can scare a pedestrian half to death and not touch a hair of him!"

United Cereal Mills Succeeds the Egg-O-See.

Quincy, Ill., April 5—The old and unexplainable name of Egg-O-See will disappear from the corporate title of the country's greatest cereal company. Also there will be no more Battle Creek Breakfast Food Company. The certificate of amendment to the articles of association as recorded with the Secretary of State in Michigan was received at the general offices of the corporation here to-day.

From this date the business of the Battle Creek Breakfast Food Company, sometimes known as the Egg-O-See Cereal Co., will be transacted under the new name, United Cereal Mills, Ltd., continuing to operate its large mill here and controlling the operation and output of its subsidiary company, the Atchison Oatmeal and Cereal Co., Atchison, Kan.

John E. Linihan will continue as Secretary, Treasurer and General Manager of the company and Brode B. Davis, of Chicago, as President, representing large Eastern capitalists, who have recently acquired large financial interests in the company.

For several years past the management of the company has had under consideration a change in name of the corporation. The name Battle Creek Breakfast Food Co., Ltd., was adopted by the original incorporators at a time when they expected to establish their business at Battle Creek, in the State of Michigan. This name has always been confusing and a misnomer for a corporation having its headquarters, mills and general offices in Quincy, State of Illinois.

There will be no change in the names of the trademark brands. The products of the company, E-C Corn Flakes Toasted, E-C Oats and Egg-O-See, will be manufactured as heretofore as well as Hearts of Wheat, Washington Oats and White Rabbit Hominy.

The business of the company during the past year has been done upon a profitable and satisfactory basis and this, together with the addition of the large Eastern financial interests, puts the company in excellent position to prosecute an even more vigorous campaign for the year 1910.

This means much to this city, for it makes it possible for the management to largely increase the manufacture and sale of its products.

When Will Niagara Run Dry?

It is stated that a comparison of gauge records for a period of twenty years shows that the land surrounding the Great Lakes is being gradually tilted from northeast to southwest at such a rate that, of two points one hundred miles apart, the northern rises five inches with reference to the southern in one hundred years. At Chicago the lake-level rises about one inch in ten years.

It is predicted, therefore, that, should this movement continue, in about three thousand years all the upper lakes will discharge into the Illinois River, the Detroit and St. Clair Rivers will flow backward, carrying the water of Lake Erie into Lake Huron, and the Niagara River will run dry.

Tally Marks the First Mathematics.

The cradle of mathematics is in the tally marks of the savages, believes Major Charles E. Woodruff, the anthropologist and military sanitarian. The natural way of recording numbers is by tally marks. And it is the universal custom of mankind, at least of all intelligent enough to count. Historians of mathematics use the term tally marks to refer to the notched sticks, but it is here meant to refer to any simple marks or scores. Tally marks must be so distinctive that they can be read no matter how the coin or stick is held, vertically, horizontally or inverted.

The modern six or nine would have been useless, since they would have been undistinguishable unless the top was known. Therefore we find many instances in which the numerals have been inverted or inclined at various angles, as it was of no practical importance at first whether they were upside down or not. Our two, as well as the four, five, six or seven—all have been inverted and reversed at times. There may also have been reversals of the forms due to the fact that the people from whom the Arabs obtained the numerals probably wrote from left to right, while the Arabs wrote from right to left and the Europeans from left to right.

In addition to this one Sanskrit language was written from right to left and another left to right. When forms of numerals are evidently tally marks the ancient tribes probably would not stick to any particular arrangement but would form new ones

if they indicated numbers. This is the most reasonable explanation of the evident tally mark nature of the numerals.

Ten is a nine with an extra stroke and the eights are sevens with an extra stroke. The four, five and six also clearly are derived from groups of marks. In course of time by slurring, omission of strokes and adding embellishing flourishes, the manuscript forms arose. In the seven there is a perfect gradation of evolutionary forms to our present seven.

In the four the resemblance is seen by making an assumption. In the five there is more evidence of an attempt to write decisively one of the X forms of the Chinese. The supremacy of the Chinese is explained by the fact that the Chinese numerals were the first ideographs in the field.

Making Good.

Success is one-half bluff and the other half make good. Of course, the bluffer that is found out is a dead one. Now some of us have been making a bluff, and then tired of it and laid down our cards. You can not make a bluff if you do not make good. You must have enough energy left to stick through. Do not let people read on your countenance that which it is not for the world to know, because if you do a whole lot of people are always ready to jump on you when you are down. When you are going up hill there are lots of people to help you.

When you pray for promotion Heaven sends you opportunity.

An Experiment in Justice.

"The law's delay," which Hamlet thought is one of the things which make life not worth living, has been a subject of raillery on the part of satirists and of serious concern on the part of statesmen in all ages. The poor man who, at the present time, has gone into court and who fears that justice will never be done him there, may assure himself, at any rate, that his troubles are nothing new.

Chronicles of the time of the Emperor Charlemagne, who was the master and to a great extent the law-giver of Europe in the latter part of the eighth and the beginning of the ninth century, record an interesting attempt on this monarch's part to prevent the delays of justice.

He could not deny that the excuses made by the judges were plausible, but he was convinced that they could decide cases more promptly if they would.

He decreed, therefore, that when a judge had failed to render a decision within a certain reasonable time the complainant in the case should have the right to take up his residence in the judge's house, to eat at his table, and to lodge at his expense until the decision should be made.

The decree was promptly taken advantage of by various litigants, who praised the wisdom and righteousness of their sovereign as they tasted the fare and slept on the beds of their dilatory judges.

They found, however, that there was another side to the picture: They succeeded in hastening the decision of the judge, but when it was reached it was generally found to be unfavorable to the complainant. It was the judge's way, as we should express the matter, of "getting even."

This interesting method of enforcing decisions became, therefore, unpopular. And what the wise and powerful Charlemagne failed to accomplish has never since been effectually secured.

Air—Rarefied and Compressed.

Attention has been called to some curious effects of rarefied and of condensed air on human respiration. On high mountains some persons experience distressing shortness of breath, one result of which is that they are unable to whistle. Precisely the same effect is sometimes produced by the condensed air in caissons and diving-bells. Laborers working in compressed air frequently find, however, that their powers of exertion are increased as long as the atmospheric pressure is not more than double that of ordinary air; but beyond that point unpleasant effects are experienced after the men have left the working shafts and returned into the open air. On the other hand, high atmospheric pressure in the case of persons not doing manual labor has been found to act as a mental stimulus, increasing the impulse to talk.

Overanxiety for greased palms makes the feet mighty slippery.

VICTORIES == for Dandelion Brand Butter Color

TO WIDEAWAKE GROCERS:

Over 90 per cent. of the buttermakers in the country won't use any other butter color but Dandelion Brand. Your buttermaking customers, too, are included. They know that Dandelion Brand Butter Color is the best. And if you aren't selling Dandelion Brand, you're losing two profits. One profit on the butter color itself, and another, and a bigger one, on the butter, if you sell your customer's butter. For Dandelion Brand gives butter a rich, golden color that makes it look better to the consumer and brings higher prices. Begin to get some of the butter color profits now. Takes no time to sell—just let your customers know that you have it. That's all the pushing needed.

ALL PRIZE-WINNERS MENTIONED IN THIS LIST USED DANDELION BRAND BUTTER COLOR IN THEIR PRIZE-WINNING BUTTER

CONNECTICUT

State Dairymen's Meeting, Hartford, Jan. 26-27, 1910—Dairy Sweepstakes—G. B. Treadwell, New Canaan, Score of 98. Creamery Sweepstakes—M. H. Pease, Windsor, Score 97½.

ILLINOIS

State Dairy Convention, Vandalia, Jan. 19-21, 1910—Highest Score—Geo. W. Hoppensteadt, Goodenow, Score 96.

INDIANA

State Dairy Convention, Lafayette, Jan. 13-14, 1910—Highest Score Whole Milk Class—W. F. Madaus, Dyer, Score 94. Highest Score Hand Separator Class—Ed. Huebschman, Hardinsburg, Score 94½.

IOWA

State Fair, Des Moines, Aug. 27-Sept. 3, 1909—Whole Milk Class—H. E. Forrester, Lake Mills, Score 97½. Gathered Cream Class—L. O. Knudson, Manly, Score 97.

MASSACHUSETTS

State Dairymen's Ass'n Meeting, Amherst, Jan. 19, 1910—Grand Sweepstakes—Springfield Milk Association, Score 96½.

MINNESOTA

State Dairy Convention, Hutchinson, Jan. 18-20, 1910—1st in Hand Separator Class—C. L. Sorenson, Heron Lake, Score 94½. 2nd in Hand Separator Class—Emil G. Omen, Freedheim, Score 93.

NEW HAMPSHIRE

State Dairymen's Meeting, Exeter, Jan. 13-14, 1910—Creamery Sweepstakes—H. P. Hood & Sons, Derry, Score 96. 1st on Creamery Prints, Austin C. Huggins, East Andover, Score 95¼. Dairy Sweepstakes—Roscoe F. Swain, Hampton Falls, Score, 95.

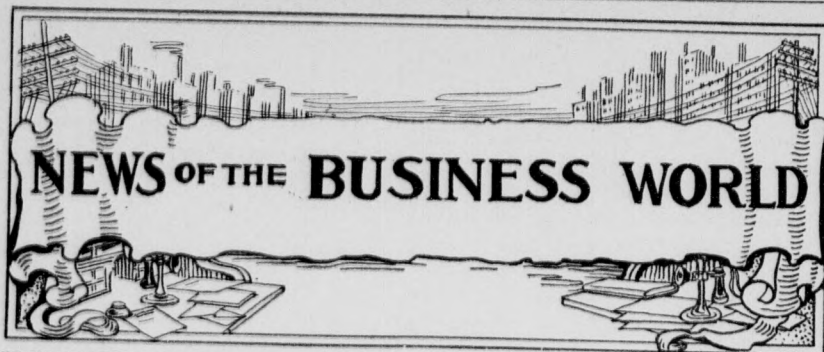
OHIO

State Dairy Convention, Columbus, Jan. 5-7, 1910—Highest Score—Jacob E. White, Greenfield, Score 94.

VERMONT

State Dairymen's Meeting, Burlington, Jan. 4-6, 1910—Grand Sweepstakes—W. K. Bruce, Passumpsic, Score 98. Vermont State Fair, 1909, White River Junction—Creamery Sweepstakes—A. E. Kendrick, Groton, Score 98.

WELLS & RICHARDSON CO., Manufacturers of Dandelion Brand Butter Color, Burlington, Vermont



Movements of Merchants.

Three Rivers—Harry Rawson has opened a bazaar store here.

Detroit—Harrigan & Reid, plumbers, have merged their business into Cheboygan—Greenwood & Son have engaged in the meat business here.

Manistee—T. P. Steadman has engaged in the wall paper and paint business.

Tecumseh—W. W. Marsh is succeeded in the meat business by William Hause.

Detroit—Laclare & Co. have opened a jewelry store at 1520 Woodward avenue.

Manistee—James Marasco & Son have engaged in the wholesale fruit business here.

North Branch—H. D. Castle succeeds W. H. Harrington in the bakery business.

Cassopolis—Henry Brockhaus, recently of Knox, Ind., has engaged in the bakery business here.

Adrian—Bohn Bros. have sold their stock of meats to Charles Hansen, who took immediate possession.

Detroit—Dawson & Nesbitt has opened a men's furnishing goods store at 1362 Woodward avenue.

Muskegon—The capital stock of the Edwards Lumber Co. has been increased from \$12,000 to \$24,000.

Lansing—E. H. and Glen Davis, of Evart, have formed a co-partnership and will engage in the shoe business here.

Kalamazoo—A. E. Wood & Co., wholesale millinery dealers of Detroit, have opened a branch store here.

South Range—Jervis & Jarvela have sold their bakery to Leon Bergeron, who has taken immediate possession.

Hillsdale—A. Triechman has sold his stock of meats to A. J. Colvin, from whom he purchased the business last year.

Kalamazoo—J. R. Jones, Sons & Co. have purchased the G. F. Bruen dry goods stock and will consolidate it with their own.

Lake Odessa—M. E. Everet, a former employe in the G. W. French jewelry store at Ionia, has engaged in a similar business here.

Allegan—A. H. Tracy, of Ganges, has purchased the interest of A. P. Holmes in the Grange store and will succeed him as salesman.

Greenville—L. J. VanWormer has sold his stock of groceries to Chris Christensen, who will continue the business at the same location.

Hastings—Fred Spangemacher has sold his hardware stock to Edward A. Burton, who will continue the business at the same location.

Manistee—Julius Lemberg has sold his stationery and cigar stock to Hans Hansen, who will continue the business at the same location.

Hanover—W. W. Wickman has closed out his stock of general merchandise at Rice Creek and will engage in a similar business here.

White Cloud—W. Walkley has sold his stock of groceries to W. S. Bird, recently of Bailey, who will continue the business at the same location.

Petoskey—The T. M. Collins bankrupt stock of jewelry has been sold by John J. Reycraft, trustee, to William Vincent, of Manistee, for \$1,600.

Bay City—The Republic Fuel Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in in cash.

Kalamazoo—John I. Bushouse, formerly connected with the Edwards & Chamberlain Hardware Co., has engaged in the hardware and bazaar business at 1611 South Burdick street.

Petoskey—Harry Long and Roy Everhart have formed a co-partnership and purchased the Galinsky meat market and will continue the business under the style of the Superior Meat Market.

Bay City—John Hegenauer, who has been employed in the Charles H. Hill cigar store for the past twelve years, has purchased the stock and will continue the business under his own name.

Kalamazoo—Larned & Shandrew have sold their tin and furnace business to C. B. McDole and W. J. Porter, who will continue the business under the style of the Kalamazoo Heating Co.

a stock company under the style of the Harrigan & Reid Co., with an authorized capital stock of \$25,000, of which \$12,500 has been subscribed, \$4,500 being paid in in cash and \$8,000 in property.

Crystal—A. McCabe has sold his drug stock to his competitor, J. D. Smith, who will consolidate the two stocks at one location. Mr. McCabe will remove to Kalamazoo, where he conducts a drug store.

Allegan—Herbert Baker, photographer, has purchased the F. P. Potter & Co. drug stock and taken immediate possession. H. F. Hyde, of Grand Rapids, will succeed Clark Gray as registered pharmacist under the new management.

Kalkaska—The Kalkaska Hardware Co. has dissolved partnership, Frank Leach selling his interest in the stock to his partner, C. W. Prevost, who will continue the business under his own name. Mr. Leach has formed a

co-partnership with his brother Howard and will engage in the hardware business at South Boardman.

Rockford—C. G. Becker has sold his drug stock to Neal McMillan, who was engaged in the drug business at this place for many years prior to his entering the service of the Federal Government as a consular representative in Canada.

Belding—Vern C. Divine has sold a half interest in his clothing stock to John Greenop, who was formerly engaged in trade in Orleans, and the business will be continued under the style of Divine & Greenop.

Ludington—The Jesse E. McCourt Jewelry Co. has merged its business into a stock company under the style of the McCourt-Roehrig-Hamel Co., with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in property.

East Jordan—The F. B. Gannett Co. has sold its drug stock to the Spring Drug Co., which will take possession April 15. The business will be managed by W. C. Spring. Mr. Gannett has purchased a drug stock at the corner of Forest and Brush streets, Detroit.

Otsego—C. E. Pipp, hardware dealer, and John H. Lindsay have purchased the angle steel stool and chair department of the Angle Steel Sled Co., of Kalamazoo, and will continue the manufacture of this product in Kalamazoo and Otsego under the style of the Angle Steel Stool Co.

Palmyra—The Ehinger-Vogt Co., wholesale and retail dealer in lumber, building material and coal, has merged its business into a stock company under the same style. The company has an authorized capital stock of \$20,000, of which \$10,000 has been subscribed and \$9,500 paid in in property.

Escanaba—M. J. Ryan, credit man for the Escanaba branch of the National Grocer Co., will succeed J. V. Moran as manager on May 1, and George J. Wink, who has served as city salesman, will become buyer and sales manager. J. V. Moran, who has served as manager of the Escanaba and Sault Ste. Marie branches the past few years, will retire from the head of both houses. It is understood that an effort will be made by him to establish a wholesale grocery house that will be operated in opposition to the interests of the National Grocer Co. in the Upper Peninsula. Mr. Ryan and Mr. Wink were in Detroit last week, where they met the officials of the company and arrangements were made for succeeding Mr. Moran as manager and buyer at this place.

Manufacturing Matters.

Mason—G. W. Sherman has engaged in the milling business here.

Hillsdale—Henry Buckner, of Frontier, has moved his cigar factory here.

Reed City—W. H. Smith will shortly engage in the manufacture of brooms.

Detroit—The capital stock of the Rochester Sandstone Brick Co. has been decreased from \$100,000 to \$30,000.

Houghton—The Northern Michigan Brick & Tile Co., of Calumet, has moved its principal office to this place.

Grand Haven—The principal office of the Ottawa Leather Co. has been changed to Chicago, Ill., but there will still be an office at this place.

Nisula—The Laird Milling Co. has been incorporated with an authorized capital stock of \$25,000, of which \$12,500 has been subscribed and \$9,000 paid in in property.

Muskegon—The Muskegon Auto Body Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in in cash.

Detroit—The Standard Gear Grinding Co. has engaged in business, with an authorized capital stock of \$200,000, all of which has been subscribed, \$5,300 being paid in in cash and \$194,700 in property.

Bronson—A new company has been organized under the style of the New Bronson Portland Cement Co., with an authorized capital stock of \$110,000, all of which has been subscribed and paid in in property.

Detroit—A new company has been organized under the style of the Cooper Valve & Manufacturing Co., with an authorized capitalization of \$100,000, of which \$75,000 has been subscribed and paid in in property.

Detroit—A new company has been incorporated under the style of the Marten Lumber Co., with an authorized capital stock of \$30,000, of which \$20,000 has been subscribed, \$8,500 being paid in in cash and \$11,500 in property.

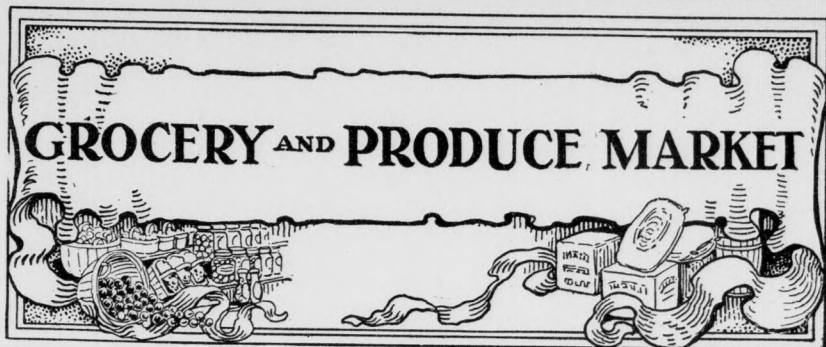
Detroit—The Golden, Belknap & Swarts Co. has engaged in business to manufacture and deal in gasoline engines, with an authorized capitalization of \$100,000, of which \$51,000 has been subscribed and \$33,000 paid in in property.

Alma—The Miller Saw Trimmer Co. has been organized with an authorized capitalization of \$50,000 common and \$25,000 preferred, of which \$75,000 has been subscribed, \$25,000 being paid in in cash and \$50,000 in property.

Detroit—A new company has been organized under the style of the Stuart Commercial Car Co. to manufacture and sell automobiles and automobile trucks and parts, with an authorized capital stock of \$300,000, of which \$150,000 has been subscribed and \$60,000 paid in in property.

Detroit—The Janisse-Robert Manufacturing Co. has engaged in business to manufacture and sell metal polish and enamels, leather dressings and belt dressings. The new corporation is capitalized at \$2,000, of which \$1,000 has been subscribed, \$250 being paid in in cash and \$750 in property.

Lansing—J. E. Gamble, formerly manager of the Lansing branch of the National Grocer Co., has become general manager for the True Blue Gum Co. The machine shop and nickel-plating department of the company will be removed from the present location on the third floor of the Wilson building, Washington avenue and Allegan street, to a building in the rear of the Coliseum rink.



The Produce Market.

Apples—\$4@4.50 per bbl.
Asparagus—\$5 per crate for California.

Beets—\$1.50 per bbl.

Beans—\$3 per hamper.

Butter—Creamery grades have declined 1c. The quality of the butter now arriving is good for the season and all receipts meet with ready sale. Stocks in storage are about exhausted and the trade is being chiefly supplied with fresh butter. The probability is against any material increase in the make within the next two or three weeks. Local dealers hold creamery at 31c for tubs and 31½c for prints; dairy ranges from 18@19c for packing stock to 23c for No. 1; process, 25@26c; oleo, 12@21c.

Cauliflower—\$2 per doz. for California.

Cabbage—65c per doz.

Carrots—\$1.25 per bbl.

Celery—65@90c for California; \$1.65 per crate for Florida.

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

Cucumbers—Hothouse, \$1.50 per doz.

Eggs—The market remains firm and unchanged, and the receipts are about normal. The quality of the current receipts is the best of the year. The present consumptive demand is very good and there is also some speculative demand. The consumptive demand should remain active for some time. Local dealers are paying 19c f. o. b. shipping point, holding case count at 20c and carefully selected stock at 21@22c.

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, 10c 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—8c per lb. for home grown hothouse stock.

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

Potatoes—The market is completely demoralized. Local dealers hold their supplies at 25@30c.

Poultry—There is no change in the market but all line holding very firm. The demand is exceptionally good for this time of year and nearly all goods sell readily on arrival. Local dealers pay 15@16c for fowls and springs; 10c for old roosters; 15c for ducks; 8@10c for geese and 16@17c for turkeys.

Strawberries—A carload of fine stock arrived from Louisiana this morning. It is held at \$2 per 24 pints.

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

Turnips—50c per bu.

Veal—Dealers pay 5@6c for poor, and thin; 6@7c for fair to good; 8@9c for good white kidney; 10c for fancy.

Chelsea—The creditors of Frank P. Glazier, who have been running the Chelsea Stove Works since Glazier was declared bankrupt, have sold the capital stock of the company, amounting to \$400,000, to a number of Detroit business men. The profits from the business since the creditors have been in charge have netted them upwards of 70 per cent. of the amount Glazier owed them at the time of his failure. A company composed of the new owners was formed immediately in the office of the Detroit Trust Co. and the statement was given out that the magnificent plant that Glazier built at a cost of several hundred thousand dollars will continue to be used for the manufacture of stoves. Roy Haberkorn, of the E-M-F, was elected Vice-President of the new company and Robert Brownson Secretary and Treasurer. David Hunt, Ralph Stone, A. W. Wilkinson of Chelsea, and H. L. Stanton, the present general manager, were made directors. The new President has not yet been chosen.

Detroit—The Taylor Supply Co., manufacturer and dealer in plumbing, engineering and foundry supplies, has merged its business into a stock company under the same style. The capital stock of the company is authorized at \$10,000, of which \$5,400 has been subscribed, \$2,900 being paid in cash and \$2,500 in property.

Wyandotte—The Campbell-Kingsley Manufacturing Co. has been incorporated to manufacture and deal in automobile supplies and all kinds of machinery. The company has an authorized capital stock of \$75,000 common and \$35,000 preferred, of which \$80,000 has been subscribed, \$5,000 being paid in cash and \$75,000 in property.

The Grocery Market.

Sugar—The raw market is exceptionally strong and has been gradually working higher. The demand is very good for this time of year, with the price 40c per hundred higher than a year ago. The market on refined is also holding very firm and some of the best authorities say they can see no reason for cheaper sugar, but rather for an advance, as the situation rules strong in sympathy with the recent European advance and the drought cables from Cuba.

Tea—There is a moderate movement of all supplies, with no break in price, and the prospect of any decline in Japans is very distant. The Japan market for new leaf opens about April 25 and considerable interest is being shown by importers as to the opening price. The Ceylon market remains firm and Nibs or Gunpowders are entirely out of the market. Congous remain steady on spot lots. Altogether the market is in a healthy condition but quiet.

Canned Goods—Spot corn is being held a little higher by the packers, as their supplies are getting low. Tomatoes are still cheap and remain at the same price as quoted last week. The demand for both tomatoes and corn is very satisfactory, but peas are not increasing in demand to any extent and the supply is not large in most of the grades. Apricots and peaches are in just fair supply and are selling quite freely at steady prices. The demand for gallon apples has shown considerable improvement during the last two weeks, as green apples are cleaning up very fast and will soon be off the market. Pineapples are in fair demand with prices the same as quoted last week. Stocks of salmon of all kinds, including pink, are in small compass, and with a steady consuming demand the market is firm. Domestic sardines are in a firm position, due to the statistical position. A fair business is being done in imported sardines, principally on Norway smoked.

Dried Fruits—Apricots are dull and unchanged. Raisins are dull and neglected. Currants are in fair demand at ruling prices. Fard dates have been in rather unusually good demand in spite of the warm weather, the reason being general scarcity. Figs and citron are dull and unchanged. Prunes are dull, and while the coast shows no change in price, holders in secondary markets are cutting prices. Peaches are still in good demand at unchanged prices.

Spices—The demand is just fair for this time of the year. Prices are about the same on most of the line as last week, but it is said that cloves will be much higher, as the crop is very short this season. Pepper is also very firm at present prices.

Coffee—The price holds very firm on nearly the whole line and some of the best posted people in the trade say it is sure to be higher. Demand at present is very good. Brazils are firm and there is a very strong feeling on mild grades. The same firm tone is noted on Maracai-bos

Syrups and Molasses—Corn syrup is without change. Compound syrup is in light demand on account of the warm weather. Prices are unchanged. Sugar syrup is in active demand at firm prices. Molasses is quiet and unchanged.

Rice—The demand continues very good, as was reported last week, and prices are the same as they have been for some time past. Advices from the South note a shade better business on the Atlantic coast.

Cheese—The consumptive demand is good considering the high prices. Stocks are very light and fancy cheese is likely to go out at unchanged prices. New cheese will hardly arrive for at least thirty days. Under grades are more plentiful than fancy and show only a fair demand.

Provisions—Everything in smoked meats shows a continued shortage and the consumptive demand readily absorbs everything that arrives. Pure and compound lard are both firm and are likely to advance shortly. Barrel pork rules very high and shows very slow sale. Canned meats and dried beef are in fair consumptive demand at unchanged prices.

Fish—Cod, hake and haddock are dull and unchanged. Salmon shows no change and only fair demand. Norway mackerel have shown some disposition to ease off during the week, and the demand is but fair. Irish mackerel are offered at favorable prices also. Domestic sardines have advanced, as predicted last week, to a basis of \$2.60 f. o. b. for quarter oils. No prices on the 1910 pack have been named as yet, but they are expected to be much higher than last year. Imported sardines are quiet and inclined to be easy.

Eggs form a complete food admissible in most febrile maladies. These should not be cooked, but beaten up with twice or three times as much hot (boiling) water, strained, sweetened with sugar or added to a little broth or clear soup (consomme). This forms a very nutritious food; or the yolk of an egg may be beaten up with a little hot milk and water or with a little hot weak tea, sweetened with grape sugar; or eggs may be given in the form of the brandy mixture of the British Pharmacopoeia. (This is ordered to be made by rubbing together the yolks of two eggs and half an ounce of refined sugar and adding four ounces of cognac and four ounces of cinnamon water. A more generally useful mixture may be added with half this quantity of brandy.)

The A. M. Todd Co., Ltd., has opened a grocery store on its peppermint farm near Fennville. The stock was furnished by the Worden Grocer Co.

The Emmet Lumber Co. has opened a grocery store at Cecil Bay. The Worden Grocer Co. furnished the stock.

The Yuille-Miller Co. has decreased its capitalization from \$50,000 to \$40,000.

The Child In the House.

There has been much said about the wives of American men having few children. Priests lecture about it, men of brains talk about it, but has any one read a criticism from an intelligent American mother? Surely she is the one person to give an opinion in this matter. How can a man be qualified? Does he bring forth the child? Does he bear the burden and the suffering? Does he take care of the child day after day and year after year? Does he see whether, in these days of high prices and expense, the child gets its proper share or the mother either? Remember, no child asks to be born, and every mother and father in God's universe is responsible for its life, its health, and a proper chance in this world. Most intelligent mothers know that it is impossible to take care of a large family. I myself am a member of a family of ten children, and I know that the care of all these children hastened my mother's death. We had to scrape along as best we could, get what education we could, and try to cope with our neighbors, who had more chance than any of us. As a result we were handicapped because my father had five more children than he could support. Every woman knows that there is a limit to endurance. Her body is her own just as much as her soul, and no man, be he ever so qualified, is in a position to discuss her affairs.

Why not keep out the low foreign class and give the American children a chance? I have been in foreign countries and have seen the class that flock to these shores, and the fact is that the American boy is in the minority not because of womanhood but because the mother sees the terrible proposition she is facing and she will not produce children under such conditions. If there were not so many foreigners here who can have overstocked families, who can live on a small amount and so create cheap labor, most American mothers would have boys. A boy is nearer to his mother's heart than his father's. Why not relieve the situation by restricting the foreign element and let the mother work out her own salvation? We are not living in the days of Lincoln, Shakespeare or Washington and foods are on an entirely different platform in these days, and we all know that many "a just man's children do go hungry." Childbirth is not a poetical fancy but a stern reality to the average American mother, and the unselfish, self-sacrificing love within her makes her feel that she will not add another burden to that which she is carrying through life.

A few women may be frivolous and not especially interested in children, but the number is small in comparison and not worth discussing. No doubt individually even these few have a good reason. Some are married to immoral men and they will not produce a child under such conditions.

Women are weeping the world over for the loss of a dear child. Only a short time ago I was called to a

sick child who in a few short hours passed away. The little feeble voice with almost the last breath said: "Boys love their mothers when they are sick."

Children are not purchased with gold dollars. If this were the case more women than men would buy. A helpless little babe given to a woman means much suffering on her part, hours of excruciating pain such as no man knows, and the thought that through it all her little helpless child may be left motherless.

The writer has made this subject her life work, and she knows how the poor little children already here are many of them suffering and neglected. The child problem is by far the most serious one. Colleges are built and endowed, yet it is becoming absolutely impossible for a man of moderate means to educate his son beyond our public schools. Libraries are springing up everywhere, yet when a boy is hungry can he be fed books? Occasionally a rich man dies and incidentally leaves a little money to a children's home. There is not a public home for forsaken children in Chicago with half enough money to run it. Under these conditions women are censured for not having ten children. It's about as sensible an argument as presenting a man with a box of cigars because his wife has a new son. A great many men think women have no place in politics, and perchance this may be true, but is it not also true that on the subject mentioned above it may be a car for "women only," and the men had better find their crossing and get off?

Measuring Memory.

Attempts have been made from time to time in France to "measure memory." One of the experiments consists in reading a series of figures to the subject, at a regular speed of about two per second, and observing how many he can repeat without error in the order in which they were given. The faculty of voluntary attention is, of course, called into play by this experiment. Children from six to eight years old retain, on the average, five figures; children ten years old six figures; and adults seven figures.

It has been ascertained that Jacques Inaudi, the lightning calculator, can retain more than forty figures.

The Simple Life.

A man is simple when his chief care is the wish to be what he ought to be; that is, honestly and naturally human.

We may compare existence to raw material: What it is matters less than what is made of it, as the value of a work of art lies in the flowering of a workman's skill. True life is possible in social conditions the most diverse and with natural gifts the most unequal.

It is not fortune nor personal advantage, but our turning it to account, that constitutes the value of life. Fame adds no more than does length of days; quality is the thing.

Charles Wagner.

Advantage of the Ounce of Prevention.

Does your daily work exhaust you? Do you feel absolutely worn out, mind and body, and maybe soul, when you crawl into bed at night? Do you wonder how you can hold out to the end of the week and when Sunday comes wonder if you can get through another week?

No, this is not a patent medicine advertisement, however much it may sound that way.

It is simply a suggestion that any woman who is doing more than she normally should, for whom it is impossible to take the big rests that she needs—and it's terrible how many come under that category—should make sure that she is taking all the little rests along the way that she possibly can.

What do I mean?

Well, for one thing, how do you act in a train or car? Do you sit strenuously upright with every nerve aquiver and every muscle tense and every brain cell intent on the tasks that you are about to do or have been doing, or do you try to relax your mind and body as much as possible and get all the rest you can out of these unoccupied moments?

For another thing, when you get home from your work at night, before you take up the activities of the evening, do you lie down and completely relax for a few moments?

You ought to, you know. And, if possible, before you eat.

Absolutely nothing is so bad for the stomach as eating when tired.

If every business man and woman who came home tired out would lie down and rest for fifteen or twenty minutes before eating, half the indigestion specialists in the country would have to go out of business.

For another thing, do you make full use of the soothing, restful effect of hot water?

It is really marvelous how much of the tiredness and nervousness of the day, along with its grime, can be bathed away by five or ten minutes spent in laving one's face in steaming hot water.

And do you realize how much invigoration, how much strength to face the duties of the day, can be squeezed out of a few spongefuls of cold water?

To take a sponge bath you must steal perhaps ten minutes from your sleeping hours. It has been my experience, and that of everyone else whom I ever knew who had the sponge bath habit, that if you had to steal five times that amount it would still be worth while in added strength and energy.

I do not believe that everyone has the vitality necessary to benefit from a cold plunge, but I do think anyone is the better for at least a cool sponge bath every morning.

And now, when the warm weather is coming on, is such a splendid time to begin.

Gypsy Smith, the great evangelist, once said:

"A fence on the edge of a precipice is better than a hospital at the bottom."

It is foolish, of course, to live so near this precipice of overwork or breakdown, but since there are so many of us who somehow seem to have to, isn't it better on the whole to build the fence of little rests and little helps than to make use of the "hospital at the bottom?"

Ruth Cameron.

The Value of Colors.

A window dresser is not a top notch trimmer until he studies the value of colors. Ofttimes some store has much the better idea in backgrounds only to lose attractive value of the window on account of the color scheme. Location has much to do with the selection of colors: For instance, in Chicago Marshall Field & Co. have a splendid opportunity in using delicate shades. Their store is situated in an airy and well lighted part of the loop. State street at that point widens and the north end of downtown Chicago is brighter. So, most of Field's fine windows show up because of this natural advantage. Of course the trimmer is one of the best in the country and knows how to use colors to get a striking effect. His displays are nearly always costly, but consumers make a special trip downtown to see Field's window displays. On the other hand have some trimmer replace Field's displays say on Van Buren street. The elevated darkens this street and the neighborhood represents continual night. Even during the brightest days artificial illumination is necessary. What chance would a delicate background have to attract consumers to the window? Top notch trimmers learned this long ago and most of the retail shops and department stores in that part of the city use heavy colors. Red predominates and blue and green run a close second. Colors have much to do with the attracting power of windows. Location does not determine their proper use alone. The goods to be displayed are another consideration.

Some Curious Spoons.

Nowadays we are familiar with all manner and shapes of spoons intended for divers purposes, but some of the old-fashioned ones are merely curiosities. For instance, there is the old narrow-spoon, used by our grandparents for extracting marrow from bones. This spoon was made double, one end being employed for small bones and the other for those of larger bore.

Another old spoon was that used for mulberries. This had a perforated bowl and a spiked and pointed handle, and was employed in a day when mulberries were much more commonly eaten than they are at the present time. With the perforated bowl a little sugar was sprinkled on the berry, which was then conveyed to the mouth on the spiked end of the handle.

Very few caddie-spoons are seen these days. Tea-caddies of the old-fashioned type have long since gone their way, and with them disappeared the caddie spoon.

The snuff, candle, and pap spoons are others that have long ago gone out of use.

43 Per Cent
PROFIT



\$1.10 Per Case
PROFIT

PRODUCTS

*Don't Be a Slot Machine
Sell Profitable Goods Only*

Buy Your Goods Right and You Are Always Sure of a Profit



From MARCH 15th to APRIL 20th, 1910

we will allow the retail grocer with:

10 cases E-C Corn Flakes or Egg-O-See, 1 case FREE, at
\$2.70 per case, 46% profit.

5½ cases E-C Corn Flakes or Egg-O-See, ½ case FREE, at
\$2.70 per case, 45% profit.

2¾ cases E-C Corn Flakes or Egg-O-See, ¼ case FREE, at
\$2.75 per case, 43 % profit.



And upon all purchases of three cases or upward, we will allow freight when shipped from jobbers' stock or we will prepay freight when made in the form of drop shipments from our factory. Is it not to your interest to to give especial attention to the sale of

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In the face of the agitation regarding the high cost of living, the retailer is making good profits on **E-C Products**, and your customers are buying goods of highest quality at honest prices.

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

Wednesday, April 6, 1910

AN UNSAVORY FACT.

Parenthood is beginning to show unmistakable signs of its annual spring fever, due undoubtedly to the not far off graduation in June. It does so want to do its duty by its children—to bring them up in the way they should go; to keep them innocent and true; to have them just and honest; to be direct in all their dealings and free from all pretense—to be, in fact, within a few weeks, worthy candidates for the world's best citizenship. It is a worthy ambition—there can be none higher—and yet that same loving and devoted parenthood has to face the unsavory fact that from babyhood up it has done its best to prevent the very purpose it has tried to accomplish.

In the wide realm of fact and fancy is there anything more delightful than the unaffectedness and the candor of childhood? It is the simple truth, not naked, but clad in the pure simplicity of childhood, that can see no reason why yes and no should not stand for the one idea that clings to each. If they, the children, do not want the proffered kiss and the foisted caress they can simply say so; but what fond mother at the earliest opportunity ever fails to reprove, ever so tenderly, the refusal of the intended kindness which babyhood looks upon as an unwarranted familiarity.

We are very insistent these days about the square deal and a square game. To how many has it occurred that the deal and the game are both illustrated best in the daily transactions of childhood? Until maturity has taught them otherwise children honestly dealt with will deal honestly with us. For them there is nothing more natural than to be honest and just. They bring these sterling qualities with them straight from the stars and they practice them until the ways of the world—shall we say the home ways?—have taught them to do differently. Left to himself a child never lies and a thief at three is unheard of. He does not know what the words mean. Then the parent comes to the front armed with slipper and hairbrush and the training for the police court begins!

Look at it as we may the unsavory fact is that what is wrong in everyday life to-day is due to the training which the homes of America have given to their progeny when the wrong-doers were children and at home. The methods of instruction—another unsavory fact—are much the same. They come to us, these children of ours, guileless, just and honest and true and pure, but they do not remain so. In ways it knows not of—it seems so—the home training begins and goes on. Gradually as growing is the changes come and stay. Clear-eyed childhood sees and detects and remembers and imitates—another unsavory fact—and the world's wickedness goes on.

Who is to blame?

Why bother with that? Instead let the lovers of childhood and humanity have a single aim and keep it constantly in view; to keep these children that come to us sweet and innocent and pure; to foster, not crush, the virtues they bring with them and so to return to the God who gave, that they may be meet partakers of the Kingdom of Heaven.

THE RICH BOY'S CHANCE.

A great deal of sympathy has been wasted over the fact that a rich man's son is not created free and equal with the other boys of his day and generation. The silver spoon in his mouth furnishes him with no end of trouble. It takes from him every incentive to self-exertion. The rewards of work have already been anticipated and, industrious or idle, he is sure of food and shelter and clothes. Poor boy! The lines have fallen for you in unpleasant places and while your poverty-stricken brother is out hustling for something to keep body and soul together you are still abed and asleep and doomed, when you get ready for it, to eat a royal breakfast, for which you have not made the slightest exertion. Be not discouraged, however, nor dismayed. The worst is yet to come. Brace up and meet it. "Fight the good fight with all your might" and you, like others of your fated race, will be proclaimed as victor.

That is good advice all right enough, but it, like the most of good advice, stands unneeded. The man needing it never takes it and the man suffering for it manages in some way to get along with a pretty fair home-made article. That is what happened—took place is the best way to say it—the other day to one of these poor rich fellows who never have a chance. He found after something of a hunt that the chances had all been disposed of and he made one for himself. When the "old man" died, cutting the boy off with a shilling, what the boy in effect said was that his dad might take his money with him where it would cost nothing to burn it and he would take his clumsy, home-made chance and work it for all he was worth. He did and he, with the sweet young wife whom he loved and married, with hearts aglow and sleeves rolled up, started in. They are having the time of their lives. That same indomitable spirit that laid the foundation of the family fortune woke up in the heart of the disinherited and

while his brother is forging along the highway making an ass of himself he is forging ahead in business and proving beyond all doubt that chances to get along prosperously are not cut off from the rich fellow unless he will have it so and the fellow who wills that will sooner or later land somewhere in his shirtsleeves and barefooted. If reports be true another poor son of a multimillionaire high in official circles is telling his father in an off-hand way that he has got to be dropped from gold to make it spell god and that he has dropped it. He has married a shop girl who probably knows how to do her own housework and without any fuss or feathers is making bread and washing dishes, happier than a queen.

It is submitted, then, that the advice business can be overdone and that, while there are any number of poor downtrodden rich men sons, it is their own fault if they remain so. Here all men are created free and equal and the spirit that finds itself hampered with money or without will laugh at all such hindrances and in spite of them win the favors that so often the world reluctantly gives.

OUR GAMBLER MAYOR.

Eminent genealogists dispute the time-honored and somewhat hackneyed declaration that any American boy may, if he truly desire and work for the distinction, become the President of the United States.

Grand Rapids has had a varied experience as to her Chief Executives which may have a bearing on this matter. She has had as her Mayors a steamboat captain, a miller, a furniture maker, a machinist, a hardware merchant, a physician, a wagon maker, a church organist, a banker, a grocer, a lumberman and others of different and honorable callings, but just now she is to undergo a third term with her Gambler Mayor.

Surely if a one-time professional gambler can win a third term as Mayor of Grand Rapids it can make but little difference what the genealogists may say one way or the other.

Considerably more than one-third of the nearly twenty thousand citizens who voted Monday cast their ballots for our Gambler Mayor. With apologies to the memories and records of other Mayors, who followed reputable occupations and demonstrated that they were upright and honorable citizens, for coupling their names with that of Ellis, our Gambler Mayor, we venture the prediction that the Herald will very soon regret its support of the man who is to continue as our Chief Executive.

COST OF GRAFT SYSTEM.

One aspect of such revelations of widespread corruption as are now filling the newspapers is little thought of, and yet it is perhaps, in its material effects, the most important of all. Take the Pittsburgh case. Here we have city councilmen, or former city councilmen, coming in, by droves, to confess that they have taken bribes; the latest batch comprises something like half a dozen, including a former President of the Common Council. One took money for a street ordinance, one for a bank ordi-

nance, and so on. Now we all recognize the monstrosity of this state of things; and of course it is the moral aspect of it that is the most serious and the most intolerable. But think of what such a condition of things signifies in the shape of paralysis of the true functions of a legislature or a city council! Can the man whose eye is on the chance to make a hundred dollars here and five hundred there by selling his vote have his mind on the public interests? If American cities and States have been flagrantly improvident and neglectful, if they have allowed the incomparable superiority of our situation to that of the Old World to count for so little, if they have let Hamburg and Berlin do things that Philadelphia and New York might have done ten times more readily but have not done—how much of this is due to the fact that our city and State legislation have been in the hands of grafters or semi-grafters? The cost of the graft system in the way of direct harm by illegitimate means is as nothing in comparison with the indirect harm done by the neglect of the legitimate functions of councils and legislatures which is the inevitable result of the system.

MONEY IN METHOD.

"Method," says Cecil, "is like packing things in a box: a good packer will get in half as much again as a bad one." In no calling is this more emphatically true than in that of the merchant. Have a time and place for everything and the work will move with less friction, producing correspondingly increased results.

The man who does not know whether he has a certain article or not, who at first says he has, and then rummages from one end of the store to the other, finally concluding that he is out, can not expect to hold either the good will or the patronage of a community. No one wants to wait for him to investigate his various boxes and shelves on the possibility of being served. His customers value their time if he does not.

If goods are allowed to accumulate upon the counters, there is not only delay in serving customers, but the goods thus treated become mussed and damaged and must be eventually sold as culls. Keep them neatly packed away on the shelves except when being used, and there is a saving of half the "shop wear." An article may be almost new, and yet with careless treatment it must be eventually relegated to the stock of left-overs and culls.

Have a place for everything and don't be continually shifting about to find a better one. Select this place with care and do not change it unless for an exceptionally strong reason. If you have two or three possible places for an article, it will usually be found in the third of these places. The hide-and-seek game is not for business men. It is neither dignified nor profitable. Method in caring for articles suggests method in buying. It is a saver of time, reputation and money.

THE SINGLE STANDARD.

Experience Shows It Is Always the Best.

Written for the Tradesman.

It was a March morning, mean and measly, and drove everybody going downtown at that hour into the street car. Alexander Forbes was one of these. A block or two farther on in came Wilt Hudson and when the two, luck-favored, found themselves in the same seat no time was wasted in hunting up something to talk about.

"At the play last night, Aleck?"

"Nit. Short in the pocket. With everything up and going higher I've shut my storm doors front and back and, if I can, I'm going to see if I can't hold my own even if it does call for more than a little self-denial. Three dollars is a big pile to pay for an evening with Hamlet, but when it means making a big sacrifice somewhere else I rather give up the theater."

"Not for me. There's only a life apiece for us and we might as well take it as it comes along. Besides this wasn't a \$3 'have to.' I don't double up oftener than semi-occasionally and a sneak now and then isn't bad for the soul, and it's mighty convenient for the pocketbook; but she was grand all right. First on the ground I got my favorite seat plumb in the middle where there isn't lost a side light nor a side sound for that matter."

"Say, old Billy must have had trouble carrying around that double-decker of his while he was grinding out that play. Over three hours going through with it and they cut into it at that. Remember where old man Polonius gives the dope to Laertes, that boy of his? Uster spout that Friday afternoons in school. That 'to thine own self be true' has stuck to me all these years. Funny, too, how something like that in sixteen hundred and something should be of any account now."

"D' you know that that you just quoted always struck me as so much temmy rot. As big a piece of boiled down selfishness, my way of thinking, as the world knows. Laertes did not have to go away from home to find out the difference between chalk and cheese and the idea of urging him to be 'true to himself.' That's what we all are, 'true to ourselves'—first. He was no more of a saint than the rest of us, and there never was a sinner young or old who wasn't and isn't as true to that pet vice or sin of his as he knows how to be and catering to its gratification the best he knows. William's own daily existence wasn't above reproach and I've always fancied he chuckled a little to himself when he rounded that off with 'Thou canst not then be false to any man.' Of course he couldn't, with everybody, himself included, looking sharply out for number one!

"My notion is that the first commandment knocks the whole speech into smithereens: 'Thou shalt have none other gods but me.' That's what my good old Scotch grandmother taught me almost before I could talk

and the older I grow the more I am satisfied that the man who eliminates all ideas of self and is true to God will find that he has taken the only way to be true to himself. This self-business too often will be found a delusion and a snare."

So they parted and for each the day with its sun and its shadow began.

If there was a human being whom Wilt Hudson hated above all others it was a bargain hunter, and bargain day at the house where he "picked up the money for his meals" was Monday—"blue Monday," as the force began early to call it—a day which took out of them Sunday's rest-up and any other bit of stored-up energy which might happen to be lying around. Worse than that, so far as Hudson was concerned, there was a certain woman in the city who for reasons of her own always wanted something from his counter and always steered straight for it the moment she got her big feet inside the door. She never knew what she wanted and she was always afraid that somebody was trying to cheat her, he in particular. For a long time he thought nothing about her attention to him, but finally it became so marked that everybody noticed it. Then the young fellow thought he would see what he could do with her, and right there he made a mistake. Win her favor he could not and finally after several weeks of bargain days he gave it up as a bad job; but not she. Ten o'clock was her hour and promptly to a tick in she came, caroming against his counter and taking possession of the first vacant stool she came to. Then to the amusement of all the curtain went up and the performance began. Such customers do not have necessarily a complaining tone, but this one had and after weeks of suffering it began to have its effect on the man behind the counter.

"I don't know what I came in here for," the voice began. "I never find anything I want or what is advertised, but here I am. These are bargains here, I s'pose, and pretty poor ones so far as I can see. What's this bottom piece here? And that's a bargain! 'Tain't worth carrying home. What's this? 'All wool?' Of course it is until you get it home and then it's anything but that. Would you mind draping this to see how it falls? Just as I thought. There's just enough of the mercerize in it to spoil the effect and once that's gone I'd as lief have a rag. No, that will not do."

To go on with this is absurd. It was the old story repeated until everybody was more than worn out. The counter was piled high with goods in dire confusion and poor Hudson, "mad as his skin could hold," was thinking things creditable enough to the conditions but not at all so to him. Still that was a part of the business. It was simply a question of "hen" and while it did seem as if this was the worst ever it was fate and he'd look that old lady full in the face and never falter. Then the thought came to him, Why not let her have a little of her own medicine? She was all the time in fear of getting worsted

in a bargain. Why not cheat the dear old cackler just a little, sort o' even up, you know, and give her something to talk about? A better thought came to him: He'd do his levellest by her just once more and if that didn't go he'd stick 'er on something, s' help him. He took down some good stuff and, clearing a place on the counter, unrolled the goods, the genuine thing, and looked at the price.

"Here's something marked a dollar a yard. It hasn't been a good seller and if it suits you I'll let you have it for 75 cents a yard."

There were a re-adjusting of spectacles, a twisting of the neck, a near-sighted examination of the cloth, a turning up of the nose, an impatient pushing away of the goods and a scornful, "'T won't do at all. I wouldn't wear it in the kitchen."

"Sorry. Here's just one thing more and if it doesn't suit, I'll be on the lookout if you'll give me an idea of what you want and keep it for you."

That last seemed to awaken a new sensation and the bargain of the season was unrolled before a pair of curious eyes. It was pretty; it did have a firm feel; it "draped beautifully," and the price—he whispered the tremendous secret, asserting in an undertone that all the king's oxen and all the king's men must not draw the price from her. It would get him into no end of trouble; and a few minutes later the bargain of the season went out of the establishment in the firm grip of the bargain hunter. It was followed by a hearty, "There, b' gosh! I guess that'll hold her down for a while."

That was true enough, but it must be candidly stated that the "while" was a mighty little one. The bargain left the store in the middle of the morning and the minute hand had hardly reached the 2:30-second tick that same afternoon when that same woman, bundle in hand, entering the establishment, went straight to the front office, which she with anger and resentment on her determined face entered without knocking, and shortly after was seen to go out empty-handed. Half an hour later Wilt Hudson was summoned to the front office. He found the "bargain" spread out and inspected.

"What is your side of the case, Hudson?" and the young man presented it—a plain, accurate story without any frills.

"See here and see here and see here! This isn't trade; it's cheating."

No house can stand for this. What if she did 'have it in for you?' What if she did beg for it? What if she did give you no end of annoyance and trouble? That's a part of the business and if you aren't equal to it, why, that ends it. We don't want and we can't have such service. You fellows out there behind the counter seem to think that you are so many hubs to the business and that the rest of us center in and circle around you. Not a bit of it. That's a species of trade selfishness not to be tolerated. You ought to know by this time that the minute you get behind that counter your personality is lost in that of the house. Your individual selfishness does not count; and being true to yourself, to put it that way, is so much twaddle. I do not know how to fix this thing up. That old woman's tongue has no end of venom in it and she reduces the whole matter to a single condition: her custom or your discharge. That is all. I'll think it over; but an honest firm is the only prosperous one and a firm that puts up with anything else in its clerking force is on the road to shut-up and that not a great ways off."

Then there was trouble in the camp. No sooner had Hudson got back to his counter and told his story than things were doing. Heads got together and tongues got busy, for Wilt Hudson was a favorite, and finally when fact and feeling had crystallized into expression and "One out all out" was the expression, the general manager took a hand in the rumpus and straightened things out in a jiffy. "It is simply a question of 'versus' with a cross-grained old woman on one side and a bright, well meaning young fellow on the other and the cross-grained wants to hold the well meaning under water. That's all there is to it. I say 'nit' and I say, too, that Hudson's head isn't going under water. Let the dear old lady come to me. I'll handle her as daintily as I would a bad egg and I can do it without breaking the shell."

So the squall blew over, the house made the old lady a present of the goods and she, of course, with some very decided head-shakes, rather guessed the young man had learned a lesson he was going to remember to the end of his days; to which the manager heartily assented and thanked her for the Christian spirit she had been willing to manifest to all concerned.

TRUSTEESHIP CHARGES

"What are your charges?" This is always the question asked. This is our Twentieth Year in business, and some of our clients have been doing business with us from our First Year. We have never lost a dollar of Trust Funds and always realized the highest income on investments, consistent with the safety of the principal.



**THE MICHIGAN TRUST
COMPANY**



The commercial waters thus quieted Hudson received this as a wind-up: "Now, see here, young feller, if you're at all bothered about being one to yourself you want to be cocksure of 'yourself.' Don't you see that a thief and a liar and a murderer are true to themselves from first to last? If you don't then you better not bother about the moralities and take things as they come. If you are a saint then be true to yourself, but since you're not a saint but just a fair, ordinary human being behind the counter, keep that fact in mind; be as good as you can and as much more so as possible. This being true to yourself is mighty ticklish business and don't you forget it," and he did not.

Some weeks later Forbes and Hudson found themselves on the same bench in a sunny nook in the park. Forbes started in at once.

"Remember what I said in the street car the other day? Well, I had a chance to test it that same week. A clean, wholesome-looking old lady came in and wanted to look at some black silks. Only the A's hit her hard, and she was soon busy with the best we have. She is one of these women who know what they want and after a while she chose the best piece we had. In running it over to see if there was the amount she wanted I saw a blemish in the very middle of the goods. For a minute I wondered and remembering our talk I slipped my hand under the defect, holding it right up and I said, 'Something wrong here. Does that bad piece spoil the pattern for you?' 'I'm afraid so,' she answered and I lost the sale. All right so far; but looking up as she turned away I looked straight into the 'Old Man's' black eyes. He bore down on me right then and there. 'You call that business?' he said. He made me hot and I answered, 'Yes, and good business; for it's honest and if honesty isn't good business then I don't know what is.' 'Good. Come to me at your earliest leisure. I've something to say to you.' I went expecting to lose my head, when with those black eyes looking into mine he said, 'Young man, you may have lost a sale, but you lost it honorably. I would have done the same thing myself. Damaged goods are a credit to neither house nor customer and that sale would have done us no end of harm. Socially and influentially Mrs. Armatage is 'the' lady of the city; but, after all, boy, the real point is, the honesty standard is the God standard and the house or the clerk that forgets that meets ruin sooner or later—sooner as I think. The uprightness that ignores all selfishness is only true to God and if being true to Him doesn't mean being true to one's self I don't know what does. Queer talk for the business office these times, but it's the rock on which this house is built nevertheless. You didn't lose anything by that sale in this house, I can tell you that, Mr. Forbes. Good day.' There is only one standard to follow, Wilt, in business or out, and although it seems tough sometimes to follow it I believe my old grandmother was right a hundred times out

of a hundred. He only who is true to God is true to himself and the single standard, if it be the God standard, is the only one to be guided by from whatever viewpoint you look at it." Richard Malcolm Strong.

How They Stopped the Engine.

One dark night, when a conductor was taking three passenger-cars of a railway system in the Middle West through to a town called Sunbury, he noticed the headlight of a locomotive in his rear. He instantly informed the engineer of the fact, and both began to speculate what it meant. The train was running at a high speed, but the headlight in the rear was steadily gaining on them.

As no lights were displayed in the rear of the headlight, they concluded that it must be an empty engine.

The road twists in and out among the mountains and skirts the banks of the Susquehanna River in such a way as to permit any one looking back to observe what is going on in the rear for a considerable distance.

The conductor ordered the engineer to put on more steam, so the latter pulled the throttle wide open. Then followed a wild chase. Pursued and pursuer tore along at the highest speed. Everybody on the cars believed that the engineer of the pursuing engine was either drunk or crazy.

Finally a bright idea occurred to the passenger engineer. He recalled the fact that a locomotive can make but little progress on greasy rails. Accordingly the contents of two large cans of lard oil were poured on the track from the rear of the last passenger coach. The idea proved a good one. Soon the headlight of the pursuing engine grew dim in the distance; and, when it was safe to do so, the train stopped and backed up to solve the mystery. An odd sight was revealed:

One of the finest engines on the road had broken away from the trainshed at Williamsport and started down the track on a voyage of destruction. The oil poured on the track had baffled all the destructive ability that the locomotive possessed. There it stood, puffing and snorting, the driving wheels buzzing around on the greased track like a fly-wheel in a machine shop, but moving hardly an inch.

Not a sign of engineer was found, and the fireman of the pursued train mounted the engine and shut her off. She was towed into Sunbury, and there a despatch was found ordering the crew to a sidetrack out of the way of the runaway.

Usual Thing.

"Here, here!" reproachfully exclaimed good old Mrs. Kindlady. "What do you mean by kicking and slapping your baby brother in that manner? What has he done to—"

"Narthin'!" howled the little-bigger brother. "But a big boy pounded me, and I'm pounding little brother, and he can go and hit the dog with a stick, and the dog can whip the cat, and the cat can kill a rat and everybody will be satisfied."

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, April 2—The same stereotyped report of a dull coffee market must again be sent out this week. Quotations are steady, but this is about all that can be said. The supply of Brazilian coffee, so far as present crops go, will probably be, according to good authority, 14,500,000 to 14,750,000 bags and the deliveries for the "world's consumption" are likely to be about the same as last year, so that whether the supply of coffee will be more or less than needed will depend upon the quantity of mild sorts. In store and afloat there are 3,343,014 bags, against 3,996,605 bags at the same time last year. Rio No. 7 is now worth, in an invoice way, 8 3/4 @ 87 1/2 c. Mild coffees have met with a little better jobbing request and quotations are, apparently, well sustained.

Refined sugar is quiet, with sales



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.

Attention, Merchants!!

Who want to make money surely, quickly and honestly.

THE INTERSTATE MERCANTILE CO.

The World's Greatest Sale Conductors

148 East Washington Street, Chicago

The only sales concern who conduct their own sales in person. We will guarantee you 50 per cent. more money and at 40 per cent. less expense than any other concern following this line of business. 3,000 of the best concerns in the country will testify to our clean-cut methods and crowd-bringing abilities. We can positively put you on a sale that will start your Spring business with a boom and benefit your future business. The only sales concern in the world who conduct all their own sales in person. Write today for a date. All information without obligating yourself.

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148 East Washington Street, CHICAGO, ILL.

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!**

to individual purchasers of rather small amounts. Of course there is something doing all the time, but no material improvement is much looked for until warmer weather sets in. The general quotation for refined is 5.15c, less 1 per cent. cash.

Buyers of teas and sellers of the same do not seem able to agree on the actual value of the article and the volume of trade is moderate. The former say that a slight concession in prices would set the wheels moving, but why teas should be an exception to the upward trend of everything else is hard to see.

Rice is showing a little more life, but there is little disposition to purchase ahead of current requirements. Buyers seem to think that planters will sell for less than present asking prices, so they hold back. Prime to choice, 5@55½c.

Spices are quiet. Advices from abroad by cable report a market that seems too high for free operations here and buyers are awaiting the future.

New Ponce molasses is arriving quite freely and is moving well at full quotations, which are 38@40c for extra fancy.

Mighty little activity prevails in canned goods, which seem to differ from every other sort of foodstuffs in keeping to a wonderfully low level. The whole market is as flat, stale and unprofitable as can be and some dealers say they have seldom if ever seen so dull a spring. Some goods must be selling at a rate which leaves but the smallest amount of profit, if,

indeed, there is not an actual loss. Jersey 3lb. tomatoes are said to be freely offered at 70c without finding buyers. Maryland 3s are said to be selling at 60c and goods of desirable grade, too. When sampled, however, they hardly come up "to the scratch." For "really truly" standards 62½c must be paid. Little is doing in corn and sellers will make no further reduction in quotations. No interest is shown in futures. Peas of desirable quality are hard to find under 70c. Other goods are about unchanged.

Butter has been in larger supply and some decline is to be recorded. Creamery specials, 34c; extras, 33c; firsts, 31@32c; held stock, specials, 31½@32c; extras, 31c; firsts, 29@30c; imitation creamery, 24½@25c; Western factory, 23½c.

Cheese is unchanged at 17½@18c for N. Y. full cream.

Eggs are rather quiet. Western selected extras, 23½c; storage, 22½@23c; regular pack, 22@22½c.

Easy Money by Shady Methods.

Providing you are not too conscientious and know how to handle it, one of the best small investments you can make is to buy a cigar stand in some one of the second rate office buildings found in the loop district or just outside. It is preferable that you secure one where all the patronage you could possibly count on would not even pay expenses.

The method of procedure is simple. That's the beauty of it. An "easy mark" becomes imbued with

the idea of going into business for himself after having saved some few hundred dollars and is convinced by the foxy broker that a cigar stand in a certain building is a whirlwind at making money and that the only and real reason its present occupant wants to give it up is because his doctor has ordered him to take his invalid wife to some other climate if she hopes to live through the year.

From this point on the game is easy for the experienced agent. While the "easy one" is investigating the condition of the stock, figuring the income and expenses, and trying as far as possible to gain an estimate of the business the stand is doing, the broker employs a number of "come-ons" to stroll in and make frequent and gratifying purchases.

Being thus convinced that the location is favorable to trade and that a little energetic hustling will build up a paying patronage, he readily turns over his \$200 or \$300, as the case may be, and for a short time thereafter enjoys the satisfaction of running his own business and enjoying all the "profits."

But suddenly he finds that, try as hard as he will, he can not make the receipts cover expenses. As a rule he will hang on a little longer, vainly hoping to gain a paying patronage. This usually continues until his small savings are sadly depleted. Then he hurries to the man who sold him the stand and begs him to take it back for what was paid for it only a few weeks before. The broker does this readily and gladly, for he knows

only too well that within a day or so he will have another equally enthusiastic and easy sucker who can be put through the little game to the tune of \$75 or \$100. The broker smiles good naturedly over what he calls his "little commission" for putting the deal through. You can call it commission—or what you will.

Dean Halliday.

Death of Louis Sandler.

Louis Sandler died last week, aged 49 years. He was one of the best known of the Canal street business men and leaves an estate said to be of very handsome proportions and which he built himself. Mr. Sandler was born in Polish Russia and when he came to Grand Rapids twenty-three years ago he was without means. He was a poor immigrant, or refugee, but he had business ability and ambition. He opened a little second hand clothing store on Canal street and then by hard work and good management made it grow. His store developed through all the stages to an up-to-date clothing establishment. He sold out in January last, hoping that a rest and a change of climate would stay the progress of a disease which had been preying upon him for several years and which more than once had brought him to Death's door. His hope, however, was vain. Three months after he retired from business the end came. His wife, two daughters and a son survive him. He leaves a large estate, well invested, largely in improved Canal street realty.

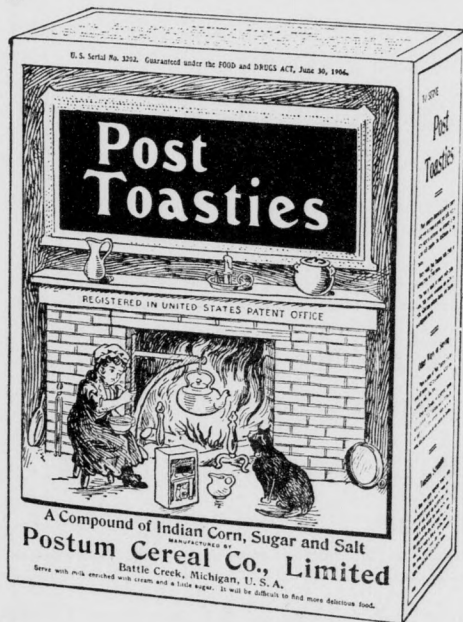
Ten Cents Per Case

More Profit on

POST TOASTIES

When bought by retailers in 5-case lots—at

\$2.70 the case

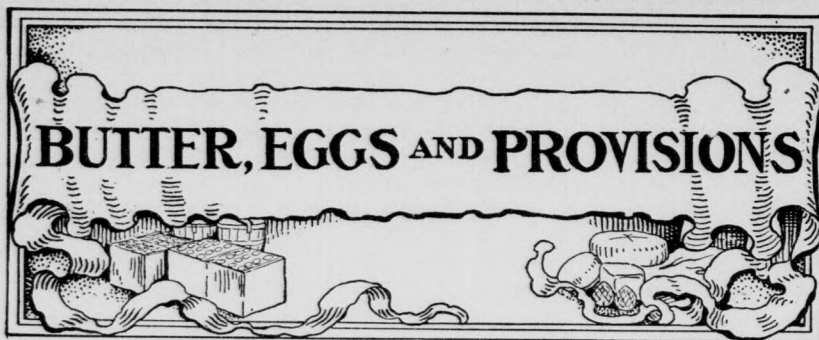


If a Retailer cannot use five cases of Post Toasties at one time he can make a five-case order by including Postum or Grape-Nuts, or both Postum and Grape-Nuts, just so five cases of our products are taken at one time. Retailers can thus buy Post Toasties at \$2.70 the case.

DEMAND is created for this delightful food by heavy, continuous advertising, and the crisp, flavory, golden-brown food pleases customers. The sale of Post Toasties is guaranteed, and the profit is pleasing. It pays to push Post Toasties.

"The Memory Lingers"

POSTUM CEREAL COMPANY, Limited, Battle Creek, Michigan, U. S. A.



Duck Eggs Imported By Thousands From China.

Americans are always having fun about cold-storage eggs, which are eaten sometimes when they are almost—almost, understand—as old as the consumer himself, but this old egg business is no joke with the Chinaman. In fact, says the New Orleans Times-Democrat, the Chinese are as fond of eggs that are months and months old as the American would be of an egg just from the nest, if he could possibly get it. In fact, the only eggs which are eggs with them, are five or six weeks old before they can get them. The egg which the Chinaman dotes on comes from China, and it doesn't come to the United States in cold storage. But the Chinaman doesn't kick so long as the eggs come regularly.

The egg the Orientals like is the duck egg. The Chinese have no earthly use for a common hen egg, and merely eat them now and then because there is a scarcity in the duck market. And the duck eggs laid by ducks in this country do not appeal to the Chinese, either. The United States laid duck egg to them is just two degrees better than the hen egg produced by the great American hen. As a matter of fact, the Chinaman prefers everything in the eating line to come from his own home—the land of the poppy, the tongs, the old, old people, and the great, great prospects for the future.

But about the duck eggs—the duck eggs from the land across the broad old Pacific! Thousands of these eggs are shipped to the United States every year. They are all for the Chinese, in various Chinatowns in the different American cities. These eggs go to a Chinese commission house in San Francisco and are then reshipped over the entire country, some of them to New Orleans, others to Washington, and many dozens each month to the Chinese merchants in New York. At these stores the China duck eggs are retailed at 5 cents each, and sometimes the eggs are sold three for a dime. In fact, the Chinese duck egg market fluctuates now and then, just like the old reliable hen egg market, but as a rule it is more steady, summer and winter alike.

These eggs from China do not come in cold storage, because the Chinese invented a sort of storage themselves long before the freezing process was ever thought about by man in this or any other country. Being old-fashioned and all that, the Chinaman uses mud to preserve his egg, and it serves the purpose much

better in many instances than the cold storage system in this country. Before being shipped, in fact within a day or two after being gathered, each egg that is being prepared for a long journey to a foreign land is treated by this mud process of covering that has been known to the Chinese for hundreds of years and handed down from one generation to another.

The mud is a sort of clay. A thin coating is applied to each egg. This mud dries. It is hard. The egg is sealed and will keep—well, the Chinaman sometimes eats them when they have been over in this country more than half a year.

But when you go to a Chinese eating house and order some of their dishes with eggs therein don't imagine for a minute that you are getting some of the Chinaman's favorite duck fruit dish. The egg he gives you is the ordinary restaurant kind. But away back in the kitchen somewhere, in a little dark corner, there will be a basket full of something else that resembles mud balls, nearly the size of a baseball. That is the Chinaman's favorite dish.

When a Chinaman gets good and lonely and tired of smoking the pipe—either kind—and gets to thinking of his old friends at home and wondering what they are about, whether they are asleep or awake, and begins to dream of the good things he used to have to eat at home when he was a boy, that is when he sneaks back into the kitchen, grabs one of these little mud balls, or two of them, and has a dish that is fit for the emperor.

The Land of the Onion.

It is said that when a ship is approaching the island of Ceylon delicious perfumes are wafted to the mariner's nostrils long before the shores come into sight, so luxuriant is the growth of flowers on the island. Other travelers assert that a similar statement is true of the island of Bermuda; but in the modern instance the fragrance which meets the sailor's nostrils is not that of delicious flowers, but of the more humble, useful, and nutritious onion.

The Bermuda farmer often raises lilies for the New York Easter market, but his mainstay is the onion. The Bermuda onion is the best in the world. Nothing so good is raised in the United States. Every year we import onions from Cuba and the other West Indies, and even from so far away as Egypt, but no onion takes the place of that of Bermuda.

One reason for this is that the soil of Bermuda is particularly adapted to

the cultivation of the onion. It consists largely of powdered coral, and contains the elements which are most congenial to the onion. Moreover, the situation and climate of the island are such that its farmers are able to put their early onions into the markets of American cities at a time when they are peculiarly welcome.

As a result, Bermuda has become practically one great onion-patch. The happiness of the islands may be said to hang upon the onion. When there is a good crop and prices are good, the people are happy; when the crop fails or prices are low, they are correspondingly depressed.

The Feverish Onion.

It appears from some experiments made in Washington recently that when plants are wounded their respiration increases, and at the same time their temperature perceptibly rises, as if a kind of fever had been produced by the wound. A thermoelectric apparatus, capable of registering a change of one four-hundredth of a degree, was employed. When a potato was wounded, the fever manifested itself by an elevation of temperature which was greatest at the end of twenty-four hours, when it began slowly to decline. An onion similarly treated acquired an increase of temperature many times greater than that shown by the potato, and the fever, instead of being confined to the neighborhood of the wound, affected the entire onion. In fact, the onion proved to be more readily affected in this way than any other vegetable experimented with. The rise of temperature is caused by increased absorption of oxygen.

No opinion can help you to Heaven if it makes you hate your brother man.



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

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

Ground
YX BRAND Feeds
None Better
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GRAND RAPIDS

CONSIGN YOUR
EGGS
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GEORGE E. CUTLER
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OUR
OUTLET UNEXCELLED
COMMISSION EXCLUSIVELY

BAGS New and
Second Hand
For Beans, Potatoes
Grain, Flour, Feed and
Other Purposes
ROY BAKER
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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

Fish That Climb Trees.

Imagination has always played a prominent part in fish literature, and had a boundless range till science cut the wings of fancy. The loss of some pleasant errors is, however, more than offset by facts concerning some really extraordinary and wonderful data touching the fish family.

When years ago a lieutenant in the Dutch East India service reported to a superior that he had caught a fish on the stem of a palm tree five feet above the ground, while it was in the act of moving up still higher, we can imagine with what mockery the account was received. Naturally enough, enquiry was made as to what, admitting the tale to be true, the fish expected to find at the top of the tree that would subserve any practical purpose the said fish might have.

An earlier reporter of this fact, one Abouzeyd, writing in the ninth century, had noted the tree-climbing fish and had a good explanation to offer. Abouzeyd was not troubled by science. The creature went up to feed upon the fruit, and that was all there was to it. When satisfied, it returned to the water. The savants, however, were unable to accept this explanation and called for further particulars. They pointed out that Percha scandens, the species in question, subsists on water insects; that it could not and would not eat fruit; and that if its fins and gill-covers be so framed that it might possibly climb a tree, they are at the same time also so framed that it could not make even an effort to descend. These objections have not yet been answered, nor has any fish since been caught five feet above the ground. The curious thing, however, is that the habit of climbing is admitted, whatever may be the motive.

The Cingalese, it is said, cover their fish-traps with netting, so that, as they explain, no fish may creep up the poles and so escape over the side. So respectable an authority as Layard has assured us that a few hours' sojourn in any tropic country will convince the stranger that fish can climb, should the traveller only take the trouble to spend a little time on the banks of a tidal river.

The queer little mudfish scurry and paddle all day long, mounting to the tops of the rocks, however smooth; running up and down the mangrove roots as actively as any lizards. Not the least curious of their peculiarities is the trick of running over the surface of the water for a distance bounded only by their inclinations.

The Vitality of Seeds.

While many seeds possess extraordinary vitality, stories of the length of time certain of them have preserved that vitality must in many cases be doubted. The tale of "mummy wheat" sprouting after having lain dormant in Egyptian tombs for thousands of years is an improbable one. No well-authenticated instances of such finds are extant.

The length of time seeds will preserve their vitality differs astonishingly in different plants. The seeds of the willow, for instance, will not

germinate after having been once dry, and their germinating power is lost in two weeks even if during that interval they have been kept fresh. The seeds of coffee do not germinate after having been kept for any considerable length of time. Grains of wheat lose their power and strength after a lapse of seven years, though wheat two centuries old has been quite capable of being used for food.

Plants frequently appear in old ground that has been trenched and in places where they have never previously been seen; and to this may be added the peculiar fact that when fires have passed over localities, apparently destroying all in their path, plants entirely strange to the locality have sprung up in the direct line of such fires. Officials of the Forestry Bureau state that when an American forest has suffered the ravages of fire the trees that take the places of the burned ones are often of a different species from those thitherto seen in that neighborhood.

These undeniable circumstances have given rise to the theory that seeds may lie for long periods dormant and come to life only when some strong stimulus is exerted upon them, quite aside from the heat of the sun, the effects of rain, etc.

The Sense of Smell.

What a marvelously delicate machinery is set in motion when we smell the fragrance of a rose! Simple as that pleasurable sensation seems to us, it involves the activity of most remarkable agencies and forces. It has been shown that the minute cells at the ends of the olfactory nerves in the nose bear the most delicate little hairs, and it is believed that these hairs are the active agents in producing the sense of smell.

Yet when we come to inquire into the manner of operation of these cells and hairs, we find that it is more wonderful than the delicacy of the mechanism itself.

It has been suggested that at least one special cell and the nerve fibre connecting it with the brain may be affected by each different scent-producing substance. But, as one scientist has observed, it would be a somewhat serious stretch of imagination to suppose that for each new scent of a substance yet to emerge from the retort of the chemist there is in waiting a special nerve terminal in the nose.

It is more reasonable to suppose that all the hairs of the olfactory cells are affected by every sense-producing substance, and that the different qualities of scent result from difference in the frequency and form of the vibrations transmitted through those cells to the brain.

According to this view, there is something in musk, something in the rose, something in the violet and the lilac, something in every substance, which produce a smell either agreeable or offensive—that is, able so to affect the hairs and cells of the olfactory machinery of the nose as to set their connecting nerves in vibration; and the rate of this vibration varies for every different substance.

The Postal Clerk's Deduction.

The postoffice at New York City once received a letter addressed simply:

"To my Mother,
New York, America."

This letter came from Ireland, but, as there are several women in New York City who have sons in Ireland, naturally enough the postal authorities had not much hope of finding the right one. However, the letter was turned over to one of the men in the "deciphering department." Now it so happened that on the very day of its receipt there an Irish woman came to the general delivery window and said,

"Have ye a letter from me b'y?"

The fact that a woman with the cast of mind required for such an enquiry should come at that time appealed to the clerk as being something more than a coincidence. It was quite possible that such a woman might be the mother of such a son.

So he took the letter, observed the postmark and asked the woman where her "b'y" lived. She gave the name of the place with which the letter was stamped. Some other questions were asked and the answers noted. Then the clerk gave the woman the letter, on the condition that she should open it on the spot and return it if it were not for her.

She opened it and, sure enough, its contents proved conclusively that it was really from her son in Ireland.

Nothing is saved that is withheld in selfishness.

For Dealers in

HIDES AND PELTS

Look to

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

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.
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Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and
Everything of Metal

MOTOR DELIVERY

McIntyre

Catalog 182

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THE NEW FLAVOR

MAPLEINE

Better
Than
Maple

The Crescent Mfg. Co.,
Seattle, Wash.

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

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

OVER TWO MILLIONS.

More Money Loaned Than One Year Ago.

Here is a condensed consolidated statement of the banks in this city, showing their condition at the close of business, March 29, and comparisons with Jan. 31, two months ago, and April 28, 1909, a year ago:

	Mar. 29, 1910
Loans and discounts . . .	\$18,727,640.82
Bonds and mortgages . . .	7,164,300.24
Reserves and cash	6,325,610.29
Surplus and profits	1,812,407.59
Commercial deposits	10,243,031.75
Certificates and savings . .	14,084,357.24
Due to banks	3,337,243.05
Total deposits	27,980,361.41
Per cent. of reserve and cash to total deposits	22.6

The statement as a whole is very satisfactory. There has been an expansion in the loans and discounts of nearly \$200,000 since Jan. 31 and of approximately \$2,200,000 in the year. The expansion would no doubt have been larger but for two facts: One is that business men are operating more on their own capital instead of on borrowed money. This is indicated by the shrinkage since Jan. 31 of \$180,000 in the commercial deposits. The other fact has been the uncertainty attending the results of the local option campaign. This has naturally made the interests most directly concerned, and other interests as well, somewhat conservative in the matter of new enterprises.

The shrinkage in the holdings of bonds and mortgages is on the National bank side entirely, with an increasing demand for money in commercial channels. The National banks have been letting go of their low interest securities, and it is probable this policy will continue. The National banks as a rule take on these securities only when the money cannot be otherwise used. The banks have cash, cash items and reserve to an amount equal to 22.6 per cent. of the total deposits. This ought to mean fairly easy money for spring operations, and yet not so easy as to induce recklessness.

The increase in the surplus and undivided profits in two months has been \$103,000, or at the rate of \$618,000 for the year, or 18.9 per cent. on the total capital of \$3,275,000, or about 12 per cent. on the combined capital and surplus.

The showing of deposits is interesting. Commercial deposits have been withdrawn for business, the due to banks is less as the up-State banks have been calling in their funds to finance the farmers, but the savings deposits have continued to climb upward. The gain in savings has been \$220,000 in two months, \$680,000 in the year and each statement is making a new high mark. This speaks well for the thrift of the laboring classes in this city. It should refute the campaign and other statements that labor in this city is getting the small end of the deal.

The statements show in individual cases some interesting features: The

Kent State's deposits now total \$6,010,096.79, making a new record for this bank and the first time the total has been above the sixth notch. What this means may perhaps be better appreciated when it is recalled that in December, 1889, only twenty years ago, the total deposits in all the city banks were \$6,007,071.82, or \$3,025 less than the Kent State's total now.

	Jan. 31, 1910	April 28, 1909
Loans and discounts . . .	\$18,537,703.64	\$16,524,324.82
Bonds and mortgages . . .	7,288,146.42	7,325,497.17
Reserves and cash	6,062,159.23	6,297,367.62
Surplus and profits	1,709,440.17	1,706,815.73
Commercial deposits	10,426,086.15	9,907,660.93
Certificates and savings . .	13,864,548.27	13,404,544.55
Due to banks	3,461,383.21	2,778,134.43
Total deposits	27,906,387.82	26,340,698.17
Per cent. of reserve and cash to total deposits	21.6	24

The Old National makes a new record in the matter of total deposits and so do the Commercial Savings and the South Grand Rapids.

With this statement the Peoples Savings enters the * row, with surplus and profits in excess of the capital. The surplus and profits now show a total of \$101,755.85, which is \$1,755.85 above the 100 per cent. mark. The dividend of 2½ per cent. paid April 1 probably pulled this down a little, but under Cashier's E. D. Conger's administration the bank has prospered and the next statement will no doubt show a wider margin. Five years ago the Peoples was only \$49,229 to the good.

The South Grand Rapids Bank has been getting along favorably. In three years it has accumulated deposits of \$284,516, mostly in savings, and it has profits and undivided profits of \$5,357, or more than 20 per cent. of its capital. Not many of the city banks can show as good a record.

The surplus and undivided profits of the City Trust and Savings Bank have grown to \$51,357, or more than half the capital, and this happy condition of affairs is giving rise to guesses as to where the melon is to be cut and what form it will take. The stock in this bank is held by the stockholders in the National City, and while it has a distinct organization it is in fact an auxiliary of the older institution. It has never declared a dividend. The earnings have been allowed to accumulate and are reaching a point that suggests milk and honey and other nice things for the stockholders.

Death of a Most Remarkable Woman.

Mrs. Sarah E. Smith, who died Saturday at her home on West Bridge street, in achievement was one of the notable women of Michigan. Modest, unassuming and unpretentious she made no claims to greatness, but nevertheless her career was one which should give encouragement and hope to women in distress. Mrs. Smith had lived in Kent county since 1839, when she came here a child with her parents from New York State. In 1860 she married George Smith and went with him to live on a farm near Englishville. Ten years later he died and his wife was left with a crippled son to care for and the only property was the farm and

the farm was mortgaged. Mrs. Smith sold the farm and bought a few acres on West Bridge street hill and began growing small fruits, garden truck and flowers for the city market. It was desperately hard at first to make ends meet, but her own industry and management made the venture prosperous. She loved flowers and knew their ways and this no doubt made the burden lighter and contributed to her success. Her son, Henry Smith, crippled as he was and unable to walk except with a crutch, helped as much as he could and was her comfort and solace. He inherited his mother's love of Nature, her fondness for flowers, her aptitude in the growing of green things and her business capacity and as he grew older he gradually assumed charge. But mother and son as they grew older did not grow apart. They were close and intimate personally and in business matters to the very end, and each gave the other credit for what had become mutual success. The little farm which Mrs. Smith purchased forty years ago has grown into a large one. The little greenhouse which Mrs. Smith built, one of the first erected in this vicinity, has become one of the largest plants of the kind in the State. The estate which mother and son built up is variously estimated, but it is known to be large, and all who know the circumstances will rejoice that prosperity has been the reward of their undertakings. Mrs. Smith was an active member of the Horticultural Society, she took a personal interest in the

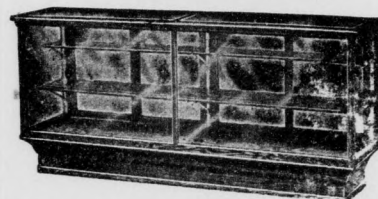
West Side Ladies' Literary Club and she was a prominent member of the Second Street Methodist church. In all her relations she was modest and unassuming, but when there was work to be done she was one who could be relied upon to do it.

Wealth in living is a matter of discovering your own resources.

You can not build a frame house unless you have the rocks.

The Best Show Cases Bear This Trade Mark

Wilmarth
THE CASE WITH A CONSCIENCE



The above show case is the original Knocked Down receding base floor case. No better case can be built at any price. This is one of twenty different styles of floor cases that we build. We carry a large stock on hand ready for immediate shipment at all times. Complete catalog and prices on request.

WILMARTH SHOW CASE COMPANY
936 Jefferson Ave. Grand Rapids, Mich.

MAYER
Special Merit
School Shoes Are Winners

Our Business For Sale

One of the best appointed stores in Northern Idaho, doing over \$150,000 worth of business annually in dry goods, women's ready-to-wear, men's furnishing goods, clothing and shoes, with an increased business of over \$9,000 the first three months this year, is for sale, all or in part.

It will take \$65,000 to \$70,000 to handle the business, \$15,000 or \$20,000 of which we would prefer to leave as an investment. None but high grade, well posted merchandise men will be considered, nor will correspondence or negotiations be entered into except on recommendation of reliable bankers or business men.

We refer you without permission to any of the larger wholesalers in San Francisco, St. Louis, St. Paul, Minneapolis, Chicago, Philadelphia or New York City.

Our holdings in timber land, city real estate and banking interests will also be for sale.

Reason for selling: Other interests demand our entire time and personal attention.

O. A. KJOS, Lewiston, Idaho

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

CALL OF OPPORTUNITY.

Failure Faces Those Who Will Not Obey.

What did Jesus mean when he said, "Let the dead bury their dead?" Certainly it is not to be taken literally; dead people can not bury dead people.

Jesus was an Oriental and used the common Oriental style of speaking in puzzling, epigrammatic and concealed sentences. The Eastern sage seeks to pique your imagination as well as to impart wisdom.

The abiding human truth hidden in this cryptic remark is simply this: Let dull, low, sensual, earthly minded people attend to low things; but you, if you are called to high things, must seize your opportunity.

The human problem is to better the quality of life, to make life fuller, rounder, more vivid. It is the impulse to do this that pushes the level of civilization constantly upward. In their blind obedience to this impulse men strive for better houses, clothes, culture, education and religion. They want fuller, richer lives.

There comes a time in each man's life when he gets a "call," or an inspiration, to get up into a higher plane of living, thinking and feeling than that which he has been occupying. Let him obey at once!

Joan of Arc received a call to lead the armies of France. She did right to listen and follow. There were plenty of girls in Domremy who were fit for nothing but to tend sheep. "Let the dead bury their dead!"

Jenny Lind felt within her the ambition to be a great singer and enchant the world. But who was to do the knitting and sweep the floors? There were plenty to do that. "Let the dead bury their dead!"

Interpretation for Each Life.

This principle is applicable to us all. History and the lives of famous persons are of no use unless we can interpret them in terms of our every day existence.

Some young man may read this who has felt an over-powering longing to get an education. A thousand things interfere, social pleasures, sports, laziness, or an anxiety to get to making money as soon as possible. If he allows himself to be held back by these things he gives away his life to "the dead."

I do not wish to encourage the diseased sentiment of fancied superiority that says, "I am above the common run of folk;" nor do I refer to an ambition for dress, station, money, social recognition, and the like, for these are forms of death; they choke life, as great, rank weeds choke the good wheat. But I am speaking of that ambition to live a higher type of life, above petty worries, occupied with nobler passions, rich in loftier kinds of satisfaction that come from culture, art and religion.

Theaters, chat, social diversions, making money—all these are life's "rag time." They dissipate the spirit, waste the vital force and make a desert of the heart. But the love of the best literature, a consecration to some unselfish aim, a devotion to loyal love, a sentiment of true relig-

ion and the society of high minded people—these are the "classic music" of life, that feeds the soul it satisfies, that grows sweeter with being oft repeated.

Wisdom in Seeing Opportunity.

To plod is good and it is well to be faithful in little and to neglect no details, but if your life is going to be at all touched with greatness you will need that other wisdom which consists in seeing an opportunity and that other courage which consists in seizing it.

"There is a tide in the affairs of men, which, taken at its flood, leads on to fortune."

Your horse of destiny goes by on a gallop; you must be ready to vault into the saddle without waiting to say good-by.

There is a supreme moment in your life when, by a bold stroke, you may change it all. There is a day when you stand where the road forks; one way leads to the heights, the other runs through dust and strife to a miserable grave.

Jesus called a man, perhaps to be an apostle, to be one of that humble group whose twelve names now outshine kings. The man wanted to go first and attend a funeral. "Let the dead bury their dead," said the Master. "Follow thou me."

Life is spoiled because we fail to estimate values. We think too much of trifles. The sick woman toils away until death comes prematurely; she thought darning socks was more important to her children than her own life. Men neglect the family for jolly fellows.

I am not speaking of sin. The Germans have a proverb: "The good is the enemy of the best." I am speaking of those who stick to the good because they are timid and will not take the best.

Life is conspired against always by institutions, formalities, conventions and customs. The Pharisees felt the truth and beauty of the Nazarene's teaching, but they were in the grip of a dead mass of institutionalism; they stayed to bury it; life swept by; the future belonged to the Nazarene.

Timid Minds Fear Progress.

Lazy, timid minds fear every advance of the truth. They cling to their fathers' formulas. They want nothing but what has been. Let them alone! "Let the dead bury their dead!"

The so-called "practical politician" ridicules all reform and every attempt at social progress. His craft is in danger. He is a standpatter. The main thing is his job.

The bulwark of respectability is ignorance. To be respected is to be like other folk. To such persons all people are divided into two classes, the safe and the dangerous. Yet it is the safe people who prostitute politics, organize Tammany, devise land grabs and everywhere shelter vice and corruption. "Let the dead bury their dead! Follow thou me!"

Do not hesitate. Hesitation is tragic. Hamlet is the type of it. It is pathetic. A table in the palace of Fontainebleau is shown which is full of little holes where Napoleon jabbed

his knife into it as he hesitated to abdicate.

Do old eyes read this with tears, as they recall the crisis where they would not follow the gleam but turned back to the eternal commonplace?

Interpret this as you will! But what shall it profit you if you gain the whole world and lose—life?

"Martha, Martha, thou art careful and troubled about many things; but one thing is needful!"

"Let the dead bury their dead! Follow thou me!" Frank Crane.

Creating Trade.

That trade can be created where opportunities seem small has been frequently demonstrated.

There are many instances of shoe dealers in small places who do a large and paying business and keep and sell a fine class of footwear, but they have risen above the normal conditions which surround them. In nearly every case they have gone out after their trade, employing methods to stimulate business by creating a demand for the better and more serviceable class of footwear and finding ready customers.

The process is not a difficult one. In the first place it requires a fairly well stocked store to start with and then an invitation to the public that bears the impression of sincerity and the offer of good goods at a fair price.

There are thousands of shoe dealers in small places who could easily double their business by improving the quality of their stock, giving more careful attention to the arrangement of their store and pursuing an intelligent line of advertising. Advertising will bring in the people; price and quality will make the goods sell. There is a whole lot of time lost waiting for opportunity.

It is easy to forget the stomachs of the poor while fighting over their souls.

Preachers ought to get a good salary; it's church money, you know.

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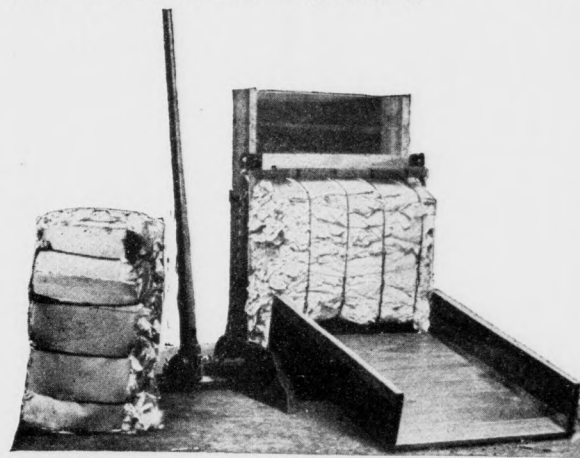
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THAT COMET.

Will Its Visit Endanger the Earth's Inhabitants?

Written for the Tradesman.

Interest in comets is greatly in evidence just at present. Every known fact in regard to them is eagerly sought and the opinions of men of science are gladly welcomed. The ever-recurring question of danger to the earth or its inhabitants from the near approach of a comet and endeavor to allay all fears occupy a large share of the discussion in reference to these strange visitors.

The general conclusion is that no harm whatever will result from the visit of such a regular and well-behaved comet as Halley's, even although the earth should pass through that voluminous tail of cosmic dust or gas or whatever it may be.

There are some, however, who think otherwise. That one of the greatest catastrophes which ever befell this earth was caused by contact with a comet is the claim put forth in a book by Ignatius Donnelly, published in 1884, entitled, "Ragnarok; or the Age of Fire and Gravel." Not only was a large portion of the human race destroyed but the former world-wide mild and equable climate was changed to one of cold and storm. For a long period ice and snow, darkness and desolation reigned supreme. The remnant of mankind existed in the most abject want and misery, dwelling in caves and holes in the earth until the gradual return of light, warmth and vegetation.

Taking up the question of the origin of "the drift," that great deposit of sand and gravel which covers a large part of Europe and America from a few feet to several hundred in depth, the author puts forth argument after argument to prove that it was not caused by the ice age, the glacial period, the Noachian deluge or inundation of the land by overflow of the oceans. From the fact that it is found only on one side of the earth he argues that it must have come from some celestial body and the most probable source was a comet passing the earth from north to south, the tail of which struck the earth. The resulting "rain of dust" left the land covered with sand and gravel.

If the comet traveled at the terrific speed of some which have been in later ages observed and recorded, and had a tail ten to fifteen million miles in breadth, the earth could have passed through that tail in about two hours. This theory accords in one respect with the latest conclusions of astronomers that comets are composed of a great mass of separate bodies of various size colliding, rubbing and jostling against each other as they rush onward, the tail appearing and lengthening as the smaller bodies are transformed into gases by the terrific heat of the sun.

Among the many interesting facts brought forward to corroborate this theory of the earth having been struck by a comet with disastrous results, not the least interesting are the myths

and legends which have been gathered from nearly every people on earth, civilized and uncivilized. Back of each one of these, which many of this day are apt to regard as the imagination of ignorant, superstitious peoples, is some truth, some fact, which has left its impress upon the people and in some strange manner of representation is handed on from generation to generation.

Some one or more legends of each people point to some great and awful event in the far past which is similarly described by those who have for ages been widely separated and without means of communication with each other. They tell of a fiery monster in the sky, with long hair streaming from its head or heads, whose breath slew the people, whose heat dried up the water; it devoured the sun, leaving the earth in darkness, then rain fell for a long time and there was a season of mud. Men dwelt in caves and subsisted upon the animals, which also fled to such places for safety, and upon roots. After a long time light began to increase, the clouds grew thinner and thinner and the sun-god appeared, the mud dried up, vegetation was renewed and man began again to improve his condition.

One legend which is particularly memorable is about the sun-god whose daily task it was to drive the chariot of the sun through the Heavens from early morn until eve. Importuned by his son for a long time to allow him to drive the steeds, the father finally consented and with many directions and admonitions the youth started forth. For a while all went well, but finally the steeds became unmanageable, left the appointed course and plunged off into space. One constellation after another is named through which they passed, sweeping on in their mad career until at length the chariot collided with earth, the youth was killed, the sun was lost and darkness came over all.

But we must not dwell further on this feature. If the author had not tried to prove so much he might possibly have converted more to his belief. Eden was the condition of the earth prior to the ruin wrought by the comet; the flaming sword to the eastward of Eden which turned every way to guard the Tree of Life was the blazing comet in the sky which marked the division between the former paradisiacal condition of the earth and man's blissful state and the later desolation and man's consequent fallen, wretched, debased condition. Job, also, was a man or race of men which suffered loss and hardship from the comet's visit. The fire which fell from Heaven and burned up his sheep, the whirlwind which smote the house and destroyed his sons and daughters and other calamities which befell him were all incidents of this great event.

Coming down to modern times, he attributes the great Chicago fire of 1871 and the forest fires in Michigan and other states to the gases of a comet mixed with our atmosphere. Again in 1881 the great fires which devastated several counties in "The Thumb" of this State and large areas in Wisconsin and Iowa, beginning the

same day and at nearly the same hour, are attributed to the same cause.

However much or little may have been actually proven along these lines, every fact and physical phenomenon are worthy of investigation and study. Thus only are truths demonstrated, new light revealed and new discoveries made.

Of a quite different nature were the events formerly attributed to comets. As far back as history records anything of comets they have been regarded as the precursors or accompaniments of war, famine, pestilence, earthquakes, floods and fires; the birth or death of great or bad men, of victories and defeats; in fact, anything good or bad, but especially bad, which occurred at or near the time of a comet's visit was attributed to it.

Such ancient views of the office or influence of comets are regarded by the modern scientist as too utterly absurd for consideration. He freely admits, however, that there is some reason for apprehension of danger from a collision of the earth and a comet. Although improbable there is a possibility; but the possibility of the earth even being enveloped by the tail of a comet has been calculated as only one chance in one hundred million. In such an event if there were any appreciable effect it might be beneficial to man or it might be injurious.

There is no need of worrying about what may never happen, but it is well to be prepared for whatever may come. It is the astronomer's business to learn if possible what the comet is; it is our business to learn what we are, what we should be and how to become what we ought.

To have seen a comet is to have seen a great sight, but of no benefit unless considered aright. To the eye alone the sight is less grand than the soaring upward of an ordinary skyrocket. If the sun, wheeling on in its glorious career, giving forth light and warmth and sustaining the life of earth's myriads of creatures—if the moon in its varied forms, helping to minimize the darkness, causing the ocean's ebb and flow, beautifying the hours when man may rest and meditate, doing its appointed work—if the multitude of stars, shining ever in their beauty and glory—if all these regular, constant, abiding lights in the Heavens, daily and nightly seen by man, are not sufficient to cause him to look upward, to ponder upon the power and wisdom and majesty and goodness of God, it may be that these occasional visitors, these strange and sometimes erratic wanderers through the unmeasured, unfathomed and incomprehensible universe may arrest his attention, may divert his mind from the petty, trifling and sordid cares of earth and teach him something of Him who is beyond, above and greater than all.

This comet—all comets are under the control of an all-wise, beneficent Creator—our Father if we will yield our hearts to Him—performing their offices in accordance with His plans and purposes. The end of earth or the end of each individual's life on

earth, come how and when it may, need have no terror for the child of God.

E. E. Whitney.

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THEIR BEST ASSET.

How the Hartwells Saved Their Retail Business.

Written for the Tradesman.

George Hartwell was discouraged and for the first time in his life he acknowledged the fact to his wife.

She was young, just turned 25, and the honeymoon, although it had been extended through the summer, fall and winter months, had not, so far as harmony and mutual faith and peace were concerned, begun to wane.

"We don't owe a cent, which is one good thing," said the wife when her husband had told her of a new competitor that had decided to start a grocery and provision store only two doors away from the "Hartwell Market Place," as George called his establishment.

"I know that, Grace," replied the husband as he turned from looking over his books of account, "but there isn't enough business in this neighborhood to have it divided with another rival; and when I think how I started in here eight years ago without another dealer within a quarter of a mile and with only thirty or forty families inside that territory, it makes me feel better. I was the pioneer and I am entitled to—"

"You are not only entitled to the trade but you are going to hold the business you have and you are going to add to it," interpolated Grace.

"Bully for you," observed Hartwell; "I'm glad you see it that way, but I have three competitors now and in a short time I will have four and each one has better store fixtures, equally good location and they are experienced although younger merchants. They know how to buy, how to handle and how to sell."

"Now, George," said Grace as she put aside the pan of apples she was paring and came over to his side, "let me talk to you a little while." Drawing a chair close she said: "You had this section all to yourself for nearly two years and you did well. Then for a year you had one rival and did well. During the fifth and sixth years you had three competitors and still you prospered. There has been no change the past two years—"

"That's just it," George interrupted. "I have prospered, just as you say, but you forget one factor: You overlook the possibility of still another change—the very thing that worries me. We have been married almost a year and—"

"Bless your great big booby soul," exclaimed the wife as she tenderly drew the fearful husband's head to a resting place on her shoulder, "so he's afraid his wife is going to ruin his business—afraid that the little one that our Heavenly Father has promised to bless us with will prove his downfall."

"Nothing of the sort," George replied sharply as he fairly tore himself from his wife's embrace and looked at the smiling girl-wife indignantly, "I'm no coward of that sort."

"Of course you're not and I know it," shouted Grace as she arose and clapped her hands joyously. "Now you are the real George Hartwell. All you need is a sharp stick or two.

You've had things too easy for eight years and the chief reason you married me was to give me the chance to brace you up; to make you know that things are moving and that we have got to keep up with the procession."

"But that's no reason why I should not feel anxious about you, about our family," George argued sheepishly.

"Sure thing. That's what I want you to be anxious about always. I think we are the only causes in this world why you should be anxious, just as you and our baby are for me the chief objects in which I am concerned; for which I am ambitious; for which I am ready to work, heart, head and hands," urged the wife.

Thus it came about that within thirty days the "Hartwell Market Place"—without serious interruption to business—was entirely remodeled. A large and new refrigerator was added to the rear of the store; the two large four-pane front windows were replaced by two single plates, each 7x10 feet, set horizontally and a new heating system was put in. New floor, ceiling, counters, shelving, showcases and other fixtures were installed and the second floor, fitted up as a flat, was occupied by the merchant and his wife.

In the stable at the back end of the lot hung new harness and in the lean-to adjoining were two new delivery wagons for the sleek, well-kept horses. Withal and because of the active participation and excellent judgment of the wife, the stocks carried were larger, were wiser selected and better displayed than ever before. Moreover, with the help of his wife at the desk and at the telephone a good portion of the busy hours and the two delivery clerks, Hartwell was able to render superior service—much better than ever before and quite equal to that given by any of his neighbors.

Incidentally, the house and lot which Hartwell owned and from which they had moved into the flat over the store was bringing in \$18 a month rental.

"That's pretty good for a place that cost me less than \$1,800," Hartwell said when he and his wife were "taking an inventory," as she put it, in preference to his expression, "taking account of stock."

"Yes, it's fair," said the wife who was tenderly engaged over a dainty wicker crib voluminously occupied by pillows, blankets and other luxuries so generously bestowed by fond mothers, grandmothers and aunts upon the "first baby." "Just look at him," said Grace, as she pulled aside a corner of the covers and stood aside so that the father could join in her affectionate pride and joy over the chubby youngster who had a fat fist crowded tightly against his cheek. "Isn't he a dear?"

"That's what!" was the comment of the father, who, because he was a man, began clumsily to feel outside the blankets toward the foot of the crib.

"What are you doing? Do you want to wake him up?" whispered the solicitous mother and the father explained, "No, I was just feeling to see

how much he has grown; kinder figuring on how long it will be before he can help round the store."

"Say, George," awesomely whispered the mother, as she laid her hands lovingly upon her husband's shoulders and looked him squarely in the face, "we haven't put the baby into our inventory."

"Gee whiz!" exclaimed Hartwell, as he gathered his wife in his arms, "and he's the biggest asset, save one, that we possess."

"I—like—that," stammered the wife between the kisses her husband was showering upon her lips.

"Of course you do; so do I," responded George, as he resumed his kissing.

"No, no. I don't mean that," laughingly retorted Grace, as she freed herself from the man's enthusiastic demonstration. "I'd like to know what it is that excels the baby as an asset."

"You," shouted George. Then seizing his wife's hands and holding them close to his shoulders, he added: "You're the whole thing, the best, the queen bee. Had it not been for you I would still be a plodder and probably a quitter and a failure."

"You'd be nothing of the sort," was the delighted wife's reply and, as though guided by a boundless force invisible, intangible, impalpable, yet overpowering, they stood together in silence as they looked upon God's best contribution to their "inventory."

Chas. S. Hathaway.

No man is so small he can not be great in mercy.

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GRAND RAPIDS, MICH.

PRECIOUS BY-PRODUCTS.

They Belong To Those Who View Life Rightly.

Written for the Tradesman.

It is safe to say that every merchant is in business primarily for the money there is in it. Not in it for one's health nor for the exercise, as applied to almost every gainful occupation, was such an obvious expression of fact that speedily such became a current slang phrase. It applies as well to the merchant as to the day laborer.

An artist may work purely on account of his passion for art, with no thought of pecuniary gain; a preacher may labor from sheer love for his fellowmen; a poet may write as did Burns, who scorned all thought of reward "and sang alone for Scotland's glory;" but it is hardly conceivable that anyone should enter upon and pursue a commercial career from any such divine enthusiasm. A young man may choose a business life as the best agency for using his particular outfit of powers and abilities; as the best means by which he, being what he is, may fill his place in the world and make the income it devolves upon him as a man and a citizen to procure. He is not likely to enter business from any more lofty motive.

But while the money there is in it is the prime reason for being in business, it does not follow that money is the only thing or the most valuable thing to be gotten out of it.

After a young man once takes upon himself the responsibilities of life, from that time on, whatever of education and intellectual development he gets ordinarily must come from the pursuit of his vocation. His occupation is his great school. He will not learn so very much outside of it. There were one learned blacksmith. There was one learned blacksmith and one learned tailor. Hugh Miller, of Scotland, who afterward became the famous geologist, was a diligent student while making his living by the stone mason's trade. It is said that the author of Jane Eyre would sew until 9 o'clock at night and then write.

These exceptions are so rare as to prove the rule rather than refute it. The average man does not have the strength nor the energy to perform these extraordinary intellectual stunts. When he goes home at night he likes his paper or some entertaining book, but does not care to undertake more strenuous mental effort.

Whether he stands still or advances depends on what he gets out of the day's work.

Some occupations promote intellectual growth, others may be followed thirty or forty years and a man will remain substantially where he was when he entered. Doubtless the reason so many bright minds are attracted to the profession of law is the wonderful opportunity it affords for the development of mental power and vigor.

Now, what does the vocation of the merchant offer in this line? Take the proprietor of the little store at a country crossroads. He commonly is his own buyer, head salesman, stock-

keeper, window dresser, advertisement writer, book-keeper, correspondence clerk and janitor, besides being general financial manager of his whole enterprise. He can not discharge all these various functions without the exercise of a great number of abilities, all of which should gain strength with use. Compare the opportunities which his life offers with the machine existence of the average factory worker.

In cities and towns where merchandising is more specialized and done on a larger scale, no one can win without using his brains. New problems arise every hour. The proprietor of a business of any size must be an employer and his success depends largely upon his handling of the difficult matter of capital and labor. It is a good thing for a man to be at the head of something. There is demand for the continual exercise of initiative, good judgment and reasoning powers.

The many kinds of business and the various positions in each kind have each their peculiar combination of opportunities for development. The dry goods man in his constant association with colors, styles and fabrics should develop taste. The office man should advance in order, system and accuracy. Whoever has the management and control of other workers should improve in tact and executive ability.

In almost every business capacity there is unceasing contact with human nature in its innumerable moods and phases—a drama of peerless interest and value is ever spread before the beholder. Powerful incentives to the cultivation of good address, courtesy and pleasing and persuasive manners are never lacking.

One reason the man occupying a subordinate position should be all the time working for something above is the greater unfoldment that the higher outlook will afford him.

In all the walks of business, ethical and moral relations, stern questions of right and wrong are always present. Honesty, decision, firmness, broad-mindedness, fairness, kindness and consideration for others all are to be learned.

Not every one will consider it worth while to gather up these precious by-products. There are some with whom work always sinks to the level of drudgery, who toil without enthusiasm and joylessly, who get nothing from their work and expect to get nothing from it beyond the pecuniary reward. But for him of open mind and keen vision a common prosaic store may become a university of learning, a playhouse of entertainment, a temple in which his conscience may be educated and his heart made pure and sweet.

Quillo.

Practical Result.

"You know a lot of us club fellows thought it would be a fine thing to build an apartment house for our own families exclusively."

"Yes, I heard you had done so. How does it work?"

"Well, my wife doesn't like it. She says there is too much borrowing."

Keep Track of Your Daily Sales.

The average dealer is sometimes lax in his book-keeping methods and has no good method of keeping track of his daily sales and expenditures. Nothing is more lamentable, for the reason that a merchant is a better or worse one according to the method he employs in his store. Laxity in business methods is sure to bring business troubles, and when a simple system can be had which will reduce the daily routine work to a very simple form, dealers should take up with it and introduce it into their businesses. Such a system has been prepared, consisting of a pad of daily sales sheets which provide for the record of all sales and expenditures for the day. These sheets also provide for total results of the day and by filing in consecutive order the totals of any day in the year may be easily found. They require only the entry of the clerk making the sale and may be combined with a cash register system if desired. No book-keeper is necessary, as all the work is done by the party making the sale at the time of the sale. It takes less time than to make out the average sales slip and the record is permanent. At the end of the day the proprietor adds up the sales, subtracts the expenditures and the result gives the

net sales and profits for the day. Pads made up of 100 sheets may be had for 50 cents. One pad lasts three months and thus it will be seen that the total cost for the year is only \$2.

Wooden Blocks for Flooring.

Concrete and planking for flooring both have their objectionable feature, and architects have been long looking for the ideal flooring where the surface is subjected to hard usage. Wooden blocks have been experimented with for some time at a large wood-working establishment in Georgia, with the result that they will no doubt soon enter into more general use.

The blocks selected for the test were of long leaf yellow pine and were laid in a passage way extending from the planing mill to the drying kiln. This is regarded as the best place for a severe test of the qualities of the material, as there is a great deal of heavy hauling between the two points. Heavy loads of lumber are constantly being drawn between these buildings by mules, and the vehicles made use of are fitted with small wheels, usually found to be hard on a plank floor.

It is much easier to lay plans than to hatch them out.



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Michigan State Telephone Company

Professional Views on the Mortgage Loan Business.

Written for the Tradesman.

One among various forms of business which have received conscientious study upon the part of citizens who are interested in economic questions and who are striving to be of service in behalf of the general welfare is that which is popularly known as the chattel mortgage loan business, and upon this topic a citizen who has been in that line but who has abandoned it was asked how it was that he discontinued the business.

"Well, in the first place," he replied, "there is too much competition; in the next there is too much opposition, and finally I had an opportunity to sell out and felt that I was entitled to a rest after fifteen years of constantly following the occupation."

Asked where he found his competition he declared that it was "not so much from the straight-out mortgage shark, as they call us, as from the installment houses—one can buy anything nowadays from the complete outfitting of a home to a pair of trousers. They give credit to anybody and no questions asked, seemingly, but just the same they get right down 'next' to all the vital facts concerning every customer and then they chase 'em up to the very last limit. They not only loan on chattels but they provide the chattels—have got the regular chattel mortgage loan business faded to a shadow.

"The other competition—the kind which has always existed and will always exist—is the secret loan agent; the chap who loans only to personal friends and as a favor; the sneak who is so kind hearted(?) that when he does not himself have the necessary money he will go so far as to get the money from a friend or from a bank, as an accommodation to him personally—and then charge his 12 or 15 per cent. per month.

"I have loaned on chattel mortgages," continued the speaker with considerable fervor, "for fifteen years and I have made money and lost it in the business; but, as I told a very estimable gentleman who called on me to show me what a rascal and cruel-hearted robber I was, I never deceived a client and my short loan rate was never above 2 per cent. per month. I gave names—names of prominent citizens who are surreptitious chattel mortgage sharks and have been for years—to the gentleman who was trying to work my reform and told him that if he would get one of them to give up his contemptible graft I would at once renounce my occupation. I tell you that the office and business of a regular open and advertising chattel mortgage loan agent is a market of piety by the side of the sneaking, hypocritical chattel mortgage loan fiend. Let me tell you something more, now that I am at it: A municipal loan exchange properly handled, as they are conducted in Europe, is the surest way to wipe out the loan sharks; but recent events in this country, all over the land, suggest, to

draw it mildly, that the successful conduct of a municipal pawn shop in this country would be continuously beset by very grave possibilities."

"What do you mean by that?" was asked.

"I mean that the loan business—unless it is most strictly supervised at every angle—offers a multitude of opportunities for crooked work—crooked from the standpoint of making records and publishing all facts in relation to rates of interest; sources from which the money loaned is obtained, and so on. And a municipal pawn shop would require a board of directors, a manager and clerks and—well, human beings are merely human."

Getting Rich By Losing Money.

Five and ten cent stores have the science of getting rich by losing money down to a fine point.

Scan the windows of the metropolitan 5 and 10 cent stores and you will find 50 cent goods at a dime not uncommon. But look deeper. Note that the whole window is, perhaps, filled with that one item, or at least it is the only money losing thing in sight. Go inside the store and observe that practically every item you see pays 50 to 100 per cent. profit at the popular 5 and 10 cent prices.

There is not a particle of mystery about it. Five and ten cent stores deliberately set aside a few articles out of a thousand on which they lose money. They do this in lieu of advertising. They rely on the leaders in their show windows to fill the store with customers, who will conclude that everything is equally cheap.

Is not there a lesson in this for all retail merchants? Most men are willing to sell ten articles a little under usual price, yet they shrink from even cutting one under cost. It takes more nerve to lose \$10 on one item than it does to lose \$1 each on ten articles. But the net total is the same and a window full of some well known 50 cent thing at a dime will pull more people in and set more tongues wagging than ten items whose prices are barely nibbled.

Suppose you buy a gross of showy 25 cent china dishes at \$2 a dozen and retail them at 10 cents each on some special occasion. Your loss is 80 cents a dozen or \$9.60 on the lot. May not that \$9.60 buy you more real effective advertising than double the amount spent in printers' ink?—Butler Bros. Drummer.

Stick To the Bench.

A colored man was brought before a police judge charged with stealing chickens. He pleaded guilty and received sentence, when the judge asked how it was he managed to lift those chickens right under the window of the owner's house when there was a dog loose in the yard.

"Hit wouldn't be no use, Judge," said the man, "to try to 'splain dis thing to yo'-all. Ef you was to try it you like as not would get yer hide full of shot an' get no chickens, nuth'er. Ef yo' want to engage in any rascality, Judge, yo' better stick to de bench, whar yo' am familiar."

Rule Which Works Both Ways.

Mark Twain once asked a neighbor if he might borrow a set of his books. The neighbor replied ungraciously that he was welcome to read them in his library, but he had a rule never to let his books leave his house. Some weeks later the same neighbor sent over to ask for the loan of Mark Twain's lawn mower.

"Certainly," said Mark, "but since I make it a rule never to let it leave my lawn you will be obliged to use it there."

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THE McBAIN AGENCY

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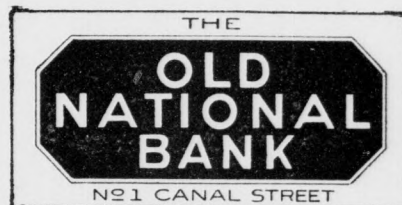
Deposits
5½ Million Dollars

HENRY IDEMA - - - President
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3½ %
Paid on Certificates

You can do your banking business with
us easily by mail. Write us about it if
interested.

Capital
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Every Facility

For handling accounts of Banks, Bankers, Individuals and Firms

THE NATIONAL CITY BANK GRAND RAPIDS

WE CAN PAY YOU

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49 Years of Business Success

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We Make a Specialty of Accounts of Banks and Bankers

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THE GLOVE LADY.

How She Moulds the Will of Mere Man.

Nietzsche was mistaken. He would never have written that, nor whole chapters of his works could he once have seen his boasted "blond beast" in a department store. The possibilities of that great American institution could not be prefigured by a recluse philosopher with but one timid sister to wait on him. He hinted vaguely at a possible superwoman to match his superman. Had he lived longer and shopped some he would have found the missing link in his theory masquerading under the misnomer "saleslady," with which unimaginative commerce still dubs its noblest product. Nietzsche would have recognized her for the superlady.

This important discovery might never have been made if there had not been a mistake in my change. I had threaded my way into proximity to innumerable bargain counters flanked by four-deep phalanxes of femininity. As I made wide detours to avoid them, sex superiority surged in me, and as if we belonged to the same lodge I asked for the glove-counter confidentially of every man I met. At last somewhere I emerged in sight of its comparative quiet. Standing at the very end I examined diligently various styles I did not want. Behind, near the other end, the corner of my eye caught several plainly dressed figures, their heads together in a group worthy of Rossetti or Burne-Jones. One superb creature detached herself and swept toward me with the languor of a princess.

"Mariana of the Moated—" I murmured.

"I beg your pardon?" she interrupted. Then in the midst of my silent admiration, "What can I do for you, sir?" she said.

She listened tolerantly to the beginning of my involved enquiry for dogskin gloves and stopped it with, "What size?" She cut short my painful efforts at recollection by graciously measuring my hand. Then she laid on the counter bewildering boxes of sevens, until I mustered courage to describe some heavy hand-sewn tans I had recently seen in a haberdasher's window.

"Yes, we have those," she told me in a tone of tentative approval. Sweeping the boxes aside she brought another, enunciating suspiciously, as she opened it, "Two dollars and a half."

"I'll have a pair," I asseverated.

Then we got on better. She helped smooth one on my fingers, took my ten-dollar bill gingerly, stuck her pencil into her dark mysterious coiffure and called "Cash!" as might a prima donna of whom the special favor of sounding her highest note had been requested. Then she leaned gracefully against the back counter, with the precise far-away look in her eyes that must have characterized Mariana of the Moated—

Why didn't she go back to her Rossetti group? I was perfectly capable of waiting for my change alone. In fact, I preferred it—

Ah, there was nothing personal in

her gaze, after all. This was the end of her counter. A gossamer-haired Mona Lisa at the next one glided slowly down and they whispered together. While I vaguely pondered an orotund female squeezed me aside and, leaning over the counter, thus addressed them:

"Is the basement downstairs?"

Exchanging glances with Mona Lisa, my Mariana bent forward, as the willow bends to the stream, and said, with the puckering sweetness of apricot preserves:

"Yes, madam."

"How do I get there?"

"The elevator is at the end of that aisle on the right," mused Mariana.

"Must I take it?" marveled the woman.

"The stairs are down this aisle you are in, madam," Mariana continued her reverie.

"Ach!" exclaimed the enquirer, and was off.

Mariana's eyes intercepted my appreciative smile, met it with a sphinx-like gaze an instant and then she turned to whisper again with Mona Lisa.

But Mona was busy. A bullet-headed blond man in a striped overcoat stood before her. I sank weakly upon a stool in my amazement.

"I want a silk scarf—for a lady," said he, truculently.

"What color?" asked Mona Lisa, adjusting her hairpins.

"How can I tell?" almost bellowed the bullet-headed one, protruding his lower jaw and disclosing his simial origin.

"Is she light or dark?" asked Mona Lisa, indifferently, arranging to a nicety the nickel show-stands on the glass case.

"I never saw her," said the man, helplessly; "she's a friend of my wife's."

Mona Lisa lifted her eyebrows in disinterested incredulity.

"My wife told me to be sure and get a silk scarf she could give to her friend—see?" appealed the man. "You ought to know something to fill the bill. Can't you help me out?"

Mona Lisa turned slowly half around, let the fingers of one hand glide gracefully down a row of boxes, extracted one with marvelous accuracy and laid it open before the stolid gaze of the man.

"These look like the real thing," he temporized, idly fingering the end of one scarf.

"Six dollars and ninety-eight cents," admonished Mona Lisa.

"They ought to be good at that price," said the bullet-headed one, humbly. "But haven't you any other color? If I take this white thing home and my wife doesn't like it she'll make it hot for me."

Again Mona Lisa raised her eyebrows and placed several more boxes on the counter.

"Those blue ones look good to me," he enthused. "That's my favorite color."

"You didn't tell me you were going to wear the scarf," said Mona Lisa, sweetly; and before the man could recover from this stunning suggestion she condescended to continue: "Blue doesn't go with every complexion,

you know, and your wife didn't tell you what color to get, and not even whether her friend is light or dark. I should advise you to take a white one. Any lady can wear white."

"I guess you are right," faltered the man. "I never thought of that. But if my wife raises a fuss with me for not bringing home a blue one—she's awfully fond of colors."

"She can exchange it," said Mona Lisa, closing the incident.

"Well, I guess I'll take the white one, then—if you're dead sure it can be exchanged?" he hesitated.

"Certainly," she replied, as if soothing a frightened child.

Then my own package arrived. Mariana, with a Lady Bountiful gesture, was spreading my change on the counter. I reached for it carelessly.

"Wait," she said. "You gave me a ten-dollar bill, didn't you? They've sent change for a five. I don't know what's the matter with them up there; that's the second mistake this morning. You'll have to wait while I call a floorwalker," she added, as might a hostess apologizing to an inconvenienced guest.

As she swished down the counter, holding the change and sales' slip haughtily in one hand, I glanced at the bullet-headed one. He was fumbling uncertainly in the box of blue scarfs, while Mona Lisa laid his package and change under his nose.

"Now don't forget, I can exchange this," was his last appeal as he turned haltingly to go.

Mona Lisa nodded with a superior smile, pushed the scarf-boxes aside and proceeded to clear her counter of everything else. She had no more than finished when the bullet-headed one stood before her again.

"Look here," he began, "I'm going to take a chance on that blue scarf anyhow. My wife—"

"Certainly," cut in Mona Lisa, turning her back on him and beckoning to a floorwalker who had just strolled into the aisle.

The exchange was quickly consummated. Even then the man elaborated a lurid explanation of what might happen in his family circle if he came home with the wrong scarf. Mona Lisa turned from him abruptly to a woman who was enquiring for "some excursion."

"Do you mean lace insertion, madam?" asked Mona. The woman nodded vigorously, and while she was being directed the bullet-headed one turned slowly and speechlessly away.

"I am sorry to keep you waiting; your change will be here in a minute now," cooed Mariana at my shoulder.

"I like waiting," I averred. "Do they have many men customers at the next counter?"

"Ladies' neckwear?" she laughed, condescendingly. "Oh, yes, quite a few. That was a funny one about the scarf, though."

"Yes," I said; "he came back."

"That's nothing," she advised me. "I bet he'll be back again. Kitty could have had more fun with him if she felt like herself, but she's had one pill after another this morning."

"What a pity!" I said in innocent surprise. "She looks as though she

were in uncommonly good health."

"Oh, I beg your pardon," said Mariana, blushing charmingly. "You see, when customers make them get out a lot of things and then do not buy anything the girls call them 'pills.'"

"Oh!" I said, and she turned with a relieved expression toward an approaching cash-girl.

"This surely must be your change now," she exclaimed, "Yes, and it's all right this time," she added, counting it into my hand. She bestowed upon me a half-approving look, as who should say, "You've been rather nice." Then she half-turned away, paused and with a roguish glance of the eyes, whispered over her shoulder, "What did I tell you?—Here he comes now."

It was indeed the bullet-headed one swarming up to the next counter. Mona Lisa (henceforth she must be known as Kitty) also had seen him. The two superladies sidled gracefully up to each other and waited his approach with supercilious interest. "My wife—" he began, while I made good my escape, choking down laughter that might have attracted the attention of the store detective.

Weeks afterward Providence enabled me to learn more of the way of a man with the superlady. Later than usual one evening, in an Elevated train, I glanced up from my paper, and there hanging on a strap directly before me was my Mariana of the Moated—glove-counter. She thanked me graciously for my proffered seat. One beside her was vacated at the next station and I dropped into it.

"What became of the man that wanted a scarf?" I boldly asked.

"Oh," she replied quite naturally, "he took a white one again. The very next day he came back and said his wife had given him fits for not bringing home a pink one. I had the nerve to blame it all on Kitty because she told him to take a white one. He expected her to know that his wife's friend was a brunette."

"How unreasonable!" I sympathized. "But are they all like that?"

"Oh!" exclaimed Mariana, "you ought to have seen Kitty's Spanish gentleman—Kitty's the one you saw selling the man the scarf, you know. Well, this Spanish gentleman came in one day with his daughter and wanted to buy her a mantilla. He could hardly speak any English, but he was so polite! He was so pleased with the way Kitty waited on him that he comes back every year regularly to buy something for his daughter, who is in a convent now. Petty French—that's what we call the girl at the jewelry counter next to Kitty's, she is French, you know—just tossed her head when Kitty told about him and said, 'Of course—he's Spanish, my dear.'"

"So he was an exception, was he?" I said, disappointedly.

"Oh, I wouldn't say that," rejoined Mariana. "The girls would mostly rather wait on men. When they are buying for themselves they don't often fuss. Even a woman, if she's shopping with a man, won't fuss as much as when she's not. Of course, she's just showing off to make the

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We guarantee to furnish a better cash register for less money than any other concern in the world

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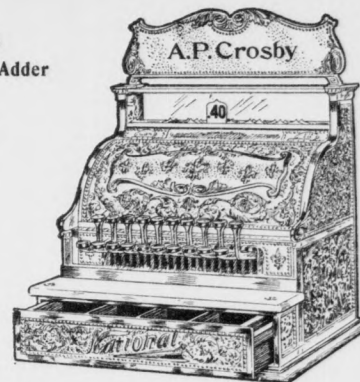
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Detail adder with all latest improvements. 20 keys registering from 5c to \$1.95, or from 1c to \$1.99

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Price
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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



No. 416
Total Adder
Detail Strip
Printer
Price
\$100.00

Total adder with all latest improvements. 25 amount keys registering from 1c to \$7.99. No-Sale key. Prints record of all sales on detail strip

man think she knows her own mind as well as the men say they do theirs. The girls know better, but they don't let on, because most of the men make waiting on a counter easier."

"So the ladies act quite differently when they are shopping by themselves," I said with complacency.

"Yes, and a good many of the men, too," she admonished me.

"Are they inclined to talk about their home affairs, like the one who wanted scarfs?" I asked.

"Sometimes they seem to think they must tell us those things," said Mariana with fine scorn. "Then it takes us longer to find out what we really need to know so we can help them to get what they want!"

"Isn't it rather risky to send a man shopping for you?" I suggested.

"Not if you give him the right instructions," said Mariana, wisely. "Then the girls could do as well with him as if the lady were there herself—often better. The trouble is most of the ladies don't know how to shop themselves. Why, only yesterday, Kitty had a lady come up and say, 'Have you got those Nazimova collars?' Of course there's no such thing, but Kitty goes to the theater a good deal and she knew the lady wanted that high choky kind of collar. She put some down on the counter. 'Does Nazimova wear these?' said the customer. 'Haven't you seen her, madam?' asked Kitty. 'No,' she said; 'I heard a lady telling another lady about them in the car.'"

"Women expect you to know a great deal," I remarked, with more complacency.

"Yes, and the men are pretty helpless, too," retorted Mariana.

"You mean there are some—er—'pills' among the men?" I ventured.

"Oh, I didn't mean to use that store slang to you the other day. It just slipped out. You hear the girls saying it so much, you know. Why, when customers make them pull down nearly everything in stock for nothing, they call them capsules—harder to swallow than pills, you know."

"I like the metaphor," I reassured her. "You must always swallow and never choke—not lose your temper, whatever happens."

"I should say not; we always have to be polite," said Mariana, proudly. "It's pretty hard sometimes, but you can get even by being sarcastic. You can do that and be polite, too, you know. Petty French—that is the French girl at the jewelry counter I told you about—is great for that. You know those fancy jeweled neckpieces the ladies call dog-collars? Well, anyhow, a lady came up to Petty French and said with an awful crust, 'I want a dog-collar.' She was dressed to kill in furs and everything and had a little fluffy dog under her arm. So Petty French said, quick as that, 'For yourself, madam?'"

"Well, at any rate, the men don't give you as much trouble as the women," I decided, recovering my complacency.

"Oh, some of them do, a lot more," said Mariana, impartially. "Why, once a man came up to Kitty's counter and said: 'I want to get a present

for my dear mother. She's just the dearest mother that ever lived, and you must help me to select something very nice for her.' He kept on talking about his dear mother. Kitty got in a few questions edgewise and found out that mother was a very old lady with white hair. So she got down some black lace fichus. You know what those are?"

I nodded vaguely.

"Well, he asked Kitty to try a few of them on, and then he said he was sure they would be too large. Next she showed him a lot of black silk standing collars with jabots. He let her go ahead for a long while before he remembered that dear mother's neck was very short. Then Kitty explained to him that most old ladies were fond of lace and she got down some boxes of the loveliest baby Irish lace collars you ever saw. He liked them so much that he made her try most of them on. Finally he found one that he was sure would just suit dear mother, but when he heard the price, \$12, 'What a pity!' he said; 'that's a little more than I can afford. I feared they were quite expensive.' Kitty felt sorry for him and dug around until she found one almost the same pattern, only smaller, for \$7. After she'd put it on and turned around some more he said he'd take it.

"Well, just as he was getting out his money, and Kitty had the sales slip all made out, he happened to see, down in the showcase, some made-up lavender silk collars. 'Why, there are some pretty collars, right there,' he said; 'you didn't show me those.' 'They wouldn't be at all suitable for an old lady,' said Kitty. 'No one over 30 would think of wearing one of those.' 'Oh, I think that one on the end would please dear mother very much. What is the price?' 'Ninety-eight cents,' said Kitty. And he took it!

"Oh, here's my station," exclaimed Mariana. "Don't forget my counter when you need gloves. Good-by."

I revived sufficiently to realize that I had passed my station some time back. As I retraced my way I marveled at the capable and all-inclusive wisdom of the superlady. Here is a creature of "the sex" who can not be bluffed by man. He may occasionally make a mother, a sweetheart, or even a wife believe that his opinion on personal adornment is worth listening to, but in the hands of the superlady he becomes helplessly humble clay. She knows more of the mysteries of apparel than he and his womenfolk put together. Serene in her superior knowledge of both sexes, the superlady moulds the will of mere man with a word, a glance. I shouldn't wonder if I bought my gloves of Mariana in future.—Robert Sloss in Harper's Weekly.

Some theology appears to hold that God gave a man a reason and then a revelation so that one might keep up a fight with the other.

It is easy to get rich after you have the first million.

It is usually costly to follow cheap advice.

"The Crowning Attribute of Lovely Woman Is Cleanliness"

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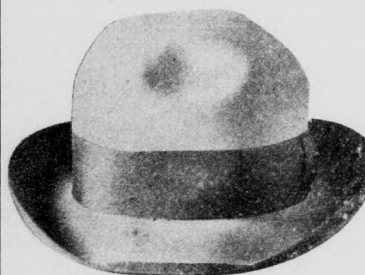
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It does not deteriorate with age and fall to powder in the dress—can be easily and quickly sterilized by immersing in boiling water for a few seconds only. At the stores, or sample pair on receipt of 25 cents. Every pair guaranteed.

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Boys' Soft Felt, Brown or Black, at \$4.50
Men's Soft Felt, Black at \$4.50, \$9, \$12, \$13.50, \$16.50
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Men's Soft Felt, Light Brown at \$4.50, \$12, \$13.50, \$16.50
Men's "Cowboy," Light Brown at \$4.50, \$6, \$9
Men's Derby, Black, two shapes, straight brim, curl brim at \$18



Boys' Straw
at 50, 90, \$1.25, \$1.50, \$2.25
Men's Straw
at 60, 90, \$1.25, \$1.50, \$1.75, \$2.00, \$2.25
Misses' Straw
at 90, \$1.25, \$1.50, \$2.25



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We can satisfy you

Grand Rapids
Dry Goods Co.

Exclusively
Wholesale

Grand Rapids, Mich.

Are You Indispensable?

Have you an aim in life? Are you plodding along day by day and imagining you are getting no farther, or are you merely doing what lies nearest your hand and at times feeling dissatisfied because no one appears to note your good work. If so, do not trouble for work and effort always speak louder than words. The talker soon reaches his limit, while the worker—well, there is always more and generally higher work.

One morning in June I overheard the remark, "Hello, Johnson, you look as if you'd be happier asleep." The reply was, "Yes, I happen to feel that way just now, but I'll brighten before I reach the desk." This occurred close to a factory and I noted the time was 7:50. The same evening at 10:15 on passing the same store I observed one of the speakers locking up and in a mood of curiosity and interest I entered into conversation with him by asking him to join me in a short walk. He very courteously replied that it would interfere with his day's work, and on expressing my surprise after his fourteen hours' day, he stated that he always endeavored to get in one hour's study. This turned out to be book-keeping and auditor's methods.

I had only one other question to put to him at the time and that was, "What are your business hours?" The answer given was: "I am supposed to commence at 8 a. m. and the other end of the day is under my own control. The last four years I have worked on the average until 10 p. m. on five days and until midnight on Saturdays."

It was two years later I sought him and was not greatly surprised to find he had moved. His motto in life was, "I'll be indispensable." From clerical work he had passed on to be "salesman" and "salesmanship" had been substituted for "book-keeping and auditing." His fellow salesmen discovered that he had somewhat new ideas which he was ever willing to impart to them, and more than one new man will to-day tell you the debt of gratitude they owe him.

He made one stipulation: They had to give him information of the difficulties they had met with during the past week; the excuses and objections thrown at them by prospects.

Naturally, he became sales manager, for he not only studied his own failures but those of his confreres—well knowing that the kicks might be as readily dealt out to him.

Largely through Johnson's application to business and his steady, conscientious work his employer's staff had increased from four to thirty and his salary had increased also.

Johnson was willing to believe that the willing horse gets the more work when an observer said to him: "Are you willing to make a change?"

He made a change and to-day a certain man sadly admits he made a mistake—but Johnson is not that man.

Without doubt the world of commerce has such employers and it also has its Johnsons. At times they get "the willing horse" idea, but Johnson says: "Your career is being noted, and

good, honest, intelligent work is the quickest and surest stepping stone to the positions worth having."—Business Philosopher.

Some Interesting Facts About Jade.

The high standing of jade is no modern thing. The primitive weights and measures of the Chinese world were computed from jade tubes and the earliest bars or intervals of music known to that nation were determined by hollow bamboo canes of accurate length, afterward perpetuated in jade tubes having stops within to be pulled out at the will of the player.

The Spaniards and Mexicans have as great respect for the stone as the Chinese and they regard it as an amulet against disease. In some instances the finder of a piece of jade was supposed to be endowed with supernatural powers, such a piece being regarded as a holy thing fallen from Heaven.

The Chinese value their jade carvings so highly that they can not often be prevailed upon to part with them, although in times of national calamity, such as the culmination of the war between Japan and China, Western importers and jewelers had a chance to buy some of the treasures.

When an unusually large piece of jade is found in China the Emperor calls a council of the artists of his dominions to determine into what shape it had best be carved, as, owing to its extreme hardness, the form selected must follow somewhat the outline indicated by the natural formation of the specimen.

The artist chosen to perform the delicate task is not altogether to be envied. It is true that if he succeeds he will be made a mandarin, but success depends upon his work being approved after it has been subjected to public criticism for a whole year. If, at the end of that time, his work should be condemned, his reputation as an artist is irretrievably lost.

The task itself is no light one. With a thin piece of finely tempered brass wire the artist may work for a week without having anything to show for his pains. Twenty years have not been considered too long for a single piece of carving.

Much jade now comes from New Zealand, where many superstitions attach to it. Grotesque figures of jade, having glaring red eyes, are worn on the breasts of warriors in North Island, and hatchets, sabres and daggers of jade are owned by every Eastern soldier of rank, to be handed down as precious heirlooms to his descendants.

The Ruling Passion.

The auctioneer had auctioneered for the last time, for he was very ill and lay low almost at death's door.

Beside his bed stood the doctor and the auctioneer's wife, anxiously watching each symptom, each movement, each respiration.

"Doctor," hoarsely whispered the hammer-wielder's wife, "what is his pulse now?"

The doctor raised the patient's wrist.

"His pulse," he answered, "is now going at 104."

The auctioneer sat up excitedly in bed.

"Going at 104!" he cried feebly. "Going at 104! Who'll make it 105? Do I hear 105 for a pulse that has been running steadily for forty-seven years and never once stopped! Will you bid 105? Who'll make it 105?"

But no one made it 105. And a minute later the auctioneer was going—going—gone!

There's No Place Like, Etc.

Wife—What sort of a play would you like to see?

Husband—Something lively, that keeps you awake and has plenty of music in it.

"Um! You'd better stay at home and take care of the baby."

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

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Corl, Knott & Co., Ltd.

20, 22, 24, 26 N. Division St.
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Ladies' Muslin Underwear

Better and larger assortment than ever. Lace and embroidery trimmed.

Corset Covers from \$1.25 per dozen and upwards.

Drawers from \$2.25 per dozen and upwards.

Gowns from \$4.50 per dozen and upwards.

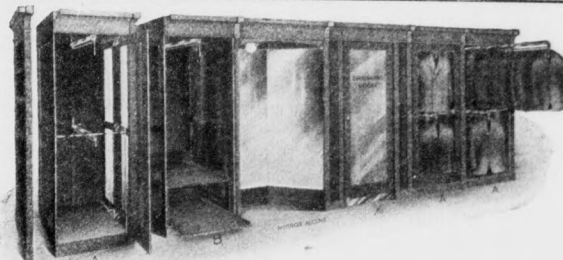
Skirts from \$4.50 per dozen and upwards.

Order now while stocks are still complete.

P. STEKETEE & SONS

Wholesale Dry Goods

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.

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.

GRANDFATHER'S WAY.

Fundamental Principles the Same as Prevail To-day.

Written for the Tradesman.

It was, we will say, fifty or sixty years ago that grandfather kept store. In some ways keeping store was far easier in grandfather's time than it is to-day. The margin of profit was larger. Competition was as nothing compared with what it is now. A price-cutter would in those days have been branded as an Ishmael and the hand of every other merchant would have been against him. Montgomery Ward, Sears, Roebuck & Co. and other members of the mail order catalogue house fraternity had, perhaps, some of them been born, but they were not yet old enough to go into business. In towns of any size each merchant adhered strictly to his own line and never thought of doing anything in as bad business form as it would have been to start a department store, or even to sell hardware and groceries or dry goods and shoes in the same building. At every important country crossroads a general store did a thriving business, but the country storekeeper was not expected to keep everything that could be found in a New York City emporium, and so he wasn't nagged and jeered at if he didn't have in stock every unheard-of article that some customer or other happened to take it into his or her head to want.

In those days people didn't want so many things as they do now anyway. The wanting faculties were not so highly developed. There was no such volume of want-stimulating literature in circulation as is now constituted by the advertising columns of the magazines and newspapers that reach the remotest farm house. Customers took, they were obliged to take, what the dealer had to offer. They were not educated up to the point of being critical of his wares. Railroads were few and rates high and trolley lines unknown. Local merchants had things their own way. The minds of their customers were rarely distracted by the alluring sights and tempting bargains of the large city stores.

Styles didn't change so often in grandfather's time and his customers didn't know it when they did change. People were not so fastidious. Germs were unknown and so caused no disquietude of mind. If grandfather spread his dried fruits right out to the air and left his cracker barrel open nobody kicked or, indeed, thought anything about it.

Whatever help grandfather needed in his store he could hire at what would now seem very low wages. Moreover, the clerk of fifty or sixty years ago had a delightful humility of soul and always maintained a demeanor profoundly respectful toward his boss, an attitude which would be most refreshing to the soul of the employer of the present time, who often has to contend with a very different spirit on the part of those who work for him.

So grandfather kept store without ever knowing what a breakfast food

was or would be; he bought his coffee green in big gunny-sacks and sold it out to the housewives who roasted and ground it at their homes; if he handled oysters he bought and sold them in flat square-cornered tin cans; while huge whole codfish, salted and dried, with their never-to-be-forgotten, although not specially unpleasant odor, were a conspicuous part of his stock.

Some things about keeping store were very hard in grandfather's day: Package goods had not come in yet. Groceries were bought in bulk and weighed or measured out, processes which were laborious and inevitably involved innumerable small losses. The sugar grandfather sold was mainly brown of differing shades. When the barrels were first opened the sugar was soft and moist, but after it was exposed to the air it hardened into lumps and had to be dug out. All the paper sacks grandfather had were those his hired boy made when trade was quiet and they wouldn't hold sugar. When grandfather wanted to put up a dollar's worth of sugar he first spread a big piece of brown paper in the hopper of his scales. Then he dug away at the sugar in the barrel until enough was loose and scooped the right amount into the paper. Then he folded two opposite edges of the paper together, temporarily did up one end so he could stand the package on it, then fixed the other end, folding in the corners with precision and nicety, then turned the package on that end while he fixed the other like it, then tied it around with string and it was ready for the customer. Grandfather was a swift hand and could put up sugar with the best of them, but, work as fast as he could, it certainly took him ten times as long as it does to sack the same amount of granulated to-day. On the other hand, perhaps, grandfather made ten times as much profit on it as his successor makes on the more refined product in use at the present time.

We have spoken of the multitudinous and highly differentiated wants of customers now-a-days as being a source of perplexity and a handicap to the merchant of limited capital and small stock, but in grandfather's time the trouble was that people wanted so little. It was in the air then to economize and scrimp and save as it is in the air now to spend money.

It was hard for grandfather to get goods. Occasionally a drummer might visit him, but there were so few commercial travelers then that their calls might be likened to angels' visits in being few and far between. Once in a while a great notion wagon—an institution almost unknown to the present generation—drew up before grandfather's store and he could purchase what he needed of threads, needles, shoestrings, buttons and other small wares. The facilities named being inadequate for replenishing his stock, once or twice a year grandfather took a journey to his nearest large city to buy goods. Having made his selections, he had the goods shipped to his nearest railway station and then, perhaps, hauled a long

distance by team to his place of business.

Moreover, grandfather labored under a profound although mistaken conviction that a store, in order to get the greatest amount of business, must be kept open sixteen or seventeen hours a day. Being a very energetic man, he aimed to have his store opened earlier in the morning than any other in town, and it was the last in which the lights were put out at night. Working such long hours was very hard on grandfather and very hard on his clerks, but the plan of all the merchants in a town getting together and adopting an early-closing schedule was so simple and sensible a thing that no one had yet thought of it, so grandfather and his helpers kept on in the old way.

Perhaps the hardest thing of all about grandfather's storekeeping was the trusting out of goods. People expected credit and were slow in paying. Everything had to be charged. Coupon systems and other devices for minimizing the labor of book-keeping had not been invented and grandfather often worked late at night—and days when he would have liked to go fishing—posting his ledgers.

The grandfather of whom we speak was shrewd and watchful in giving credit and did not lose heavily on poor accounts; but, alas! all grandfathers who were in business in those days were not so judicious and the tragic end of many a promising business venture, the sad story of the loss of many a little all of money, with years of toil added, were written on the pages of those old ledgers!

If grandfather, who was a very fair-minded gentleman, could be alive to-day and could see how storekeeping is done at the present time, he would, without hesitation, declare that there has been great improvement. There are more system and more science about it now. Many of the old wasteful methods have been discarded. Customers are not only served better than formerly, but served more promptly and economically.

Stores are cleaner nowadays. Of course, our grandfather and your grandfather were neat, tidy men and, so far as circumstances would permit, they kept neat, tidy stores; but all the grandfathers were not so and many stores in those days were disreputably dirty.

In its time a very successful place of business, it is surprising in how many respects grandfather's store was very like the most modern and up-to-date store of to-day. It was adapted to the times and the place and the people. The grandfather or the grandson who can not suit his business to the needs of his locality has no business to be in business. Grandfather was honest, his word was dependable and he never allowed his customers' confidence in his integrity to be shaken. Grandfather's store was a cheery place, where every customer was made welcome, where the very atmosphere put every one who entered into a good humor with himself and made him forget all troubles and feel that he was a most agreeable member of society.

And the courtesy that grandfather

and all of his clerks extended to the women, those staid, dignified dames of fifty or sixty years ago! Fashions, outward garb, manners, customs may change, but the Eternal Womanly is ever the same, immutable. Whether She comes to a store in a plain calico dress or a tailored shopping costume; whether She wears the huge hoop-skirt of 1860 or goes in for the hipless effects of 1910; whether She is Grecian bend or military front; whether She rides up in an ox-cart and pays for her little trade with butter and eggs, or comes in her automobile and settles her bill with a check, She must be handled in the same way: She must be treated with consideration and deference; her tastes—yea, even her whims and foibles—must be catered to or She will take her patronage elsewhere. If, as was sometimes the case in grandfather's time, there isn't any convenient elsewhere then She will go without what She actually wants rather than buy where proper attention is not shown her.

If grandfather, with his well-known shrewdness and wisdom, were to sum up the whole matter of storekeeping his verdict would run somewhat like this: The fundamental principles of keeping store remain unchanged. Those methods which have in them intrinsic worth because they are in harmony with those underlying principles continue in vogue and suffer no disuse with the lapse of time. When grandfather's youngest great-grandson is himself a great-grandfather the employment of those methods will be just as essential to success as they were in grandfather's day; while all methods that are at variance with those fundamental principles, however specious they may appear during the heyday of their popularity, as time rolls along inevitably fall into disuse.

Quillo.

Auction by Candle.

It would seem strange to-day to step into a large auction room where furniture, wearing apparel, jewelry and knick-knacks of every description were scattered around awaiting their turn to be disposed of according to the whims of a burning candle.

The proceedings in a candle sale were as follows: A piece of candle an inch long was lighted and the instant the flame arose the bidding on a certain article began. The last bid made before the flame expired was the lucky one.

Sometimes this was varied by dividing the whole candle into sections, marked off by red circles. Bids were received on any article during the burning of one section and the last bidder before the second ring was reached was the purchaser.

This manner of conducting an auction was very general during the seventeenth and eighteenth centuries. The custom is by no means obsolete, certain portions of France and some counties of Western England still retaining it.

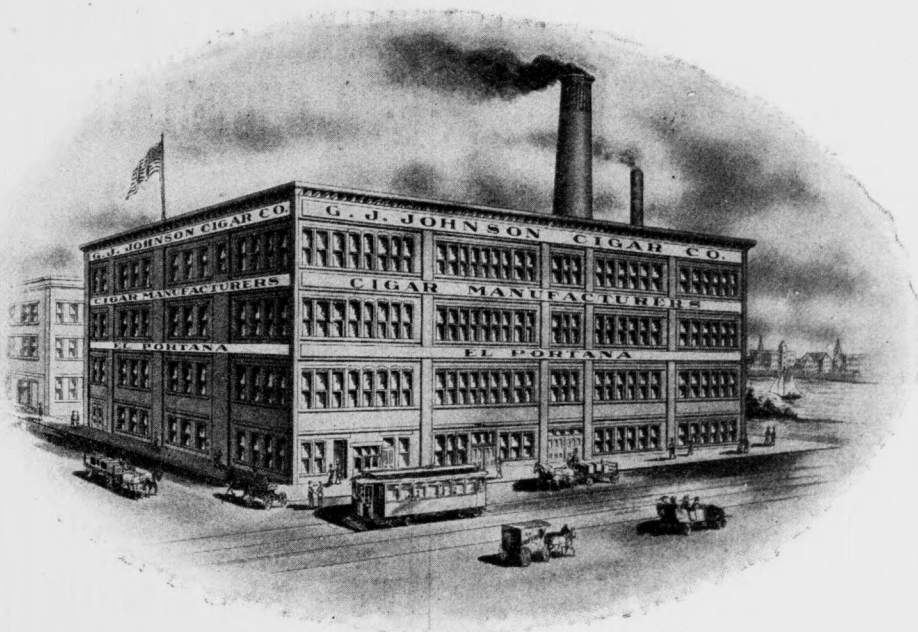
You can not get much music out of the horn of a dilemma.

A man of words is seldom a man of his word.

EL PORTANA 5c CIGAR



"In a
Class by
Itself"



Manufactured
Under
Sanitary
Conditions

Made in

Five Sizes

G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.



THE ISLAND OF SICILY.

Some Idea of Its Productiveness and Exports.

Palermo, Italy, March 10.—The Island of Sicily, lying just off the coast of Italy proper, separated by the Straits of Messina only from the mainland, is supposed to have been at one time attached to the toe of the "boot" belonging to the Apennine formation of mountains; but by the action of earthquakes it became separated by a few miles, so that boats going to the Levant from Naples, Genoa and Marseilles are saved many miles of sailing in consequence of being able to sail through these narrows, bounded by Reggio on the mainland and Messina on the Island. It will be remembered that these two cities are the ones that suffered so severely by the earthquake and tidal wave that followed on the 28th of December, 1908, and, sad to say, much evidence is still to be seen on every hand of the terrible devastation wrought by this awful catastrophe.

The Island is somewhat shaped as a rough triangle and is of a very rugged character. Its coast line is indented and picturesque and the limestone cliffs in some of its bays, such as that of Palermo, are exceedingly beautiful. The total area of the Island is about 10,000 square miles, but owing to its mountainous character chiefly, but somewhat to its geographical location, the interior has from the earliest times been comparatively neglected by the industrial world.

In an early day the Norman race established the Kingdom of the Two Sicilys, being respectively Sicily proper and the southern part of the mainland. From this period onward Sicily became Italian, the Normans, like the rest of the Teutons, becoming absorbed in the land of their adoption; but through their influence an important change took place. Whereas formerly the western and southern coasts had been the most prosperous, the tide now turned in favor of the northern shore and the ancient Phoenician town of Panormus, which had been greatly fostered by the Byzantines, became the capital, under the name of Palermo. This fine but ancient city has 325,000 inhabitants and is very metropolitan in its makeup, seeming to have everything to make it an ideal place to live in and that which would characterize it as an up-to-date Italian city. It is situated on a beautiful bay on the northern coast of the Island. Its well-protected harbor is safe and commodious and it has a railway station directly on the quay. The railway runs both north and south from here, making almost a complete circle of the Island, and brings one to the cities of Trapani (40,000), Girgenti (25,000), Catania (120,000) and Messina(?). Before the earthquake it had 160,000, but at present calculation hardly one-fourth of this number of people are here.

There are some very interesting facts about this little country and as we thought they might so prove to readers of the Tradesman we chose to take it as our subject for this week's letter.

For instance, in one of the provinces between Palermo and Messina the article known to druggists as manna is obtained. It is the exudation from a tree that is indigenous to this section of the Island only, and nearly the entire world's product is obtained from here, about \$15,000 worth having been shipped to us last year. It has only a limited sale in America comparatively, being sold for the use of infants, and is so named because of its supposed resemblance to the article miraculously given to the children of Israel when wandering in the wilderness while on their way to the Land of Canaan.

Again, in the Province of Trapani, in the southeastern section, a tree grows called quercine by the Italians, but which we think is a species of the oak (quercus), for it has acorns for its fruit, and every three years this tree is barked for the cork which it grows; and last year we took nearly \$17,000 worth of this from here. American capital is now seeking to invest in the rubber industry on the Island, as it is thought to have both the right temperature and soil for its growth.

Something new and as a side issue is developing into quite a business here. It is that of making potash from the ashes of the shells from almond nuts. These are grown here in large quantities and a great many being sold as shelled almonds has caused the shells to be disposed of, and the burning of the same brought about the discovery that the finest quality of potash could be thus obtained. Last year's shipments of this nut to us from the port of Palermo were \$83,112, and it is said that the territory in which the nut will grow is quite limited; in fact, Southern Italy and Spain produce practically the entire supply of the world.

Of course, the lemon industry is the one great factor here that makes everything else take a seat far back. We had the pleasure of receiving permission to pay a lemon orchard a visit and were fortunate enough to find it just at the time of having its third picking for the season. We were much surprised to learn from the owner of the orchard that the same tree produces a crop in each of the months of October, December, March and May. The trees do not commence to bear until eight years of age, but thereafter are supposed to continue indefinitely. They grow about the height of a six-year-old apple tree and do not look very different except for the kind of fruit produced.

Perhaps the tree does not ever attain to the height and size of some of the apple trees in our orchards, but otherwise resembles them closely. A fruit house is built at one side of the orchard and to this commodious stone building the fruit is carried and thrown into a pile upon straw in the corner of the building, and before this many women sit, sorting the fruit as to sizes. It is then packed in boxes of 300 and 360 lemons to the box, each one being wrapped in special paper printed with the grower's name and then the boxes are placed on long counters, where many men

and place special bindings around them to properly care for the contents during the long journey on which they are sent, shipment being mostly made to the New York market.

This industry means much to the people of this Island, as one can readily see by the trucking done through the streets. It seems as though 50 per cent. of the loads seen by us in the streets of Palermo had something to do with this industry. From this one port alone last year there was shipped \$3,038,643 worth (and to this sum can be added something for lemon oil, juice and peel) to our country, and with two other ports from which to ship and the many countries to which they are sent one can get some idea of what this industry means to Sicily.

There is a variety of lemon called shadri, which resembles it exactly except for size, it being five to ten times as large and retailing for one lire each (20 cents). It tastes somewhat sweeter and it is said that some families can make a breakfast from one of them. It is grown only in limited numbers and it is not shipped to any extent whatever. It is always interesting to learn what articles a country produces and especially that

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.



HIGHEST IN HONORS

Baker's Cocoa & CHOCOLATE



Registered
U. S. Pat. Off.

A perfect food, preserves
health, prolongs life

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Established 1780 DORCHESTER, MASS.

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HIGHEST
AWARDS
IN
EUROPE
AND
AMERICA

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.

part which is consumed in our own country, so we will add a list of the exports to our country from Sicily through the port of Palermo, hoping it may prove as interesting to the reader as it was to us.

The following items were shipped during the year 1909 and formed the larger part of the vast sum of \$5,594,787, exported from Sicily to the United States:

Artichokes	\$ 38,973
Almonds	83,112
Beans	13,638
Brimstone	23,892
Cheese	110,724
Citrate of lime	62,976
Cork, raw,	16,859
Oils, lemon and orange ..	49,079
Filberts	164,423
Fish, salted	66,754
Garlic	4,657
Human hair, raw,	359,936
Lemon juice	6,277
Lemons	3,038,643
Lemon and orange peel	1,373
Macaroni	259,033
Manna	14,268
Olive oil (edible)	230,329
Olives	17,290
Oranges	2,683
Red pepper	1,102
Pistachio	1,736
Pumice stone	64,077
Salt, marine,	53,152
Seeds, canary,	1,754
Seeds, mustard,	3,104
Seeds, sesame,	3,738
Snuff	27,102
Squills	405
Sulphur oil (soap stock) ...	44,487
Tomato sauce, in tin,	231,687
Sumach, ground,	316,590
Sumach, leaf,	20,641
Tartar, crude,	115,748
Wheat	2,599
Wine	83,881

*This sum exceeded that of the year preceding by about 10 per cent.
Chas. M. Smith.

A Real Salesman.

The three most important factors of a successful salesman are quickness to judge human nature, a pleasing personality and untiring patience—of course, granting a salesman must have an accurate knowledge of his stock at all times.

In my estimation there are two kinds of sales made in selling a customer, namely, "the intelligent sale" and the case of "customer buys himself."

The intelligent sale is the one that holds your customer and brings him back. He brings out the points of the goods and is able to meet any argument the customer may make in a pleasing, matter-of-fact way, but he does not arouse the obstinate ire of the customer, and in a brief conversation shows his customers he is competent to handle him in an intelligent way.

On the other hand, we have the case of "customer buy himself," the salesman merely pulling goods out of stock and showing them in an unintelligent and listless way; he has already lost the confidence of his customer by not being able to meet some argument offered during the sale and it is mere chance if the sale is made.
Roy C. Bretz.

Errant Husbands and Family Desertion.

The most dangerous type of criminal is not the one who commits the most flagrant offense against the life and property of individuals, but the one whose acts have the most far reaching and detrimental effect upon the life of the community. Judged by this standard the man who disregards and repudiates his family obligations is a social menace less dangerous only than the great white plague and the industrial conditions that blight the lives of many.

How to deal effectively with the family deserter and put a stop to a constantly growing practice, as a result of which the natural order of family life is inverted, children are rendered dependents and delinquents and charitable institutions are taxed beyond their limit, is a question which is more and more engaging the thought of our social workers and legislators.

In every state family desertion and non-support have been made misdemeanors and in more states the offense has been declared a felony with power of extradition and penalties of long term imprisonment. And yet it must be conceded regretfully that all this has not had a satisfactory deterrent effect upon the wrong-doer. But even where the culprit has been apprehended and sentenced to hard labor this does not ameliorate the condition of the wife and children, who are still deprived of their natural means of support and must often, in addition, bear the stigma of disgrace.

However, the chief difficulty in dealing with the deserter consists in making out a strong case against him in court. The question of desertion is one of actuality and, as the wife and children are usually the only ones sufficiently conversant with the facts

to appear as prosecuting witnesses, and as they are naturally willing to be reconciled to the husband and father, a compromise is often reached between them which precludes the possibility of conviction for lack of evidence. As a rule, this reconciliation is of short duration and the unprincipled deserter, having profited by his previous experience, upon the slightest provocation leaves the jurisdiction of the court and succeeds in eluding all ordinary attempts to find him.

The helpless family and the over-worked charitable societies can not employ costly detective services to locate the guilty one and even when he is located in some distant state, the expense of extradition and return home is usually prohibitive.

The causes that underlie family desertion are so numerous, varied and intricate that they elude all ordinary attempts at classification. Sometimes desertion is the result of long continued incompatibility, of intemperance, of nagging, or of poor house-keeping in which the wife frequently deserves a fair share of blame. Occasionally it is a prearranged ruse on the part of both husband and wife for the former to absent himself for a while when the latter is about to be confined, so that the expenses of an increasing family may be shared by the charitable public. Again, it may be the bona fide attempt of the husband to find work elsewhere, resulting in a gradual estrangement and finally ending in establishing new relationships. Most frequently, however, desertion on the part of the husband may be traced to an atavistic reversion to that roving and irresponsible tendency that characterizes the lower forms of animal creation.

Like all great social problems, the remedy for family desertion lies along two lines—the pulling and the push-

ing processes—education and legislation. Some provision should be made by continuation evening schools or otherwise to enable future fathers and mothers to get some instruction that will tend to fit them for the sacred responsibilities of parenthood. Civics, domestic economy and practical Christianity are subjects that must be taught by the church if it intends to survive and play a part in the most important business of the world—that of rearing good men and women.

From the legislative standpoint our laws must be so amended that the state will pay for the extradition and transportation home of the deserter. As in certain European countries and in the District of Columbia the law should provide that a man must support his family either outside the prison or within it. Hugo Krause.

Make Good.

There always will be those who will make good, just as there always will be winners. There is no hope for the old fellows who have got in the rut, but every young man ought to be impressed with the idea that he can if he will. Determination—the kind that never gets tired—does the work. Nothing is so much on the mind of the average business man as the question as to whether he is "making good." From the man highest up down to the man at the foot of the ladder it is the same old grind. Keep plugging or fall behind is the universal law. Some men get the larger opportunity and lack the ability to take advantage of it. Others get it and find it the stimulus for the development of talents which surprise their brethren in the trade.

When a man fails in business it is not from lack of advice.

Fast friends should be slow to believe ill of each other.

IF A CUSTOMER

asks for

HAND SAPOLIO

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

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

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

STOVES AND HARDWARE

Manufacturers, Jobbers and Retail Hardware Merchants.*

I believe the interests of the manufacturer, jobber and retailer are identical and that one is equally as important and necessary as the other. The permanent success of the one is sure to be shown by the growth and strength of the other; the sooner we recognize the importance of these three great and separate and distinct agencies in the commercial world, that have each millions of capital invested and furnish employment for thousands of the brainiest and most energetic men the world can produce the sooner we will have solved many problems that now confront the makers and distributors of hardware in a profitable and satisfactory way to all concerned.

"United we stand, divided we fall." The man who occupies a high position in any of these three great, but very clearly defined, agencies that we are to discuss to-day and is not loyal to all these interests will in the end recognize the fact that he is wrong and his business will ultimately fail. Do not forget, Mr. Retailer, that in this day of sharp competition and quick deliveries you will not be able to do enough business and turn your capital often enough to show a satisfactory profit without calling continuously upon your jobbing friends.

It is one separate and distinct business to manufacture hardware. It is just as separate and distinct a business to gather the articles you find in a hardware store, from all parts of the world, to a jobbing center, in such quantities and at such prices that they can be delivered quickly and economically to the retailer. The retail man is the one that must always stand close to the consumer, knowing the needs of his particular community, and always be in a position to treat his customers better than any other interest could ever hope to.

Importance of the Traveling Man.

The day will never come when we can get along without the traveling salesman. None of us ever wants to lose the influence of his genial face and warm and hearty handshake, always ready to show and explain any new article that he has and to make right anything that may have gone wrong in his absence. I care not whether the traveling man gets a check for his salary from a manufacturer, jobber or large retail merchant, he is doing the work that belongs to the jobber exclusively.

Remember that some concerns we

*Address of J. M. Jacobs, of Fairmont, W. Va., before the West Virginia Hardware Dealers' Association.

know of not only do the work of the manufacturer, but the jobber as well. Other manufacturers go a step farther and not only perform the office that belongs to them, but also do the work of a jobber and retailer, and go direct to the catalogue houses or consumer to market their wares. When a traveling salesman pays for a railroad ticket, meal or lodging at a hotel or pays a laundry bill he is never asked whether he represents a manufacturer, jobber or big retailer. The price is the same to all, and this extra is to be paid finally by the consumer of the goods.

Reason for Success of Catalogue Houses.

Don't forget that it is one thing to make goods and quite a different business to collect and distribute in wholesale quantities to the retail trade. I had not thought of mentioning the catalogue house evil as we see it to-day in this discussion, but it is so much talked about I can not forbear. Why does it exist and why has it grown to such wonderful proportions? There is only one reason: It has been permitted to sell well-known "factory brands" of goods at lower prices than the retail hardware merchants can afford to sell them and make millions from goods that the buyer knows not whether they are cheap nor who made them. Some of us are uncharitable enough to believe that a good many never were made, or, at least, not very well made.

The consumer sends a \$50 to \$75 order to a catalogue house because he knows that one article included in the list is cheaper, but no one knows whether the other nine articles are cheap or not. How will this be stopped? It never will be in our day. It can, however, be remedied by forty or fifty of the largest and best known manufacturers of this country refusing to sell to them a dollar's worth of goods; refusing to make a dollar's worth of "special brand" goods for them and so publish the facts to the world until all agree to get a fair profit on well-known and advertised goods.

Ought the manufacturers to refuse to sell or make goods for the catalogue house? Not until jobbers agree to push loyally the well established "factory brands" of hardware and not until the retail hardware men of this country agree to buy through legitimate jobbers these factory brands and talk them loyally to the consumer. Many of the reputable manufacturers are beginning to realize that some of the jobbers of this country are using the same methods to build up and hold up their immediate business that

the catalogue houses are to-day—that is, cutting prices on factory brands and making their big money from "special brands."

The manufacturers are beginning to learn also that many of their goods are being misplaced by "special brands" because the sellers of these goods say that So-and-So makes these goods and we can sell them to you under our brand 10 to 30 per cent. cheaper than you can buy them under the factory brands. Some of the manufacturers are beginning to wake up to the fact that it is not good business to sell any jobbing concern three or four carloads of goods. By having them he can sell five or six carloads of "special brands," and the factory loses twice as much business as he sold them, which would other-

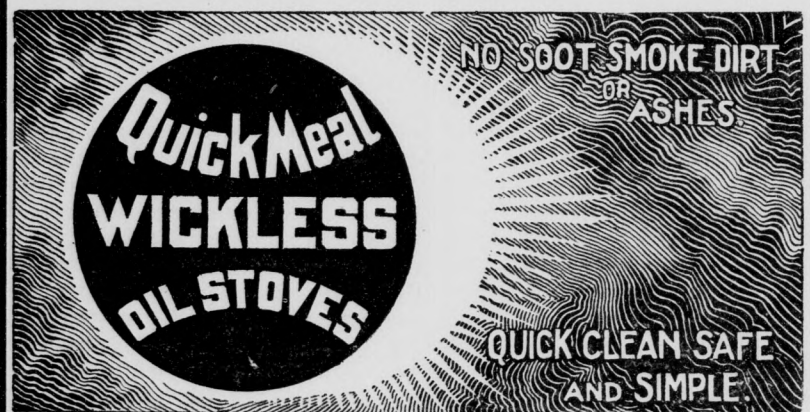
Mica Axle Grease

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

Hand Separator Oil

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

STANDARD OIL CO.
GRAND RAPIDS, MICH.



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.

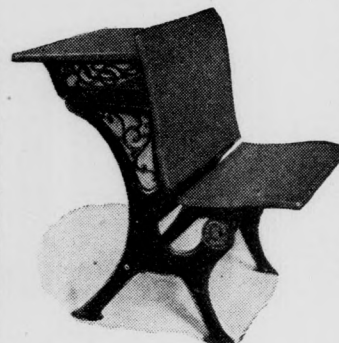
CLARK-WEAVER CO.

The Only Exclusive
Wholesale Hardware House
In Western Michigan

32 to 46 S. Ionia St.

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

wise come to his factory through legitimate channels of trade.

The Retailer Forgets.

Manufacturers are beginning to realize that their "factory brands," their individuality in the business world and the satisfactory and loyal methods by which their goods can and ought to be marketed regularly and permanently are worth much more to them than three or four big ones might be worth temporarily. There are many retailers to-day who are spending much of their energy talking against catalogue houses and feeling sore at their customers for patronizing them. Some of these merchants are treating their jobbing houses in the same shabby manner that their own customers are treating their retailer. Many a retailer who is placing an order never thinks who pays the taxes, helps support the schools and churches, aids the Board of Trade, locates factories and goes in many other ways to make up a good thriving community.

Do the many splendid wholesale houses in Wheeling add anything to this first city of West Virginia? Does Clarksburg when she sends out her advertising matter to the world ever say anything about her being a wholesale center in her efforts to successfully land many big manufacturing enterprises in her city? I fail to see, as I believe all good business men fail to do, how a good jobbing hardware house or a jobber of any legitimate line could be a hindrance to a community.

Jobbers May Work Successfully in More Than One State.

You will notice so far that I have not used the words "big," "home," or "local jobbers," but have centered my remarks on the legitimate jobbers. I contend that a jobbing concern does not have to have money and business enough so that it can afford to pay for "special trains," give great banquets, or have large theater parties in order to do a legitimate wholesale business and be a great benefit to the community and a powerful ally and friend to the retail merchants near it. Yes, it is possible for a jobber to work in two or three states as successfully and maintain all the principles of fairness and honesty and loyalty to the manufacturer and retailer as though he traveled over the entire United States of America and many foreign countries.

Why Not Deal With Nearby Jobber?

Mr. Retailer, would you want to advertise the fact to your customers that the reason you buy goods from your jobber, who has many, many special brands, is because you can make more money on the goods you sell him than you could if you handled factory branded goods? And yet that is often the excuse you offer your nearby jobber for not giving him the order you feel you ought to. We believe it good business judgment to buy all the goods you can consistently through your jobber. Price and quality equal, you ought for many reasons always to give to your nearest jobber the preference.

Some retailers claim that the nearby jobber is a hindrance because he

sells to the consumer. I know of cases where this was the charge when such a complaint was made, and that the same people were buying goods of manufacturers who not only sold jobbers, but retailers and consumers as well, and the parties accused have never sold one of their customers. Do not think for a moment that houses big enough to have branches are not also big enough to have three or four salesmen who travel over the same territory—one to sell the big retailer and one to sell the little retailer and another to sell the big and little retailers' customers.

Methods of the Jobber.

The question is not whether a concern is little or big, but the methods it can and does employ to get your business and that of the other fellows, and at the same time some of your customers. The demands on the retailer to-day are pretty strong to meet the competition of department stores, racket stores, home furnishing houses and the 10 cent stores. He must carry a greater variety of goods than ever before, and as the variety increases he must decrease accordingly the amount of goods in each line he carries or increase his capital. A day is as long as a week, a week is as long as a month. Fifteen or twenty year ago the retailer waited a month for goods to be shipped; he now insists that they be delivered in a week. While in former years he waited a week, he now wants them the same day when ordered and when street cars reach out to his place of business he wants them twice a day.

A Square Deal.

In closing I plead for the same square deal at your hands to the jobber that you would ask your customer to give you. I plead for the jobber to give the manufacturer the same square deal that he would have the retail merchant give him. Again I say that our interests are identical; we will never solve the problem of cut prices, catalogue houses, special brands, etc., until the retail hardware house places its orders through legitimate jobbers who are loyal to factory brands and when the manufacturers can market enough of their goods through legitimate channels to pay them a reasonable profit they will not only refuse to sell jobbers but they will also refuse to make special brands for the price cutters. This only means that the main feature to-day is selling very cheap the good reputation of the house that long years of hard work and close application to good business principles have built up.

I believe there is not one of you who can not increase your business from \$3,000 to \$5,000 a year if you will draw your supplies in all cases possible from your nearest jobbing center; make your business with the jobber so that he will gladly throw more business your way instead of helping the other fellow because you do not now treat him right. I don't think for a moment that any honest firm can offer to do business with you on any line without a reasonable profit.

Put it down as absolutely certain that the man who will sell you one

line of goods for less than the market value will also charge more than the market price for another line that you are not so well posted on as to price. Stand by the jobber and he will stand by you. Stand by the manufacturer's goods, his brands, his reputation, and he will protect you gladly from the price cutting jobber, retailer or catalogue house and very many things that we discuss and reason about each year at our annual meetings will soon be forgotten.

Buy every dollar's worth of goods that you can that are made or sold in West Virginia; next draw from the great States of Ohio, Pennsylvania and Maryland, whose interests are so nearly identical with our own. Then when you have taxed the capacity to produce and deliver quickly, and at the right price, these four great States beyond endurance, we will all gladly say, Go anywhere in the four corners of the earth to supply the balance of your wants.

But let us remember, before we go out and insist that the other fellow "tote fair," to be sure that we are willing at all times to "tote fair" ourselves. Let us not spend much time magnifying the mote in our brother's eye, while the beam is yet in our own eye.

I have an abiding faith in the good sense and the good judgment and the honest purposes of the American people and, while at times the giant octopuses of many commercial lines and the many unlawful combinations discriminate in favor of the few against the many small concerns of

this country and try to crush them out, yet I believe the hardest things to down in this country are honesty and brains; and I thank God that these are things that combines and trusts will never, never be able to control or monopolize.

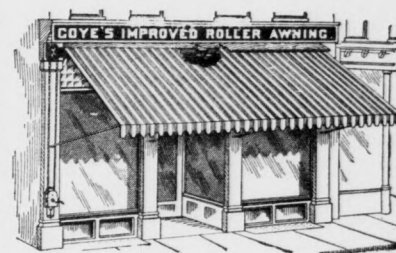
Established in 1873

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.

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.

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?

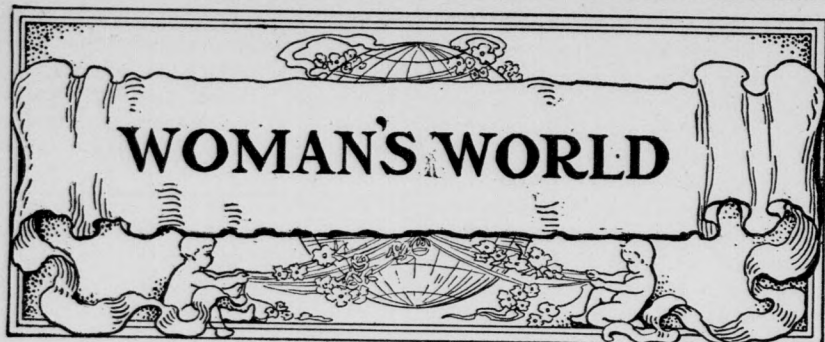
¶ Don't think by this that we would give you something for nothing—such a plan is not consistent with good business principles—but we do intend to give you something for making our Trunks, Suit Cases and Bags your leading stock in trade.

¶ 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.



Woman Should Be Wise as a Serpent.

No "well conducted woman," no girl who has been well brought up, under any but almost impossibly extraordinary circumstances, ever would dream of asking a man to marry her. Were she so far to forget herself the object of her pursuit probably would flee as fast as his legs would carry him.

"This were the cost to me,
That he were lost to me."

Nevertheless, when one sees the dearest fellow in all the world drifting just a little out of reach, how can one do otherwise than put out a hand to hold him back, especially when one is fully persuaded that it needs only the slightest touch to turn him in the way in which he should go? Not openly, of course—neither he nor any one else must be able to say that it was otherwise than of his own motion and notion—but gently, imperceptibly, as a woman can if she knows how.

If a woman wishes that a man should love her she always must seem to be a little out of reach. Not too far; if he climbs ever so slightly she must be there for the seeking. In the olden days women, as well as men, went in search of treasure, daring much to attain it. Love is the treasure of the whole world to a woman, and it would be unreasonable to expect her to make no effort to gain that which she so ardently desires. The woman of to-day in many respects is cleverer than her foremothers were; the age demands it of her. It no longer is enough merely to be pretty; the woman who would marry any one worth while nowadays must know how to win and also how to keep a lover. To do this requires both cunning and discretion; she must not be too simple, nor yet must she be too wise. Man is a complex person, obstinate withal, and it he think he is being managed away go her chances of a wedding ring. The girl who would marry the man of her choice, which man is just a trifle undecided as to his, indeed must be possessed of the wisdom of the serpent, including its charm, or the apparently guileless innocence of the dove.

There is nothing in all her armory which can compete with sympathy. Sentimental Tommy, as may be remembered, wanted praise, but the author remarked that "we all want praise, only we call it appreciation." This is true of women as well as of men; but that has nothing to do with the fact that she who wishes to captivate a man must understand the art of being sympathetic—just enough

and not too much. Man lives in a hard and callous world. He early learns to keep his small joys and his sorrows, great or small, to himself. What woman can guess the harvest of disappointment which is garnered in the heart even of a successful man?

If a man is worth marrying he ought to be worth listening to. One naturally would suppose that it was an easy thing for any one to sit quiet and listen. It is not. If it were more people would do it! On the contrary, women who ought to know better often drive men away from them by their incessant chatter, their selfish engrossment in their own concerns. Few things, if any, are so appreciated by the average man as intelligent, interested listening. To listen and to subtly convey the idea that what he is saying is the most entertaining thing which one ever has heard, that is of all others the surest road to a man's heart, or to his vanity, which often is the doorkeeper thereof. He would rather talk and have one sit by in admiring silence than to have one answer cap his wit with something brighter or turn the conversation to one's own personal matters.

Yet it is a mistake to be too easily pleased, a mistake only less than that of being too exacting. No one prizes what he gets without effort; half the charm of a woman is her reserve. She should be frank and candid, meet him on his own ground, seem concerned in his pursuits, but not insist upon sharing them unless urgently solicited to do so. When she has made herself necessary to him, as a clever woman can, she will be wise to withdraw herself for a little time and give him an opportunity to miss her, to compare her with other women much. She learns to know at once woman exists in each man's imagination and every lover thinks that he has found her. Love teaches a woman much. She learns to know at once when she meets her lover what mood will please him best. He comes to count on her; at length he knows he can not be happy without her; but when at last he asks her to marry him he never guesses that she has gently led him on, and she, being wise, never lets him suspect it.

Dorothy Dix.

To Win the Buyer.

A cheerful disposition will win the buyer, with less knowledge of the article you are selling, quicker than a thorough understanding of the article to be sold and a crabbed personality.

The Little Man.

"Hello, Harry! How are you? You seem to have a pretty nice office here. How are you making out?"

"I'm at the top of the ladder. I am the Vice-President of this mining concern."

"Is that so? You do a large business, I guess?"

"Immense! Responsibility rests on me quite heavily, but I've got to shoulder it. No way of getting around that, you know."

"The man over there at that elegant desk is one of the officers of the company, I suppose?"

"Yes. He's the Secretary. And those two men at those other fine desks are his assistants. He has a wonderful amount of work to do. But remember, he is a first-class man. We pay him a big salary."

"The man over there behind that railing is another official, is he not?"

"Yes. That's the Treasurer. He is another great man. We pay him big money; but we require a large bond. Got to do it. We handle too much money to run any risks."

"And who is that little wizened face old man over there in the corner at that old desk?"

"That's old Bangs. He—ahem—owns the mine, you know."

A Little Too Mercenary.

Mother — Come, William, quick. Minna has tried to kill herself by inhaling gas!

Father—Good heavens! Think what the gas bill will be this month!

Jennings' Flavoring Extracts

Terpeneless Lemon Mexican Vanilla



Guaranteed by Jennings Flavoring Extract Co. under the Food and Drug Act June 30, 1906, Serial No. 6588.

See Price Current

Lozenges

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



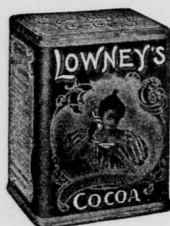
Double A Lozenges

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

ESSENTIALS TO SUCCESS.**Necessity of Knowing the Methods of Competing Concerns.**

Business is secured in a number of ways—First, by personal solicitation; second, by correspondence; third, by advertising, and, fourth, by prestige and location.

Business is retained also in several ways—First, by the service rendered; second, by the quality of the good; third, by the price; fourth, by the terms, and, fifth, by the personality of some employe or member of the institution.

Therefore, to compete with your competitors intelligently an analysis of their mental, physical and financial resources must be made.

You must know where they are strong and why they secure and hold the business.

You must know where they are weak and the cause of it.

This knowledge on your part should not be confined to one or two in the same line of business, but to all of those with whom you come in competition, if it is possible.

The successful navigator is one who not only knows where all the rocks are, but knows as well where all the rocks are not.

The successes of the past have been won by business generals who knew the weakness as well as the strength of their opponents.

The securing and retaining of business necessitates a thorough understanding between all departments, which means internal organization and a get together and understand each other's policy. No one man is big enough to work out all the problems presented in business building and in the meeting and beating of competition, therefore every employe who has to deal with the developing end of the business should have first hand knowledge of the policies of the company.

Your men must be close to you and to each other.

They must know what you know about the quality of your goods; about your equipment to make delivery; about your preparedness to take care of the rush order; about the amount of stock you carry on hand.

They should know how your goods are produced or manufactured; about what they cost and something about the net earnings; in fact, they must have your confidence, so that they may be inspired with the same enthusiasm that you yourself have.

No employe's work is so small but what it pays to make him a spoke in the wheel of business.

It is not only necessary to have a thorough knowledge of your competitor's ability to compete, but other things, too. It is often stated that human nature is the same the world over. This refers to human nature collectively and not individually. The same selling talk that secured the business from Smith will fall flat if applied to Jones. These men are differently constituted and if the order is worth going after, a little thought on the man who gives it would be very profitable.

An important element in beating out

competition is the trademark or name. The salesman's argument that his goods are as good or better, even although true, does not get him the business, if the buyer has a trademarked article fixed in his mind.

Business success and upremacy is Business success or supremacy is it is an everlasting war in which the one must win nearly all the battles.

It is necessary to get all the good men around you possible, pay them all the business will stand, let them know that the company's growth is their growth and then do not flourish with them, make good, as you expect them to do.

Do not be afraid of price. Price is the biggest boogaboo that confronts the average business man today. Make a price on the goods you are selling, let your men know what it is; that there are no exceptions. It is much better to lose an order or two than to have your salesmen uncertain about the price.

If your article has merit, or your service warrants a better price than your competitor's, get it. A fool can sell good goods cheap, but it takes ability plus energy to secure all your articles are worth.

Be fair to your competitor and his organization. Do not assume the boxing glove attitude unless you are ready to fight to a finish.

Your competitor is entitled to much consideration at your hands. Your selling organization must understand that statements reflecting on those in the same line are not to be made.

Competition to-day is a business builder, not a destroyer. The man who tears down can never be as great a success as the man who builds up.

The laws of this State specifically provide that no two or more men shall get together to fix a price, etc., but it does not prohibit you from discussing ways and means of making your business and your competitor's bigger, broader and better business.

Do not assume that the average customer is out to beat you if he can. The benefit of the doubt is what he is entitled to, and if he was right you have only treated him fairly; if he was wrong the chances are it has not cost you much and you have saved a customer. It is much easier to lose ten old customers than to secure one new one.

If your salesman does not sell Smith, Jones or Brown at first, second or third time he calls on him, do not let him get a grouch on, that's peaches for your competitor and the average man hates a bad loser.

Securing and retaining business today is not so much what you promise to do, but the making good of the promise. The salesman whose promises and statements are not backed up by the organization may secure the first orders but can never hold the business.

The permanency of any business depends upon holding the greater part of the business secured, and this can only be done by doing all and a little more than you have promised to do, or, in other words, backing up your salesman's promise even if it costs you something to do it.

Many an order has been lost when it came to the showdown. Some salesmen have an idea that the game of business is something like a poker game and when their hand is called any old pair of jacks has them backed off the boards.

Advertising is an important factor in the meeting of competition. To be able to advertise intelligently a proper realization of just what advertising stands for and what is expected of it must be had.

I think it was the late P. T. Barnum who said that "There was one born every second," and it was Charles Austin Bates who wrote him that he was mistaken, that "There were ten born every second and they were all buyers of advertising," and I guess Charles Austin Bates knew what he was talking about.

To go through the usual advertising campaign the management must be game and await with patience the results that will surely come if the copy has as much merit as the article advertised. You must have patience.

The phrase, "Patience is a virtue," must have had its origination in the fertile brain of some advertising man who was writingcopy for an ice company during one of those unusually cold springs.

Truthfulness should be the keynote of every advertisement.

While modesty has little place in the advertising columns of the average newspaper, yet exaggeration stretched to the point of a common ordinary lie handicaps the article advertised.

Students of physiognomy state that the tongue and the face can not lie at the same time, if the person talking knows that what he is saying is false, the mind which controls the facial expression having knowledge of the falsehood refuses to be a party to it. Without going into the psychological principle involved it seems that much the same principle applies in the advertised lie. The mind which receives the impression seems to automatically sift the chaff from the wheat, retaining permanently only the truthful statements, rejecting all else.

By way of recapitulation I might suggest the following rules:

Have a thorough knowledge of your business.

Analyze carefully the competition you have to contend with.

Engage the best help.

Build up an organization.

Make good goods.

Be prepared for emergency.

Tell the truth whether it be spoken or written word.

Use printers' ink freely but judiciously.

Play fair with your competitor.

Play fair with the general public.

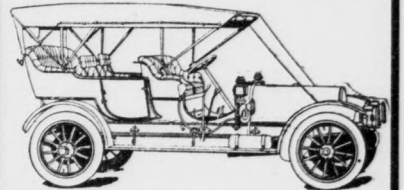
David A. Brown.

BUICKS LEAD CARS \$1.000 AND UP

BUICK MOTOR COMPANY
Louis and Ottawa Sts. Grand Rapids Branch

THE 1910 FRANKLIN CARS

Are More Beautiful, Simple and Sensible than Ever Before
Air Cooled, Light Weight, Easy Riding



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

Other Models \$1750.00 to \$5000.00

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

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

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

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

Catalogue on request.

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



Tanglefoot

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

FOOTE & JENKS' COLEMAN'S (BRAND)

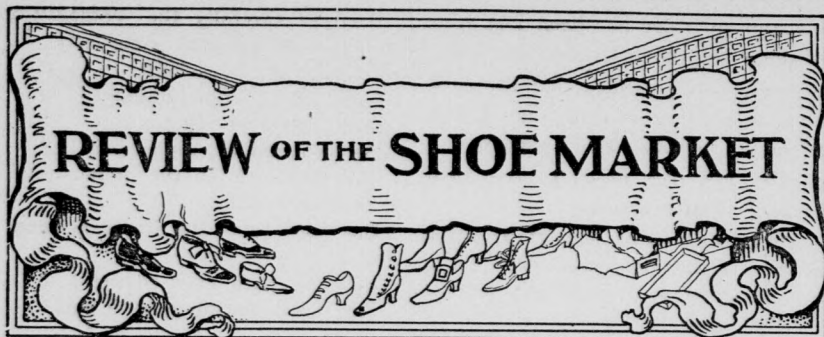
Terpeneless

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 & JENKS, Jackson, Mich.



The Latest Developments in Summer Footwear.

It is now an assured fact that all low oxford effects for both men and women will sell well in tan leathers. The opinions of many expert shoe manufacturers and style diagnosticians agree on this point and even those who have been extremely conservative about tan shoes for the summer of 1910 are making preparations now to put some through the works. It is generally believed that this will have an appreciable effect on the sale of blacks, as it is expected that this demand for tans will not be strongly felt until midsummer, by which time the public will have purchased their first oxfords, and will, undoubtedly, be favorably impressed with the snappy styles shown. Sailor ties, pumps and strap ties will be very popular in women's shoes, while the one and two eyelet sailor for men will have a heavy call. There will also be a large sale of gun metal pumps in black for men and it is quite possible that many of these will be used for street wear. Quite naturally the vacation season brings with it a demand for outing footwear and at the summer resorts much white duck and canvas will be sold in the higher grade goods. These styles have not varied greatly and the regulation rubber sole, low heel shoe is still a favorite, because it is suitable for yachting, golf and a hundred other vacation needs and requires only simple care to keep clean.

We do not anticipate a great demand for colors, with the possible exception of some grays. Black ooze will be used considerably in women's footwear and several colors will attain some minor importance when used harmoniously with suits and gowns of the same shade.

It begins to appear as though we could not long abstain from novelty effects and this fall will see a number of them in evidence. Cuff tops will be found in profusion in women's shoes, while all sorts, shapes and sizes of eyelet stays and foxing will be seen, most of them in combination effects. The importance of cloth tops must not be overlooked, as there will undoubtedly be a healthy demand for these goods and some very handsome models shown with this makeup.

The waterproofed clogs have become very popular and the extensive advertising which has been done in this direction by a number of producers has aided materially in doing this.

The all-cloth shoe will not be seen with great frequency, but cloth in combination with leather vamps is entirely serviceable, satisfactory and

tasty, and will undoubtedly meet with favor.

We find ornaments and fancy buttons are being pushed vigorously and will receive some favor in the large cities, and it is quite possible that they will catch on rapidly and extend throughout the trade. Even button boots carry a small beaded or metal ornament at the throat and the new cuff effects quite frequently are seen with a frog fastening at the top instead of a button.

The most noticeable tendency in lasts is a closer approach to the stage models, and if there is any change in vamps at all it is for shorter foreparts. There has been much talk of wider toes, but we see and hear of less commotion in this direction and surmise that they have not been quite as successful as was hoped for. We have mentioned several times the fact that in Boston and New England wide toes will always sell, but this is a peculiar condition that amounts to localism in value and will not in any way govern styles in other sections. New York, Washington, Philadelphia and Baltimore still cling fondly to the narrow toes, short foreparts and high heels, and so long as they do this it is doubtful if we shall be able to announce a heavy demand for wider lasts.

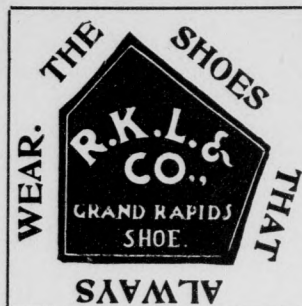
The fact that women will wear shorter skirts for fall will do much to lengthen the tops of the boots and it is primarily for this reason that the cuff and ornament effects have been introduced.—Shoe Trade Journal.

Fixtures and Furniture.

Fixtures and furniture are an expense item that very few merchants figure as an expense. In very many cases they are accounted as an asset. To a certain extent they are, but it just depends upon what is charged against this item.

In the writer's opinion all expenses for painting, papering, carpets, rugs, shelving, show cases, chairs, desks, window stands, display stands, and all such items should be accounted as fixtures and furniture. Then by charging an even 10 per cent. of this amount as the annual cost the merchant will strike it about right.

Painting, papering and many forms of decorating can not be considered as assets, but when placed with other furniture items, and an annual deduction of 10 per cent. made, it gives all items an average life of 10 years. Painting will not wear that long without renewing, but shelving will probably last 20 years with slight cost of alterations, etc.—Shoe Retailer.



Real Service Counts

Shoes having our trade-mark do not depend on catchy talking points. They owe their supremacy solely to the fact that they give the wearer foot satisfaction under the strain of the hardest kind of severe usage.

There is an inseparable relationship between our trade-mark and the term quality. Both stand for all that is best in shoemaking.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.



For the Man Who Goes on the Most Fashionable Footing

You need the

BERTSCH SHOE

For the business man, a line that fits easily all over.

For the man who wants service, they have the extra wear.

Business and profitmakers from the day you stock them.

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

You'll want a lot of these shoes before the season is ended.

We can ship you any quantity you need at any time, but if you want the big lot of business you'll get in your order right now.



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

Herold-Bertsch Shoe Co.

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

How To Black Colored Boots.

To boot and shoe manufacturers, wholesale and retail dealers in boots and shoes, this subject is one of special importance and at the present moment seems to be of much interest. In every factory and in every boot store there are always some colored boots that become stained and soiled either in process of manufacture or through their being kept in stock for some time. If such boots and shoes are blackened, otherwise unsalable stock can, with little difficulty, be converted into goods that will sell at a nice price.

Some of the several methods for blacking colored boots are given below:

The first operation is the removal of all dust and dirt from the boot and this process is the preliminary to all the several methods used for blacking.

The next operation is the removal of the original finish from the leather. For this purpose the following substances may be employed. Dilute acetic acid (about 5 per cent. strength), methylated spirits and petrol. The liquid in each case is applied with a sponge and the boot well rubbed over until the whole of the finish has been removed.

After removal of the finish and while the boot is still damp an alkaline solution is applied. For this purpose a solution of washing soda, ammonium hydrate or a mixture of both is employed. The solution should not be too strong or the leather will be injured. About 8 ounces per gallon of water is a sufficiently strong solution of either alkali. If used in mixture, 4 ounces of washing soda and 4 ounces of ammonium hydrate (.880) per gallon of water are convenient amounts. This operation removes much of the original grease and color from the leather.

The boot is now well washed over with water and then blacked with a warm solution (temperature 45 deg. C.) of a coal-tar dye such as nigrosine, naphthylamine black, or corvoline, dissolving 4 ounces of dye in 1 gallon of water.

Instead of a coal-tar dye, solutions of logwood and iron are also employed. The boot is first coated with a 5 per cent. solution of logwood extract at 45 deg. C. and afterwards treated with a cold 1 per cent. solution of copperas (ferrous sulphate) and finally well washed with warm water. Special preparations sold under various names for blacking boots should be avoided. They are liable to contain an excess of iron and acid, and if applied liberally they will destroy the leather and shorten considerably the life of the boot.

The best, simplest and quickest method of blacking colored boots is to use a solution of a fat color or a dyestuff soluble in spirit. In this case the boot, after removal of dirt, is rubbed over with methylated spirit or petrol as above mentioned, and then treated with a saturated solution of the fat dye in petrol and the spirit soluble dye in methylated spirit. The treatment with washing soda is in this case unnecessary. Suitable dyes

for this purpose are nigrosine soluble in spirit and fat black. The former is dissolved in methylated spirits, the latter in petrol. The dye solution is applied in exactly the same manner as described above. The dye should be dissolved in methylated spirits and petrol as the case may be, and the operation is best done by placing the dye and the solvent in a covered jar in a warm room, occasionally shaking the mixture until dissolved.

After either of the blacking operations above mentioned the boot is dried and finished in the usual way.—Leather.

No Time For Complaints.

The benevolent looking old gentleman entered the shoe store and, meeting the proprietor near the door, began, "Good morning, sir. I wish to speak to you about a pair of shoes and rubbers I bought here a couple of days ago. They are—"

"You'll have to see the clerk who sold them to you," the merchant answered, very snappishly. "I don't know anything about them."

"But I desire to say to you personally that—"

"Now, look here, I can't be bothered over every pair of laces or box of polish my clerks sell. Just see the young man who waited on you. He's around somewhere."

"Yes, I see him there at the back end of the store; but I really felt that it was my duty to tell you about it. You see—"

"If I stood around listening to everybody who comes into this store to complain that they've bought something, they didn't want or that they've been slighted, as they think, by my clerks, I wouldn't have time for anything else. You'll please excuse me. The clerk will hear your complaint and if there is anything we can do you may be sure it will be done. But we can't take back even a pair of rubbers after they have been out of the store two or three days. You can surely see that if we did business in such a way—"

"My dear sir, I don't want you to take back the rubbers and I haven't any complaint to make. I merely wished to tell you that I found the shoes and rubbers about the best in their line I ever purchased. I believe in the principle of giving praise wherever it may be fairly given and I stepped in to order some more goods, but I see you're too busy to bother with such a trifle this morning, so I will be going."

The Course of the Sun.

Astronomers know that the sun, accompanied by the earth and the other planets, is moving toward a point in the northern heavens with great speed. Just what the velocity is, however, can not yet be told with certainty. The late Professor Simon Newcomb stated that it was probably between five miles and nine miles per second. The bright star Alpha Lyrae lies not far from the point toward which the sun is moving. Every moment we are getting nearer to the place where that star now is. When shall we get there? Probably in less than a million years; perhaps in half a million.

Spring Rains

are yet to come and

Mud

is sure to result and then is the time that good heavy shoes will be in demand.

**Rouge Rex Shoes**

are better than ever, and the increased trade indicates that the laborer is calling for and insisting on having shoes with the above trade mark. It stands for quality.

Our Elk Skin shoes are quick sellers and custom makers.

Drop us a card and let us sample you.

Hirth-Krause Company

Shoe Manufacturers

Grand Rapids, Michigan

Red School House

Shoes Mean

More Business



For Boys

For Girls

Red School House shoes are Stylish, Comfortable and Long Enduring, and merchants who sell them do the Largest School Shoe Business in Their Community. Parents watch their children's shoes very closely and they usually buy their own shoes of the merchant who saves them school shoe money—not only do Red School House Shoes bring the children's business to your store, but the shoe money of their parents, too. Better get in line this fall. Do Not Place Any Fall Orders Until You See The Red School House Line.

Send for Catalog

Watson-Plummer Shoe Co.

230-232 Adams St.,

Chicago, Ill.

Factories Located at Dixon, Ill.

LUBRICANT OF BUSINESS.

The Lack of Harmony Spells Sure Failure.

"Probably the most important factor in the successful career of a business house is the condition of harmony that prevails throughout the complete working force. If this condition does not prevail the house will not be successful. This is one of the things that a business house must bring about if it is to make money."

The following comes from the lips of one of the most successful merchant princes of Chicago, one of the men who do many big things and never appear in print if they can help it. His house is a model for harmony. Also, its name is synonymous with business success. He ascribes this simply to the fact that everybody under its roof works together, each doing his work in a way to facilitate the work of the whole.

Across the street from this place—it's in the heart of the wholesale district—is another place doing business in the same line. This place, so far as outward appearances are concerned, is prospering to a satisfactory degree. But that's all on the outside. As a matter of fact, it is known by everybody who is on the inside that the house merely is living on borrowed time—borrowed time and borrowed money. Six months ago it would have gone to the wall if the banks hadn't granted an extension on some big loans. The banks, knowing that prosperity was coming on wings, agreed to carry the notes for another nine months. When the nine months are up a foreclosure is inevitable. The troubled firm is running behind every day, while across the street the other house is beginning to reap the harvest of coming prosperity.

Flaw Always To Be Found.

Why is it? Why will one house succeed in the same field and under the same conditions that another will fail?

"There is always a reason," said Marshall Field once, speaking of this phase of business life. "If one will search through the history of a failure a flaw will always be found."

And in the case of this house which now is standing on a foundation of shifting sands the flaw may be summed up as lack of harmony. The head of the house is a human bulldog. He believes in driving everybody under him. He refuses to consider his associates and employees as assistants in the work of operating a business. They are working for him for so many dollars a week and their business is to do what he tells them, and beyond that their interest in the house is nil. The result is that a permanent condition exists here which continually gives rise to situations like the following:

A salesman was called in from the road to go to work in the city. He liked the change and came in full of enthusiasm. He sent his sample cases up to the sample room to have them gone over and renewed. Two days later he went up to look at them and the straps hadn't even been taken off the cases.

First Jolt of Discord.

"Say, boys," said the salesman, "I've got to have those samples to-day. Got two appointments to show goods. What's the matter? Why haven't you got to 'em yet?"

"Aw," said the man in charge of the sample room, "what d'you think we are—machines? Don't you suppose we have something else to do than bother with your samples?"

"I suppose you have," was the answer, "but I suppose you're supposed to bother with them when you're told that they're wanted in a hurry, aren't you?"

"Who told us they were wanted in a hurry?"

"I did. I told you myself."

"Well, we ain't taking orders from everybody around this place. Mr. Chalmers, the sales manager, is the one to tell us when to go over samples."

"Well, great Scott, do you mean to say that you've let me get caught this way simply because you didn't have an order from Mr. Chalmers to go over my cases? Why, you knew they had to be gone over, didn't you? You know it is customary to get a new outfit when starting out on a new trip, don't you? And you know you can cost the firm a lot of orders by delaying samples? Great Scott, boys, what are you working for, anyhow?"

"We ain't selling goods. That ain't our lookout."

The salesman tore his hair and swore a little.

"I'm going to see Chalmers about this. This is awful."

Fight Only Just Begun.

He hurried downstairs to Chalmers and laid the situation before him. The sales manager refused to be deeply concerned about it.

"Well, of course, we can not start in and tear things to pieces just because you are going to work in the city," he said. "I will have them get your samples out to-morrow, though."

"But to-morrow will be too late," cried the salesman. "I've got to keep two appointments to-day."

"What did you want to make any appointments for before you knew you were going to get your samples?"

"I had to do it. And two days surely ought to be enough to go over those cases. I'll have to go upstairs and get 'em into shape myself. I've got to see those two men this afternoon."

The outcome of it was that the salesman took off his coat and, with one of the boys in the sample room grudgingly helping him, he managed to get the more necessary of his samples into presentable shape. Then he called a taxi and chased out to excuse himself for being late at his first appointment. He had had the cold water thrown down his neck, but his own enthusiasm kept him from getting chilled and he went after his men in first class style. He sold goods to both of them—got good orders. He came back to the office after closing time, but found the sales manager in.

"Here are two orders that want to be gotten out in first class style and in a hurry," he said. "They're from

big people and it means a lot for us to start in right with them."

"Well, bring your orders in to-morrow and we'll look up the credits," said Chalmers. "We can't touch them to-night, of course."

Credit Man Like Rest.

In the morning the credit man behaved likewise. He looked at the names on the orders with a supercilious expression and said: "I don't believe they're A1. I'll look 'em up later."

The salesman hung to him, however, and made him put the orders through within an hour—as they would have been put through in a properly managed business house.

From the credit man the order sheets went to the order entry department; another delay and another pull by the salesman to get quick action.

From the entry clerk he followed his orders straight to the order pickers.

"Boys," he pleaded, "please get these orders through in good shape and in a hurry. They're new customers and big people and we want to make a good impression at the beginning."

"Oh, we'll put 'em through in their regular order," said the head of the department. "We are not selling goods."

"Holy smoke, boys!" roared the salesman. "How are you fellows working? Don't you care whether the firm does business or not?"

"We do what we're paid for," was the reply.

"By golly!" said the new man, "I'm going to have a talk with the boss."

Boss Adds Finishing Touch.

He did. He went over the whole story with him, told him how the orders nearly had been lost in the beginning, how they had been delayed and how it was a case of fight, fight, fight to get any harmonious action on the part of the fellows in the house.

"There won't one of them work with a fellow," he wailed. "They act like a lot of competitors."

"We have had our present system in the office for some time," said the boss stiffly. "When we want to change it we will ask for suggestions."

Yet this same boss is wondering why his house is failing. He is quite sure that he is a good business man. In fact, he knows he is a much better man than the successful fellow across the street who spends from five to ten hours each week making his employees feel that they're all working together for one purpose. He, the failing one, keeps his discipline up to the notch. No, he simply can't see why he does not succeed. There is nothing to it but hard luck, and he knows it too well to let any one tell him anything else.

There are a whole lot of houses like this one. Some of them may last longer. But it safely can be put down as an indisputable fact that not one of the big business houses of the country whose success has been uniform and permanent has failed to observe and take action on the fact that friction has no place in the works of a good machine. Martin Arends.

A Few Hints on Business Conduct.

Don't employ inexperienced help. One good expert and salesman will do more business and make you more money than two men who do not understand the business.

Don't cut prices on your goods simply because some farmer tells you he can buy a similar harness of your competitor for several dollars less than you ask for yours. A good salesman will talk quality, material and advantages in construction and workmanship and will hold to his price and usually make the sale.

The dealer should also make liberal use of "printers' ink." I do not mean that he should fill columns of the local newspapers with meaningless advertisements, but simply call the attention of the customer to the lines he carries and that his goods are fully guaranteed and his prices right.

Another profitable way to advertise your business is to get up a mailing list and send out a mimeograph letter about twice a year calling attention to the lines carried and inviting the recipient to call and look over your stock, whether ready to purchase or not.

Practice cheerfulness at all times. A happy, smiling countenance and a good hearty handshake have won many a man's confidence, and remember that no one likes a man who is always kicking about something and sees only the dark side of everything.

Treat the traveling representative with courtesy, whether you buy of him or not. Remember that the average traveling man is a mighty good fellow and is always ready to help you close a sale, give you good advice and assist you wherever he can.

Do not overlook your discounts. Many dealers count their discounts one of their principal sources of profit. Many dealers let a chance to discount a large bill go by, simply because they have not sufficient funds at hand to take up the account and do not stop to consider if it could not be handled in any other manner to save the discount.

Another matter that should receive close attention is the freight bills that are presented to the dealer every day. By giving these close attention it will be found in many instances that the article shipped is billed overweight and if called to the attention of the carrier it can easily be adjusted and many a dollar saved during a year's business.

Avoid making time sales to a doubtful customer or one whom you know is, at the best, but slow pay.

Look after your collections closely, keep your bills receivable up to date and do not make a practice of letting your customers stand you off with notes past due.—Implement Trade Journal.

An Appreciated Distinction.

"So you think the automobile has made life much pleasanter?"

"It has for me," answered the comfortable citizen. "I drive a fast horse and my son rides a bicycle. The automobile has taken the minds of the police off both of us."

Hot Biscuits and Maple Syrup

Have the most inviting look, the pleasant odor and the most delicious flavor of anything you can place before a hungry man.

A lettuce sandwich is all right for a pink tea, but if you want to feed a hungry man give him the hot biscuits every time.

In fact, it's a sure way to please a hungry person of any age or sex.

Hot biscuits smell like something good to eat; they remind us that there's a good cook near by who has interest enough in us to use her brain and her skill in getting something nice for us to eat.

And, of course, if she makes them out of

LILY WHITE

"The Flour the Best Cooks Use"

She has shown that she possesses brains, skill and experience—a combination which cannot be beaten as a recipe for making good cooks.

All over the State "the best cooks" are making hot biscuits for hungry people out of Lily White.

If you want the loveliest, lightest, whitest, tenderest, most delicious biscuits you ever ate or dreamed of get Lily White, "the flour the best cooks use," and you'll have them.

For sale by your dealer.

Valley City Milling Company

Grand Rapids, Mich.



Selling Furnishing Goods at "Odd" Prices.

Considerable comment has recently appeared in various trade journals on the subject of retail clothing merchants selling furnishing goods at "odd" prices under their full value. I am under the impression that these articles do harm, where men read them who do not realize their correct meaning. No doubt these writers have in mind a specific class of readers whom they intend to advise and give set rules and recommendations, or to express to them positive opinions for and against adopted methods. To avoid the possibility of their meaning being misunderstood by the general trade or for general trade methods, such expression can not be made too plain—for instance, such a statement as the following from a recent article in a leading trade journal: "It is absolute folly for retailers to sell, mark or advertise 50 cent articles for 43 cents which would bring 50 cents as readily." This remark is unquestionably correct under certain conditions. Where a store is doing a very satisfactory business, particularly one dealing in the better classes of haberdashery, no doubt that store could just as well get the 50 cents as the 43. Such store undoubtedly has in its policy other drawing features. When a statement appears authoritatively in reputable trade journals emphasizing the general method to be wrong, it is likely to be misleading and to be misunderstood. It is also apt to discourage dealers who are just experimenting and beginning more energetic trade methods, and cause them to crawl back into their "shells." Naturally, if the trade journal could not be looked upon with a certain amount of confidence for opinions expressed, it would be of but very little value to subscribers.

The fact alone that many merchants of all lines pursue the method of selling goods at odd prices is an indication that there must be deeper reasons than the meeting of competition by merely announcing their wares at trivial reductions from full value. Like all the "retail hustle" of the time, the custom originates from the department stores. Two motives underlie the principle: One, the saving inference that 98 cents is 2 cents less than a dollar—and we all know that ladies frequently spend 10 cents carfare and 50 cents for luncheon in order to make that saving. If this method attracts the ladies, why not also the men? It is to-day acknowledged by many of the large men's stores that women are much the more shrewd buyers, and that while men like bargains equally well, their lack of time causes much greater indifference in their case. In this connection the cut price is used by many with a view to attract ladies to do shopping for their boys and men in the clothing stores. I positively believe that the clothing store which can get the pop-

ular trading favor of the ladies can not help but be successful. There is no question but that a great many young men, old men and other men object to and refuse to buy their clothes and haberdashery anywhere except in exclusive stores; nevertheless the fact remains that the department stores are more and more adding lines of men's wear, including clothing, and are successful in doing so. This fact alone should teach us that it is the women who are buying a large share of clothes and furnishings for their men and the clothing store that does not want to lose its business to the department store must compete with the department store.

A second motive of the cut price is that it makes the cost appear smaller; \$3.98 is not \$4 and the "three" rings prominently in our ears.

There is still another and very material reason why many successful clothiers frequently adopt the cut price on furnishings without doing so on their clothing. We have reached, or rapidly are reaching, a period when trading is done on higher planes than formerly. One price and standard values are placing one live retailer on the same footing with another, and one clothier can furnish about the same for \$20 that the others can. Trust combines, and manipulations of woolen mills, even, place in each store the same goods, differing solely because made up by various firms. How then to excel? How to attract trade from others to ourselves? Many use large, expensive advertising spaces to tell their store news, real or imaginary; others advertise and claim to make savings for some reason or another. Investigate and you will find prices at one place about the same as in another for similar goods. This the public discovers and divides its trading accordingly.

To offer a \$25 suit at \$20 or even \$18 is in almost every instance positively throwing away money, and is very rarely effective. People are so used to seeing such claims from all kinds of dealers that without intentionally discrediting the statements of their regular stores they are not particularly attracted by such announcements. If they go to such a place to trade it is not because they expect the advertised reduction to be large, but that the effectively displayed advertising attracted their attention. Ninety-nine out of a hundred, and I believe nine hundred and ninety-nine out of a thousand, who would get a real \$25 suit for \$18 would smile doubtfully and absolutely discredit that such was the case if positive claim were made of the amount the store had saved them. This is not intended to mean that when clothiers of good standing announce occasionally special reductions on certain articles their customers entirely discredit them, but in most cases the customer will feel he bought a good suit at \$15, and the fact that a salesman told him it was worth \$22 had little if any weight.

My experience and practice teach me that these very special announcements, which I call trade events, are

much more easily credited by the public as bona fide reductions where such items of merchandise are sold at reductions whose value is positively plain at sight or generally well known.

Many merchants have recognized this fact, and for such reason many liberally use trademark lines of clothing which are confined to them. Others believe it a good method in order to make their low prices conspicuous to cut prices on known and recognized values of men's furnishing items. This latter method is often followed by successful and very honorable firms with no intention whatever of cheapening a good standard, but, on the contrary, they most clearly emphasize its real value; while they state in their advertising that such is sold at their store for less than elsewhere, not to belittle its value but because they can do business at a smaller profit than others. A 15 cent, two for a quarter, standard make of collars is sold by some smart clothiers at 11 cents. A good, well known make of dollar shirt is sold the same way at 89 cents. What is the result? As you and I learn these facts we may not make a rush for that store nor buy more of these articles than we really need, but still we do not feel like going next door to pay 11 cents more. It is not the saving so much as the folly that it would appear to us of paying more for what is no better.

Furnishing items which are known, unlike ready-to-wear clothing, positively tell us when a real saving has

been offered to us. In consequence we get the habit of buying "just these bargains" in that store. Do we? Well, not if Mr. Wide-Awake Clothier knows it. He actually has created an opportunity to see us more often. He sells his bait pleasantly and invites us to come again. It may be that after that we try him sometimes for our clothes. Besides, Mr. Wide-Awake Clothier is liable to help us to that frame of mind by occasional written and oral invitations. The man who has his regular clothing store where he buys all his clothes and fixings may pass for years with a most pleasant greeting to you, simply because there is no definite reason for him to come in and see you. It is not so great a wonder to me that occasionally some clothiers sell 50 cent articles at 45 cents as it is that the practice is not more common.

The above outlined method needs to be thoroughly comprehended and not confused with the habit commonly followed by department stores and copied recently by quite a good many clothiers, that of selling at odd prices merchandise of inferior quality. To offer by the above outlined methods a good full dollar value shirt for 89 cents, such shirt had better cost \$10 a dozen than \$8.50 and other items in the same proportion. To make this method profitable the store should use care not to cut its furnishings promiscuously, but only such items as are readily recognized by the trade as valuable. I believe that to sell a \$2 shirt for \$2.89 would be giving away 11 cents. The answer to the

"Wright's"

To the Trade

We wish to bring to your attention the improvement to be noted in WRIGHT'S Spring Needle Ribbed Underwear for Fall season of 1910. We are using the highest grade long staple wools obtainable to make a soft feeling wool garment of lasting quality. Also note our PURE COMBED EGYPTIAN garments (not stained yarn) in the dollar grade. These goods are superior to anything we have heretofore manufactured in ribbed underwear, and buyers should see that our trade marks are on every garment.

Permanently Elastic,
it fits and holds its shape indefinitely.
Made in all weights for all seasons.

WRIGHT'S
SPRING NEEDLE
TRADE MARK
RIBBED UNDERWEAR

This Woven Label Trade Mark on Every Garment
is the only guarantee of WRIGHT'S genuine goods
Union Suits and Two Piece Garments Now in the Hands of Jobbers

Wright's Health Underwear Co.
75 Franklin Street
New York City

merchant who argues that he can not afford to sell his furnishings at less than cost, or any such percentage as the above outlined policy would require, is that this policy establishes confidence for all claims in his advertising and in his store methods, because it gives customers good and extraordinary value; that this policy does not necessitate the sale of a poorer suit or overcoat at \$15 or \$25 than his competitor sells, but gives him full price on his furnishing items, for the reason that the man using the policy referred to will very shortly sell more clothing and thus offset the loss made on the other.—Observer in Apparel Gazette.

Seen in the Shops of Paris.

Crochet buttons are to be much worn.

Plaited skirts with tunics are in the lead.

Men's neckwear will be in more vivid colorings.

Turn-back collars and cuffs are to be worn again.

Buttons of Dutch silver are fashioned into cuff links.

Some of the spring suits for men have two-button coats.

There is a tendency to have girdles quite wide in front.

Jetted net and laces will be much in vogue on elaborate gowns.

A survival of note is that of the self-colored striped materials.

The new coiffure is adorned with ornaments set with tiny brilliants.

Some of the new light colored parasols show linings of contrasting color.

It seems that the princess coat has come to stay for some time in full length.

There is a more fanciful note in the shades of men's spring suits than for many years.

Pipings of black will give tone to many of the light colored linen tailored suits this spring.

Tulle and net are much used to trim hats, forming the crowns of some and huge bows upon others.

Linen coats made entirely of embroidery will be worn with the gown or skirt of plain material.

Many of the collarless lingerie mauve and blue added by hand.

The wide Gibson plait continues to give the broad shoulder effect in shirtwaists of the tailor kind.

Large bows of filmy net and lace, wired into shape, are being worn as ornaments with the flat coiffure.

Puffings and tiny shirrings are to be used as trimmings on some of the spring gowns with filmy laces and gauzes.

Self-colored dots of various sizes will be seen on some of the handsome woolen dress fabrics of this spring.

When a man's head will be hospitable to absolutely opposing ideas he prides himself on being broad-minded.

It is so much easier to plan to mend the universe than it is to be patient with your own children.

Truth is always too big to be bounded by one man's vision.

What Does It Cost You?

The question of what it costs to do business is at present engaging a great deal of attention from the business men of the country. Frank Bare, the live Secretary of the Ohio Hardware Association, is getting out some "warm stuff" on this line. In a recent circular letter he says:

"To know the total cost of goods delivered at your warehouse is a simple calculation, and to fix the per cent. of profit you should have is easy, but to know with reasonable exactness how much to add for the expense of doing business—that's the rub—do you know? Close competition and increasing expense is forcing the sale of goods at smaller profits, and is compelling old guesswork methods to pass. The manufacturer or merchant who will survive no longer says, 'We estimate,' but states positively, 'We know.' The selling of hardware and kindred lines particularly needs attention, for it has been clearly shown that merchants handling these lines have been doing so on margins entirely out of keeping with the large investment of capital, labor and risk, consequently a readjustment to meet present conditions is now necessary; therefore, we offer the following suggestions, with the hope that they may be found helpful to our trade. There is no better time than the present to act on this matter."

The following suggestions on cost figuring are given:

First—Figure interest on the net amount of your total investment at the beginning of your business year, exclusive of real estate.

Second—Figure rental on all real estate or buildings owned by you and used in your business at a rate equal to that which you would receive if renting or leasing it to others.

Third—Figure, in addition to what you pay for hired help, an amount equal to what your services would be worth to others, also treat in like manner the services of any member of your family employed in the business not on the regular pay roll.

Fourth—Figure depreciation on all goods carried over on which you may have to make less price because of change in style, damage or any other cause.

Fifth—Figure depreciation on buildings, tools, fixtures or anything else suffering from age or wear and tear.

Sixth—Figure amounts donated or subscriptions paid.

Seventh—Figure all fixed expense, such as taxes, insurance, water, lights, fuel, etc.

Eighth—Figure all incidental expense, such as drayage, postage, office supplies, livery or expense of horses and wagons, telegrams and telephones, advertising, canvassing, etc.

Ninth—Figure losses of every character, including goods stolen or sent out and not charged, allowances made customers, bad debts, etc.

Tenth—Figure collection expense.

Eleventh—Figure any other expense not enumerated above.

Twelfth—When you have ascertained the sum of all the foregoing items, prove it by your books and you will

have your total expense for the year, then divide this figure by the total of your sales and it will show the per cent. which it has cost you to do business.

Thirteenth—Take this per cent. and deduct it from the price of any article you have sold, then subtract from the remainder what it cost you (invoice price and freight) and the result will show your net profit or loss on the article.

Fourteenth—Go over the selling prices of the various articles you handle and see where you stand as to profits.

Fifteenth—In making selling prices at the beginning of a new year, take the total expenses of the old year and divide this by the total of your purchases for the old year (invoice price and freight) and the result will be the per cent. to add to invoice and freight to cover expense, then add your profit and you have your selling price.

The Man Who Doesn't Try.

It is hard not to lose patience with the man who hastily declares that a thing can not be done. If the thing needs to be done there is some way that it can be done eight times out of ten. One of the remaining two chances favors the finding of something else that will, in some degree at least, take the place of the thing directly required. Of course, the man who isn't resourceful won't find the way and the man who doesn't try won't become resourceful. Any old dead fish can float down stream.

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

HYDRA HEADED VICE.

Why Gambling Will Not Down Under Modern Conditions.

There is not a single card game in the catalogue that I know how to play. I never attended a card party in my life. To me a lone, water soaked playing card lying at a curbstone always has been suggestive of some drowned rat or other small vermin unpleasant to look upon.

There are other men and women of an older disciplinary school who are as ignorant as I of cards. Thousands go farther than I, anathematizing the playing card as a first step downward toward final perdition. But as between the inveterate player at cards, socially, and the gambler spirit which makes of the cards a means to a dishonest end, it has appeared always as if there should be a strong, well defined line of demarkation.

To-day the police power of the cities, generally, never were more sharp after the professional gambler and trickster at cards. Every little while some great city announces through its police and judicial powers that gambling has "been driven out." Preceding the announcement there will have been some sensational raids upon notorious places. Arrests will have followed and fines to the maximum under the law will have been imposed.

Yet within a week some doubting newspaper takes the trail and shows that in some new and more secure quarter of the same great city gambling is again going on more openly than before.

Police Not Easily Stampeded.

Civic societies, church bodies, and individual reformers may take up the cry again, "Down with gambling!" At once these agencies have classed public gambling for money as of a kith and kin to the low saloon, the dive, and the brothel. How little better this gambling is or how much worse it is as nursing parent to the rest, individual opinion will decide. But at the least the hue and cry against gambling is on again and, only that a metropolitan police department is not stampeded by infractions of the law, no one knows what might result.

Suddenly while some one of these campaigns is on against gaming an overzealous police body, urged on by the reformer element, raids an exclusive club in which a poker game is running with the stakes up in hundreds of thousands of dollars. This is quite another matter, as Supreme courts in several states have decided. Such a game, within a club composed of club members, is not "public gambling"—it is not an infraction of either statutes or the ordinances. Merely—by inference at least—it is only a "gentlemen's game," which should not have been interfered with at all in behalf of law and order.

What, then, is gambling? What is gambling at cards?

A few years ago under the strong pressure of a seeming public sentiment the Superintendent of Police in Chicago, goaded on to the threat, declared that he would stop not only public gambling but would go after

the game of whist as played in the homes of clubwomen, organized for playing the game that they might win the club prizes set up for the winning by the club membership, which bought and paid for them.

Chief's Threat Not Carried Out.

But suddenly it was discovered that in making the threat the Superintendent of the Chicago Police was going entirely too far. Public sentiment—perhaps the law itself as interpreted by the courts—would not justify the move, and in consequence the raids upon the whist clubs never were carried out.

Since then, too, the whist club has been growing, probably in numbers and certainly in methods. To-day in Chicago the whist club plays for real money. The old prize system was too cumbersome and too unsatisfying. One played his best game only to win something that he didn't want. The plan could be simplified and made far more attractive if instead of purchasing a set prize with real money the money itself were put up, to be won and to be spent as the taste of the winner might prompt.

That is the plan of the present up to date whist organization. The members decide among themselves what amount each player shall contribute in cash for the afternoon or evening's play. The average of the club's purse in pocket decides if this sum be large or comparatively small. The sum played for at least must be of size to whet the players' appetites for play. The winning of the sum on a greatest score must be sufficient to create just enough envy on the part of the rest to try, sometime, to play even or better.

Is this gambling with true cards gambling? If not, why not?

"Acid Test" Shows Same Result.

The stake is real money. All but the player's portion of the money at stake is won from others who may be classed as friends. Continued losses on the part of some one or more players may lead to just those same dishonesties of lying and deceit practiced in larger measure, only, by the defaulting clerk who has taken money from the cash drawer, counting upon his winnings at the public gaming table to more than cover his shortage. Friendships of years have been broken off because of parlor whist. Family life has been stirred and often sacrificed and broken up because of it.

The player, playing within the toleration of the law, will assure you that at least all the players have "an equal chance." But this is not true. It is not true anywhere in life where competition exists between individuals of differing capacities in skill and understanding. If the statement were true of whist for money stakes the interest in the game would be gone. As a club of players, showing no extremes of skill, its caste would be gone among other clubs, while within itself it would die of inanition.

Gambling in Many Forms.

Years ago the United States Government put the Louisiana State lottery out of business. It went farther and declared that in no newspaper of

the country using the United States mails should any report of results of any lottery scheme whatever be used as subject matter for print. Papers were confiscated in postoffices simply for giving results of a lottery at church fairs.

It is not within the recollection of the writer that crookedness ever was shown in the lottery distribution at New Orleans. But it was gambling, in the understanding of those who opposed it, and it was broken up as a great gaming institution that had spread to the remotest corner of the country. It was of no consequence that its grand capital prize was distributed after each drawing, or that its lesser prizes were awarded. The lottery, per se, was bad—so bad that even a church society took risks at its church fair.

Yet within the last few years what a fire has smoldered and occasionally broken out at the "land drawings" in opening up United States public lands. Methods which the Government suppressed on the part of individual citizens it enacted into laws for the distribution of vast sections of the public domain, thereby attracting thousands who would not have interested themselves at all had the element of chance been eliminated.

Don't accuse me, please, of defending public gambling. Long ago the public gambling house, unrestricted, wiped even the gambler's chance off the slate of its possibilities and became a robber institution, feeding off the profoundly foolish element in society. Horse racing—that "sport of kings"—degenerated into the "fixed" race, which fattened the bookmakers only.

But the point I would make is that in spite of all the attempted suppression of gambling as a vice, it is that old hydra-headed monster that will not down in modern society and under modern conditions.

John A. Howland.

Cotton-Seed Bread.

That the cotton plant is capable of furnishing food as well as clothing is asserted by a resident of Ennis Texas, who happens to be a nephew of Secretary Dickinson. He states that bread and cakes have been made from cotton-seed for years by those who know.

Analysis of cotton-seed flour shows that it contains 37.7 per cent. more protein than wheat flour, but is deficient to the extent of 44.7 per cent. in carbohydrates. It would require, therefore, to be mixed with sugar in order to form a perfect article of food. To supply the necessary consistency, about 40 per cent. of wheat flour is added to the cotton-seed flour in making bread, but for cakes no mixture is needed. The cost of the cotton-seed flour is said to be only 50 or 75 per cent. that of wheat flour.

You are not passing your religion on when you fling its phrases at another.

If you take every man you meet for guide you will go to the goal of none.

THE BEST

You Want the Best

Peacock Brand

Leaf Lard and Special Mild-Cured Hams and Bacon

Are the Best

The Lard being absolutely Pure Leaf

The Hams and Bacon are from dairy-fed selected pigs, mild-cured by the "Peacock" process; given a light smoke, they become the most delicious morsel to the palate.

For sale only by the leading dealers.

The Diamond Match Company
PRICE LIST

BIRD'S-EYE.

Safety Heads. Protected Tips.

5 size—5 boxes in package, 20 packages in case, per case 20 gr. lots.....\$3.35
Lesser quantities.....\$3.50

BLACK DIAMOND.

5 size—5 boxes in package, 20 packages in case, per case 20 gr. lots.....\$3.35
Lesser quantities.....\$3.50

BULL'S-EYE.

1 size—10 boxes in package, 36 packages (360 boxes) in 2½ gr. case, per case 20 gr. lots.....\$2.50
Lesser quantities.....\$2.50

SWIFT & COURTNEY.

5 size—Black and white heads, double dip, 12 boxes in package, 12 packages (144 boxes) in 5 gross case, per case 20 gr. lots.....\$4.75
Lesser quantities.....\$4.00

BARBER'S RED DIAMOND.

2 size—In slide box, 1 doz boxes in package, 144 boxes in 2 gr. case, per case in 20 gr. lots.....\$1.60
Lesser quantities.....\$1.70

BLACK AND WHITE.

2 size—1 doz boxes in package, 12 packages in 2 gr case, per case in 20 gr. lots.....\$1.80
Lesser quantities.....\$1.90

THE GROCER'S MATCH.

2 size—Grocers 6 gr. 8 boxes in package, 54 packages in 6 gross case, per case in 20 gr. lots.....\$5.25
Lesser quantities.....\$5.25
Grocers 4 1-6 gr. 3 box package, 100 packages in 4 1-6 gr. case, per case in 20 gr. lots.....\$3.50
Lesser quantities.....\$3.65

ANCHOR PARLOR MATCHES.

2 size—In slide box, 1 doz in package, 144 boxes in two gross case in 20 gr. lots.....\$1.40
Lesser quantities.....\$1.50

BEST AND CHEAPEST
PARLOR MATCHES.

2 size—In slide box, 1 doz. in package, 144 boxes in 2 gr. case, in 20 gr. lots.....\$1.60
Lesser quantities.....\$1.70
3 size—In slide box, 1 doz. in package, 144 boxes in 3 gr. case, in 20 gr. lots.....\$2.40
Lesser quantities.....\$2.55

SEARCH-LIGHT PARLOR MATCH.

5 size—In slide box, 1 doz in package, 12 packages in 5 gr. case, in 20 gr. lots.....\$4.20
Lesser quantities.....\$4.50

UNCLE SAM.

2 size—Parlor Matches, handsome box and package; red, white and blue heads, 3 boxes in flat packages, 100 packages (300 boxes) in 4 1-6 gr. case, per case in 20 gr. lots.....\$3.35
Lesser quantities.....\$3.60

SAFETY MATCHES.

Light only on box.

Red Top Safety—0 size—1 doz. boxes in package 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots.....\$2.50
Lesser quantities.....\$2.75
Aluminum Safety, Aluminum Size—1 doz. boxes in package, 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots.....\$1.20
Lesser quantities.....\$0.90

The Level Head in Business.

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

Everywhere we see men who are very brilliant out of work, plenty of sharp men who wonder why they do not get responsible positions. But people are afraid of these one-sided, poorly balanced men. Nobody feels safe in their hands.

People want to feel that a man in a responsible position can keep a clear brain and level head, no matter what comes; that he can not be shaken from his center, no matter how much influence is brought to bear upon him. They want to be sure that he is self-centered, that he is sound to the very core.

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

The great prizes of life do not fall to the most brilliant, to the cleverest, to the shrewdest, to the most long-headed or to the best educated, but to the most level-headed men, to the men of the soundest judgment. When a man is wanted for a responsible position his shrewdness is not considered so important as his sound judgment. Reliability is what is wanted.

Can a man stand without being tripped; and, if he is thrown, can he land upon his feet? Can he be depended upon, relied upon under all circumstances, to do the right thing, the sensible thing? Has the man a level head? Has he good horse sense? Is he liable to fly off at a tangent or to "go off half-cocked"? Is he faddy? Has he "wheels in his head"? Does he lose his temper easily or can he control himself? If he can keep a level head under all circumstances, if he can not be thrown off his balance and is honest, he is the man wanted. O. S. Marden.

Started the Same Month the Tradesman Appeared.

F. J. Dettenthaler has sold his market on Monroe street to Peter Smith & Co. and this is easily one of the most interesting changes that has taken place in Monroe street business for several years. Mr. Dettenthaler had conducted his market for twenty-six years. He started with the purchase of the fish market conducted by Henry M. Bliven. In those days Ira C. Hatch had his grocery store on Monroe street and commanded a large share of the high toned trade. Rice & Moore had a grocery store where the Grand Rapids Savings Bank is now located. A. B. Wykes and O. B. Huntley had meat markets on either side of the Bliven market and across the street was the Herrick & Randall grocery. Others in the grocery or meat business at that time were Bemis Bros., Elliott & Co., Lynch Bros. and L. E. Patten. Under the Dettenthaler management meats were added to fish and then

groceries were put in. The other stores one by one were closed, sold or moved away and the Dettenthaler market grew to be the largest and best known in the city, supplying everything for the table, even to wines and liquors.

When Mr. Dettenthaler began business on Monroe street the sidewalks were of wood, the pavement was cobble stone, electric lights and trolley cars were still unknown and the telephone was an infant and to most people a curiosity. The changes that have taken place in business conditions since Mr. Dettenthaler began have been almost as marked as have been the changes in the men and firms doing business on Monroe street.

Sugar and Muscular Energy.

It is a fact well known to Alpine tourists that on difficult climbing excursions an increased desire is felt for sweets and sweetened food and many who never touch such things at home devour large quantities of them on these tours.

It is also frequently remarked that the guides eagerly appropriate any sugar that may be left over and consume it on the journey. Whether the sugar increases the muscular power of the mountain-climber was the subject of an investigation made not long ago by the officials of the Prussian War Office.

The subject of the experiment was not allowed to know that a test was being made. On one day a sweet liquid, containing thirty grammes of sugar, was administered; on the next a similar liquid, sweetened by saccharin to render it indistinguishable from the other, so far as taste was concerned, took the place of the sugar.

The result was a complete triumph for the sugar. It was found that a greater amount of work could be accomplished on the days when the sugar was given than on those when saccharin took its place.

It has been remarked that the negroes in sugar-cane regions depend to a considerable extent upon the juice of the cane for nourishment. By the use of Mosso's ergograph Dr. Harley found that sugar promoted muscular power wonderfully. On a fast-day it increased his ability to work from 61 to 76 per cent. Taking ordinary meals he found that 8¾ ounces per day increased his work capacity from 22 to 36 per cent.

Roused Them Up.

A certain Scotch minister, a newcomer in the parish, finding it impossible to arrest the attention of his congregation, became desperate. No sooner did he appear in the pulpit than they promptly composed themselves to sleep.

One evening after taking up his position, he rapped sharply on the ledge in front of him, and addressed his somnolent flock in tones of severe remonstrance.

"Now, brethren," he said, "it's not fair to go to sleep as ye always ha' done directly I begin my sermon. Ye might wait a wee till I get along, and then if I'm not worth hearin', sleep

awa' wi' ye and I'll not care; but dinna go before I ha' commenced. Gie me this one chance."

Finding they were all fairly awake by that time, he went on:

"I shall take for my text the two words 'Know thyself,' but I will say before I begin the discourse that I would not advice this congregation to make many such profitless acquaintances."

There was not a snore nor a nod in the kirk that evening.

One of His Worst.

A receptacle containing a dark red beverage—it may have been merely tea—was brought on the table.

"I'll play I'm the hostess," said the Professor's granddaughter, "and as I am a society lady it is my duty to pour."

"Yes, let her do it," said the Professor. "She's not only a society lady but she's a society queen—and she never reigns but she pours."

Otherwise the function was a great success.

Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

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

Made in Chicago by

BECKER, MAYER & CO.

GRACE YOUR DELAYED FREIGHT Easily and Quickly. We can tell you 10W **BARLOW BROS.,** Grand Rapids, Mich

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

GROWTH INCREASES INVESTMENT

But added telephones mean at once increased income.

CITIZENS TELEPHONE COMPANY

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

MORE THAN 10,460 TELEPHONES

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

FIFTY QUARTERLY DIVIDENDS

And its stock is a good investment.

INVESTIGATE IT**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.



How To Sell Goods Faster.

The faster you can sell goods the more you can sell.

The more you sell the more valuable you are to yourself and to your employer.

One big fundamental help in rapid fire salesmanship is knowledge of the goods.

"Yes," you say, "but I know my stock."

Do you, though? Are there not a score of questions a day put to you which you can only meet with generalities which do not strike fire?

Haven't you caught yourself or been caught by your customer substituting bluffs for facts?

Let's be frank with each other:

Isn't it true that you ought to know 100 more talking points about that stock back of you? Look it over right now. I know you will acknowledge the fact.

Well, how shall we learn more?

I'll tell you one method I used with good results: I took the magazines and I carefully studied the advertisements of the merchandise I sold.

What a breezy optimism I gained! What a fund of honest pointed selling helps! What a lot of confidence and self-respect showed itself in my salesmanship!

Then I wrote the manufacturers for their catalogues and pamphlets and I just ate up the facts about my goods.

I'm not a salesman any more for I am bossing the others.

Strange to say, some of the others never knew where I got all of my information and enthusiasm.

You know it is not hard for anybody to talk when one is full of the subject.

You will find advertisers and manufacturers only too glad to supply you with any information you ask. You will never regret the time and stamps.

Let me tell you it was a real pleasure to tackle a cranky customer.

You know a crank is usually simply one who knows what he wants.

It was a real pleasure to talk to such a person, who was after cold facts when I had them all ready pigeonholed in my head.

The head of my department got to watching my work when I sold out a big part of our stock of a certain white goods which had just come in. Nobody knew anything about it except that it was a novelty.

I had looked up the advertisements and had a catalogue and circulars within three days after the goods came in.

Wash well? Say, I had the maker's

word for it and I spoke with the conviction of one who knew just how thorough the mercerizing was.

Was it made in fancy designs? I knew it was, although we carried it only in plain, and I soon had in the fancies and introduced them to a number of customer acquaintances.

There were three other clerks who did not know we had those white goods in stock and finally I had to show them that what the customers kept looking for at the edge of the goods was the name on the selvage, which they had read about in the advertisements then running in the magazines.

I began to wonder why some clerks could sell anything, but frankly I was just as bad until I got to finding out about what I was paid to sell. The only excuse I can muster is that like many clerks I ran in a rut—did just like the others—and received just the same pay as the others.

Do you want a bigger bunch of bills in your pay envelope? Then get out of the crowd—educate yourself as every lawyer and doctor and real business man are doing—by reading constantly about your business and the new factors in it.

I know that in the last few years salesmen and saleswomen are getting into the study habit and are giving serious thought to advertisement and catalogue reading.

Wherein Philadelphia Is Not So Slow.

Philadelphia, April 4—We noticed your editorial in the Michigan Tradesman of March 30, entitled A Vote of Thanks, and we feel that, in justice to our city, it needs a reply. From your editorial any one would think that when we have a fire in Philadelphia, we send the firemen a postal card, and that since the Centennial grass is growing in our streets and we mow it with a lawn mower. While it may be true that Philadelphia is considered slow by people who know nothing about our old town, where can you find a city in the United States with so many handsome streets and fine public buildings as Philadelphia? We have the finest schools and colleges in the world (except, of course, Hillsdale and Ann Arbor). Where can you find a city with larger or more commodious railroad depots, larger or finer department stores and the finest system of trolley cars in the world (when they do not strike)? We have the largest candy factory in the world which is famous for the great quantity of goods it turns out. Where does Uncle Sam get his great warships built? In Philadelphia, of course. Where do the Western people get all

the locomotives to run their railroads?

At the Baldwin locomotive works, situated in Philadelphia. Who makes the hats you wear when you go to see your best girl? Why, of course, Stetson, of Philadelphia. Where do you get your sugar from? Why, from the greatest sugar refining company in the world, located in Philadelphia. You say that Detroit is the greatest automobile center and Grand Rapids the greatest furniture center in the world? You have to have them sold in Philadelphia to get the money to run the factories with. Is this not a fact? You boast of your politicians. They are a fine lot, but are not smart enough not to get caught. We consider we have the greatest gang of politicians in the world. Look at our McNichols-Vares-Penrose-Reyburns gang. Why, they could steal our whole city and not get caught. We feel proud of our city and of our politicians, and we can boast that we have the greatest lot of grafters (politicians) in the world. We do not want them to be caught, far from it, and every voter in Philadelphia will gladly cast his vote for them, because we know they need the money and we are glad to give it to them. Can Grand Rapids go us one better? When it comes to the greatest general manufacturing city, as well as the greatest city of homes in the world, think of Philadelphia. You have all got to take your hats off to the grand old Quaker City, and when it comes to being "dead" or slow, let those who have never been here or whose last visit has been to the Centennial exposition visit our city and have these wrong impressions corrected. We may be called slow, but like the bed bug, while we haven't any wings, we manage to get there just the same.

Loyal Philadelphian.

Buying To Please.

"I know a good many people, and they are not all shoe men, either," said a retail man recently, "who make one serious mistake in buying their stocks, and they are usually the first people to complain when the goods that they offer throughout the selling part of the season, eventually find their way to the bargain tables and are cleared out at little or no profit. The mistake is that the buyer orders the goods that appeal to his own personal taste, and not especially to the taste of his customers. Now a man may have an excellent idea of what a shoe ought to be. The shoes that he buys if he follows out his own ideas will probably give good service, will fit correctly and will answer the purpose for which they are designed, but, and it is a very large but, if they are not the shoes that make the same appeal to his customers that they do to him, they will not sell and that is first, last and all the time the main object in buying stock.

Certain localities and certain kinds of trade have their own requirements and the buyer who wants his goods to move steadily will see to it that these conditions are met. It may be that the trade of the store is drawn to out of the ordinary toe shapes, unusual leathers or trimmings. Now they

may not be suited to general service, they may not be the kind of stock that the dealer would prefer to handle, but if it is the kind of stock that sells right at that place and that time it is the kind of goods that should be bought, and where the contrary may be the case the same rule may apply, even though in this instance the buyer may be the one who has a personal liking for the unusual.

In a word, it is well to remember that you are buying shoes to please your customers, not shoes that will please yourself.—Boot and Shoe Recorder.

Hotel Cody

Grand Rapids, Mich.

A. B. GARDNER, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan. All meals 50c.

The Breslin

Absolutely Fireproof

Broadway, Corner of 29th Street

Most convenient hotel to all Subways and Depots. Rooms \$1.50 per day and upwards with use of baths. Rooms \$2.50 per day and upwards with private bath. Best Restaurant in New York City with Club Breakfast and the world famous

"CAFE ELYSEE"

NEW YORK

Why not a retail store of your own?

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

EDWARD B. MOON,

14 West Lake St., Chicago.

Pullman Company Again Shows the Cloven Hoof.

Higher parlor car rates and Pullman coaches on the Detroit-Grand Rapids line of the Pere Marquette or no Pullman cars of any kind on any of its lines is the ultimatum that has been handed to the management of the Pere Marquette R. R., according to a railroad official. For years the 25c parlor car service between any points between Detroit and Grand Rapids has been the joy of all travelers in this portion of the State and has been of no small advertising value to the railroad. But now there is a considerable likelihood that that portion of the public that likes to travel in more comfortable surroundings than the ordinary, must put up from double to three times the old amount for the privilege.

The Pullman Company operates its cars over certain lines of the Pere Marquette and it has long been one of its sore spots that the railroad company should run its own parlor cars on one of its best patronized runs in which seats could be obtained at from one-half to one-third the cost that like accommodation could be secured in one of the Pullman coaches. Now it is stated the Pullman management has come out with a flat statement of the conditions under which the P. M. can continue to enjoy the privilege of hauling the luxurious cars that have made the name of Pullman famous.

The Pere Marquette is now up against the proposition of putting Pullman cars on the Detroit-Grand Rapids run in place of its own cars. On these cars the company must charge a rate of 50c from Grand Rapids to Detroit and 25c from Grand Rapids to Lansing. In case the railroad should not see fit to comply with these conditions the Pullman cars will be withdrawn from its lines and the P. M. will be up against the proposition of finding some sleepers to run over its other lines.

Similar conditions exist on the run between Grand Rapids and Chicago. For years the Pullman rate for chair car service was 75c, but when the P. M. put its own chair cars on that run and reduced the rate to 50c, the Pullman Company met the price on the competing line.

The Pullman Company claims that the 50c rate is too low—that it would rather carry a half dozen passengers at 75c than a dozen at 50c; that low rates tend to disturb the exclusiveness which is the aim sought to be accomplished by the Pullman service. The P. M. is not the first line which has undertaken to combat this idea and place the comforts of a well-equipped train at the disposal of its passengers at a reasonable rate.

Inasmuch as the Pullman Company is a common carrier, it is not believed that the Inter-State Commerce Commission would permit the monopoly to enforce its exclusive service claims, but as the Pullman Company would probably take an appeal to the Federal Supreme Court and such a course might delay the final conclusion of the matter for several years,

the P. M. will probably have to submit to the demands of the Pullman monopoly and withdraw its chair cars from the Detroit and Chicago runs.

The Pullman Company is probably the most detested corporation in the world on account of its arbitrary methods and underhanded tactics. The Tradesman has never heard a railroad official speak of the Pullman Company in anything but terms of deepest contempt. It employs a large force of lobbyists to influence legislation and resorts to bribery and cajolery to prevent legislation which would serve to give the people more rights while traveling in Pullman cars. Thousands of dollars have been expended in preventing the enactment of laws prohibiting the letting down of the upper berth on the occupant of the lower berth when the upper berth is unsold, but if the Pullman Company insists on driving the P. M. into a corner on its private chair car service, the traveling public of Michigan will see to it that the next Legislature goes to the limit in restrictive legislation affecting the giant monopoly.

Interesting Meeting of Grand Rapids Council.

Grand Rapids, April 4—Grand Rapids Council, No. 131, United Commercial Travelers, held its regular monthly meeting in Herald Hall last Saturday evening, which was very largely attended and much important business was disposed of.

Senior Counselor Fred De Graff has appointed a regular degree team, which will be in uniform and will hereafter have full charge of the initiatory work at the meetings.

There is a plan on foot at this time to have the officers of the order clothed in robes during the sessions of the Council. This idea has been carried out by nearly all of the secret orders and the travelers are planning on something in this line that will be in keeping with the grandness of the order.

Fred H. De Graff, Walter S. Lawton, Walter Ryder, John Hondorp and W. S. Burns were elected delegates to represent Grand Rapids Council at the Grand Council meeting of Michigan which is to be held at Port Huron in June.

Secretary and Treasurer Harry D. Hydorn will attend the annual National meeting of U. C. T. Secretaries and Treasurers, which will this year be held in June at Columbus, Ohio.

Chas. T. Mason, who travels for Geo. M. Clark & Co., Chicago, and E. C. Bacon, representing the Dunkley Canning Co., of Kalamazoo, were led over the hot sands to become members of the U. C. T.

After the regular business was disposed of a very enjoyable banquet and smoker were held, which lasted until a late hour. F. R. May.

Its Sufferings Over.

"Shadbolt, that note of mine matured some time since, didn't it?" "Matured?" Great Scott, Dinguss, that note of yours died of old age long, long ago."

Von Platen's New Mill Project At Iron Mountain.

Iron Mountain, April 5—This place is in line for an important industrial establishment. Addressing a meeting of the business men, Godfrey Von Platen, of Boyne City, stated that he was desirous of locating a large band sawmill in Iron Mountain, but in order to successfully float the enterprise it is necessary to secure concessions from the several railroads in the way of freight rates on logs and manufactured stock east and west. If favorable rates could be secured, he would build the mill and equip it for a run of not less than twenty-five years. The mill would be equipped with two band saws and would employ nearly eighty men, running winter and summer. Mr. Von Platen and associates own large tracts of hardwood timber along the Northwestern road and he intimated that other tracts would be secured tributary to the St. Paul and Wisconsin & Michigan roads.

While he made no pledges, Mr. Von Platen declared that the building of the sawmill would lead to the erection of a large hardwood flooring factory, employing nearly two hundred men and boys, at an early date. He also informed his hearers that, if a favorable freight rate was secured on rough cordwood, he had every reason to believe that the flooring mill and sawmill would be followed within the next two years by a large chemical plant and charcoal iron furnace, employing several hundred additional men. Indeed, Manager Smith, of similar institutions of Boyne City, has promised to erect the plants, if the freight concessions are secured from the several railroads.

Mr. Von Platen asked no concessions from the people of this place in the way of a bonus or exemption from taxation. All he wants is the assistance of the people in securing the desired freight rates and some temporary help in closing the deals for the site. The site he has in view is the farm of Edward G. Kingsford to the south of the city. This farm contains about one hundred and sixty acres and is admirably located for manufacturing plants, three railroads tapping the property.

The meeting of business men appointed a committee to co-operate with Mr. Von Platen. This committee is composed of W. J. Cudlip, Z. P. Rouselle, Andrew Bjorkman, Henry G. Neuens and Isaac Unger. The committee was also empowered to suggest plans for the organization of a Commercial Club, similar to ones at Menominee and Marquette.

Gripsack Brigade.

At the meeting of the United Commercial Travelers, held last Saturday evening, Franklin Pierce, who travels for the Standard Oil Co., was elected to the important office of "Official Squirt."

William Zylstra, who has for some time been covering Michigan territory for the Will P. Canaan Co., has left the road to become a farmer. Mr. Zylstra has a twenty acre farm near Fisher Station.

R. E. Dewey, who travels in the interests of the Illinois Malleable Iron Co., of Chicago, and has made his home in Grand Rapids for several years, is about to leave for an extended stay in Denver, Colo. Mrs. Dewey's health has been poor for some time and the trip is planned for her benefit.

Mrs. Poole, the wife of Harry W. Poole, who travels in Northern Michigan for the Fox Typewriter Co., died at 10 o'clock last Saturday evening, April 2, at the U. B. A. Hospital. Mrs. Poole, who was 27 years old, died from peritonitis after an illness of about a month. The funeral services were held from the residence, 85 Ransom street, Tuesday afternoon at 2 o'clock. Interment was in Oak Hill cemetery.

Pittsburg Gazette-Times: The Pullman Palace Car Company has just cut a melon, which means a stock dividend of 20 per cent., or, when market price is considered, the equivalent of nearly 40 per cent. Yet the company can not afford to pay porters living wages, but compel them to prey upon the traveling public, which also is required to pay as much for the despised upper berth as for the "all-gone" lower.

A Houghton correspondent writes: George H. Eccles, of Marquette, is in Houghton calling on the grocery trade as the representative of Franklin McVeigh & Co. Mr. Eccles has been calling on Houghton grocers for the past eleven years as the representative of the Atwood & Steele Co. He is one of the oldest grocers in the Upper Peninsula and is about as well liked as any man on the road in the territory. Mr. Eccles entered the grocery field in the Upper Peninsula about thirty years ago and has had long experience in both the retail and wholesale branches.

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

Buffalo, April 5—Creamery, fresh, 27@32c; dairy, fresh, 22@27c; poor to common, 19@21c.

Eggs—Strictly fresh, 21½c.

Live Poultry — Fowls, 19@20c; ducks, 18@20c; old cocks, 13@14c; geese, 13@15c; turkeys, 16@20c.

Beans—Pea, hand-picked, \$2.30@2.35; red kidney, hand-picked, \$3; white kidney, hand-picked, \$2.75@3; marrow, \$2.90; medium, hand-picked, \$2.35.

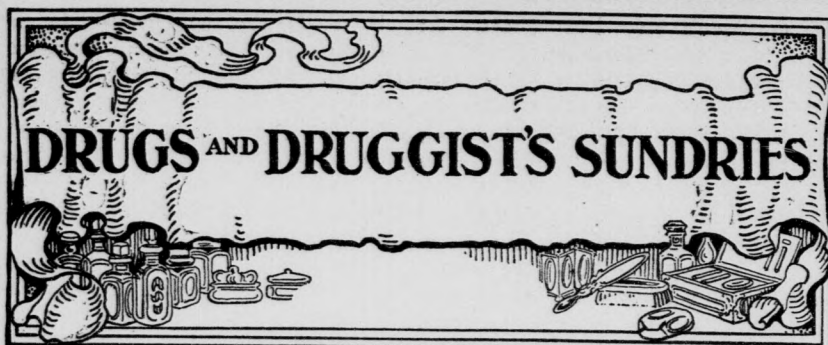
Potatoes—25c per bu.

Rea & Witzig.

"Truly royal board and kingly furnishment."

—SHAKESPEARE

Hotel Livingston
Grand Rapids, Mich.



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.
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Michigan State Pharmaceutical Association.
President—Edw. J. Rodgers, Port Huron.
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Secretary—E. E. Calkins, Ann Arbor.
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Practical Suggestions for Practical Pharmacists.

The Use of an Ice Box.

A small ice box in the prescription department will, after once being used, prove indispensable. Many pharmacists use the lower section of their soda fountain for this purpose, but this is not a desirable place and it does not look nice to the public to see medicines and crushed fruits in the same compartments. A small ice box in the prescription department will hold your kumyss, peroxide of hydrogen, concentrated nitrous ether, ointments and many other preparations which ought to be kept in a cool place. This makes it convenient for the dispenser, and a very small piece of ice will suffice. This chest would also prove advantageous to put ointments and suppositories in before delivering.

To Preserve Rubber Goods.

All kinds of rubber goods can be kept soft and pliable and preserved for years, by covering them with dry flour. This is especially good for the reserve stock.

To Remove a Rusty Screw.

Apply a very hot iron to the head for a short time, then use a screw driver. The writer gives this here, because this difficulty is experienced in the drug store as well as other places.

A Device for Labels.

The ordinary square and oblong labels can be kept conveniently and neatly on the prescription desk by employing empty step display boxes, such as the ten cent flasks of soda mint and chlorate of potash tablets come in. This device keeps each size label separate and convenient.

To Peel Oranges Quickly.

In making orange syrup for the soda fountain, after the oranges have been grated, the remainder of the peel can be quickly removed by placing the fruit in a kettle and pour-

ing boiling water over it; allow to stand in this boiling water for five minutes and the peel is easily removed with the fingers.

Working Off Bad Money.

There are a great many merchants and store-keepers, and also pharmacists, who, when they take in some bad money over the counter, pass it off on the next customer, if they can. It is far better to stand the loss yourself than to practice the dishonesty of giving out change that is mutilated or counterfeit. Aside from the principle, there is nothing that hurts a man's business and standing more than passing off bad money consciously. Bad money ought to be put into a box by itself where it can not be passed off by mistake.

Selling Assorted Corks.

Small boxes of assorted corks, that retail from ten to twenty-five cents each, when placed in the show window with their prices attached, prove to be quick sellers. This assortment should include from the large jug corks down to the smallest, because in the household all sizes are needed occasionally. While this display does not appeal to all, it appeals especially strong to the methodical housewife, who has a place for everything, and everything in its place, and desires new corks to replace those which are lost or broken.

Look on Back of Prescription.

It is almost a daily occurrence to see new prescriptions wrapped up and handed to the customer and hear the latter say that there was something else the physician ordered that is on the back of the prescription. Very often, after a physician writes a prescription, he will order for the patient some other small thing like an ounce of cotton or a medicine dropper and he usually writes this on the back of the prescription. It is a good rule for the prescriptionist to always look on the back of every prescription he receives, because if he overlooks an order on the back, it gives the customer an idea that he does not carefully read the prescriptions.

Keeping Stirring Rods.

These are usually kept in drawers, where they are often broken. The most convenient place, and at the same time the safest place, is up against the wall. Two staples can be fastened to the wall and the stirring rod slid into position.

Keep Bottles and Containers Filled.

To-day the writer visited the store of a friend and the front section of his shelf bottles were nearly all empty, which does not look good to customers. On glancing over these

shelf bottles it was noticed that their contents were all preparations that can be quickly made; one bottle was labeled Aqua; another Aqua Chloroform; a third one Aqua Cinnamon; and a fourth one Aqua Distillata. Notwithstanding the fact that this pharmacist is doing business on short capital, these bottles could be filled for a few cents and thus avoid the appearance of a rundown stock. There is nothing that hurts the sales of cigars, candy or any other merchandise more than having the boxes and compartments, in the show cases, empty or nearly so. When stock begins to look hungry, customers are the first to notice it.—Geo. W. Hague in Meyer Brothers Druggist.

Where Colds Can Not Be Caught.

The common theory that all colds are the result of exposure is a great mistake, inasmuch as exposure is not the direct cause of the trouble. Colds are caused by hostile microbes, or bacteria, which gain a foothold at a time when our vitality has been lowered by exposure. But there are many quarters of the globe where one finds it impossible to catch cold, simply by reason of the fact that there is no cold to catch.

Peary and his men during the months they spent in the arctic regions were immune from cold, though they were constantly enduring exposure of every kind. They passed day after day in clothes so saturated with perspiration that by day they froze into a solid mass, so to speak, and the clothes cut into their flesh. And at night, in their sleeping-bags, the first hour was spent in thawing out. They returned to civilization none the worse in health, but soon contracted severe colds upon reaching there. People were much amused by the press accounts of how Commander Peary had taken cold while proceeding to dine with a friend in a suburb of Washington, the taxicab which was conveying him and his wife having broken down during a snow flurry in December.

The question of colds naturally brings to mind the case of St. Kilda, that lonely rocky island visited by Dr. Johnson in company with Boswell during their famous tour of the Hebrides. There are about one hundred inhabitants on the island. The coasts are so precipitous that for a period of eight months in the year it is practically inaccessible. Several vessels from the mainland call there during the summer. It is a curious fact that whenever a ship reaches this island from the mainland every inhabitant, even to the infants, is seized with a cold. This circumstance has been known for two hundred years. It was of great interest to Dr. Johnson, who at first was sceptical concerning it.

The question of the St. Kilda colds long puzzled even scientific men, who did not imagine that they are in fact, an infectious disease, and that without the possibility of infection are impossible to catch, no matter what the exposure may be. In other words, the St. Kilda colds are due to a micro-

organism, and without the presence of this the disease can not be contracted.

Photographs Taken Under Various Lights.

Photograph the moon with ultra violet light and find out whether it is made of green cheese. Prof. R. W. Wood, of Baltimore, discovered accidentally the different appearances certain objects present when photographed under different lights. Plates of a landscape obtained by infra-red light give the sky a jet black and trees and grass as white as snow. Ultra violet photographs or pictures obtained through a quartz lens heavily silvered on one side make white garden flowers appear black.

Were the moon's whiteness due to the presence of zinc oxide the districts in which this material was present when photographed by ultra violet rays would not appear white but black. This plan has been tried on the moon, and in the neighborhood of the crater Aristarchus it is clearly shown that there is considerable area of which the surface material differs from that in its proximity.

In ordinary light this shows no variation from the rest of the surface, but repeated photographs taken with the quartz lens and silver lens prove that some unsuspected substance exists on that spot. The difficulty is to determine its nature. The only way at present seems to consist in photographing different rocks and materials till one is found that presents the same characteristics as this district of the moon. This has not as yet been determined. Prof. Wood has unavailingly tried lavas, volcanic debris, and minerals of many kinds.

The Drug Market.

Gum Opium—Is weak but unchanged.

Quinine—Is weak.

Norwegian cod liver oil—Has advanced.

Prickly ash berries—Have again advanced.

Oil lemon—Is very firm and tending higher.

Oil wintergreen, leaf—Has advanced and is tending higher on account of scarcity.

Oil cloves—Has advanced on account of higher price for the spice.

Gum camphor—Is very firm.

Short Buchu leaves—Have declined.

Ipecac root—Has advanced.

Art of Medicine Is Most Catholic.

Medicine appropriates everything from every source that can be of the slightest use to anybody who is ailing in any way. It learned from a monk how to use antimony, from a Jesuit how to cure ague, from a soldier how to prevent smallpox. It stands ready to accept anything from any theorist, from any empire who can make out a good case of his discovery or his remedy.

Oliver Wendell Holmes.

When piety is only skin deep it is quite likely to affect the lungs.

A little sunshiny practice is worth a lot of moonshiny poetry.

WHOLESALE DRUG PRICE CURRENT

Acidum		Copaiba		1 75@1 85		Scilla		50		Magnesia, Sulph.		65@ 70		Salicis		4 50@4 75		Oils	
Benzoicum, Ger.	70@ 8	Cubebae	3 20@3 40	Scilla	50	Magnesia, Sulph. bbl	@ 15	Sanguis Drac's	40@ 50	Lard, extra	bbl. gal.								
Boracie	@ 12	Erigeron	2 35@2 50	Tolutan	50	Mannia S. F.	75@ 85	Sapo, G	@ 15	Lard, No. 1	35@ 90								
Carbolicum	16@ 20	Evechthitos	1 00@1 10	Prunus virg	50	Menthol	3 15@3 35	Sapo, M	10@ 12	Linseed, pure raw	80@ 85								
Citricum	42@ 48	Gaultheria	4 80@5 00	Zingiber	50	Morphia, SP&W	3 55@3 80	Sapo, W	13 1/2@ 16	Linseed, boiled	81@ 86								
Hydrochlor	3@ 5	Geranium	oz 75	Tinctures		Morphia, Mal.	3 55@3 80	Seidlitz Mixture	20@ 22	Neat's-foot, w str	65 1/2@ 70								
Nitrocum	8@ 10	Gossypii Sem gal	70@ 75	Aloes	60	Moschus Canton	@ 40	Sinapis	@ 30	Turpentine, bbl.	66 1/2@ 70								
Oxalicum	14@ 15	Hedeoma	2 50@2 75	Aloes & Myrrh.	60	Myristica, No. 1	25@ 40	Sinapis, opt	@ 30	Turpentine, less	67								
Phosphorium, dil.	@ 15	Junipera	40@1 20	Anconitum Nap'sF	50	Nux Vomica po 15	@ 10	Snuff, Maccaboy,	@ 51	Whale, winter	70@ 76								
Salicylicum	44@ 47	Lavendula	90@3 60	Anconitum Nap'sR	50	Os Sepia	35@ 40	De Voes	@ 51	Paints	bbl. L.								
Sulphuricum	1 1/4@ 5	Limons	1 15@1 25	Arnica	50	Pepsin Saac, H &	@ 10	Snuff, S'h DeVos's	@ 51	Green, Paris	21@ 26								
Tannicum	75@ 85	Mentha Piper	2 25@2 50	Asafoetida	50	P D Co.	@ 1 00	Soda, Boras	5 1/2@ 10	Green, Peninsular	13@ 16								
Tartaricum	38@ 40	Mentha Verid	2 75@3 00	Atrope Belladonna	60	P D Co.	@ 1 00	Soda, Boras, po	5 1/2@ 10	Lead, red	7 1/2@ 8								
Ammonia		Morruhae, gal.	2 00@2 50	Auranti Cortex.	50	P D Co.	@ 1 00	Soda et Pot's Tart	25@ 28	Lead, white	7 1/2@ 8								
Aqua, 18 deg.	4@ 6	Myrcia	3 00@3 50	Barosma	50	P D Co.	@ 1 00	Soda, Carb	1 1/2@ 2	Ochre, yel Ber 1 1/2	2								
Aqua, 20 deg.	6@ 8	Olive	1 00@3 00	Benzoin	50	P D Co.	@ 1 00	Soda, Bi-Carb	3@ 5	Ochre, yel Mars 1 1/2	2 @ 4								
Carbonas	13@ 15	Picis Liquida	16@ 12	Benzoin Co.	50	P D Co.	@ 1 00	Soda, Ash	3 1/2@ 4	Putty, commer'l	2 1/2@ 2 1/2								
Chloridum	12@ 14	Picis Liquida gal.	@ 40	Cantharides	50	P D Co.	@ 1 00	Soda, Sulphas	@ 2	Putty, strict pr	2 1/2@ 2 1/2								
Aniline		Ricina	94@1 00	Capsicum	75	P D Co.	@ 1 00	Spts. Cologne	@ 2 60	Red Venetian	1 1/2@ 1 1/2								
Black	2 00@2 25	Rosae oz.	6 50@7 00	Cardamon	75	P D Co.	@ 1 00	Spts. Ether Co.	50@ 55	Shaker Prep'd	1 25@1 35								
Brown	30@1 00	Rosmarini	@ 1 00	Cardamon Co.	75	P D Co.	@ 1 00	Spts. Myrcia	@ 2 50	Vermillion Prime	75@ 80								
Red	45@ 50	Sabina	90@1 00	Cassia Acutifol	50	P D Co.	@ 1 00	Spts. Vini Rect bbl	@	American	13@ 15								
Yellow	2 50@3 00	Santal	@ 4 50	Cassia Acutifol Co	1 00	P D Co.	@ 1 00	Spts. Vini Rect 1/2 b	@	Whiting Gilders'	@ 95								
Bacca		Sassafras	85@ 90	Castor	50	P D Co.	@ 1 00	Spts. Vini R't 10 gl	@	Whit'g Paris Am'r	@ 1 25								
Cubebae 5	45@ 50	Sinapis, ess. oz.	@ 65	Catechu	50	P D Co.	@ 1 00	Strychnia, Crys'l	1 10@1 30	Whit'g Paris Eng.	@ 1 40								
Juniperus	10@ 12	Succini	40@ 45	Cinchona	50	P D Co.	@ 1 00	Sulphur Subl	2 1/2@ 4	Whiting, white S'n	@								
Xanthoxylum	1 25@1 50	Thyme	40@ 50	Cinchona Co.	50	P D Co.	@ 1 00	Sulphur, Roll	2 1/2@ 3 1/2	Varnishes									
Balsamum		Thyme, opt.	@ 1 60	Columbia	50	P D Co.	@ 1 00	Tamarinds	8@ 10	Extra Turp	1 60@1 70								
Copaiba	65@ 75	Theobromas	15@ 20	Cubebae	50	P D Co.	@ 1 00	Terebenth Venice	28@ 30	No. 1 Turp Coach	1 10@1 20								
Peru	1 90@2 00	Tiglll	90@1 00	Digitalis	50	P D Co.	@ 1 00	Thebromae	40@ 45										
Terabin, Canada	78@ 80	Potassium		Ergot	50	P D Co.	@ 1 00												
Tolutan	40@ 45	Bi-Carb	15@ 18	Ferri Chloridum	35	P D Co.	@ 1 00												
Cortex		Bichromate	13@ 15	Gentian	50	P D Co.	@ 1 00												
Abies, Canadian	18	Bromide	25@ 30	Gentian Co.	60	P D Co.	@ 1 00												
Cassiae	20	Carb	12@ 15	Guaiaca	60	P D Co.	@ 1 00												
Cinchona Flava	18	Chlorate po.	12@ 14	Guaiaca ammon	60	P D Co.	@ 1 00												
Buonymus atro.	60	Cyanide	30@ 40	Hyoscyamus	60	P D Co.	@ 1 00												
Myrica Cerifera	20	Iodide	3 00@3 10	Iodine	75	P D Co.	@ 1 00												
Prunus Virgini	15	Potassa, Bitart pr	30@ 32	Iodine, colorless	75	P D Co.	@ 1 00												
Quillaja, gr'd.	15	Potass Nitras opt	7@ 10	Kino	50	P D Co.	@ 1 00												
Sassafras, po 25.	24	Potass Nitras	6@ 8	Lobelia	50	P D Co.	@ 1 00												
Ulmus	20	Prussiate	23@ 26	Myrrh	50	P D Co.	@ 1 00												
Extractum		Sulphate po	15@ 18	Nux Vomica	50	P D Co.	@ 1 00												
Glycyrrhiza, Gla.	24@ 30	Radix		Opil, camphrated	1 25	P D Co.	@ 1 00												
Glycyrrhiza, po.	28@ 30	Aconitum	20@ 25	Opil, deodorized	2 00	P D Co.	@ 1 00												
Haematox	11@ 12	Althae	30@ 35	Quassia	50	P D Co.	@ 1 00												
Haematox, 1s	13@ 14	Anchusa	10@ 12	Rhatany	50	P D Co.	@ 1 00												
Haematox, 1/2s	14@ 15	Arum po	@ 25	Sanguinaria	50	P D Co.	@ 1 00												
Haematox, 1/4s	16@ 17	Calamus	20@ 40	Serpentaria	50	P D Co.	@ 1 00												
Ferru		Gentiana po 15.	12@ 15	Stromonium	60	P D Co.	@ 1 00												
Carbonate Precip.	15	Glycyrrhiza pv 15	16@ 18	Tolutan	60	P D Co.	@ 1 00												
Citrate and Quina	2 00	Hellebore, Alba	12@ 15	Valerian	50	P D Co.	@ 1 00												
Citrate Soluble.	55	Hydrastis, Canada	@ 2 50	Veratrum Veride	50	P D Co.	@ 1 00												
Ferrocyanidum S	40	Hydrastis, Can. po	@ 2 60	Zingiber	60	P D Co.	@ 1 00												
Solut. Chloride	15	Inula, po	18@ 22	Miscellaneous		P D Co.	@ 1 00												
Sulphate, com'l.	2	Ipecac, po	2 00@2 10	Aether, Spts Nit 3f	30@ 35	P D Co.	@ 1 00												
Sulphate, com'l. by	70	Iris plox	35@ 40	Aether, Spts Nit 4f	34@ 38	P D Co.	@ 1 00												
Sulphate, pure	7	Isalapa, pr.	65@ 70	Alumen, gr'd po 7	3@ 4	P D Co.	@ 1 00												
Flora		Maranta, 1/4s	@ 35	Annatto	40@ 50	P D Co.	@ 1 00												
Arnica	20@ 25	Podophyllum po	15@ 18	Antimoni, po	4@ 5	P D Co.	@ 1 00												
Anthemis	50@ 60	Rhei	75@1 00	Antimoni et po T	40@ 50	P D Co.	@ 1 00												
Matricaria	30@ 35	Rhei, cut	1 00@1 25	Antifebrin	@ 20	P D Co.	@ 1 00												
Folia		Rhei, pv.	75@1 00	Antipyrin	@ 25	P D Co.	@ 1 00												
Barosma	75@ 80	Sanguinari, po 18	@ 15	Argent Nitras oz	@ 62	P D Co.	@ 1 00												
Cassia Acutifol.	15@ 20	Scilla, po 45	20@ 25	Arsenicum	10@ 12	P D Co.	@ 1 00												
Cassia, Acutifol	25@ 30	Senega	85@ 90	Balm Gilead buds	60@ 65	P D Co.	@ 1 00												
Salvia officinalis.	18@ 20	Serpentaria	50@ 55	Bismuth S N	1 90@2 00	P D Co.	@ 1 00												
1/4s and 1/2s	8@ 11	Smilax, M.	@ 25	Calcium Chlor, 1s	@ 9	P D Co.	@ 1 00												
Uva Ursi	8@ 11	Smilax, off's H.	@ 48	Calcium Chlor, 1/2s	@ 10	P D Co.	@ 1 00												
Gummi		Spigella	1 45@1 50	Calcium Chlor, 1/4s	@ 12	P D Co.	@ 1 00												
Acacia, 1st pkd.	@ 65	Symplocarpus	@ 25	Cantharides, Rus.	@ 90	P D Co.	@ 1 00												
Acacia, 2nd pkd.	@ 45	Valeriana Eng.	@ 25	Capsici Fruc's af	@ 20	P D Co.	@ 1 00												
Acacia, 3rd pkd.	@ 35	Valeriana, Ger.	15@ 20	Capsici Fruc's po	@ 22	P D Co.	@ 1 00												
Acacia, sifted sts.	@ 18	Zingiber a	12@ 16	Cap'i Fruc's B po	@ 15	P D Co.	@ 1 00												
Acacia, po	45@ 65	Zingiber j	25@ 28	Carmine, No. 40	@ 4 25	P D Co.	@ 1 00												
Aloe, Barb	22@ 25	Semen		Carphyllus	20@ 22	P D Co.	@ 1 00												
Aloe, Cape	@ 25	Anisum po 20	@ 16	Cassia ructus	@ 35	P D Co.	@ 1 00												
Aloe, Socotri	@ 45	Apium (gravel's)	13@ 15	Cataceum	@ 35	P D Co.	@ 1 00												
Ammoniac	55@ 60	Bird, 1s	4@ 6	Centraria	@ 10	P D Co.	@ 1 00												
Asafoetida	85@ 90	Cannabis Sativa	7@ 8	Cera Alba	50@ 55	P D Co.	@ 1 00												
Benzoinum	50@ 55	Cardamon	70@ 90	Cera Flava	40@ 42	P D Co.	@ 1 00												
Catechu, 1s	@ 13	Carui po 15	12@ 15	Crocus	45@ 50	P D Co.	@ 1 00												
Catechu, 1/2s	@ 14	Chenopodium	25@ 30	Chloroform	34@ 54	P D Co.	@ 1 00												
Catechu, 1/4s	@ 16	Coriandrum	12@ 14	Chloral Hyd Crss 1	15@1 40	P D Co.	@ 1 00												
Camphorae	60@ 65	Cydonium	75@1 00	Chloro'm Squibbs	@ 90	P D Co.	@ 1 00												
Euphorbium	@ 40	Dipterix Odorate	2 50@2 75	Chondrus	20@ 25	P D Co.	@ 1 00												
Galbanum	@ 1 00	Foeniculum	@ 30	Cinchonid'e Germ	38@ 48	P D Co.	@ 1 00												
Gamboge po. 1	25@1 35	Foenugreek, po.	7@ 9	Cinchonidine P-W	38@ 48	P D Co.	@ 1 00												
Gauliacum po 35	@ 35	Lini	6@ 8	Cocaine	2 80@3 00	P D Co.	@ 1 00												
Kino po 45c	@ 45	Lini, gr'd. bbl. 5 1/2	6@ 8	Corks list, less 75%	@ 45	P D Co.	@ 1 00												
Mastic	@ 75	Lobelia	75@ 80	Creosotum	@ 45	P D Co.	@ 1 00												
Myrrh po 50	@ 45	Pharlaris Cana'n	9@ 10	Creta	bbl. 75	P D Co.	@ 1 00												
Opium	6 00@6 10	Rapa	5@ 6	Creta, prep.	@ 2	P D Co.	@ 1 00												
Shellac	45@ 55	Sinapis Alba	8@ 10	Creta, precip.	9@ 11	P D Co.	@ 1 00												
Shellac, bleached	60@ 65	Sinapis Nigra	9@ 10	Creta, Rubra	@ 8	P D Co.	@ 1 00												
Tragacanth	70@1 00	Spiritus		Cudbear	@ 24	P D Co.	@ 1 00												
Herba		Frumentum W. D. 2	00@2 50	Cupri Sulph	3@ 10	P D Co.	@ 1 00												
Absinthium	7 00@7 50	Frumentum	1 25@1 50	Dextrine	7@ 10	P D Co.	@ 1 00												
Eupatorium oz pk	20	Juniperis Co.	1 75@3 50	Emery, all Nos.	@ 8	P D Co.	@ 1 00												
Lobelia oz pk	20	Juniperis Co O T	1 65@2 00	Emery, po	@ 6	P D Co.	@ 1 00												
Majorium oz pk	28	Saccharum N E	1 90@2 10	Ergota po 65	60@ 65	P D Co.	@ 1 00												
Mentha Pip. oz pk	23	Spt Vini Galli	1 75@6 50	Ether Sulph	35@ 40	P D Co.	@ 1 00												
Mentha Ver oz pk	25	Vini Alba	1 25@2 00	Flake White	12@ 15	P D Co.	@ 1 00												
Rue oz pk	39	Vini Oporto	1 25@2 00	Galla	@ 30	P D Co.	@ 1 00												
Tanacetum V.	22	Sponges		Gambler	3@ 9	P D Co.	@ 1 00												
Thymus V. oz pk	25	Extra yellow sheeps'	@ 1 25	Gelatin, Cooper	@ 60	P D Co.	@ 1 00												
Magnesia		wool carriage	@ 1 25	Gelatin, French	35@ 60	P D Co.	@ 1 00												
Calcined, Pat.	55@ 60	Florida sheeps' wool	3 00@3 50	Glassware, fit boo 75%	@ 75	P D Co.	@ 1 00												
Carbonate, Pat.	18@ 20	Grass sheeps' wool	@ 1 25	Less than box 70%	@ 13	P D Co.	@ 1 00												
Carbonate, K-M.	18@ 20	Hard, slate use.	@ 1 00	Glue, brown	11@ 13	P D Co.	@ 1 00												
Carbonate	18@ 20	Nassau sheeps' wool	@ 1 00	Glue, white	15@ 25	P D Co.	@ 1 00												
Oleum		carriage	3 50@3 75	Glycerina	23@ 30	P D Co.	@ 1 00												
Absinthium	6 50@7 00	Velvet extra sheeps'	@ 2 00	Grana Paradisi	@ 25	P D Co.	@ 1 00												
Amygdalae Dulc.	75@ 85	wool carriage	@ 2 00	Humulus	35@ 60	P D Co.	@ 1 00												
Amygdalae, Ama	8 00@8 25	Yellow Reef, for	@ 1 40	Hydrarg Ammo'l	@ 1 15	P D Co.	@ 1 00												
Anisi	1 90@2 00	slate use	@ 1 40	Hydrarg Ch. Mt	@ 90	P D Co.	@ 1 00												
Auranti Cortex	2 75@2 85	Syrups		Hydrarg Ch Cor	@ 90	P D Co.	@ 1 00												
Bergamiti	5 50@5 60	Acacia	@ 50	Hydrarg Ox Ru'm	@ 1 00	P D Co.	@ 1 00												
Capiputi	85@ 90	Auranti Cortex	@ 50	Hydrarg Ungue'm	50@ 60	P D Co.	@ 1 00												
Caryophylli	1 30@1 40	Ferri Iod	@ 50	Hydrargyrum	@ 85	P D Co.	@ 1 00												
Cedar	50@ 90	Ipecac	@ 60	Ichthyobolla, Am.	90@1 00	P D Co.	@ 1 00												
Chenopadii	3 75@4 00	Rhei Arom	@ 60	Indigo	75@1 00	P D Co.	@ 1 00												
Cinamonni	1 75@1 85	Smilax Off's	50@ 60	Iodine, Resubi	4 00@4 10	P D Co.	@ 1 00												
Conium Mac	8@ 10	Senega	@ 60	Iodoform	3 90@4 00	P D Co.	@ 1 00												
Citronella	80@ 70	Liquor Arsen et		Liquor Arsen et	@ 25	P D Co.	@ 1 00												
		Hydrarg Iod.		Hydrarg Iod.	@ 25	P D Co.	@ 1 0												

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.

3

CHEWING GUM

American Flag Spruce
Beeman's Pepsin
Adams' Pepsin
Best Pepsin
Best Pepsin, 5 boxes
Black Jack
Largest Gum Made
Sen Sen
Sen Sen Breath Perf
Yucatan
Spear-mint

55
55
55
45
2 00
55
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1 00
55
55

CHICORY

Bulk
Red
Eagle
Franck's
Schener's

5
7
7
7
6

CHOCOLATE

Walter Baker & Co.'s
German Sweet
Premium
Caracas
Walter M. Lowney Co
Premium, 1/4s
Premium, 1/2s

22
31
31
31
30
30

CIDER, SWEET

"Morgan's"

Regular barrel 50 gals
Trade barrel, 28 gals
1/2 Trade barrel, 14 gals
Boiled, per gal
Hard, per gal

7 50
4 50
2 75
50
20

COCOA

Baker's
Cleveland
Colonial, 1/4s
Colonial, 1/2s
Epps
Huyler
Lowney, 1/4s
Lowney, 1/2s
Lowney, 1/4s
Lowney, 1s
Van Houten, 1/4s
Van Houten, 1/2s
Van Houten, 1s
Webb
Wilbur, 1/4s
Wilbur, 1/2s

37
41
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72
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COCOANUT

Dunham's 1/4s & 1/2s
Dunham's 1/4s
Dunham's 1/2s
Bulk

26 1/2
27
28
11

COFFEE

Rio
Common
Fair
Choice
Fancy
Santos
Common
Fair
Choice
Fancy
Peaberry
Maracalibo
Fair
Choice
Mexican
Fancy
Guatemala
Choice
Java
African
Fancy African
O. G.
P. G.
Mocha
Arabian
New York Basis
Arbuckle
Dilworth
Jersey
Lion
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
Felix, 1/2 gro
Hummel's foil, 1/2 gro.
Hummel's tin, 1/2 gro.
CRACKERS
National Biscuit Company
Brand
Butter
N. B. C. Square
Seymour, Round
Soda
N. B. C.
Select
Saratoga Flakes
Zephyrette
Oyster
N. B. C. Round
Gem
Faust
Raisin Gems
Sweet Goods.
Animals
Atlantics
Atlantic, Assorted
Arrowroot Biscuit
Avena Fruit Cake
Brittle
Bumble Bee
Cadets
Cartwheels Assorted
Chocolate Drops
Circle Honey Cookies
Currant Fruit Biscuits
Cracknels
Coffee Cake
Coffee Cake, Iced
Cocoanut Taffy Bar
Cocoanut Bar
Cocoanut Drops

10@13 1/2
14 1/2
16 1/2
20
12@13 1/2
14 1/2
16 1/2
19
16
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16 1/2
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21
15 25
18 75
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14 75
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6	7	8	9	10	11
Kansas Hard Wheat Flour Judson Grocer Co. Fanchon, 1/2 cloth 6 30 Lemon & Wheeler Co. White Star, 1/2 cloth 5 90 White Star, 1/2 cloth 5 80 White Star, 1/2 cloth 5 70 Grand Rapids Grain & Milling Co. Brands Purity, Patent 5 70 Wizard, Flour 5 60 Wizard, Graham 5 50 Wizard, Corn Meal 4 00 Wizard, Buckwheat 6 00 Rye 4 00 Spring Wheat Flour Roy Baker's Brand Golden Horn, family 5 95 Golden Horn, bakers 5 85 Duluth Imperial 6 00 Wisconsin Rye 4 55 Judson Grocer Co.'s Brand Ceresota, 1/2 6 40 Ceresota, 1/2 6 30 Ceresota, 1/2 6 20 Lemon & Wheeler's Brand Wingold, 1/2 6 40 Wingold, 1/2 6 30 Wingold, 1/2 6 20 Worden Grocer Co.'s Brand Laurel, 1/2 cloth 6 35 Laurel, 1/2 cloth 6 25 Laurel, 1/2 cloth 6 15 Laurel, 1/2 cloth 6 15 Voigt's Milling Co.'s Brand Voigt's Crescent 6 00 Voigt's Flour 6 00 (whole wheat flour) 6 00 Voigt's Hygienic Graham 5 40 Voigt's Royal 6 40 Wykes & Co. Sleepy Eye, 1/2 cloth 6 20 Sleepy Eye, 1/2 cloth 6 10 Sleepy Eye, 1/2 cloth 6 00 Sleepy Eye, 1/2 paper 6 00 Sleepy Eye, 1/2 paper 6 00 Meal Bolted 3 90 Golden Granulated 4 00 St. Car Feed screened 28 50 No. 1 Corn and Oats 28 50 Corn, cracked 28 50 Corn Meal, coarse 28 50 Winter Wheat Bran 24 00 Middlings 26 00 Buffalo Gluten Feed 32 00 Dairy Feeds Wykes & Co. O P Linseed Meal 40 00 O P Laxo-Cake-Meal 37 00 Cottonseed Meal 35 00 Gluten Feed 31 50 Brewers' Grains 28 00 Hammond Dairy Feed 25 00 Alfalfa Meal 25 00 Oats Michigan carlots 49 Less than carlots 52 Corn Carlots 62 Less than carlots 65 Hay Carlots 17 Less than carlots 18 HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25 HORSE RADISH Per doz. 90 JELLY 5lb pails, per doz. 2 25 15lb. pails, per pail 50 30lb. pails, per pail 90 MAPLEINE 2 oz. bottles, per doz 3 00 MATCHES C. D. Crittenden Co. Noiseless Tip 4 50@4 75 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Good 22 Fair 20 Half barrels 2c extra MINCE MEAT Per case 2 90 MUSTARD 1/2 lb. 6 lb. box 18 OLIVES Bulk, 1 gal. kegs 1 10@1 20 Bulk, 2 gal. kegs 1 00@1 10 Bulk, 5 gal. kegs 95@1 05 Manzanilla, 3 oz. 75 Queen, pints 2 50 Queen, 19 oz. 4 50 Queen, 28 oz. 7 00 Stuffed, 5 oz. 90 Stuffed, 3 oz. 1 45 PIPES Clay, No. 216, per box 1 75 Clay, T. D., full count 60 Cob 90 PICKLES Medium Barrels, 1,200 count 6 25 Half bbls., 600 count 3 65 Small Half bbls., 1,200 count 4 50 PLAYING CARDS. No. 90 Steamboat 85 No. 15, Rival, assorted 1 75 No. 20, Rover, enam'd 2 00 No. 572, Special 1 75 No. 98 Golf, satin fin. 2 00 No. 808 Bicycle 2 00 No. 632 Tourist whist 2 25 POTASH Babbitt's 4 00 PROVISIONS Barreled Pork Mess, new 22 00 Clear Back 24 50 Short Cut 21 50	Short Cut Clear 21 50 Bean 20 50 Brisket, Clear 24 00 Pig 24 00 Clear Family 21 00 Dry Salt Meats Lard Pure in tins 13 3/4 Compound Lard 9 40 lb. tubs 1/4 advance 50 lb. tubs 1/4 advance 50 lb. tins 1/4 advance 10 lb. pails 1/4 advance 5 lb. pails 1/4 advance 8 lb. pails 1/4 advance Smoked Meats Hams, 12 lb. average 14 Hams, 14 lb. average 14 Hams, 16 lb. average 14 Hams, 18 lb. average 14 Skinned Hams 15 Ham, dried beef sets 16 1/2 California Hams 11 1/2 Picnic Boiled Hams 12 Boiled Ham 11 Berlin Ham, pressed 11 Minced Ham 11 Bacon 17 Sausages Bologna 8 Liver 5 Frankfort 10 Pork 11 Veal 11 Tongue 11 Headcheese 9 Beef Boneless 14 00 Rump, new 14 00 Pig's Feet 1/2 bbls., 40 lbs. 2 00 1/2 bbls., 40 lbs. 2 00 1 bbl. 9 00 Tripe Kits, 15 lbs. 80 1/2 bbls., 40 lbs. 1 60 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 32 Beef, rounds, set 25 Beef, middles, set 80 Sheep, per bundle 90 Uncolored Butterine Solid dairy 10 @ 12 Country Rolls 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb. 3 20 Corned beef, 1 lb. 1 80 Roast beef, 2 lb. 3 20 Roast beef, 1 lb. 1 80 Potted ham, 1/2 30 Potted ham, 1/2 30 Deviled Ham, 1/2 30 Deviled Ham, 1/2 30 Potted tongue, 1/2 30 Potted tongue, 1/2 30 RICE Fancy 7 @ 7 1/2 Japan 5 1/2 @ 6 1/2 Broken 2 1/2 @ 3 1/2 SALAD DRESSING Columb, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box. Arm and Hammer 3 00 Deland's 3 00 Dwight's Cow 3 00 L. P. 3 00 Standard 1 80 Wyandotte, 100 1/2 3 00 SAL SODA Granulated, bbls. 80 Granulated, 100 lbs. cs. 90 Lump, bbls. 80 Lump, 145 lb. kegs 9 SALT Common Grades 100 3 lb. sacks 2 40 60 5 lb. sacks 2 25 28 10 1/2 lb. sacks 2 10 56 lb. sacks 32 28 lb. sacks 17 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 24 Common Granulated, fine 90 Medium, fine 85 SALT FISH Cod Large whole @ 7 Small whole @ 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock @ 5 Halibut Strips 15 Thunks 16 Holland Herring White Hp. bbls. 10 50@11 00 White Hp. 1/2 bbls. 5 25@5 75 White Hoop mchs. 68@80 Norwegian Round, 100 lbs. 3 75 Round, 40 lbs. 1 90 Sealed 14 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75 Mackerel Mess, 100 lbs. 15 50 Mess, 40 lbs. 6 50 Mess, 10 lbs. 1 75 Mess, 8 lbs. 1 40	No. 1, 100 lbs. 14 00 No. 1, 40 lbs. 6 00 No. 1, 10 lbs. 1 60 No. 1, 8 lbs. 1 30 Whitenish No. 1, No. 2 Fam. 100 lbs. 9 75 3 50 50 lbs. 5 25 1 90 10 lbs. 1 12 30 8 lbs. 92 48 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8oz 2 80 Dusky D'nd 100 6 oz 3 80 Jap Rose, 50 bars 3 60 Savon Imperial 3 00 White Russian 3 15 Lome, oval bars 3 00 Satinet, oval 2 70 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 3 50 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 50 Lautz Bros. & Co. Acme, 70 bars 4 00 Acme, 30 bars 4 00 Acme, 25 bars 4 00 Acme, 100 cakes 3 60 Big Master, 10 bars 2 80 German Mottled 3 35 German Mottled, 5 bxs 3 30 German Mottled, 10bxs 3 25 German Mottled, 25bxs 3 20 Marseilles, 10 cakes 6 00 Marseilles, 100 cks 5c 4 00 Marseilles, 100 ck toil 4 00 Marseilles, 1/2bx toilet 2 10 A. B. Wrisley Good Cheer 4 00 Old Country 3 40 Soap Powders Snow Boy, 100s, 11bs. 4 00 Snow Boy 24 41bs. 4 00 Snow Boy, 60 5c 2 40 Snow Boy, 30 No. 2 2 40 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 00 Kirkoline, 24 41b. 3 80 Pearline 3 75 Soapine 4 10 Babbitt's 1776 3 75 Roseine 3 50 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 30 Rub-No-More 3 85 Scouring Enoch Morgan's Sons. Sapolio, gross lots 9 00 Sapolio, half gro. lots 4 50 Sapolio, single boxes 2 25 Sapolio, hand 2 25 Scourine Manufacturing Co. Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes 5 1/2 Kegs, English 4 1/4 SPICES Whole Spices Allspice, Jamaica 13 Allspice large Garden 11 Cloves, Zanzibar 16 Cassia, Canton 14 Cassia, 5c pkg. doz. 25 Ginger, African 9 1/2 Ginger, Cochon 14 1/2 Mace, Penang 50 Mixed, No. 1 16 1/2 Mixed, No. 2 10 Mixed, 5c pkgs. doz. 45 Nutmegs, 75-80 25 Nutmegs, 105-110 20 Pepper, Black 14 Pepper, White 25 Pepper, Cayenne 22 Paprika, Hungarian 38 Pure Ground in Bulk Allspice, Jamaica 12 Cloves, Zanzibar 22 Cassia, Canton 12 Ginger, African 12 Mace, Penang 55 Nutmegs, 75-80 35 Pepper, Black 11 1/2 Pepper, White 18 Pepper, Cayenne 16 Paprika, Hungarian 38 STARCH Corn Kingsford, 40 lbs. 7 1/2 Muzzy, 20 lb. pkgs. 5 1/4 Muzzy, 40 lb. pkgs. 5 Gloss Kingsford Silver Gloss, 40 lbs. 7 1/2 Silver Gloss, 16 3lbs. 6 1/4 Silver Gloss, 12 6lbs. 8 1/4 Muzzy 48 lb. packages 5 16 5lb. packages 4 1/2 12 6lb. packages 6 50lb. boxes 4 SYRUPS Corn Barrels 27 Half barrels 29 20lb. cans 1/2 dz. in cs. 1 65 10lb. cans, 1/2 dz. in cs. 1 60 5lb. cans, 2 dz. in cs. 1 70 3 1/2lb. cans, 3 dz. in cs. 1 75	Pure Cane Fair 16 Good 20 Choice 25 TEA Japan Sundried, medium 24@26 Sundried, choice 30@33 Sundried, fancy 36@40 Regular, medium 24@26 Regular, choice 30@33 Regular, fancy 36@40 Basket-fired, medium 30 Basket-fired, choice 35@37 Basket-fired, fancy 40@43 Nibs 26@30 Siftings 10@12 Fannings 14@15 Gunpowder Moyune, medium 28 Moyune, choice 32 Moyune, fancy 40@45 Pingsuey, medium 25@28 Pingsuey, choice 30 Pingsuey, fancy 40@45 Young Hyson Choice 30 Fancy 40@50 Oolong Formosa, fancy 45@60 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 25 Choice 30 Fancy 40@45 India Ceylon, choice 30@35 Fancy 45@50 TOBACCO Fine Cut Cadillac 54 Sweet Loma 34 Hiawatha, 5lb. pails 56 Telegram 30 Pay Car 33 Prairie Rose 49 Protection 40 Sweet Burley 41 Tiger 41 Plug Red Cross 30 Palo 35 Kyllo 35 Battle Ax 37 American Eagle 33 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 14 1/2 oz. 44 Jolly Tar 55 Nobby Twist 39 Old Honesty 43 Toddy 34 J. T. 33 Piper Heldsick 69 Boot Jack 86 Honey Dip Twist 43 Black Standard 40 Cadillac 40 Forge 34 Nickel Twist 52 Mill 32 Great Navy 36 Smoking Sweet Core 34 Flat Car 32 Warpath 26 Bamboo, 16 oz. 25 I X L, 5lb. 27 I X L, 16 oz. pails 31 Honey Dew 40 Gold Block 40 Flagman 40 Chips 33 Kiln Dried 21 Duke's Mixture 40 Duke's Cameo 43 Myrtle Navy 44 Yum Yum, 1 1/2 oz. 39 Yum, Yum, 1lb. pails 39 cream 38 Corn Cake, 2 1/2 oz. 26 Corn Cake, 1lb. 21 Plover Boy, 1 1/2 oz. 39 Plover Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 36 Peerless, 1 1/2 oz. 39 Air Brake 36 Cant Hook 30 Country Club 32-34 Forex-XXXX 30 Good Indian 26 Self Binder, 16oz. 8oz. 20-22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 TWINE Cotton, 3 ply 24 Cotton, 4 ply 24 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium N 24 Wool, 1 lb. balls 8 VINEGAR State Seal 12 Oakland apple cider 14 Morgan's Old Process 14 Barrels free. WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels, wide band 1 10 Market 25 Splint, large 3 50 Splint, medium 3 00 Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, me'm 7 25 Willow, Clothes, small 6 25	Butter Plates Wire End or Ovals. 1/2 lb., 250 in crate 30 1/2 lb., 250 in crate 30 1 lb., 250 in crate 30 2 lb., 250 in crate 35 3 lb., 250 in crate 40 5 lb., 250 in crate 50 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 Clothes Pins Round Head. 4 inch, 5 gross 50 4 1/2 inch, 5 gross 55 Cartons, 20 2 1/2 doz. bxs. 60 Egg Crates and Fillers Humpty Dumpty, 12 dz. 20 No. 1 complete 40 No. 2 complete 28 Case No. 2 fillers 15 Case, mediums, 12 sets 1 15 Faucets Cork lined, 8 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90 Mop Sticks Trojan spring 90 Eclipse patent spring 95 No. 1 common 60 No. 2 pat. brush holder 60 12lb. cotton mop heads 1 40 Ideal No. 7 85 Pails 2-hoop Standard 2 15 3-hoop Standard 2 25 2-wire, Cable 2 25 3-wire, Cable 2 45 Cedar, all red, brass 1 25 Paper, Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes 22 Mouse, wood, 4 holes 45 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 65 Rat, wood 80 Rat, spring 75 Tubs 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable, No. 1 9 25 18-in. Cable, No. 2 8 25 16-in. Cable, No. 3 7 25 No. 1 Fibre 10 25 No. 2 Fibre 9 25 No. 3 Fibre 8 25 Washboards Bronze Globe 2 50 Dewey 1 75 Double Acme 3 75 Single Acme 3 15 Double Peerless 3 75 Single Peerless 3 25 Northern Queen 3 25 Double Duplex 2 00 Good Luck 2 75 Universal 3 00 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wood Bowls 13 in. Butter 1 50 15 in. Butter 2 25 17 in. Butter 2 40 19 in. Butter 5 90 Assorted, 13-15-17 3 00 Assorted, 15-17-19 4 25 WRAPPING PAPER Common straw 2 Fibre Manila, white 3 Fibre Manila, colored 4 No. 1 Manila 4 Cream Manila 3 Butcher's Manila 2 1/2 Wax Butter, short cut 13 Wax Butter, full count 20 Wax Butter, rolls 19 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 1 00 Least Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Whitefish, Jumbo 16 Whitefish, No. 1 12 Trout 11 1/2 Halibut 10 Herring 7 Bluefish 14 1/2 Live Lobster 29 Boiled Lobster 29 Cod 10 Haddock 8 Pike 12 Perch 9 Smoked, White 12 1/2 Chinook Salmon 15 Mackerel Finnan Haddie 10 Roe Shad 10 Shad Roe, each 8 1/2 Speckled Bass 8 1/2 HIDES AND PELTS Hides Green No. 1 11 Green No. 2 11 Cured No. 1 13 Cured No. 2 12 Calfskin, green, No. 1 13 Calfskin, green, No. 2 11 Calfskin, cured, No. 1 14 Calfskin, cured, No. 2 12 1/2 Pelts Old Wool 30 Lambs 50@75 Shearlings 40@66 Tallow No. 1 5 No. 2 4 Wool Unwashed, med. 25 Unwashed, fine 23 Standard Twist 8 Case Jumbo, 32 lb. 7 1/2 Extra H H 10 Boston Cream 13 Big stick, 30 lb. case 8 Mixed Candy Grocers Competition 6 1/2 Special 7 Conserve 8 Royal 7 1/2 Ribbon 13 Broken 18 Cut Leaf 8 1/2 Leader 8 1/2 Kindergarten 8 French Cream 10 Star 9 Hand Made Cream 11 Premio Cream mixed 16 Paris Cream Bon Bons 10 Fancy-In Pails Gypsy Hearts 14 Coco Bon Bons 14 Fudge Squares 13 Peanut Squares 9 Sugared Peanuts 13 Salted Peanuts 13 Starlight Kisses 11 San Blas Goodies 11 Lozenges, plain 13 Lozenges, printed 13 Champion Chocolate 13 Eclipse Chocolate 13 Eureka Chocolate 15 Quintette Chocolate 15 Champion Gum Drops 9 Moss Drops 10 Lemon Sours 10 Imperial 10 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 Golden Waffles 13 Red Rose Gum Drops 13 Auto Bubbles 13 Fancy-In 5lb. Boxes Old Fashioned Molasses 13 es 13, 10lb. bx 1 20 Orange Jellies 50 Lemon Sours 50 Old Fashioned Hor- hound drops 60 Peppermint Drops 60 Champion Choc. Drps 60 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 12 1 10 Butter Sweets, as'd. 1 10 Brilliant Gums, Crya. 1 10 A. A. Licorice Drops 30 Lozenges, printed 65 Lozenges, plain 65 Imperial 65 Mottos 65 Cream Bar 65 G. M. Peanut Bar 65 Hand Made Crms 65@90 Cream Wafers 65 String Rock 65 Wintergreen Berries 65 Old Time Assort'd 3 75 Buster Brown Good 3 50 Up-to-date Assmt 3 75 Ten Strike No. 1 6 00 Ten Strike No. 2 6 00 Ten Strike, Summer as- sortment 6 75 Scientific Ass't 18 00 Pop Corn Cracker Jack 3 25 Giggles, 5c pkg. cs 3 50 Pop Corn Balls 200s 1 25 Azulikit 100s 1 25 Oh My 100s 1 25 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS-Whole Almonds, Tarragona 16 Almonds, Drake 15 Almonds, California sft. shell 12@13 Brazil 12@13 Filberts 12@13 Cal. No. 1 12 Walnuts, soft shell 15@16 Walnuts, Marbot 13 Table nuts, fancy 13@13 1/2 Pecans, Med. 13 Pecans, ex. large 14 Pecans, Jumbos 16 Hickory Nuts per bu. Ohio, new Cocoanuts Chestnuts, New York State, per bu. Shelled Spanish Peanuts 9 1/2 Pecan Halves 9 1/2 Walnut Halves 30@32 Filbert Meats 32 Alicante Almonds 42 Jordan Almonds 47 Peanuts Fancy H. P. Suns 7 1/2 Roasted 7 1/2 Choice, H. P. Jumb- bo 8	

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon .55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Doz.
Small size, 1 doz. box .40
Large size, 1 doz. box .75

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots .31
El Portana .33
Evening Press .32
Exemplar .32

Worden Grocer Co. brand

Ben Hur

Perfection .35
Perfection Extras .35
Londres .35
Londres Grand .35
Standard .35
Puritans .35
Panatellas, Finas .35
Panatellas, Bock .35
Jockey Club .35

COCOANUT

Baker's Brazil Shredded



70 5c pkgs. per case .2 60
36 10c pkgs. per case .2 60
16 10c and 36 5c pkgs.
per case .2 60

FRESH MEATS

Beef

Carcass .6 1/2 @ 9 1/2
Hindquarters .8 @ 10 1/2
Loins .9 @ 14
Rounds .7 1/2 @ 9
Chucks .7 @ 7 1/2
Plates .7 @ 5
Livers .7 @ 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 16
60ft. .1 35
70ft. .1 60

Cotton Windsor

50ft. .1 30
60ft. .1 44
70ft. .1 80
80ft. .2 00

Cotton Braided

40ft. .95
50ft. .1 35
60ft. .1 65

Galvanized Wire

No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, M & J, 1lb.
Excelsior, 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

1/2 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 to 2 in. 11
2 in. 15
3 in. 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

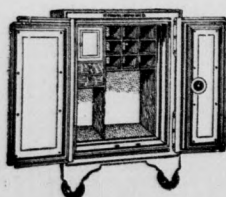
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large .1 80
Cox's, 1 doz. Small .1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's .1 50
Knox's Acidu'd. doz. .1 25
Oxford .75
Plymouth Rock .1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brand.



100 cakes, large size .6 50
50 cakes, large size .3 25
100 cakes, small size .3 85
50 cakes, small size .1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25
TABLE SAUCES
Halford, large .3 75
Halford, small .2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company
Grand Rapids, Mich.

The 25c "Baby" Is Doing Well

¶ Two weeks ago we told you the 5
and 10c twins had a baby brother.

¶ We never knew a baby to grow as
this one has grown.

¶ Fortunately, we had gotten ready
with the goods. We knew the de-
mand would be strong, but we did
not look for the flood of orders that
came in response to our first an-
nouncements.

¶ The capacity of our four distributing
houses has been taxed to keep up.
Already several hundred merchants
have their 25 cent departments and
counters in operation. Hundreds
more are about ready to open, and
we are in touch with several thou-
sand others who contemplate featur-
ing 25 cent goods.

¶ The 25 cent leaven is spreading. It
will reach your town in the near
future and some merchant there will
get profit and advertising out of it.
Let that someone be you.

¶ Write at once for our April cata-
logue which gives full details. Ask
for catalogue No. F. F. 782.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

New York, Chicago, St. Louis, Minneapolis

Sample Houses: Baltimore, Cincinnati, Dallas, Kansas City, Omaha
San Francisco, Seattle

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

Wanted—Small stock general merchandise. Must bear investigation. Address Merchant, care Tradesman. 538

Auctioneer—Stocks of merchandise closed out or reduced anywhere in U. S. or Canada; expert service; satisfaction guaranteed. For terms and date, address R. G. Holman, Harvey, Ill. 537

Wanted—To correspond with parties that would take an interest in electric light and water plant earning \$10,000 net now, that can be doubled. F. H. Earl, Chillicothe, Ill. 536

Wanted—Parties interested in concrete work to take interest in a stone crushing plant. Small capital required to install up-to-date machinery. O. L. De Forest, Janesville, Wis. 535



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 Rent—In Milan, Mich., brick store 47x68, old-established, best store. Modern equipment, complete for general stock, hot air heat, electric lamps 24 hours, sanitary plumbing, city water. A sale every 15 seconds, and make a profit on your goods, you want the services of

For Sale—Three practically new Bangs combination show case and soda table, with attached seats. Less than 1/2 original price. Ray C. Eaton, Otsego, Mich. 534

For Sale—Small, well assorted stock dry goods, notions. Good location; a money-maker; selling on account of loss of sight. Address Harman's Notion Store, Onaway, Mich. 532

Money in Every Mail—Own business like mine. No capital; no canvassing; no merchandise to handle; legitimate. Address, with stamp, J. L. Whately, Toccoa, Ga. 531

For Sale—Drug stock and fixtures in city of 3,500 inhabitants. Will invoice \$3,000. A bargain. Must be sold at once. Reason, death of proprietor. Address Hazeltine & Perkins Drug Co., Grand Rapids. 530

Sheriff's sale on execution. Stock comprises dry goods, boots, shoes, clothing and groceries. Also fixtures of the store. Invoices about \$4,500. Date of sale, April 12, at 10 o'clock a. m. Stock known as Finkbeiner Stock at Hersey, Mich. 529

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—In Georgian Bay district, two tracts white pine, four million feet each, on river and railroad. Good market for logs. Only four dollars per 1,000. Fine opportunity for small operation. J. H. Simpson, 99 Canfield Ave., Detroit, Mich. 528

If you want to buy good farm in Michigan, write to the Real Estate Exchange, McBride, Mich. 527

Wanted—Gasoline auto filling tank for use on sidewalk. Address Redfern & Annis Co., Ovid, Mich. 526

For Sale—Old-established paying retail lumber yard and mill, Monroe. Population 8,500. Many factories and buildings going up. City growing. One other yard in city. W. C. Sterling, Jr., Monroe, Mich. 525

For Sale—Variety store, Battle Creek, Mich., stock of clean, quick turning variety goods, next to big factory district, new post office next door. Privilege three year lease present location, expense per cent. small, profits large. Stock gained 43% in six months. Cash sale only. Address No. 524, care Tradesman. 524

For Sale—Meat market, central part Ludington. Cold storage in connection. Rent reasonable. Address Cold Storage, care Tradesman. 522

The Country of Opportunity—There is a demand for capable merchandise men in the Northwest who have capital to put into large country stores, owners of which have outside interests demanding attention. There are splendid openings for enterprising merchants in the rapidly developing West. If you are interested, write or call on Sales Manager, Finch, Van Slyck & McConville, Wholesale Dry Goods, St. Paul, Minn., stating capital and whether you wish to move the stock or buy a new one. 523

For Sale—Xenia lace curtain display rack. Twenty-five double metal arms; capacity, 50 curtains; worth \$25; first-class condition; \$10 takes it. Address W. Doughty, Mt. Pleasant, Mich. 521

\$50 invested now will double your money within one year. M., 17 Campau Bldg., Detroit. 520

Factory hands wanted. Carpenters for cabinet and stair department. Cutters and rippers for cutting department. Machine hands for sash department. Moulding machine hands for operating up to date moulders. Address, stating wages expected, Huttig Mfg. Co., Muscatine, Iowa. 539

For Sale—Bakery, restaurant, ice cream parlor. Cheap if sold soon. Thoroughly equipped. Splendid business. Snap for baker. Uglow's Bakery, Lowell, Mich. 519

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.

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

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

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

For Sale—Grocery and hardware stock and fixtures about \$2,000. Everything new and up-to-date. New farming town on railroad and river. Last year's sales about \$10,000. Good reasons for selling. Cash. Faye E. Wenzel, Edgetts, Mich. 497

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

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

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

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

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

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, glasses and silverware. \$900 worth for \$200. W. I. Benedict, Belding, Mich. 443

Will pay cash for shoe stock. Address No. 286, care Michigan Tradesman. 286

Incorporate under South Dakota laws. No franchise taxes; save expense, reliable. Drexel Investment Co., Drexel Bank Bldg., Chicago. 415

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. 410

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. 542

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

HELP WANTED.

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.

CASH VERSUS CREDIT.

Doing business on a cash basis is beautiful as a theory, but it very rarely works out, say some men who believe in extending credit, because, having large capital and good ability as executives, they have found that a credit business is not always disastrous.

Perhaps the best cash basis line of business which disproves the theory of those who believe only in credit is the business of the thousands of little chaps all over the country who sell newspapers; the enthusiastic, self-reliant little hustlers who buy for cash and sell for cash and handle anywhere from two to a dozen "stocks of goods" daily.

Going to another extreme for an instance of doing business on a cash basis, we find that the business of operating a street railway system is a striking example whether it embodies a surface system, an elevated system or a system of subways. Always the purchaser of such small service pays cash. So, too, is it as to the business done by the great railway systems.

Coming to the mercantile phases of doing business for cash, there are the chains of cigar stores, restaurants, five and ten cent stores, drug stores, and so on, all observing the no-credit practice and, because of these examples, the general public is becoming educated up to the habit of paying for goods when they are selected and ordered.

On the other hand, there are chains of "Your-credit-good" stores all over the country, so that already students of domestic and social economy are earnest, interested observers of both sides of the controversy trying to formulate fair, accurate and constructive theories as to the merits and demerits of the situation.

"Pay as you go" is the squarest, safest and most profitable doctrine for any individual to adopt and observe, and yet a very successful banker, in discussing this idea recently, declared that it is a doctrine applicable to-day only to individual men and women. "As all large business enterprises are conducted to-day," he added, "a line of credit—short credit, perhaps, but all the same a credit—is an absolute necessity for the firm or corporation conducting such enterprise. And as such credits are arranged, guarded and conducted by both parties to the agreements, doing business on credit is as safe as it would be were the cash basis observed."

UNFAIR COMPETITION.

One of the developments of the present craze for "keeping a few hens" which seems to have hit a large proportion of people living in cities causes no end of comment among proprietors of retail grocery and provision stores and not a little trouble. With the passing of the Lenten season and the presence of very temperate weather, the hens have begun business in earnest and the variations from day to day as to the price of eggs are interesting to

those people who have anywhere from a dozen to four dozen hens.

With eggs that are strictly fresh ranging from 20 to 30 cents a dozen, according to location, the thrifty housewife is very glad to supply neighbors with eggs and is very careful to sell them at the prevailing retail price.

"I do not exaggerate a bit," said a well known Grand Rapids retailer, "when I say that I have answered half a dozen enquiries over the phone as to what we are asking for strictly fresh eggs this forenoon. Of course, I sometimes recognize the voices of the enquirers; sometimes they announce their names, but many do not reveal their identity in any way, but simply ask: 'What's the price of strictly fresh eggs?' There have been days—and very recently, too—when we kept track of these calls that we found we had given the price of eggs to nine different persons—usually women. You would be astonished to know how many city people have hens and sell eggs to their neighbors."

Of course, there is no law against anyone keeping hens and selling such eggs as they may have to spare to their neighbors or to anyone else. And it is good business to get the highest price for the product; but the average retail merchant selling groceries and provisions sells eggs and would be very glad to send his delivery clerk for any strictly fresh eggs any of his customers may have for sale and would pay such customers as much as he would pay a farmer who brings them in. He is in the business of buying and selling and so it is not strange that he feels just a shade of resentment when he is called upon to give his time, his telephone service and his knowledge as to prices, gratis, to people who are competing with him in the egg trade.

"Have you told any of your customers you do no relish such competition?" was asked of the merchant.

"Not on your life," was the reply. "We can't afford to lose a steady, good customer by any such protest. Then it is probable that each person who butts in on the phone when we are busy and asks the price of eggs thinks he is the only one who has thought of making such enquiries. He doesn't know that there are scores of others just like him and that altogether they are cutting in very heavily on our retail egg trade."

THE RENEWAL BOOK.

This is especially needed where there are two or three clerks, one selling the last of a staple line and the proprietor not knowing that it is low until he is entirely out and there is a call which can not be filled. Have a note book hanging up especially for making note of any article in stock which is getting low, and when the last is sold underscore the word. This will tell at a glance what should be especially looked after and what are the pressing orders. When the supply is simply low, one may often pick up a bargain by keeping his eyes open, but when it is gone there is no time left to watch for bargains. It is essential to get the new stock as

soon as possible, and at the ruling price unless something better offers. Even if you do the entire part of sales alone there is danger of an oversight. A brand of tea or brown sugar or white thread will be gone before you are aware, and the customer who finds the deficit will possibly infer that your stock is very limited.

For convenience in making out the order it pays to keep the memorandum. It takes a very few minutes to jot down from the notes all necessary items, but to go through the stock of goods would be a much greater proposition.

Of course this does not furnish an ironclad rule for the new order. The season and popular demand and local conditions, together with experience gained, should enter into its formulation. The sugar barrel may be as freely allowed to get lower in midwinter than during fruit canning time, but there should be a goodly supply of soap, brooms and brushes in anticipation of the house cleaning season. These are but second thoughts suggested by the first. Make it a rule with employees to note in the book any stock which is low or entirely exhausted.

COLONEL ROOSEVELT.

During the past year the acts, experiences and incidents in the life of Theodore Roosevelt have been as carefully and accurately observed and made public as it has been possible for all of the great news service organizations, as well as various special correspondents, to accomplish. No private American citizen has ever been so enthusiastically received, so elaborately entertained and sincerely honored in foreign lands as has Colonel Roosevelt and withal—to the everlasting credit of journalism—no distinguished traveler has ever been more considerately and fairly treated in the public prints.

True, there have been roorbacks, caricatures, silly fictions and elaborate fakings as to the Colonel, his views, his hopes and his doings, but, one and all, they have fallen flat because of the excellent work of those individuals and organizations in whom, as news-getters, the general public has confidence.

And Colonel Roosevelt deserves all the honors and consideration he has received. Without ostentation and with a fixed, well defined and admirably planned purpose in view and with a specific and clearly stated policy declared, Colonel Roosevelt has accomplished his purpose and held faithfully to his policy. And now, while the potentates of Europe are putting aside precedents and overriding conventionalities in their desire to do him special honor, our ex-President is a figure before the entire world in which every American can take the greatest pride. He is a man who, pitying the molly coddle, despising the snob, hating the mucker and abhorring the hypocrite, recognizes true manly worth and glories in it wherever it is found. His present tour through Europe will furnish a red letter record in the history of civilized advancement.

Make a Profit On New Things.

"Making a profit on the stock we sell is the most important feature of our business, no matter what that line may be," said a retail man recently, "and this naturally applies to the shoe business as well as to any other. And this very matter of making a profit in a line of merchandise for the full year depends, in my opinion, most of all upon the making of the largest profit at the time that it is easiest to make it."

"I think, and I conduct my own business on these lines, that the time to get a good price for a shoe, which means a good profit on it, is when the shoe is new. It may be necessary to change this later in the season, but get your money while the novelty is there and while the demand exists for that particular style and character of shoe. It is easy enough to move goods when they are slow by cutting the figure to one that will be attractive to the customer, but the profit comes when the goods are attractive and when the price is of minor importance."

"Quality is important in getting the good price, I of course admit, and it is more important in keeping the customer pleased after the shoes are in service, but style is the principal feature in making the sale at the good figure, and the goods that I push when the season is young and the consumer is interested are those that have the most style."

"The staples will in a way take care of themselves, and the odds and ends will be taken care of by the price, but the new things which make the money for the store, are the things that should never be lost sight of by the retail man or any member of his store force."—Boot and Shoe Recorder.

Twelve Maxims.

Seriously ponder over and thoroughly examine any project to which you intend to give your attention.

Reflect a long time, then decide very promptly.

Go ahead.

Endure annoyances patiently and fight bravely against obstacles.

Consider honor a sacred duty.

Never lie about a business affair.

Pay your debts promptly.

Learn how to sacrifice money when necessary.

Do not trust too much to luck.

Spend your time profitably.

Do not pretend to be more important than you really are.

Never become discouraged; work zealously and you will surely succeed. Meyer Anselm Rothschild.

Any kind of thoughtless charity is pretty sure to be heartless.

BUSINESS CHANCES.

Local Representative Wanted—Splendid income assured right man to act as our representative after learning our business thoroughly by mail. Former experience unnecessary. All we require is honesty, ability, ambition and willingness to learn a lucrative business. No soliciting or traveling. This is an exceptional opportunity for a man in your section to get into a big-paying business without capital and become independent for life. Write at once for full particulars. Address E. R. Marden, Pres. The National Co-Operative Real Estate Co., Suite 371 Marden Bldg., Washington, D. C.

"QUAKER" BRAND COFFEE

is so firmly established and so popular that the mere reminder of its name and of its proprietors should suggest to dealers that they watch their stock closely and always have a full supply on hand.

Worden Grocer Co.
Grand Rapids

Just One Reason Why You Need The McCaskey Account Register

FIRST AND STILL THE BEST

- NEITHER you, nor your clerks, can be absolutely sure that every article that goes out of your store is charged to the proper person, if you do not have THE McCASKEY SYSTEM.
- With the McCASKEY SYSTEM it is impossible for you to forget a charge.
- Little leaks will sink a ship—little leaks, like forgotten charges, will ruin your business.
- There are a hundred other reasons why you need THE McCASKEY SYSTEM. We'll be glad to tell you what they are, if you will tell us that you are interested.
- A postal card will do.



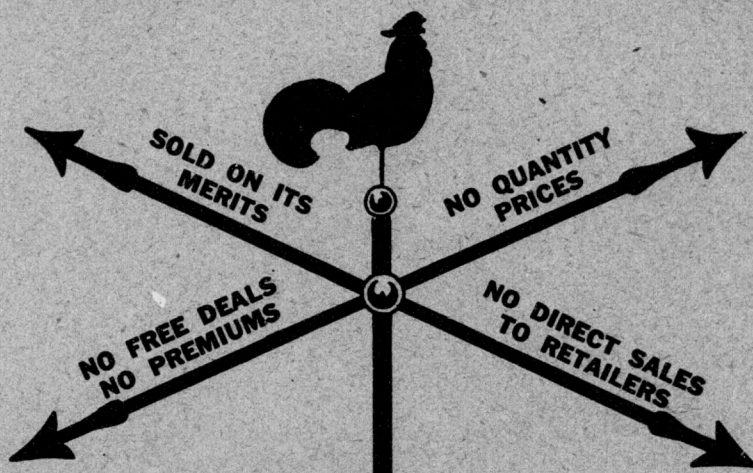
The McCaskey Register Co.
ALLIANCE, OHIO

Manufacturers of the famous Multiplex Duplicating and Triplicating Sales Pads. Also Single Carbon Pads in all Varieties.

Detroit Office:
1014 Chamber of Commerce Bldg.

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256 Sheldon St., Citizens Phone 9645

Agencies in all Principal Cities



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.



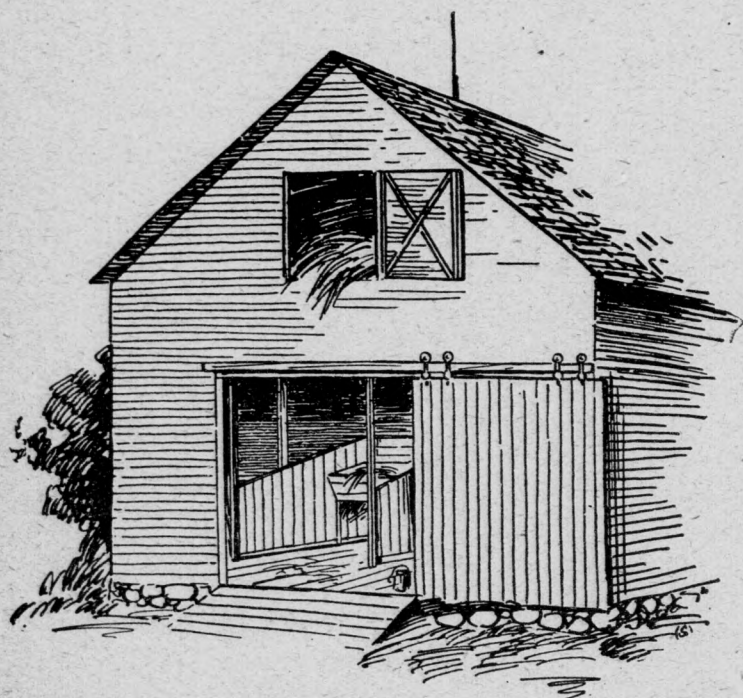
Say "Karo" to your Customer

And you will find that you can add Karo to nearly every order.

The big Karo Advertising Campaign starts October 1st. It will reach fifteen million homes, every town and village in the United States. Karo is the best Syrup ever made and a money maker for you if you push it.

CORN PRODUCTS REFINING COMPANY, NEW YORK

Lock the Door and Save the Horse



The losses that come to us in this life are for the most part the result of not living up to our best thought. As a good business man you know that you cannot afford to be without

A Bang Up Good Safe

Honest, now, what would you do if your store should burn tonight and your account books were destroyed? How much do you think you would be able to collect? Mighty little.

Don't run the risk, neighbor, you can't afford to. A safe, a good safe, doesn't cost very much if you buy it from us.

It will cost you only two cents anyway to write us to day and find out about it.

Grand Rapids Safe Co. Tradesman Building Grand Rapids, Mich.