Twenty-Seventh Year

GRAND RAPIDS, WEDNESDAY, APRIL 13, 1910

Number 1386





R Fourteen Mistakes of Life R

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

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

To expect uniformity of opinion in this world.

To look for judgment and experience in youth.

To endeavor to mold all dispositions alike.

Not to yield in unimportant trifles.

To look for perfection in our own actions.

To worry ourselves and others about what cannot be remedied.

Not to alleviate if we can all that needs alleviation.

Not to make allowances for the weaknesses of others.

To consider anything impossible that we cannot ourselves perform.

To believe only what our finite minds can grasp.

To live as if the moment, the time, the day were so important that it would live forever.

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

A Reliable Name

And the Yeast Is the Same

Fleischmann's



"State Seal" Brand Vinegar

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

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

Oakland Vinegar & Pickle Co., Saginaw, Mich.

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

Pure Cider Vinegar

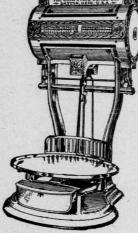
We guarantee our vinegar to be absolutely pure, made from apples and free from all artificial coloring. Our vinegar meets the requirements of the Pure Food Laws of every State in the Union.

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.



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 1T? 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. Twenty-Seventh Year

GRAND RAPIDS, WEDNESDAY, APRIL 13, 1910

Number 1386

- News of the Business World.
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 Back to the Farm.
 Arbor Day.
 Editorial.
 Public Parks.
 Butter, Eggs and Provisions.
 Clothing.
 Banish the Blues,
 Is Success Immoral?
 Sulphur in Sicily.
 Dry Goods.
 Selling and Advertising.
 Industrial Accidents.
 Use of the Label.
 Shoes.
 Stoves and Hardware.
 New York Market.
 The Commercial Traveler.
 Drugs.
 Wholesale Drug Price Current.
 Grocery Price Current.
 Special Price Current.

OUR DOG IN THE MANGER.

Really it is pitiful that Mayor George E. Ellis can not, seemingly, accept any standards other than those low-down estimates that dominate the faro layout, the chuck-a-luck boards, the spinning jenny, the poker table, the slot machines and, worse than all, the bucket shop.

One would think that a collegebred man, no matter how low he may have fallen in his earlier years, would have the manliness, the moral stamina and the civic courage and ambition-a good opportunity for the display of such qualities appearing-to take a brace and try to forget the duplicity, pretense and moral and to the enterprise. physical nastiness of the low-down drinking dive and gambling hell.

But it isn't in George E. Ellis to reform. The twenty-five or more years he passed as the associate of thieves, swindlers, race-track touts and sure-thing gamblers have so welded and hardened their characteristics into the man's nature that he can not overcome them.

desire to acquire wealth-a desire to which all other interests are subordinate-Ellis conceived and adopted bogus simplicity and baby-like trustfulness, a drawling pronunciation, a plain habit of dress and an awkward gold brick operator, just the necessary disguise for a confidence man, for a "capper" in the three card gameand has worn it all his life.

Now, having for the third time been senting the Peninsular Club-an association of merchants, bankers, manufacturers, artisans and members of the professions who are on a par with which is not possible—so much as

ducted according to law, even to its privileges or rights in the conduct of most exacting letter.

AGAIN THE AUDITORIUM.

Now that the Municipal Affairs Committee has successfuly worked the pure water question from off its hands and now that a new special committee has been created for the purpose of pushing the auditorium project, the Tradesman begs to remind those committees that great auditorium buildings are not, directly, self-supporting.

Indirectly, they more than pay the communities in which they are located as evidences of generous public spirit and as resources in time of need.

Moreover, a majority of the great auditorium buildings in the United States are not in existence because of widespread and generous public spirit. They have been built, as a rule, because—as in the case of Saginaw-some very wealthy citizen, full of pride for his home town and overflowing with loyalty to it, has come to the front in just such an exigency as now exists in this city and has made a donation so large that an impetus not to be checked was given

There is another fact which should not be overlooked: A couple of years ago, when the auditorium project was under discussion, Rev. Alfred W. Wishart advised that the structure, when planned, should have as one of its essential purposes the development of a great public social centera place for the common people; the people who can not pay \$2 a ticket Based upon the single cold-blooded to hear a great orchestra or a grand opera; the people who have no libraries of their own, no bathing facilities of their own; a place where, a pose—a facial expression alive with under fair and reasonable but liberal regulations, such people might resort and be certain of agreeable treatment and of obtaining the means of gait-just the outfit for a successful recreation desired at a nominal cost to themselves.

If the special committee will investigate this phase of the subject it mendously valuable force for the good will be found that, without a single exception, the great auditoriums that elected to the mayoralty of Grand have been built in this country have Rapids, he fails to see the opening proven inadequate and disappointing for his reform that has confronted in some indefinite and inexplicable him four years and will be available manner; also, that those persons difor two years to come. Instead, and rectly interested and most disappoint- their centuries-old control of things in spite of the fact that he knows ed, who have given the matter the throughout Great Britain. the actual facts in the case, Ellis plays most thought, are pracically agreed true to his contemptible pose and his that the factor needed to turn the tide vicious nature by deliberately and toward complete satisfaction is an alwith malice aforethought misrepre- most unanimous spirit of civic unity and social harmony.

Not that there shall be a complete obliteration of social distinctionsbeen, still is and always will be con- that no citizen shall have greater since a year ago?

the enterprise than are accorded any other citizen who conducts himself in a seemly manner.

Such a result is wholly possible and, evidently, is just about what Mr. Wishart had in mind when he made his suggestion.

DISCOUNTING THE FUTURE.

"Taking time by the forelock" is the slogan of up-to-date daily journalism and Col. Theodore Roosevelt is the latest and best illustration of that saying.

The Colonel will not "talk for publication" in relation to certain absorbing matters and so the newspapers are exercising their ingenuity in order that there may be no lapse as to their "played-up" Roosevelt stor-

Nicholas Longworth is the Colonel's son-in-law, therefore the Ohio Congressman must have had letters from the Colonel since he landed in Africa and later since he landed in Europe. But "Nick" declines to talk for publication and so the newspapers are putting two and half a dozen together and are telling us what the Couonel may have written and what may be the estimate of the son-in-law as to the views of his father-in-law.

Then, too, there is Gifford Pinchot, who spent a couple of days with the Colonel at Porto Maurizio and up the Caramagna Valley recently. neither the ex-President nor the ex-Chief Forester will talk for publication and so we are receiving surmises and prophecies based upon the undoubtedly intimate relations and the very cordial meeting between the two eminent private citizens.

That we may not entirely lose the Colonel's trail through Europe we are assured that he will, when meets his side partner, Emperor Wilhelm, tell him point blank that "War is hell" and that those who promote war are no less than fiends incarnate; that he will inform the President and the Ministry of France that the clerical party represents a treof the entire world and deserves more broad and generous treatment at the hands of the French government, and that his meeting with King Edward will be marked by an unqualified assault upon the Lords and

There are daily papers, magazines. special correspondents and essayists who have charged Colonel Roosevelt with being the most skillful advertiser living. This prompts the enquiry as to how much the Colonel is paying those papers, magazines and writers for so persistently and with imany like number of men in Michigan that every citizen be so received and pudence unparalleled hounding that and an institution which long has treated and shall so conduct himself gentleman and his entourage ever

COUNTRY SCHOOL PASSING.

With all respect for "the little red school house," its mission seems for the most part ended where there are facilities for centralization. In localities where the latter method has been tried it is found that the same results accrue as are expected in any other consolidation. There are better results at less expenditure per

The best teachers usually flock to the towns. The boards of education pay higher wages there and are more exacting in their requirements. There are fewer grades in a room, consequently better work can be done. The teaching is more thorough. There is an advantage of having classes of reasonable size, rather than the one, two, or three in a grade, so often found in the country school

Under the present system the country school, where it exists, is presided over by a beginner or a "cull." "Do not put any of the beginners here in town," said a principal of a township high school. "We want only the good teachers." Yet that same town school was mainly supported by taxes levied on farms. Why should not the farm children have equal privileges! The answer often lies in the fact that the school boards have some pet for whom it is necessary to open up or to keep open a school which should be closed. The proverbial school is in such cases present-"the two or three little girls taught by another little girl."

The union of town and country terests has a two-fold advantage: The town is benefited by the pluck and energy of the country-the new blood, so to speak-and gives in return culture, refinement, self-possession. Co-operation lessens expense and gives better results. Besides, children coming from districts thinly populated have a chance to select congenial associates, instead of being forced to acept those who happen to live near.

When we plant a tree we are doing what we can to make our planet a more wholesome and happier dwelling place for those who come after us .- Oliver Wendell Holmes.

Many think they have the faith that s ready to die when they have only the fanaticism that is anxious to kill.

There are too many who would rather go over the falls than not seem to be in the swim.

Children would be more truthful if we were less anxious to make lying profitable to them.

It is better to be a fool seeking wisdom than a wise man satisfied with what you have.

4912 L

World.

Thickly scattered all over the country are retail stationery stores carrying stocks of pens and inks and papers and files-in fact, evey conceivable variety of supplies for the office.

"Petty business, this," you say. "Pens and pencils do not offer much of an opportunity for a man to make money.' That's so-but listen: This is worth listening to, for it is the record of men who made their opportunities. In these stationery stores we find clerks, thousands of themlow salaried men who eke out a bare existence on salaries so small they look like your wife's pin money.

Rogers was one of this struggling army. His battlefield was the dim aisles of a Chicago stationery store. He realized the big handicap he struggied under. He realized, too, the small opportunity this "petty" line of his afforded. But Rogers had ambition-the real kind, the reasoning kind, the kind that makes a man look at the things around him, the commonplace things, the everyday things, for the salary raising leverage he needs.

His bump of reasoning being fairly well developed, he decided that, as the average store sale in stationery only runs to 15 or 20 cents, fountain pens, which range from \$2 up per sale, offered the best field in his reach; that the man who sells ten fountain pens a day is a far more valuable man to his employer and himself than the man who makes fifteen or twenty stationery sales.

Dingy Stock the Basis.

His decision that proved his business salvation lay in the fountain pen stock resulted in a renovation of the dingy, dark little case that represented this branch of the firm's business. The case was varnished, a bright electric globe hung over it and the stock cleaned, classified and displayed.

Results were immediate. The attractive little counter began to sell pens at once. Trade began to look up. Other clerks, realizing that fountain pens were full of ink and dangerous to clean hands and carefully kept finger nails, began to call on Rogers whenever a customer wanted a fountain pen. He began to be known as the "fountain pen man," and that was just what he wanted. Regarding the fountain pen department as his pet, he naturally took just a little more pains with the man who wanted a pen than an ordinary customer, and learned to sell the right pen to the right man and see that pens brought back were made right.

Business in the fountain pen partment boomed. Sales mounted up and climbed over themselves. Every day exceeded the day before. Things looked pretty rosy for Rogers. Suddenly sales began to drop off until they were practically down to nothing. The same common, horse variety of good sense that induced Rogers to try his luck with the fountain pens told him the reason of this stoppage of sales. The market-that is the inside market, the store's regular trade-had been sold, sold solid, and unless a new channel for trade was opened the flourishing fountain pen

dim past.

Results Proved by Records.

An hour's talk with his employer, which included a comparison of fountain pen sales for the period during which he had been in charge with those of the year before resulted in the purchase of a new counter and showcase, a large stock of all the popular makes of pens and the placing of one of the store windows at his disposal for the benefit of the fountain pen department.

An attractive window proved the same magnet to outsiders that his little case had to the store patrons, and before long the fountain pen department was thriving again and selling chances are controls a certain amount more goods than ever before. Practically all the old trade, the store his prospects thrust right into his trade, being supplied with writing implements, the window was drawing in new trade-trade that for the most part had never been in the store The realization that practibefore. cally all these people he was selling fountain pens to were new people tion of every man who purchased a drove Rogers to his boss with another idea, this time a new one-the

Rogers' proposition to his employer to allow him solicitor's commission the house met with the usual reception. The answer was typical of the average employer's attitude toward ambition: done well with the fountain pens and you'd better stick to them. You're better leave that end of the business alone.'

Boss Hard To Convince.

that he did not intend to go out on pany. the street to solicit business; that all he wanted was an assurance that he would receive commission on business he brought in; that he had a scheme that he was certain would deep, for he met with a flat refusal, factory.

ed his employer that he was taking parison, to lay the letter side by side no risk in making an agreement that with one typed in his own office. bound him to nothing unless new business was produced.

In the next year, outside of his salary, Rogers made \$4,000.

His scheme was the essence of simplicity, and, like most simple things, it succeeded. It was based on the fact that his fountain pen windows were bringing in new customersmen who came in to look at the fountain pens displayed outside and nothing else. Now, eliminating the women and an occasional literary man, the average fountain pen buyer is a business man-a man who the of stationery business. Rogers had hand, so to speak. He secured a biank book and under pretext of registering each buyer's name in case of dissatisfaction, which in itself was a corking good business move, he secured the name, address and occupapen at his counter.

After the address was secured, while the pen was being wrapped up and change made, it was easy to engage the waiting man in conversaon all new business he brought in tion, and somehow, under Rogers' guidance, the conversation always hinged on the advantages of doing business with the Blank Stationery "Now, Rogers, you have Company, whose merchandise was always fresh and up to date, whose errand boys were always on time and not cut out for a solicitor and you'd whose clerks were always "on the job." By the time a customer had left, Rogers had established in that man's mind the foundation for a stationery When Rogers carefully explained trade with the Blank Stationery Com-

Clever Use of "Follow-Up."

whose address was down in Rogers' much salesmanship as it usually took letter," caused by the use of the con. to sell the higher priced varieties of Blank Stationery Company's ribbon,

The Secret of Getting On in the business must slip back into the dark, his beloved fountain pens he convinc- and asked, merely as a matter of com-

In a surprisingly short time Rogers had the typewriter ribbon department running at a speed that his employer had never dreamed possible, and the man who bought ribbons from him didn't stop there. As a rule it was only a matter of time before the "Rogers system" had him on the Blank Stationery Company's books for big amounts, and as regularly as one of these customers' accounts was debited for a purchase Rogers' commission account was credited for a sale.

That's enough about Rogers and his system. To-day he is a member of the firm, and it looks more like the Rogers Stationery Company than the Blank Stationery Company now. The commercial agencies have to use more type in rating the concern, and its reputation for discounting bills among the people from whom it buys goods is only exceeded by its reputation for selling good goods among the trade.

Just a matter of opportunity—that is all. Still the same opportunity that Rogers had lies at the right liand of thousands of men to-day, but the chances are ten to one against one man out of a thousand taking advantage of it.

Another case for the benefit of the man who says that conditions were exceptionally favorable in Rogers' case. Brown was a stationery man, too. Although he was selling goods on the street, he lacked Rogers' head and executive, planning ability. Brown was accounted a successful man in selling general stationery lines, but his earnings were pitifully small.

At 8 o'clock one evening-his usual About two days later the man quitting hour-a thought suddenly struck him. Now, thoughts were such guide book received an exceptionally unusual things with Brown that when well typed letter asking if the pen one did come it demanded every atwork, his talk evidently did not sink he had purchased was perfectly satis- tention he could possibly give it. He It also called attention to sat right down in the half dark store but after the exercise of almost as the beautifully clear typing of "this and considered the matter pro and

His working hours were 8 to 8. The

for backache, rheumatism, kidney or bladder trouble, and urinary irregularities. Foley's Kidney Pills purify the blood, restore lost vitality and vigor. Refuse substitutes.

Foley & Co have added strength to their line of standard preparations by the addition of Foley's Kidney Pills. These pills are healing, strengthening and antiseptic, are tonic in quality and action and are for use either independently or alternately with Foley's Kidney Remedy, the latter method being particularly recommended in stubborn and chronic cases. Foley's Kidney Pills are extensively advertised in all the leading newspapers of the State, mailing lists with samples are used liberally and other advertising matter is distributed with discrimination. Foley's Kidney Pills are a quick seller, a sure "repeater" and we recommend them to you for your regular stock. The genuine are in a yellow package. Put up only by

> FOLEY & CO. 319 West Ohio St., Chicago

+64

other men went home at 6, but he morning. Every daylight minute was amply filled by the operation of seeking and taking those selfsame stationery orders. That was just the trouble that induced the thought. Brown was at the end of his tether unless he could add more hours to his working day or increase the amount of his sales in some way. His time was filled to overflowing - no chance to crowd in another minute's work or another penny's commission.

Idea Not To Be Lost.

No solution presented itself that evening, but Brown was on the lookout. Slow to rouse, he was at last alive to the fact that somewhere, somehow, he must earn more money. Since he could not increase his day he must increase the amount of his sales. A few small filing devices, card the customer. Again Brown had a indexes, and the like, were carried in thought; again it was a good one. stock in the store and Brown happened to be standing by one day while one of the clerks made a sale. Filing devices-filing devices-why, there were big stores that sold filing devices exclusively. Big-why, they were five times as big as the two by four stationery store with which he was connected. As a logical conclusion, there must be more money in the filing device business.

When Brown's long expected vacation time came round he spent it down among the filing device stores, investigating. The one great virtue of a mind like Brown's is that when trade. a decision is made it is abided by. Hs mind was now made up, and made firmly, that there was money in the filing device business and he was going to get some of it. The question was: How?

He soon found out that filing devices could be jobbed; that orders could be taken from catalogues, without any stock being necessary; that the trade discount yielded a margin as large as that on the average stationery order. So he decided to sell filing devices instead of stationery, but on his first attempt he discovered that he needed not more ability but more knowledge. So he gave it up-that is, for the time being.

For a long time his spare hours between quitting time and bedtime were spent in patiently poring over filing device catalogues and making notes of things he didn't understand. And every noon Brown landed up somewhere down near the filing device stores. It was not long before he scraped acquaintance with a few of the clerks, who, in return for an occasional cigar, gave him the information he wanted

In this way his fund of knowledge grew, and as soon as he felt competent he tackled the game again. As he said the other day, the closing of his first filing device sale, made against the competition of the largest house of its kind in the country, was the sweetest moment of his life. And that sale was made on one thingknowledge-knowledge gained at the expense of his evening paper and his noon cigar. And that first sale taught him a lesson that it would pay us all to learn-that one ounce of knowledge is worth a pound of assumption. last word.

It took Brown some time to turn Great Gift To Learn To Enjoy the would get out the first thing in the all his old stationery customers into filing device buyers, but finally the goal was reached and he found himself with more time on his hands during the day and more pay in his envelope at the end of the week. Rightly regarding his time as his capital, he invested his spare moments in gaining new customers, and as a result found all his time occupied with the filing device business and his weekly commissions mounting up into sums that made the old stationery commission account book look like the proverbial 30 cents.

Second Thought Also Good.

Brown's employer carried no stock of filing devices, and when Brown's orders came in he simply bought from the manufacturers at a trade discount. let them deliver the goods and billed "If my employer can buy goods from another party and I can sell the merchandise, why can't I take all the profit instead of paying him a fat margin for carrying the account?"

The next step was to go to the filing device manufacturers for a line of credit. Brown's sales records brought him many flattering offers of work, but Brown's mind was made up and he was working in one direction. He got the credit he wanted and opened up a little office, with a girl to answer the telephone and a bunch of catalogues as his stock in

Brown is still in the same little cubbyhole, but he's got a loose leaf ledger now and a book-keeper to run it. I had a peep into his ledger the first of the year. It showed \$15,000 to Brown's credit for 1909.

And, remember, Brown is an ordinary man.

Now, we can't all push ourselves into the firm with a fountain pen or into business with filing devices, but we can look among the little thingsthe everyday things in our own lives -for the bottom rung of the ladder that leads to real independence.

Few will find it, but that's to be expected, and the more glory and the more money to those who do.

Irving R. Allen.

BANKRUPTCY NOTICE.

In the District Court of the United she longs to go in the house. States for the Western District of Michigan, Southern Division.

In the matter of Daniel Aach, bankrupt, in bankruptcy, notice hereby given that I, Stephen G. Earl, Trustee, under authority of the court, will offer for sale at public sale, on April 21, 1910, at 10 o'clock a. m., at the store number, 1232 Portage street, in the city of Kalamazoo, the stock of merchandise formerly owned by Daniel Aach, bankrupt, consisting of dry goods, clothing, shoes, rubbers, a line of notions and such other goods as are carried in a general dry goods store. Stephen G. Earl, Trustee.

If a man marries money he should joy earth. be devoted to his wife.

Better a word that lasts than the

Present.

Do you know what a wonderfully complicated thing a human being is? Every feature, every portion of your body, every motion you make, reflects your mental organization.

I know a woman past middle life side of every question discussed in her presence.

She was agnostic with the orthodox, reverential with the atheists, the liberal.

the other extreme. She loved to disagree with her fellow men. It was her pastime.

silence is merely to carry on a wordless argument.

You can not regulate your steps so they will harmonize with hers. will be just ahead or just behind you, for each. and if you want to turn to the left she pulls to the right. A promenade with her is more exhausting than a day's labor.

She is not conscious of it, and would think any one very unreasonable and unjust who told her of her peculiarities.

I know a woman who all her life has been looking afar for happiness and peace and content, and has never found any of them, because she did not look in her own soul

She was a restless girl, and she married, believing that in domestic life lay the goal of her dreams. But she was not happy there and sighed for freedom. She wanted to move, and did move, once, twice, thrice, to different points of the United States. She was discontented with each change. She is to-day possessed of all the comforts and luxuries that life can afford, yet she is the same restless soul. She likes to read, but it is always the book which she does not possess which she craves. she is in the library with shelves and hunts in old boxes for a book goods store. or a paper which has been cast aside.

If she is in a picture gallery she wants to go on the street, but when she is on the street it bores her, and

If a member of the family is absent, she gets no enjoyment out of the society of those at home; yet when that absent one returns her mind strays elsewhere, seeking some imagined happiness not found here.

I wonder if such souls ever find it, even in the spirit realm, or if they Frost & Walter, of Lansing. go on there seeking and always seeking something just beyond. It is a great gift to learn to enjoy the present-to get all there is out of it, and to think of to-day as a piece of eternity. Begin now to teach yourself this great art, if you have not thought charge of the clothing department in of it before. To be able to enjoy the Carten store. Heaven, one must learn first to en-Ella Wheeler Wilcox.

The Girl Who Wins Promotion.

She who radiates cheer, no matter what goes wrong.

The girl who can grin at her woes rather than dramatize them.

She who makes the most of the opportunities she has rather than sighs for bigger ones to show her conquering powers.

The girl who is not so afraid of her own position that she will not hold who has always been on the opposite out a helping hand to her fellow workers.

> She who takes her own success without elation.

She who can strike the right balliberal with the narrow, bigoted with ance between her head and her heart in dealing with the problems of life. Whatever belief anyone expressed Overtraining on head qualities leads on any subject, she invariably took to selfishness; on heart to slushy weakness.

The girl who is slow in making up her mind, but when she has once Now, to walk with that woman in struck her line can neither be swerved from it nor feels it is the chalk line for every one else to march.

She who can both play and worl but never gets mixed on her date,

The girl who can make a good in come without killing herself in the making, and can live within it with out telling all her friends how thrift;

She who knows there is much to learn and is honest enough to ask for information when in doubt rather than play herself as a know-it-all.

The girl who is willing to do more than her part, yet realizes when she is being worked.

She who can control her tongue and her temper, her spending and her amusements, he duties and her desires, her sensitiveress and her sensibilities. Of all the ingredients that make for success none bears so large a part as self-control.

The girl who has ambition linked with restraining common sense and backed by brain balance and health.

The Boys Behind the Counter.

St. Johns-Mayor Fred Goodis, who has in the past been traveling for the Rogers, Lunt & Bowlen Co., of If Greenfield, Mass., has resigned his position with that firm and will bebook-filled, she goes into the garret come manager of John Hicks' dry

> Kalamazoo-Israel Powers, who for several years has been associated with the Big Four Mercantile Co., at Scotts, has resigned his position to accept a responsible one with the Edwards & Chamberlin Hardware Co. Mr. Powers will have charge of sales throughout Kalamazoo county.

> Grand Ledge-Miles E. Stark, who has been clothing salesman George H. Sheets since 1902 and from September, 1909, at the Corner Clothing store, has taken a position with

> Vermontville-Mart B. Bailey, who has been in the store of Munger & Son, Charlotte, for four years, has accepted a similar position in the store of Mr. Gillette.

> Ionia-Frank Giddings has taken

The wife of a baseball player need never lack for a muff.

The ancient watch dog is a member of the old guard.



Movements of Merchants.

Sturgis-R. Balken has opened grocery store and meat market.

Bangor-J. J. Melling has engaged in the butter and egg business here.

Ann Arbor-The shoe stock of Par-Banfield was completely destroyed by fire April 6.

Rockford-Hardie & Dutcher have added a tin shop to their hardware business, with John Elkins as mana-

Jackson-I. T. Emmett has sold his stock of groceries to P. M. Allen. who will continue the business at the same location

Manton-There was no insurance on the grocery stock of R. F. Carpenter, which was completely destroyed by fire last week.

Whitneyville - Peter J. Kennedy, has been engaged in general trade here for the past five years, has removed his stock to McCords.

Athens-Walkley & Bunker have sold their hardware and implement stock to Lewis & Uhrich, formerly engaged in trade at Marion, Ind.

Traverse City-Charles Gardner has sold his stock of groceries to Charles Van Riper, recently of Harriette, who will continue the business at the same location.

Carson City - Alexander McCabe has sold his drug stock to James D. Smith, recently of Durand, who will continue the business at the same

Homer-Louis Samson, of Berrien Springs, has purchased the dry goods stock of Geo. T. Bullen & Co. and will continue the business at the same location

Brighton - The Brighton State Bank has engaged in business with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Northville-T. J. Perkins & Co. have sold their stock of dry goods and clothing to Charles Ponsford, recently of Yale, who has taken immediate possession.

Gobleville-Allen Bros. have sold their meat market to Bruce Taylor and Otis Lohrburg, who were formerly engaged in the same line trade in Battle Creek.

Ionia—Chancey Rinker, of the general merchandise firm of Rinker & Co., died at his home here April 5 after an illness of five weeks. Deceased was 40 years of age.

Adrian-The grocery firm of Me-Leod & Henry has been dissolved. Mr. McLeod will continue the business under his own name, having has increased its capital stock from taken over the interest of his partner. \$30,000 to \$60,000.

Allegan-The Marty & Wise Co., grocer, has purchased the grocery stock of McCarty Bros., of Lowell, from \$1,000,000 to \$1,200,000.

and will continue the business at that place under the management of Mr.

Adrian-Harry S. DeFoe has purchased the interest of his father in the dry goods stock of J. V. DeFoe & Son and will continue the business at the same location under his own It has been extensively improved

Traverse City-Thomas A. Beamish been doubled. has sold a half interest in his grocery stock to F. C. Nicholson, recently of Ann Arbor, and the business will be continued under the style of Beamish & Nicholson.

Boyne City-J. E. Miller has purchased the interest of Mr. Holmes in the furniture stock of Millspaugh & Holmes, and the business will be continued under the style of Millspaugh & Miller.

Lansing-Charles F. Riede & Co. have engaged in business to carry on a dry goods and general merchandise business, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in prop-

White Cloud-C. E. Wilson has purchased the interest of his partner, J. S. Townsend, in the general merchandise stock of the White Cloud Mercantile Co. and will continue the business in his own name hereafter.

North Branch-The North Branch Furniture Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$4,000, all of which has been subscribed, \$1,500 being paid in in cash and \$2,500 in property.

Battle Creek-A bankruptcy tion has been filed against J. D. Wilder & Co., sporting goods dealers, the petition being accompanied by a request for a temporary injunction restraining Francis A. Kulp from disposing of the assets of the company, and to show cause why the injunction should not be made permanent. The petitioners are Morley Bros., of Saginaw; Standart Bros., Ltd., of Detroit; West Cartridge Co., of East Alton, Ill., and Baurer Bros. Manufacturing Co., of Chicago. They declare the Wilder company gave a chattel mortgage to Kulp for the benefit of creditors and that he has disposed of much of the property and that the petitioners have not shared in the assets. A preliminary injunction was granted by Judge Swan.

Manufacturing Matters.

Adrian-The Acme Preserve Co.

Detroit - The Anderson Carriage Co. has increased is capital stock

Pump Co. has increased its capital cash and \$33,500 in property. stock from \$500,000 to \$600,000.

Detroit -The American Motor Casting Co. has increased its capital stock from \$100,000 to \$125,000.

Detroit-The capital stock of the Anhut Motor Car Co. has been increased from \$150,000 to \$300,000.

Detroit-The Renfro-Wheeler Manniacturing Co. has changed its name to the Renfro Speed-O-Meer Co.

Detroit-The capital stock of the Hayes Manufacturing Co. has been increased from \$100,000 to \$500,000.

Cheboygan-The Lakeside Lumber Co. starts its sawmill the present week. The company has 2,500,000 feet of logs on hand.

Alpena - The Michigan Veneer Co.'s plant is operated day and night. during the winter and its capacity has

Detroit-A new company has been organized under the style of the Detroit Gelatine Co., with an authorized capitalization of \$50,000, which has been subscribed and \$5,000 paid in in

Lake Linden-Eddy & Belheumer's sawmill, after being thoroughly overhauled, resumed operations April 4. The company made a big cut during the winter and a long sawing season is assured.

Detroit-A new company has been incorporated under the style of the McGraw Plaster Co., with an authorized capitalization of \$10,000, of which \$7,300 has been subscribed and paid in in cash.

Detroit-The Sewell Cushion Wheel Co. has been incorporated with an authorized capital stock of \$60,000, of which \$30,520 has been subscribed, \$2,250 being paid in in cash and \$20,ooo in property.

Detroit - The Reinke & Shirray Manufacturing Co., dealer in sheet metal stamping and hardware, has increased its capitalization from \$10,-000 to \$40,000 and changed its name to the Kales-Haskel Co.

Coral-The Coral Concrete Culvert Manufacturing Co. has engaged in business with an authorized capital stock of \$4,000, of which \$2,550 has been subscribed, \$45 being paid in in cash and \$2,505 in property

Bay City-The Hanson-Ward Veneer Co., operating a very large veneer and hardwood flooring plant, which employs 180 men, is bringing down stock from the Mackinaw division of the Michigan Central.

Detroit-Creditors have petitioned that the Day Metallic Co., maker of bath tubs, be declared bankrupt. The petitioners are the Domestic Lumber Co., Columbus; Freeman, Delamater & Co. and the Galvin Brass Co., of this city.

Detroit - The Murphy-Potter Co. has engaged in the manufacture of wares and merchandise from metal and other materials, with an authorized capital stock of \$50,000, all of which has been subscribed and \$5,000 ing the house. paid in in cash.

Port Huron - The Port Huron Creamery Co. has merged its business into a stock company under the same style with an authorized capitalization of \$100,000, of which \$53,250 has been falsehood.

Battle Creek-The Union Steam subscribed, \$9,625 being paid in in

Detroit - The Columbian Stock Food Co. has merged its business into a stock company under the same style with an authorized capital stock of \$20,000, of which \$11,000 has been subscribed, \$1,000 being paid in in cash and \$10,000 in property.

Detroit-The Jeffery Dewitt Co., manufacturer of spark plugs at Newark, New Jersey, announces that it will remove to this city May 1, where it will occupy one of the most up-todate factories of its kind in the world, devoted exclusively to the manufacture of spark plugs.

Bay City-John J. Kantzler & Son, who operate a lumber yard at this place and a sawmill at East Tawas, are fitting up the mill for the season's run. The plant manufactured 1,202,000 feet of mixed lumber last year, besides 425,000 feet of Norway and 75,000 feet of tamarack.

Manistique - The White Marble Line Co.'s shingle, tie and post mill, one of the largest and best equipped in the country, has started its season's operations with 150 men at work. It turns out an average of 185,000 shingles a day, besides an enormous output of posts and poles.

Millersburg-R. P. Holihan, who operates yards at Flint and at this place, is receiving stock at the former yard from points on the line of the Detroit & Mackinac Railway north of Alpena. He manufactured 1,200,000 feet at this point last season and buys extensively of other manufacturers.

Port Huron-M. M. Stanton & Co., manufacturers of clothing, of Detroit, have been secured by the Young Men's Business Association here to locate in this city, and have already taken a lease of a local building. Sixty machines will be put in operation and the employes will number about 200 at the beginning.

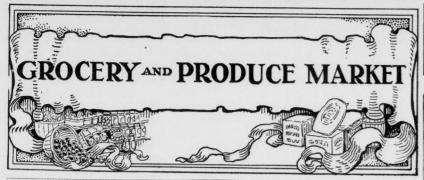
Nahma-The Bay de Noquet Co. has closed its winter camps after a successful logging season large sawmill is running full time sawing about 6,000,000 feet of birch and maple logs. This product has been sold to the Estabrook-Skeele Lumber Co., of Chicago, which bought about 60,000,000 feet of Northern hardwoods to be produced this season.

Wells-The I. Stephenson Company's new sawmill, considered the largest Northern mill east of the Rockies, will be running the latter part of this month. Its equipment consists of four band saws, two horizontal resaws and a rift machine. It will have a ten hour capacity of about 200,000 feet. The double band mill is running double shift. The flooring plant is cutting 50,000 feet of hardwood flooring daily. The company is experiencing the biggest run of business since its incorporation.

Many preachers think that arguing over the tools is the same as build-

He never loved at all who feared to love too much.

Fanaticism is the child of zeal and



The Produce Market.

Apples-The market has been a little dull for some time, but closed per doz. up well the last week. The stock is very good-really better than could be expected at this time of year. Prices are a shade less than they were some time ago.

Asparagus-\$2 per crate for Illinois.

Beets-\$1.50 per bbl.

Butter-The market is very active at the recent decline of ic per pound in all grades. The consumptive demand is good and the quality of the current receipts is very fine for the season. There will be no material increase in the available supply until new butter starts in, which will be in about two weeks. Local dealers hold creamery at 30c for tubs and 301/2c for prints; dairy ranges from 18@19c for packing stock to 23c for No. 1; process, 25@26s; oleo, 12@

Cauliflower-\$1.50 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

Eggs-The market is firm at an advance of 1c per dozen. The demand is active, both for storage and consumption, and the quality of the eggs arriving is very fancy. Present prices seem certain to be maintained while the quality continues good and the demand so active. Prices are some higher than a year ago and from the present indications it looks as though there would be a good market all through April, if not all summer. Last year they reached the cheapest price of the season in March, which was 16c, for a short time only. Local dealers are paying 20c f. o. b. shipping point, holding case count at 21c and carefully selected stock

Egg Plant-\$1.75 per doz.

and \$4.50 for 54s and 64s. Cuban is this point. Chas. Douglass has erect-50c per box less.

crate from Florida.

Honey-15c per 1b. for white clover and 12c for dark.

Lemons-The market is steady on the basis of \$4@4.25 per box for both tended a meeting of farmers at Bird-Messinas and Californias,

Lettuce-Hothouse leaf, 10c per tb.; head, Southern stock, \$1.25 per

Onions-Home grown, 75c per bu.; long for more life.

Spanish are in fair demand at \$1.65 per crate. Home grown green, 15c

Oranges - California Navels are now the only variety in market. They range in price from \$2.75@3.25.

Pieplant-\$1.25 per 40 fb. box.

Pineapples-\$4.50@5 per crate for Cuban

Potatoes-There is very little doing in the potato market at present. Prices are the same as last week, but the demand is very light and supplies are heavy. Reports from the Eastern and Southern markets are even worse than the conditions here, which unnecessary.

fowls and springs; 10c for old roostand 16@17c for turkeys.

Radishes-25c per doz. bunches for round; 30c per doz. for long.

Spinach-65c per bu. for home

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

Tomatoes—\$3.25 per 6 basket crate from Florida.

Turnips-50c per bu.

Veal-Dealers pay 5@6c for poor the East than for some time and thin; 6@7c for fair to good; 8@ Peas are selling well in small lots, 9c for good white kidney; 10c for fancy.

The Cheese Factories Around Hudson.

Hudson, April 12—All of the cheese factories which have operated in this vicinity in past years have held patrons' meetings and all have decided to run. C. C. Colvin & Son will operate four-one at Pittsford, which is already in operation, and one each at badly broken on all canned fruits. Clayton, Medina and North Morenci. The market in canned salmon is very O. F. Fotser & Son have two, the Bennett factory in Wheatland, and Lime Creek factory in Medina. Henry Carmichael will continue the Posey Lake factory. Fred Dillon is planning to re-open one at Hudson Center and will continue the one near Union church in Pittsford. The Pebbles factory, at Prattville, will also continue. There is talk of a new fac- prices are unchanged. Grape Fruit-Florida is steady at tory at Rollin. Henry Carmichael Fred Dillon held a meeting of farmwill probably open a new factory at high. sell, north of Adrian, for the purpose of starting a factory.

He has ceased to live who does not dull.

The Grocery Market.

Sugar-The market has sustained a slump during the past week, all the refiners having marked their prices down to 5.15, while Federal is quot- the line. ing 5.10 for prompt shipment. As the fruit season will be early this year it is thought by many that the demand should increase from now on and that the increased demand will naturally be accompanied by a higher range of values. Raw sugars show no change for the week.

Later-The market was stronger in New York after the opening this morning. Federal advanced its quotations to 5.15 for prompt shipments and 5.25 for delayed shipments.

Tea-There is no change in the quotations since last week, but the the country. tone is firm on nearly all grades. The demand is very satisfactory on all lines, but more especially Japans. Most grades of Japans are firmly held as the supply is not pressing and the new crop is about three months off.

Coffee-The market is without any particular change. Fine grades of Santos are firm and it would probably not be possible to obtain concessions even on a good round order. The demand for Rio and ordi-Poultry—Local dealers pay 16c for nary Santos coffee is light. Mild grades are steadily maintained, ers; 15c for ducks; 8@10c for geese the demand is quiet. Java and Mocha are unchanged and in moderate demand.

> Canned Goods-There is a very good demand for tomatoes from the country dealers. Corn is the article in the canned vegetable line which is causing much attention at present and some wholesalers are having quite a time getting enough to supply their demands. Prices are much higher in past. with prices well maintained on the whole line. The demand in canned fruits is about the same as for some time past, which is just fair for this season of the year. Prices remain about the same. Pineapple is selling well. especially Hawaiian grades, which have outclassed all other kinds for selling. Reports from California are to the effect that nearly all grades are cleaned up and the assortment is firm and it is said that all grades. with the exception of Pinks and Sockeyes, are out of first hands. The demand continues good. Domestic sardines are said to be selling well and the price is expected to advance before long as stocks are being greatly reduced. There is not much doing in lobsters and shrimps, but

Dried Fruits-Prunes are weaker \$3.25 per box for 96s, \$3.50 for 80s is getting the patrons organized at and in light demand. Apricots also show quite a decided decline within ed a cheese factory at Church's Cor- the last few weeks; on some holders' Green Peppers-\$3 per 6 basket ners and will open for business soon. part as much as 11/2c. Prices on new apricots have been named-81/2c on ers at Fairport, north of Clayton, and choice, which is considered rather Peaches are also showing a that point. C. C. Colvin & Son at-considerable falling off in demand and are about unchanged in price. Raisins are still weak and dull Currants are quiet at ruling prices. Other dried fruits are unchanged and

with prices holding firm on most of the line. Cloves are expected to be much higher in the near future. There s a very good demand for most of

Syrups and Molasses - Three groups of corn syrup have declined 1c per gal. Sugar syrup continues active at fully maintained prices. Molasses is unchanged and very quiet.

Rice-The market is unsettled in the South and reports from there are to the effect that there is very little activity in the market at present and conditions are about the same as when last reported. The local market is well supplied at present and prices remain the same. The demand is very good, both locally and from

Cheese-The market is very strong at present quotations. Considering the high prices the market is in very good shape and the demand is satisfactory. No special change seems likely to occur until new cheese is available, which will be in about a month.

Starch-Bulk goods have declined Package goods remain unchanged.

Provisions-All cuts of hams, bellies and bacon are unchanged, being still scarce and very high. The demand is good, considering prevailing prices, and readily absorbs all arrivals. Both pure and compound lard are firm and unchanged and barrel pork, canned meats and dried beef are anchanged and in fair demand only.

Fish-Cod, hake and haddock are inchanged and dull. Domestic sardines are now firmly maintained on the basis of \$2.60 for quarter oils f. o. b. Eastport. Prices on new pack have not vet been made, with the exception of the fancy grades, which opened about on last year's bas-Imported sardines are quiet at ruling prices. Salmon remains absolutely unchanged and in good demand. Mackerel shows a fair demand at prices that seem not quite so firm.

No Deception in That Store.

"No," said the old gentleman sternly, "I will not do it. Never have I sold anything by false representations and I will not begin now.

For a moment he was silent and the clerk who stood before him could see that the better nature of his employer was fighting strongly for the right.

"No," the old man cried again. "I will not do it! It is an inferior grade of shoe and I will never pass it off for anything better. Mark it 'A shoe fit for the queen,' and put it in the window. A queen does not have to do much walking."

O Steenstra, for twenty years past engaged in the dry goods business at the corner of Grandville avenue and A street, disposed of his interests a few days ago to Dykstra & Grooters. These gentlemen will continue the business at the present stand and may make some alterations to the premises. Mr. Steenstra retires from the business, undecided as to the future.

The capital stock of the Bartle Furniture & Lumber Co. has been Spices-The market is very quiet, increased from \$15,000 to \$25,000.

BACK TO THE FARM.

Druggists Encourage the Rush and Enlarge Their Stocks.

Written for the Tradesman.

Over in Battle Creek twenty-seven skilled mechanics left one factory this spring to hark back to the soil. That is the expression the daily newspapers are using: Hark back to the soil. I don't know why hark, but what is good enough for daily newspapers is good enough for me.

Anyway, all these men are harking back to the soil. All through Central Michigan every other man you meet is talking of a time when he can arise with the sun, on his own farm, and go blithely forth to meet the coming day. These men have incubator, and nursery, and vegetable catalogues in their vest pockets. They will show them to you on the slightest provocation.

When Railroader Hill predicted a hungry population in twenty years, he didn't figure on the army of mechanics who are going forth from the shops to become consumers of their own crops, and producers of crops for others. There are thousands of mechanics, clerks, merchants and laborers in Michigan who will be living on small farms of their own in two years.

is a general impression abroad that five acres are enough. Some prefer, ten, but most of the men who are going out under the deep blue sky to hustle for three meals each day and a college education for the boys and girls are reckoning on getting what is coming to them off of five acres. I should have written five broad acres there. One must keep up with the march of the adjective in literature

Of course this exodus from cities will in a measure change trade condi-There will be more strong, durable shoes and clothing sold, and grocers will now and then discover a man, who used to hand over most of his pay envelope every Saturday night, selling butter and eggs and berries out on the side streets, to the everlasting confusion of the green grocer interest.

But the druggist is the man who will have to cater most to this new mania. The druggist is the man who will have to revise his stock list and read up on things which will knock the lining out of other things. It is the druggst who will soon be obliged to feel the pulse of an apple tree and tell what kind of dope ought to be fed to it in order to produce financial will give 'em a misery in the tummy. results.

As a result of this harking back to the farm, this mania for small fruit and hen preserves, there are some queer doings in the Michigan drug stores just now. If you watch the druggist carefully you will observe that his smile is not fastened on with clamps and brass tacks, but comes off every time he gets into the seclusion of the rear room. The druggist is having troubles of his own.

The other day a man who had once been the boss over a good many men in a pump factory walked into a drug continued the ex-pump man. "Do you store, down on the main line of the know how to make 'em?" Michigan Central Railroad, and back-

ed the druggist up against the prescription case. This man looked as if he was having bad dreams at night. The old restful look which sits supreme on the face of a man who is drawing \$5 per and forgetting the shop at 5 of the clock every day was no longer in evidence. He looked anxious and worn.

"Look here," he said to the druggist, "I've got to find out about selfagitating tanks. What do you know about that?"

The druggist observed that a local option county was not a good place to acquire information about tanks of any kind. He said that the only tank in town had been arrested for bootlegging and sent up for thirty days. The ex-pump man frowned and said that the tank he wanted to know about had a capacity of 200 gallons, and was self-agitating. The druggist said the village tank seemed to him of the 200-gallon variety, but he had never seen him tested in that regard. He knew that he was self-agitating.

"What I want," said the ex-pump man, in a tone of disgust, "is a selfagitating tank with three bulk-heads half-round in form and a bottom wash. It must also have take-up hoops to correct shrinking, and must be built to ride with ease on any wagon. Where do you get 'em?"

The druggist looked through his garden seed display, but failed find any tank bulbs. He was to this late back-to-the-soil fever. He had drugs that would put one million kinds of bugs into their last that make fruit scarce." long sleep, but he knew nothing of

"How are you getting along down on the farm?" he asked the ex-pump man, hoping to make his interest compensate for his ignorance

"If I could get one of these selfagitating tanks with three heads, a bottom wash and take-up hoops," was the reply, "I think I'd have the top hand. You see there are a lot of insects, fungi, and things out in my orchard that need the saltglow treatment, or the kerosene massage, or the sulphur and molasses diet, and I've got to have something larger than the watering pot of commerce to lead 'em up to when they need sustenance.

"I see," said the druggist. "How would it do to call out the fire department and run the chemical apparatus in on 'em?"

"They'd eat up the chemical engine," was the sad reply. "No, I've got to spray 'em with something that got a printed book from the Hon. Washington Gardner the other day that said spraying was not an expense, but an insurance policy. It said that I could take my choice of the menu I found in the book."

"That's something," observed the druggist.

"There's Bordeaux mixture, and arsenate of lead, and the copper sulphate solution, and potassium sulphide, and hellebore, and pyrethrum, and kerosene emulsion, and arsenate of lime, and the soft soap treatment,'

The druggist said that he did not,

but had an idea that he could learn.

"Oh, you've got to learn," the customer continued. "I've come in here now to buy something for my apple trees. I know all about apple trees. You've got to use copper sulphate early in the spring and Bordeaux mixture when the buds open, and again when the petals fall, and add Paris green a week later, and when the fruit is half grown you put on some more. I'd like to see any codlin moth, or scab, or case bearer, or bud moth this line of argument won't vanquish. Have you got 'em in stock?"

"Why," replied the druggist, "I think I can make 'em. Do you have to put all of those things on the apple trees? That is what makes apples worth five cents the one, I take it."

"I've got a neighbor over on the hill that sprays his apple trees nine times a year," said the customer. "Do you know what he puts on the ninth inning?"

The druggist did not know.

"Then you'd better look it up," said the customer. "What are the stores for if you can't get dope for bugs in 'em? You see, I've got to have some medicine for bitter rot. and some for canker worm, and curlleaf, and monilia, and pear blight, and the San Jose scale."

"Why don't you go up to the Agricultural College and get prescriptions for the whole bunch?" asked the drug-"I never learned to run a gist. health institute for these little bugs

"I just thought I'd drop in here and take out a couple of barrels of each kind," the customer went on. "What kind of a druggist are you, anyway? Well, put me up a couple of gallons of stuff for the cherry slug. Perhaps you'd better make it good and strong, for one of them bit the tail off a cow the other day. And I'll take a couple of plugs of tobacco for aphis. You have to feed these aphis things tobacco tea to keep 'em in good appetite. Some use stove gasoline, but that seems cruel on the bugs.

"And I've got to go and buy cross-cut saw to amputate the blackknot. While I'm gone put up a lot of stuff that will take bugs off the under side of currant and gooseberry bushes. Oh, yes, and the raspberry and blackberry bushes have had a bad attack of anthracnose. Put up something for that."

"Of course," replied the druggist. Whenever you want anything to cure bugs just bring one of the bugs up here and I'll experiment until I get something he'll succumb to. That is what I'm here for."

"All right," said the customer. "When I was in the pump business and a man came in and told me what he wanted a pump to do, I went to work and built a pump that would do what he wanted done. I didn't make him write down a prescription calling for so many ounces of iron, and so many drachms of cold steel, and so much hot air and all that. I went to work and built his pump Now you get busy and build me some bug solution."

served the druggist, "I'd turn the hose on you."

"Come out and turn it on the bugs," the customer said. "If you will introduce some contagious disease among the denizens of my orchard I'll help elect you to the Legislature this fall."

The customer went off down the street, leaving a wagonload of jars. jugs and half-barrels for the druggist to fill. The druggist looked through all the almanacs, took a flying leap through the city directory, read couple of pages of boiler plate sent out as farm news and then filled the vessels with water and Paris green and some kind of copper, with a little salt and tobacco thrown in for good measure. He wasn't going to admit that he couldn't poison a bug if given half a chance.

The customer took his stuff home and doped everything around with it, from the Dorothy Perkins rose at the sitting room window to the creaking wheel of the old cultivator lying back in the grape arbor. Since that time the druggist has been sitting up nights reading about insects and things. It is a new condition which must be met, and this druggist is a man who does things right

Alfred B. Tozer.

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He Was Appreciated.

For twenty years he had been in the employ of a big cash register house. He sold the first cash register purchased in Michigan and for a great many years he had averaged a sale a day including Sundays. The time came when he felt he needed a vacation and, thinking he had earned a long one, he wrote to the house, tendering his resignation. In reply came word that they did not wish his resignation, but would give him long vacation. He was to make a Pacific coast trip at the expense of the company, was to take his wife with him and spend all he wanted. He traveled and had a good time. He made a careful account of all his expenditures and when the trip was over presented an expense account for \$500. This was received in due time by the management and amended with the addition of another \$500, it being held that the original account was entirely too small.

This little story shows that a good salesman is occasionally appreciated.

How Are the Mighty.

Baggs and Jaggs met and Baggs and Jaggs got to yarning:

"I once knew a man, dear boy," began Baggs, "who was so ticklish on the bottom of his feet that whenever ie took a bath he had to walk about afterwards on a blotter. It was the only method of foot-drying that wouldn't throw him into fits."

"That's nothing, my dear fellow," retorted Jaggs. "I used to board at a place where the landlady was so nervous that, whenever the wind blew she had to go out and grease the corners of the house so the wind wouldn't creak when it went around them."

And then Baggs wept bitterly, for he had long held the championship "If you weren't an old friend," ob- and was loth to relinquish it.

ARBOR DAY.

Origin of a Custom Now Almost Universal.

After the lively controversy between the Secretary of the Interior and the Chief Forester of this great Nation had led to the dismissal of the latter, attention was naturally centered for a time on his successor. When Henry S. Graves, then Director of the Yale Forestry School, was selected, newspaper sketches of his career dwelt on the fact that he was the second American to enter the profession of forestry with the purpose of devoting his attention exclusively to the subject. They also informed the interested public that his technical training in professional schools of forestry was obtained abroad, as at the time-the '90s-no such instruction could be had in this country. In going abroad for his technical schoolhis predecessor in office, Gifford Pinchot, who is ranked as the first professional forester to apply scientific cleared." forestry to American conditions. That was not so very long ago, either. It was in 1892 at Biltmore, the Vanderbilt estate in North Carolina. Since then the movement for systematic forest work has become a lively sub-The forest service as one of ject. the Federal Government's activities has, under Pinchot, become one of great importance, and it is quite pos- helped to inculcate a sentiment sible for the American youth who would rather work with trees than with legal tomes or medical treatises protection and conservation. to get both the theory and practice of this comparatively new profession in his own country.

Perhaps the most important work of the forester and his assistants has been to arouse public sentiment against the wanton, wasteful consumption of timber. Conservation of the natural resources of the country has become an oft used phrase during the last decade. There is none so dull nor isolated these days as not to be able to explain more or less learnedly the need of protecting and safeguarding the trees, of their relation to the country's climate, the important part they play in the precipitation of its rain and the evaporation of its moisture

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But while conceding to the twentieth century the honor due to the period which definitely shapes out of many tentative gropings a fixed policy, to other men and other years can be traced the beginnings of the treeplanting, tree-protecting, tree-loving movement which has culminated in a national policy and incidentally through its leading exponent in lively row.

Even in colonial days, only a few years after the white man with his ax had started his work of felling the seemingly exhaustless forests which stretched from Maine to the Gulf and from the Atlantic to the Alleghanies, some were far-sighted enough to realize that too great a zeal in clearing away the primeval growth might work an injury not easily repaired. Only seventeen years after the Pilgrims landed at Plymouth the trustees of the little town of Watertown, Mass.,

adopted a resolution fining anyone guilty of felling a shade tree by the roadside. A few years later New York found it necessary to regulate the indiscriminate cutting of trees.

It was natural enough for the early settlers to cut and clear. They needed lumber for their buildings; they needed cleared spaces for their crops, The hardy pioneer with his uplifted ax was making way for great modern cities and manifold industries. many of them dependent on the wood furnished by the forests which he and his successors have depleted. As late as 1793 a Massachusetts agricultural society offered prizes to the persons who cut the most trees just as Michigan and other states offered bounties for wolf heads. Within three years this policy had to be reversed. Pennsylvania found wisdom earlier. One of its laws, while it was still a coloing, Graves followed the example of ny, stipulated that "in clearing the ground care be taken to leave one acre of trees for every five acres

> Always there were tree lovers who were one in spirit with the primitive man who worshiped beauty and maiesty in spreading oak and beech and lofty pine. Some of these had the gift of song and in melodious phrase chanted praises of the forests. Lowell and Emerson, Bryant and Thoreau, Longfellow and Whittier, all trees which has undoubtedly helped in the practical movement for their

Man is a complex creature, many mooded, many sided, many faced. Some of his most successful achievements in the material and concrete world have grown out of dreams, aspirations and sentiments which the practical side of his nature, in the midst of accomplishment, tries to ignore and forget.

It was to his practical side that J. Sterling Morton, the originator of treeless Nebraska, he had realized, as had his neighbors, the vital need of trees. They needed them as a protection from the blizzards of winter and the hot droughts of summer. The Government recognized the need when it offered tree claims to settlers, giving them free land if a certain number of trees were planted. Some of these settlers of German origin probably knew the efforts which the German government was putting forth, even in the middle of the nineteenth century, toward the scientific management of the nation's woodlands. European countries learned the forests should be cherished as and Graves could find in Europe colleges, established for the special purpose of training men for the successful planting and cultivating of forests; why they found the growth of trees and their maintenance reduced to a science and the management of public forest lands an important department of state.

ment of Agriculture and father of day. Paul Morton, whom Roosevelt selected as his Secretary of Navy, for no particular reason unless it was because he was an inland man who had succeeded in the management of railroads, knew just what other governments were doing to protect and increase the supply of trees is immaterial. He did know that his own State needed trees. He was an intelligent, practical farmer and casting about for a method to satisfy the need hit upon the idea of setting aside a certain specified day for the inauguration of a tree-planting movement.

At the annual meeting of the Nebraska State Board of Agriculture held in Lincoln, January, 1872, he introduced a resolution which read:

"Resolved-That Wednesday, April 10, 1872, be, and the same is hereby. especially set apart and consecrated for tree planting in the State of Nebraska, and the State Board of Agriculture hereby name it Arbor Day. and, to urge upon the people of the State the vital importance of tree planting, hereby offer a special premium of \$100 to the agricultural society of that county, in Nebraska, which shall upon that day plant properly the largest number of trees; and a farm library of \$25 worth of books to that person who on that day shall plant properly, in Nebraska, the greatest number of trees."

The resolution, unanimously adopted, met with such enthusiastic sponse that on the first Arbor Day over one million trees were planted. The day was established as an annual event. In 1885 the Legislature passed at act designating April 22, Mr. Morton's birthday, as the date of Arbor Day and making it one of the legal holidays of the State.

Ten years later the idea of Arbor Day was so proudly claimed by Nebraskans as their own that the Legis-Arbor Day, appealed. As a farmer in lature in joint resolution adopted as a popular designation for the commonwealth, "The Tree Planters' State."

The idea was quickly adopted by other states. Dr. B. G. Northrop, a Congregational minister of Massachusetts, known as the "great apostle of Arbor Day," gave up his other work to devote his entire time to the tree culture movement. The American Forestry Association made him chairman of a committee to push it, and in lectures, newspapers and pamphlets he spread the Arbor Day propaganda until before his death he had seen it adopted by almost every long before America the lesson that state and territory. He even carried it across the waters of the Pacific among the Nation's most precious and induced Japan to make it one possessions. That was why Pinchot of the national holidays. This was in 1805. His word bore some weight in schools, corresponding to American the land of the Mikado, and his visit was a happy one for him as he was well known. At one time he acted as guardian to three young Japanese women who had come to this country to be educated. One of these became the wife of Oyama, and all that she could do to honor her old friend Whether or not J. Sterling Morton, was selected as a fitting time for the ago.

afterward Secretary of the Depart- Japanese to observe as tree planting

In this country Arbor Day is a movable holiday, each state selecting the date most seasonable and convenient. April seems the most generally favored time, but its observance ranges from January, the date of the Florida Arbor Day, to December, although none of the states use the summer months. Washington's birthday has been selected by a number of Southern States. In many of the states the date is fixed, as in Illinois, by the Governor. The forms of observance have gradually become identified with the schools so that in one sense it is practically a school holiday. School superintendents throughout the country prepare annually programmes the purport of which is aimed to inculcate in the hearts and minds of the boys and girls a growing appreciation of the important relation which trees bear to the climate, the geography, the history, the whole life of mankind.

Always in wooded countries there has been an intimate relation between man and the trees, which in an earlier lay he worshiped. The mythology of all the older peoples is as full of tree lore as is the work of the later day poets. The love of trees is not a modern discovery, but their intelligent care and conservation are a comparatively new thing in this country, and Arbor Day has undoubtedly done much to educate the present generation as to its duty in this respect.

Henry Barrett Chamberlin.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

Muskegon is raising another bonus fund for factories. That city has been more fortunate than most other towns have been in making wise investments of bonus money.

President Ramsey, of the Ann Arbor Railroad, has promised Cadillac a new depot-an improvement the city has been asking for for some

Saul Ste. Marie hopes to secure a cement plant this year. The city must take stock to the amount of \$25,000 in the industry and more than half of this amount was subscribed at one meeting of the business men.

Pontiac is now in line for an armory, the bonds for \$6,000 having been disposed of

The corner stone of Manistee's new Federal building was laid April 13. with an address by C. A. Palmer, the retiring postmaster, who has been in service there for the past twelve vears.

The slogan just adopted for Port Huron by the Young Men's Business Association of that city is, "You'll Like Port Huron."

Mason is to be connected with Danville and Stockbridge townships in Ingham county by an auto line, the four cars making regular trips and carrying package freight and express as well as passengers.

Port Huron is prosperous. The was done while he was in Japan. Nov. factories are running full time and 3, the date of the Emperor's birthday, more men are employed than a year Almond Griffen.



DEVOTED TO THE BEST INTERESTS OF BUSINESS MEN.

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E. A. STOWE, Editor.

Wednesday, April 13, 1910

A WILL O' THE WISP.

One of the most common delusions entertained by men is a belief that almost any person can "keep store" especially if it happens to be a country store or a small combination store-confections, ice cream, cigars, tobacco, newspapers and magazines or something equally mixed-in an outside location in a city.

Perhaps the chief reason that such an ill-founded faith exists is found in the fact-the very human fact-that a majority of men prefer to tell of their successes and are diffident as to publishing their failures. We hear and, as a rule, we rejoice over the triumphs of our friends and neighbors, but are not always permitted to express our regrets over their fail-

Another influence quite misleading as to the ease with which a person may adapt himself to the business of buying and selling merchandise is furnished by men who are not only speculators but are born traders; men who will dicker for the exchange of farm, a house and lot, a livery stable or any one of a dozen other classes of property, for a stock of goods and a "stand" somewhere.

These men come from all ranks in business-farmers, contractors, artisans, members of the professions, bankers and men about town. Being usually skilled in the art of swapping, these men make good on every deal by very promptly trading the store and stock for some other property and at a profit. Just as the intuitive trader makes money more frequently than otherwise, the natural speculator is fairly safe in taking on a store and stock, even although he knows little or nothing about merchandising.

But for the man who has had no training whatever in buying, handling and selling goods it is an extremely hazardous proposition to assume that he can manage a store, whether large or small, unless he has been well who is alive, ambitious and equal to grounded from childhood up in the his opportunity. practice of saving and the habit of economy. In addition to these es- the Indiana city and circulated in the in the grass one may block the way sentials, the novice who undertakes adjacent territory is but one of a by raking away leaves and sprinkling to become a merchant should have score of devices indulged in to draw

ful and a man careful as to his personal appearance and general demeanor.

aged or very old men who, in their declining years, settle upon mercantile ventures as offering them a safe and easy means of gaining a livelihood. Sometimes these men have had storekeeping experience in their earlier years, either as proprietor, keeper or clerk, and so are able to cke out a meager support, but very much more frequently they have been engaged all their lives in callings wholly foreign to buying and selling goods and so very soon awaken to a pitiful realization that they have made a dire mistake.

The profession of merchandising is not an easy one to acquire; it is calling which demands of those who enter it the most perfect loyalty and the retailer in the metropolitan centhe very best-mentally, morally and physically-that a man possesses. It is, perhaps, the oldest existing profession and, in commanding success, it is absolute in demand for the invariable practice of honesty.

STRUGGLING FOR BUSINESS.

In one of the most enterprising cities in Indiana there is a large department store which has for some time been engaged in conducting an advertising campaign in an effort to increase the trade it receives from certain area of territory and population adjacent to the city in question. Briefly stated, this effort embodies the printing of a weekly news bulletin and the circulation of that bulletin in every home in the territory that is being crowded.

This bulletin is an eight-page affair and the news is almost wholly pertaining to the city where it is published and to the neighborhood into which it is carried. There is very little of a personal nature in this news, there is neither religion nor politics in the sheet and yet there is much of general interest; much that is certain to attract the attention of those who receive it to the resources, the places of interest and the general influence of the city near them. On the other hand, the items alluding to the district where the paper circulates are largely in reference to new buildings, improvements of roads and to farm equipment and statementsby farmers in the district—as to live stock, crop indications, and so on.

Just how the gathering of such news is accomplished and the approximate cost of the venture are not made public, but the general manager of the company which inaugurated the idea declares that "it is proving to be well worth all it costs and then some.'

In the present hustling business age every city merchant-jobber or tailer-has his work cut out for him each week day in the year and not infrequently on Sundays. But this is no more the fact with the city than it is with the country retailer—the chap itial process may result in disaster. A

The weekly bulletin published in perfect health, should be active, force- country trade to the city, so that the fore touching the match.

merchant in the city of a thousand or two thousand people must be a worker with both brains and hands to re-The business world is full of middle tain his share of the business within his reach. Then, in turn, the lesser merchant in the village of five or six hundred citizens or the one at the country four corners is put upon his mettle to keep pace with the small city's competition.

Personal factors are bound to cut a figure in all business. There are men who declare broadly and oracularlyand who believe it-that there can be no sentiment in business. The country merchant has, necessarily, stronger personal relations with the bulk of trade than are possible for the merchant in the small city to maintain with the major portion of his patrons; and, in turn, the small city merchant has an advantage in this respect over ter. Finally, all of these retailers profit by individual relations, sentimental conditions if you please, that are impossible for the catalogue house and their mail order methods. Square dealing, courtesy, industry and perpetual discretion are the most potent factors possible in meeting competition of any character.

THE BONFIRE.

At this season the passion for clearing up the trash is often carried far past the bounds of prudence. The virtue of fire for tidying premises can easily be carried so far that it ceases to be a virtue. Fire is the first refuge to get rid of the rubbish heap, but it is too often hard to draw the line between rubbish and valuable prop- ruins."

With the phenomenally dry weather for this season the usual dangers are much increased. Everything is so dry that in many places a match may readily start a conflagration. If there are dry leaves in the yard it is better to rake them into a compost heap than to risk making trouble for an entire neighborhood by burning them. They have a real value, either worked into the soil of the flower bed or garden, or they make fine scratching material for poultry.

If there is brush or rubbish to be disposed of which can not be converted into a fertilizer, remove it as far as possible from any building and beware of firing it when there is any wind. While you may feel that the wind is blowing in the right direction, winds shift so easily that one is never safe to rely upon that alone. Choose a time of calm to begin with, the warm air from the fire being certain of creating all the current you will care to handle.

Have a tank of water in readiness before applying the match. Some make the mistake of starting the fire first and getting the water wards. It is very much better to be too fully prepared than to lack preparation. The surplus water can be disposed of; but a deficit during the insmall sprinkler, if one has no hose, will help wonderfully in quenching a path. But think several times be-

LOVE YOUR WORK.

"A young man can not honestly make a success in any business," says Edward Bok, "unless he loves his work." There is the natural love. which should have a share in dictating the selection of a vocation. For, other things being equal, the work which a man likes will be more apt to prove a success in his hands than that which is distasteful to him.

But whether your employment is a chosen one or one thrust upon you, resolve to get the most out of it There is much in method as to whether work becomes a pleasure or drudgery. The "Man with the Hoe" might have added much to his life and much to his efficiency as a man, instead of remaining simply an animate bunch of clay, had he listened to the singing of the birds or noted the manner of growth of the lowliest weed which fell beneath his The man who shovels coal may inform himself as to its growth and uses; he may keep posted on the fluctuation of the trade and thus will the commodity mean something more to him than so many pounds of dead weight.

In any line of work, if we are alert to improved methods, striving always to look up and out, our opportunities will enlarge and the work will become less laborious, more fruitful of results. "From the same materials," said Beecher, "one builds palaces and another hovels; one rears a stately edifice, while his brother, vacillating and incompetent, lives forever amid

Even if we fail to erect a palace, we can make the cottage a veritable Eden. With a determination to do our best, this best will better grow. And the better we do our work the more we will enjoy this work. Anything done in a slipshod way fosters a distaste for work. The world will not suffer us to cheat it, no matter how hard we may try. We only cheat ourselves in the end, for the world will give back to us only what we put into it.

The increasing cost of funerals has resulted in the adoption by undertakers in Chicago of a cash-down sys tem at reduced cost. The new scale ranges from \$40 up according to the service required. A \$40 funeral is said to include embalming, a hearse, a casket, two carriages and drivers. \$75 funeral will, of course, secure a better casket and more carriages. The undertakers say that their bills are always on time, and often long time. or a total loss. They believe that with cash in advance they can make prices that will save money for their customers and give them greater profits.

6

A.

The Millinery Jobbers' Association has made a complaint to the Inter-State Commerce Commission that the rates for transportation of women's hats have been raised to unreasonably flames. If the fire attempts to run press companies reply that a freight high figures. The railroad and excar will hold only a third as many hats as it did ten years ago and an advance in rates is necessary to save them from loss.

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were not disclosed, the scene would attract notice. no longer be Niagara.

not continually shifting, the impresthere is something doing.

If a certain class of goods is disappointing in sales, work them off in some way-always a legitimate one. Make a special sale; give reduced one Sunday morning to go into his if you do lose money on the deal. It is better to lose on that class than for a trip out of town, in a fit of which attracts. But a sham never to lose a reputation for being a live hustler. Besides, they are worth at the door and the door open. Townsleast as much to the public now as they will be a few months hence, day, seeing the door in this shape, after you have given them a storage which should have been saved for more desirable material. And the at the time, but, finding the room summer months bring many damaging pests with which to contend.

Renew your window exhibit frequently. Here of all places it is necessary to keep the wheel whirling. Every passer-by will note if it is stationary; many will pause to look if the motion is such as to show real enterprise. In nature the whole animate world is changing. The vegetable world is bursting into new life. The influence of this renewal penetrates the human heart. Mankind instinctively feels an impetus through the regeneration of nature. The stagnant stream is now more than ordinarily out of place. Motion is the watchword of the public. Is it your watchword?

VACANT SPACE.

A large brick building with one importance than that passing front window makes use of the blank the trouble of making sales direct. walls, not in telling a long story or simple surface with an effective messuitable proportions, these being sep- able, but, as a rule, there is better arated by fluted columns-all done by satisfaction in the end by adhering means of paint. The panels are rep-strictly to business methods. There resented by a dead black surface, is then no danger of a misunderstandeach bearing in large gilt letters the ing in price; no possibility that some name of the owner, together with one will be wrongly suspected of one branch of his stock. The effect pilfering. is rich and pleasing, the name catches the eye easily, and an unattractive brick wall is at the same time rendered effective and useful.

The back vard of a store buildrefuse, an eyesore to all beholders she tired of the shams of social life and a breeder of vermin. Try con- and thus cut them out of her own. verting it into a pleasant spot by means of rapidly growing seeds. If in fact, many of them. Every sham the place is a conspicuous one, sow reflects, doing an injustice to the one lawn grass on the plot, first marking acting it and to others. "You may

KEEP THE WHEEL WHIRLING. scattering seeds of portulaca or some and part of the people all the time," some discouraged heart; and the ben-It is human nature to enjoy mo- other low growing plant. The white said Lincoln, "but not all the people efit is contagious, reacting upon the tion. The perpetual falling of the sweet alyssum will serve the purpose all the time." The shoddy goods author. Sunshine in the heart is as water gives a distinctive charm to admirably. Or fill them with some of Niagara. Could its waters be tem- the yellow or crimson colored bedporarily arrested, even though the ding plants. This unique way of prespray remained and the bare rocks senting your name will be sure to will allure a class who look at the ating the later always proves.

If the back yard is not available It is much the same in trade. We for such a design, cover the fence may have our windows filled with with sweet peas or the trailing wild replaces that of exultation. goods. They may be faultless in ap- cucumber, and thus make it a thing pearance or in price, but if they are of beauty. The living sign may be transferred to the front, using a winsion given is anything but inviting. dow box if there is no other availbusiness to stagnate, and soon the should be small and kept well trimtrade is transferred to a store where med, thus remaining continually in good condition.

TRUSTING THE PUBLIC.

absentmindedness he left the key in entered for some small purchase, supposing that the proprietor was in vacant, they made themselves at home to the extent of securing the cigar or other trifle desired. all day Monday," relates the mer-chant, "I was kept busy taking kept busy taking change for the things bought while I was away."

"That's nothing," declares a listen-"Blank often hung a bunch of bananas outside if he thought they might be wanted before Monday. And he never lost by it, either."

This is carrying to an extreme the same theory of the teacher who sent the boy to the store with her purse; only she was supposed to know exactly how much the purse contained before thus trusting him. It is a good thing to have faith in your fellowplace temptation in their reach. Besides, the method will sooner or later side fronting a street of scarcely less appeal to the public as a loose way its of doing business; a sort of shirking

Again, some may avoid your store picturing one in flaming colors, but lest an abuse of the privilege is inin converting the space into a neat, dulged in and an innocent party suspected. There are special instances It is divided into panels of when this trusting may be pardon-

SHAMS OF SOCIAL LIFE.

The strange story of "Jessie, the Gypsy Queen," the daughter of a prominent Baltimore broker, who left ing is sometimes a most dreary place. her home for a nomadic life in a Put to no practical purpose, it at gypsy camp, has in it altogether too once becomes the receptacle for realistic a romance. Friends say that

The tale has for us all a lesson; out the letters of your name and deceive all the people part of the time surface of things, but after a little Have you tested the nut of your

There is no place in trade for cheap it is, and not try to pass it off for place. butter. But there are many in-A village merchant had occasion stances in which the law can be evaded by a little squirming. There is sold more goods; never made a friendship; never boomed trade exmen during various portions of the cepting temporarily, then suffering it women revolt from it as did the "Gypsy Queen" from the social realm in which she was reared.

the milk of the cocoanut is dried up by the Bank of England in 1828. It or used to sustain the growing germ was in circulation for many years and thus converting the nut into a and became a source of great annoy-"grower." retain its full richness the milk must their accounts. At length the holder also be in good condition. This is of it brought it to the bank and the nature's method. She has stored up officials, after some hesitation, agreed necessary food and moisture for the to give him £5 to surrender the tiny germ enclosed in the hard case, troublesome bit of flimsy." and if by any chance this liquid is Mark Twain's humorous advice to lost there is a serious deterioration some burglars who broke into his

men, but it is not always wise to the milk of the cocoanut. If we allonce took him to see a very beautiful there will be the same shriveling obof all of the milk of human kindness; was such that the owner's other comcustom and it has made a great deal. turning to Mark Twain for his ver-It freshens the parched surface and dict, "what do you think of it? Grand, gives new life to every organ touch- isn't it?" "Yes, it's very pretty," said

Cheerfulness is another refreshing quality which costs nothing yet acts surprise. like magic. A cheering word or look will often give a new impetus to humorist gravely.

which seem to compare well with essential as in the window; and we those of a rival at much higher price all know how purifying and invigor-

wear the tune changes; the sham is own spirit and conduct and is the detected and a feeling of resentment milk still fresh and ready to aid in promoting new life? It does not regoods; there is a place for imitations, when sold as such; but for the varnished sham there is no place. What ties which go to make better your We get the reputation of allowing able space. In this case the plants we want is sincerity and truth in companions you will be passed by commercial as well as in social cir- like the empty cocoanut. The world cles. If you sell oleomargarine you needs only those who will help to are now required to sell it for what make it more fair, a better abiding

European tourists have noticed that about the only bank note they rates which will be an incentive, even store for some needed articles. Hurthe ambiguous reply which assures riedly shutting the door preparing the uninitiated; the gilded front gold enough, is the bank of England £5 note. It is said that £1 notes are still in circulation among business people in Scotland and Ireland, but few tourists see them. Now it to retard when the detection became land shall again issue notes of that disgust and to banish. Real men and small denomination-why, one can only guess, for certainly there is gold enough in circulation. The London Daily News says, in mentioning the proposal: "It is not generally THE MILK IN THE COCOANUT. known that a bank note of the value We all know what happens when of one penny was issued by mistake In order to have the nut ance to the cashiers in making up

> In business transactions there is has the faculty of finding humor in house the other day proves that he just as much importance in retaining the most unexpected places. A friend low the sustaining power to vanish and valuable piece of sculpture. It served in the cocoanut. We hear first up her hair and the workmanship and here we have a chance to note panions stood open-mouthed in adits influence. Kindness never lost miration. "Well," said the host, Mark, "but it's not true to Nature!" "Why not?" enquired every one in "She ought to have her mouth full of hairpins," replied the

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THE MICHIGAN TRUST



PUBLIC PARKS.

Grand Rapids Is Deficient in This Feature.

At the close of the last civic revival a programme was made out of the good things the Municipal Committee should go after. First and foremost on the list was placed pure water. The recent election seems to have placed pure water among the things achiev-The money has been voted for the filtration plant and the first steps have already been taken toward spending the money for the purposes intended. It will be a year or more before pure water can be actually realized, but it is on the way and the first item on the civic revival programme can be checked off.

Other items on the prorgamme were convention hall, the Monroe street extension and civic center, public comfort stations, a river front boulevard, separation of grades and more parks and playgrounds.

The river front boulevard and improvement of the river could have been checked off had the Power Company franchise received the requisite vote in the recent election. The plan covered by the franchise was for a new dam about 300 feet above Bridge street bridge, which would have brought the "pool" down to First street and vastly improved appearances to that extent. The river bed below the dam was to have been excavated, which would have insured running water instead of a rubbishstrewn river bottom during the summer months, and this would have been an improvement. The power companies would have given right of way for a 60 foot drive from Pearl to Bridge street bridges, and a 40 foot drive north of Bridge street to Fourth, terminating in a small river front park, with room for a boat landing and a bathing place. This plan, although it failed to carry in the recent election, is not entirely dead. The franchise, no doubt, will be voted on again in September and there are good prospects of a favorable vote.

Public comfort stations have not yet been established, but many Grand Rapids citizens have seen how New York, Chicago and other cities provide for the comfort of strangers, and many also have observed how the cities in Europe do it. Ten years ago the suggestion of comfort stations in this city was laughed at, the need was not recognized. Public sentiment, better informed than ten years ago, is now demanding that something be done and it is probable this public sentiment will be reflected in a liberal appropriation by the next Coun-There should be at least three of these public stations, one at the head of Monroe street, one in Campau square and another at Bridge street. There is no reason why basements suitably located and that could be secured at reasonable rentals, or be used, with neat, unobtrusive kiosk purposes would be fully warranted.

The convention hall matter is in the hands of a special committee of the Board of Trade, of which Claude T. Hamilton is chairman. This Committee will meet soon, and it is understood the plan that will be taken up will be to raise the necessary funds by public subscription.

The sub-chairmen of the Municipal Affairs Committee met last Friday night at the home of Clay H. Hollister to consider what next important movement to undertake and after checking up the list decided on parks and playgrounds. The city now has 191 acres of parks, representing approximately 1.6 per cent. of the city's total area, or one acre to each 600 population. In addition to the parks the city has the Julius Houseman and the Mary Waters fields as playgrounds. The city is growing rapidly, vacant areas are fast disappearing, the need for more parks and playgrounds is every year becoming more apparent. Lands now unoccupied can be purchased at a small part of what these same lands can be purchased for a few years hence. The Municipal Affairs Committee will campaign for more park lands in all parts of the city. The standard that will be established will be for a park or playground within half a mile of every home. The lands acquired need not be improved immediately. They can be used as "commons" unthe city can afford to put in til walks, shrubbery and trees, and in the meantime the boys in the neighborhood and the girls, too, and also the grown-ups can use them as places of sport and recreation. The Municipal Affairs Committee has enlisted all the neighborhood associations, the Real Estate Board, the Trades and Labor Council and other organizations, and there is no reason why a very effective campaign should not be arranged. Public sentiment, it is believed, will take kindly to the idea, and the church people and the sinners will help it along. The first step in the campaign might well be the education of the people and especially of the city officials to a higher and better appreciation of park gifts to the city. The Council has been niggardly in providing for the playground which Chas. W. Garfield and family gave to the city. It has treated the Coit gift in the Black Hills district with scant courtesy. John Widdicomb offered the city ten acres of river front land in the North End for park purposes and the Council has looked this gift horse in the mouth so long that there is danger of its being lost to the city. When park gifts are offered there should be such prompt and courteous action as to make the donors feel glad and to encourage others to do likewise.

The Park and Cemetery Commission will probably next fall ask for a bond issue of \$200,000 to provide funds for the purchase of desirable areas under the sidewalks, should not park lands when and where they can be secured at reasonable figures. If entrances. The plumbing equipment this loan is authorized an early moveof these places would be the greatest ment should be to acquire the valcost and there would be expense also leys of the narrow streams which for maintenance and attendance, but flow through the city. The valleys the expenditure of money for such of Coldbrook and Carrier Creeks in the North End and Silver and Plaster

chased now ought to be cheap. These purposes, but unless the city acquires them it is but a matter of time when they will be dotted with cheap houses and the beauty of these valleys will be forever destroyed.

The Origin of Oxygen.

oxygen in the atmosphere probably comes from the action of sunlight on of hot liquid, it contained no vegetable fuel and probably no free oxy-But as it cooled off plants appeared on its surface, and these began um of the sunbeams.

Upon the oxygen thus derived we depend for the maintenance of life by formly maintained it is thought that breathing. When we burn coal or the globe would be fully peopled other vegetable fuel we use up oxy- about the year 2072. gen, and it is to plants again that we owe the restoration of the oxygen thus lost to the air. If they failed to lose.

Creeks in the South End would make keep up a sufficient supply the atbeautiful parks and the land if pur- mosphere would gradually part with its oxygen and the inhabitants of the valleys are not suitable for building earth would disappear in consequence of asphyxiation.

The Capacity of the Earth.

It has been estimated that the fertile lands of the globe amount to 28,-000,000 square miles, the steppes to 14,000,000 and the deserts to 1,000,-Lord Kelvin showed that all the coo. Fixing 207 persons to the square mile for fertile lands, ten for steppes and one for deserts, as the greatest plants. When the earth was a globe population that the earth could properly nourish, the conclusion has been arrived at that when the number of inhabitants reaches about 6,000,000,ooo our planet will be peopled to its to evolve oxygen through the media little more than one-quarter of that number. If the rate of increase shown

Love gives away in order not to

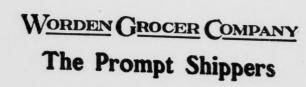
Attention, Merchants!!

Who want to make money surely, quickly and honestly. THE INTERSTATE MERCANTILE CO.

he World's Greatest Sale Conduct 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.

THE INTERSTATE MERCANTILE CO., L. B. Ullar, Mgr. 148 East Washington Street, CHICAGO, ILL.



Grand Rapids, Mich.



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A Sale Full of Salesmanship.

The writer was making his daily visit with a retail furniture client and was talking to Blair, Jr., member of the firm, when the opportunity was offered for a salesman to be a salesman and Blair left me, for a very rich -very elegant-lady was entering his establishment.

Blair's manner of approach was refined and cordial.

The conversation of the lady shopper and the salesman is convincive that salesmanship requires something more than usefulness, shop talk, clever phrases, personality and effort-it requires intelligence.

"I am looking for a library table and would like to see what you have,

"Perhaps we can interest you. I am Mr. Blair and you are-?"

"Mrs. Farnsworth."

"Thank you. Is the library on the first or second floor, Mrs. Farnsworth?"

"The first."

"Possibly a north room?"

"No, a south."

"And what size, please?"

"Well, really, I do not know that I can say as to its measurements.'

"Perhaps 15x18."

"More likely 14x20, I should say." "And do the windows take up most of the south wall?"

"Then you have window seats or chairs about that side of the room?" "Two large chairs."

"And the east wall?"

"Our bookcases are built in the east and north walls."

"And the west?"

"The entrance to our dining-room is in the northwest corner and a large davenport fills the remaining wall."

"What is the decoration, please?" "Dark red to ceiling, then buff."

"I see. The floor is rugged?"

"Yes; one large one."

"What pattern, please?"

"Bokhara."

"And the light, Mrs. Farnsworth, is electric? Possibly you have an electrolier for this table?"

"Yes."

"And how, please, is the room finished-I refer to the woodwork?" "Mahogany."

"Then the furniture, of course, is real mahogany?"

"Yes."

上學 二十年 十四年 二八十 五十年 二十八

"I see. Now, Mrs. Farnsworth, 1 have the library in mind. I think I have a table ideally suited for itpermit me to show it."

"Thank you."

This all seemed mighty human to me, and I could not help watching Blair down the aisle, where at least fifty library tables were arranged, assist the helper pull out a certain table, turn it around and adjust it very carefully under the proper light and then say: "This is my suggestion for

your library, Mrs. Farnsworth."
"Oh! it is beautiful. Just what I have looked days for. I am sure Mr. Farnsworth will be pleased with it. Could you send it out this morn-

piece of furniture very thoroughly before sending it out and it is rather late for the morning delivery. However, if you especially want it, I will put two men on it."

"Oh, no; just so I have it when Mr. Farnsworth comes in to dinner."

"You may depend upon its being

"Thank you, Mr. Blair. I want to pay for it, please-

Mrs. Farnsworth."

have seen and I appreciate the interest you have taken in this selection.'

"I hope you will enjoy it in the house. If it does not fulfill your expectations there are some other tables about here."

"Thank you. I am sure I will like it."

By this time the blue-uniformed boy was opening the door and Blair was saying in his own way, "Good morning."

This appeals as a sale full of salesmanship.

An ordinary salesman would have led the customer to the long row of library tables, pointed out this and that one, reciting its history, features, merits-and softly its price. Down the row and back again, by which time the lady customer, who might have been a willing buyer, would be tired and bored with styles, shapes, woods, colorings and finishes, not having seen the table she thought she wanted and not being interested in the furniture business, as told by the 'knowing" salesman, would have said: Thank you-but I will look around a bit," and made exit.

But Blair did differently-his salesmanship was intelligent, interesting and convincing. He became interested in the wants of his customer and she appreciated it. When the Farnsworths fit up a new room best chances are Blair will sell them, profitably.

In many instances it is because there are so few retail salesmen who are intelligent, energetic and interesting that the advertising of the retail merchant, large or small, can not cash into possible sales and, incidentally, were there more Blair salesmen there would be more junior partners.-E. Olin Finney in Judicious Advertising.

Champagne City.

Epernay, in France, where all the best champagne is made, may be said to be a vast subterranean city. The streets for miles and miles are hewn out of the solid chalk and flanked with piles of bottles of all blends and qualities.

There is no light in this labyrinth of streets, crossings, and turnings, except that which the sputtering candles afford. All is dark and damp, with the thermometer down toward the freezing-point.

The largest champagne manufacturers in Epernay possess underground cellars covering no less than forty-five acres and holding no fewer "I fear not this morning, but sure- than five million bottles of wine.

ly this afternoon. We go over each Why Mr. Hodenpyl Should Come To or so this summer renewing old ac-Grand Rapids.

The plan to bring various power, State under a single control to be known as the Commonwealth Power, been declared operative and the new securities in exchange for the securities of the properties taken over as represented by the underwriting subscriptions will be issued about April This merger ought to be a good "One hundred and sixty dollars, thing for the State. It will result in a larger and better development of "It is far handsomer than any I the water power in the State and why should not this development be as beneficial to the people as the development of any other natural resources? The Grand, the Kalamazoo, the Muskegon and the Au Sable rivers have been running for ages, and only a very few living along their banks have been benefited by Nature's gifts. The capital and enterprise of the new Commonwealth will harness these rivers, and modern science will distribute their power to the cities and and cheap electricity for light and power will benefit everybody.

The possibilities for good in the new Commonwealth are certainly great, and yet it must be admitted the company is not making an auspicious start. The Grand Rapids-Muskegon Power Company, which is one of the constituent properties in the big merger, has been caught in what has the aspects of a petty steal and the Grand Rapids Railway Company, which is also in the deal, comes out of a controversy with the city privileged to pay the bills while somebody else gains the glory.

With large interests in the new Commonwealth it might be suggested to Anton G. Hodenpyl that he visit Grand Rapids, that he spend a month

quaintances and getting into closer touch with public sentiment. He will traction and gas properties in the find that the Grand Rapids people are a pretty decent lot, just as they were years ago when Mr. Hodenpyl lived Railway and Light Company has here, that they are easy to get along with and reasonable in their demands. They do not take kindly to trickery by the Power Company nor do they like to be made angry before they get what they want from the Railway Company, but neither would Mr. Hodenpyl if he were one of them. A month or so in Grand Rapids would be good for Mr. Hodenpyl, good for the properties in which he is so largely interested and good for the city which these properties serve. His diplomacy would smooth out such wrinkles as now exist, and it is easy to believe that the broad gauged, public spirited policies he would inaugurate would go far toward popularizing the two institutions in which he is concerned. And it may be added that such a visit would not be devoid of pleasure. Mr. Hodenpyl has many villages and small towns of the State, friends in Grand Rapids and they would be glad to make his month full of enjoyable incidents.

Parasol Sails.

Experiments have been made in England with a new kind of sail for The sail when spread resembles a large umbrella. The mast, occupying a position similar to that of the stick in an umbrella, turns upon a pivot at the bottom. It is usually inclined about forty-five degrees to the horizon, but the inclination can be adjusted to suit the force of the wind. The inventors claim that with this sail, "heeling" of the boat can be avoided, while at the same time the sail tends to lift the boat and thus enables it more easily to mount the

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

I know of places in every state where retail stores are needed—and I also know something about a retail line that will pay handsome profits on a comparatively small investment—a line in which the possibilities of growth into a large general store are great. An exceptional chance to get started 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.

Klingman's

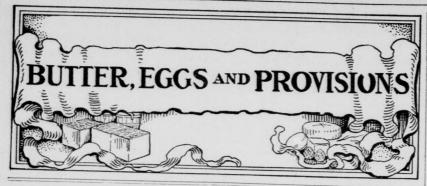
Summer and Cottage Furniture: An Inviting Exposition

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

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

Klingman's Sample Furniture Co.

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



be seen in the following table:

New York, 1910	476,841
New York, 1909	516,141
Decrease 1910	39,300
Chicago, 1910	347,611
Chicago, 1909	365,261
Decrease 1910	17,650
Boston, 1910	157,206
Boston, 1909	161,646
Decrease 1010	1.440

The Three Cities, 1910 ... 981,658

The Three Cities, 1909 .. 1,043,048

Decrease 1910 61,390 wave that occurred throughout the nels this year than last. producing sections in February rath- Certainly there is no Indication of siderably in excess of last year at prices. this time.

close of March. Last year the early age eggs .- N. Y. Produce Review. April storage at all points was comtle doubt that with the present free production and the highest storage deal of unrecorded data necessary to prices ever known at this season of the continuous and tranquil opera-

ducing sections and should it contin-independent of any employee. Even ue we may have a comparatively it, however, depends to a considershort season of highest quality eggs. able degree on the memory of every Already some complaints are heard individual unit for its aggregate sucrent receipts.

sumptive output for March from the tion.

Observations of a Gotham Egg Man. reports of receipts and storage acthe leading distributing markets may such a variable quantity, of the March arrivals go to put working stock in with experience and with unrecorded March, Cases dealers' hands. Last year our receipts history coincident with the growth were 516,141 cases in March and we and development of a business enteraccumulated about 38,000 cases in prise. cold storage; there were also an estimated accumulation of 25,000 cases in receivers' hands outside of cold storage. On that basis the March output in 1909 averaged about 100,000 cases a week. This year our receipts were 476,841 cases and our storage accumulations 34.000 cases in round figures. There were probably more eggs in receivers' hands at the close of the month than there were last year, so that our active output from the wholesale market did not exceed about 91,000 cases a week in March There is little doubt that the de- this year, even though Easter came crease in March receipts above in March. But there might have shown must be laid to the severe cold been less eggs in distributing chan-

er than to any decrease of produc- any better consumptive trade in this tive capacity. In fact when the very vicinity than last year, in spite of the light scale of egg movement early in higher price of meat foods, and it is March is considered the totals for the a little hard for local operators to month make a favorable showing. figure out the basis upon which And the current production in many stores are willing to accumulate eggs western sections is reported as con- on the present extreme level of

An interesting story about the ef-As between the above markets fects of cold storage on egg quality Chicago has lately been taking the comes from Mrs. Geo. J. Wenzel, of lead in storage operations and the re- Newark. Wenzel bought twenty-five ceipts there during the last few days cases of eggs from W. W. Elzea last of March were about as large as at April and they were stored for his New York. They have since been account. Mrs. Wenzel keeps chickconsiderably larger. Eggs are said ens and she now writes that early to be going freely into Chicago stor- last August three of her hens wantage, but we have no exact figures as ed to set. Mrs. Wenzel didn't want to accumulations there at the close to waste fresh eggs on them, thinkof March; they were doubtless more ing it was too late to hatch a brood than in New York where we had ac- and for an experiment set the three cumulated about 34,000 cases by hens on 39 of the April storage eggs March 31st. Chicago might easily —then nearly four months old. She have had double that. Boston had accumulated about 9,000 cases at the chickens were hatched from the stor-

In every business organization year the April accumulations will far tion of the organization. The de-The season, however, is remarkably multiplicity of units, has a broad syspartment store, made up as it is of a early. Warm, dry weather has pre-tem of business organization, planvailed throughout most of the pro- ned to take care of every emergency, of warm weather defects in the curcess, and what is true of the large highest prices. organization is increasingly true in It is difficult to estimate the con-proportion of the small organiza-

Data of an official nature regarding accounts, credits, etc., is invariably recorded for future reference; but there is a vast amount of unrecorded data, things which the individual knows because of his experience with the organization, that is absolutely lost whenever an individual terminates his connection with the organiza-

The truth of this is illustrated over and over again by the questions that are referred to the "oldest salesman bservations of a Gotham Egg Man.
A comparison of March receipts at cumulations because so many, and staff." It is an appreciation of the on the floor," the "oldest clerk in the commercial value of a memory stored

> A loss is sustained by the average store every time a change is made in the management of a department or in its contract men or in its experienced sales force, or by a wholesale organization when it changes its travelers. It is true this loss may be in a certain sense offset by the qualifications of the new incumbent, but all things being equal, the longer an employee has been with a house the more valuable he should be.

It is expedient at times that certain changes should be made, but these changes should not be lightly undertaken. The whole matter one that should receive the careful thought of all employers of experienced labor, and while changes must be inevitable from time to time, they should be as few and as infrequent as possible.

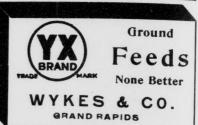
Harder work may be Heaven's

Rusting is the poorest way of rest-



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

Our Slogan, "Quality Tells" Grand Bapids Broom Companii Grand Rapids, Michigan





New and

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

ROY BAKER

Wm. Alden Smith Building Grand Rapids, Mich.

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

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

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

C. D. CRITTENDEN CO.

41-43 S. Market St.

Grand Rapids, Mich.

Wholesalers of Butter, Eggs, Fruits and Specialties

W. C. Rea REA & WITZIG

A. J. Witzig

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

"Buffalo Means Business"

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

Consignments of fresh eggs and dairy butter wanted at all times. REFERENCES—Marine National Bank, Commercial Agents, Express Companies, Trade

How the Cold Storages Prevent reservoir, or there would not be a cards in the card index. These cards Shortages.

articles stored.

and best results, so far as the articles as to the length of time that goods ed B. and arranged as to keep the articles holding for a longer time. The actustored in the best possible condition, al time that goods are held varies and prevent, as far as possible, any greatly within this limit, and while deterioration.

The Department of Agriculture has made most exhaustive investigation hundreds of different owners. There and carried on very elaborate experiments, and Secretary Wilson states: "The cold storage is a great blessing to humanity. It is a great blessing to be able to put meats, vegetables, fruits, etc., in cold storage where they will keep."

The present cold storage warehouse is simply the evolution from the farmer's or produce dealer's cellar, where was kept the surplus make of butter or vegetables for such a time as the conditions permitted, for use when circumstances restricted or made impossible the production or raising of these articles. This evolution from the primitive method of preserving and holding perishable food to the present modern cold storage warehouse has been the result of the best thought and the most careful and often costly experiment of not only the capitalist, but of the scientist in every department, as well as the architect and builder, and today it stands almost, if not wholly unequaled as an example of a modern institution, the result of these combined efforts. It should be kept in mind that cold storage is simply one method employed to preserve certain articles of food-it is at the present time the best method known-and if restrictions are placed on this method, or if prohibited, other methods less desirable or effectual would be used, methods which the cold storage has supplanted to a great extent, such as the preserving of eggs by holding in brine, and by canning to a larger extent a great many other articles. If no adequate and successful means existed to care for and preserve the surplus production, several would be a greatly diminished production, for if it were necessary for the entire production in time of plenty to be consumed during that low a point as to be unprofitable to magazines and newspapers. the producer.

a community dependent for its water required. As the clippings increase supply upon a stream. Where there in number another drawer may be the spring months and a scarcity at the front. The manila folders in each other times, the only method to se-cure a sufficient supply is to hold Each folder represents a subject

sufficient supply in time of drouth, are filed alphabetically by subjects. The fundamental principle involved, The cold storage house simply acts in its bearing and relation to the per- as a reservoir, so far as the perishishable articles stored in a cold stor- able articles therein stored are conage warehouse, is the same as that cerned, and in this function acts the have been saved on this subject and of any warehouse in its adaptation same as other warehouses where cot- indicates by such figures as B-14 in to the care and preservation of the ton, wheat, tobacco, groceries, etc., which folder the clippings may be are stored. This use of a cold stor- found. It is simply the employing of meth- age warehouse is simply an enlargeods best adapted to give best service ment of the family refrigerator. Now fourteenth folder in the drawer markstored are concerned. Cotton, wool, are stored, the natural limit to the tobacco, dry goods, groceries and length of time that any article is other merchandise from the force of stored is a period somewhat less than that not only almost any size of clipnecessity require to be stored for the time that intervenes from one pings can be preserved, but pictures various lengths of time, and are time of surplus production to another. stored in warehouses so constructed There is nothing to be gained by influenced by conditions and circumstances, is controlled entirely by the is no combination, no organization, influencing or controlling this feature actually the result of each owner exercising his business judgment in disdisposing of the goods he deals in, a right which has, so far as I know, never been doubted nor denied him. being sold and withdrawn for con- at all and your business will be betsumption continually, and it is quite ter for it .- Farm Machinery. frequently the case that the owners of the goods holding the longest make the least profit, often a loss.

You can take my word for it that the produce dealers of Boston are a very able, shrewd set of men, and not holding goods, paying storage charges and interest on money invested beyond a time when they will sell for full market values, and this means when they are in good condition. While any imperfection in goods is usually attributed by the consumer to cold storage, almost invariably it is due to some other cause. To ascertain the causes of high price of food and to decide what steps to take to effect a change is a very perplexing problem, requiring exhaustive enquiry and examination in order to ascertain all the facts so far as possible before intelligent action can be Chas. H. Uttlev.

Keeping Clippings in Letter File.

Perhaps a year ago a business man read of a good office system, a sales scheme, or a new process of manufacture. To-day he needs one of those methods in his business, but he things would eventually result. There has forgotten it and has mislaid the clipping. What is needed is an efficient and easily cared for clipping system.

It is a simple problem to list and period, prices would be forced to so file clippings from trade journals, dinary vertical correspondence file The situation is similar to that of and a card index are all that are is an overabundance of water during added. The drawers are lettered on

back some portion of the water in a and has its corresponding card or

Thus, if information is desired on cost accounting, the index card for "costs" lists all the clippings that This file number would indicate that the clippings are in the

The advantage of filing these clippings in a letter file lies in the fact and drawings as well.-Shoe Trade Journal.

Don't Be Jealous of Your Competi-

Don't let it worry you if some one else gets some business. or firm never existed that could sell every one everything they needed. If you were the only dealer in your county there would be some buyers who of the business-it is practically and would go to the adjoining county to make their purchases.

If you are inclined to be jealous posing of the goods he owns, the of the customers who visit your comsame as any merchant exercises in petitor's place, think that probably he has the same feeling about those who go to you. If either or both of you were out of business they would In actual operation with such a large buy their goods somewhere else and number of owners, representing vari- the world would go on just the same. ous views, a considerable quantity is Forget that you have a competitor

Tea Standards for 1910.

The Treasury Department at Wash ington has published the following tea standards for the year 1910 as adised by the Board of Tea Experts:

No. 1. Formosa oolong.

No. Foochow oolong. 2.

No. 3. Congou

India (used for Ceylon). No. 4. No.

Pingsuey green gunpowder.

No. 6. Pingsuey green young hyson.

No. 7. Country green.

No. 8. Japan, pan fired.

No. 9. Japan, basket fired.

No. 10. Japan, dust or fannings.

No. 11. Capers (used for scented range pekoe).

No. 12. Canton oolong.

No. 13. Scented Canton.

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 Electrotype Co. Grand Papids, Mich.

Acorn Brass Mfg. Co. Chicago

Makes Gasoline Lighting Systems and

Everything of Metal MOTOR DELIVERY



Catalog 182



EGGS

If you have any poultry and eggs to sell and wish our prices let us know. We are the largest dealers in Grand Rapids.

A. T. PEARSON PRODUCE CO.

14-16 Ottawa St.

Grand Rapids, Mich.

The Vinkemulder Company

Jobbers and Shippers of Everything in

FRUITS AND PRODUCE

Grand Rapids, Mich.

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



Buying at Home the Retailer's Greatest Problem.

To buy at home or in market. guments in favor of both.

It is the time, not the place, that the late market buyer arrives. is the important question. If it were the practice of the retail buyer up about the time the salesmen reto go to the market early, before the turn from their trips or, perhaps, besalesmen go out on the road, they fore, the sample is withdrawn from would derive the advantage of hav- the salesmen and the sample room. ing a full line to select from, which Being a desirable pattern, it has met advantage is afforded those who buy at home, in which event there would can not be duplicated, therefore it is be no advantage of the former over not found among the left-overs which the latter method, except possibly, the unlucky late buyer sees when he the opportunity of seeing what is be-comes to market. ing worn in the metropolis.

understanding exists with reference not want to get stuck any more than to the time for buying in market— the retailer and exercises precaution that is, when the salesmen have re- to protect himself in whatever way turned from their selling trips-the he can, at the same time realizing retail buyer "takes a chance" on get- the importance of caring for his custing the desirable patterns and this tomers in so far as he can, consistchance is real, not imaginary.

creators of the various lines and vance, before it is made. Were the styles are thinking ahead. It is up system reversed the manufacturer to them to prepare for a season be- could not know the limits within fore most people are fairly in the which he must confine his buying or preceding one. The designers of the the extremes for which he must prostyles and the patterns get busy in vide manufacturing facilities. The their respective departments and system by which the salesman takes evolve the novelties for the next the merchandise in its embryonic season. These are put into the mills, state to the manufacturer is the resamples are produced, and these sult. Whether the merchant buys of must pass the scrutiny of the original manufacturer before he shows the market is not so much a matthem to the manufacturers of the ter of moment to the manufacturer product in the form in which it is to as when he buys. Indeed, a system be ultimately placed before the consumer. As heavy investments are in- the market at the proper time would volved the utmost care is exercised be welcomed by the wholesaler, beby these mills to put out nothing cause it would minimize his selling which carries with it a great element expense, placing that upon the retail of risk. This is the first of the processes of elimination through which retailer would buy early and buy in a thing passes to the merchant. The the market it would be the ideal sysmanufacturer of the finished product tem from the manufacturer's point in due times goes to the market or of view, but as the entire tendency sends a representative who is in- of market buying is to do so late, it variably a man trained in this line, would entirely revolutionize methods and this man-or, as in some cases, if there was a movement of consea group of men-buys from the vast quence in the direction of buying in assortments which are placed before market, and as the present system is him. He buys those which in his es- one of evolution in which the "fittest" timation will sell, and he buys them methods have survived, it is generalin proportion to the degree of favor ly believed to be the best up to the which he expects them to gain from present era. Buying at home, therethe retailer. While this man is not fore, is done without danger of get-infallible and may underestimate or ting undesirable merchandise, and overestimate the influence of certain with the proper degree of caution patterns, his training has been such with reference to overbuying, which that he can determine closely upon can better be gauged at home than this point. This is the second pro- in the market, it has many advantcess of elimination which guards the ages. retailer who buys early.

samples and these samples are sub-stickers, as he fears, because of the mitted in due time to the court of various processes of elimination final appeal—the retail buyer—where through which the patterns have the process of elimination continues. gone. Still further protection is of-Now the real test of the manufac- fered by the fact that the samples

watches the orders as they come in ers within the time that the lines are to see wherein he has erred. If he open, and even though a few retail has, then he starts to revise.

Those which have met his expectations remain on order and may be that are not desirable, it is probable increased if it is possible. On those that so few buyers have made the which have not "taken" the orders are revised, although it occasionally has been made on these lots and not occurs that the mills will not accept enough to justify the manufacturer the revised order. In the latter event Opinions as to the relative advant- the goods are made up, but not havages of these methods are by no ing sold well when shown upon the stitutes, with the merchant's consent, means unanimous and there are ar- road, these are to be found among the lots that are still in stock when

Should a desirable pattern be sold with a large sale from the mills and

This problem of the manufacturer Assuming, then, that the general is worthy of consideration. He does ent with his own safety. He must, Long in advance of the season the therefore, sell his merchandise in adwhereby the merchant would buy in

The merchant gets the pick of the Of these selections the mills make season's fabrics and does not get turer buyer's ability is on and he are shown to a vast number of buy-

buyers may have made the error of selecting a pattern or a few of them same mistake that only a small sale to buy the goods, whereupon he revises his order at the mills and subsome that are more desirable.

The responsibility that the retail salesman feels about selling lines the purchase of which he has partly influenced is an important consideration, while as an education to the clerk it is invaluable to see the various lines and watch the selling of them. To those that are given this advantage the visit of the traveling salesman and the purchase of a new season's stock is a real epoch to which is attached much importance. Herein is one of the fundamental principles underlying and supporting the most recognized modern method. -Apparel Gazette.

The more a man hugs himself the smaller he becomes.

Charity is not made to go far by preading it thin

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

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Manufacturers PERFECTION

CINCINNATI

First Impressions of Child Leave a Lasting Influence.

Parents can not be too careful in the impressions they are making on told: childish minds. Things that seem but trifles to grown people appear warped and distorted to children, often leaving a lasting influence for ill.

When you and John have that difference of opinion that results in hot words on both sides you may think nothing of it after the reconciliation has occurred, yet little John who overheard it will wonder for days what made father so naughty that mother cried or why mamma scolded poor daddy.

quite perfect to the little one are shown with the first flaw and the child's trust is never quite the same

Youngsters are so sharp, they take hood? in so much more than their elders imagine, that it is dangerous to trust to their not understanding conversations that are held before them. If they do not understand in the way an older person would they get warped ideas that are sometimes ludicrous, more often pathetic, again embarrassing.

A little girl looked her father over carefully one evening, then brought him her picture book of wild ani-

"Aunt Tacy is a naughty story teller, and so is grandma. I heard her tell grandmother that my daddy was an awful old bore, and you haven't any tusks or horrid thick skin at all. have you?" the child remarked, indignantly pointing to a picture of a wild boar in the book.

Fear Leaves Lasting Impression. Particular care must be taken that an impression of fear is not gained. Permit your child to be frightened and it may be a coward all its life. Discharge instantly a nurse who rules through dread of policeman or bogies, who peoples the dark with spooks or wild animals, or who holds up father or mother as a dire pun-

Such impressions can never be entirely overcome. Instead of the little one feeling that the policeman is the friend to whom she should go if lost, or that her parents love her with a tenderness that could not harm, the old childish dread makes confidence impossible.

The first impressions of fear, if they do not weaken a child physically, will morally. Real are the tortures of a vivid imagination, but more lasting are the deceit and trickiness into which children are often led through their unwarranted fears.

Another first impression to be zealously guarded is your child's belief in your perfect honesty and trust-Remember, little ones worthiness. can not tell the difference between jest and earnest and truth and untruth are marked by a sharp line.

If, therefore, you make threats or promises that you do not keep, if you repeat childish happenings with exaggeration, if you evade, or worse yet lie, you are impressing your child in a way that you may regret your life through.

to overhear, as one of them did recently, one son say to his brother to whom some startling tale had been

"Did mother tell you that, for if she did maybe it isn't so? You know she never gets things just as they are when she tells about them."

Child Made No Allowances.

The mother was an honest woman, given to light exaggeration in making a good story. Older people understood and made allowances, but her child felt her a liar and untrust-

Be equally insistent to have the early impressions in your child's life Thus two beings who have seemed those of beauty. Remember that these are the memories that linger through life. Do you want sordidness and ugliness and unhappiness to cling in the background of child-

> Keep a child happy. Let it have all the pleasure and joy and color in its life that it is in your power to give. The nursery should be the pleasantest room in the house. Nowhere else have you such a splendid opportunity of influencing the tastes of the young.

> In that nursery, if there are good books, works of art, not mere daubs; toys that instruct as well as amuse, collections that train a child's inclination for original research, those first impressions have a lasting influence on after life and the building up of character.

Do not get into the habit of thinking a child's thoughts and notions do not count. They count far more than do your own; yours are amenable to reason or common sense, while his are not realized nor understood until they have made a fixed impression for good or harm.

Children Taught Humanity.

Mothers particularly have been much interested in the recently announced plans of Mrs. Ella Flagg Young, who as Superintendent of Schools means to incorporate in the regulr curriculum of next year the teaching of humaneness to the school children. The course as planned by Superintendent Young begins with the first year in the schoolroom and closes with the eighth. This means that from the years of 6 to 14 the boys and girls will be taught the principles of humanity daily, or at least daily for some ten months out of the year. What precedes the sixth year depends upon the mother, and she can do much to help Mrs. Young and her teaching corps in the work.

There may be citizens of Chicago who have smiled at the announcement. This ever is the case with the new idea, but if Superintendent Young's plan may be carried to the completion she hopes for it there is no doubt whatever of its far reaching influence. Most of the criminalities of manhood may be traced to the brutalities of youth, and surely there will be less need of institutions where growing boys are locked not only from the society of their fellow nien but the sunshine and freedom of the fresh air if humanity is taught.

In other days the average child re-It is a dreadful thing for a mother ceived this instruction at home, but

the home conditions have changed tails or making pin cushions of bodto-day. There still exists a large class ies was listed among the inhumanicil American children who do receive ties. It has saved the toys and made this instruction, and a little more will the boy considerate of all real aninot be harmful, but the poorer foreign born element which has invaded our city sends to the public schools the offspring of homes where training often not only is lacking but impossible. Centuries of being the under dog have not served to soothe native tempers nor temper habits, and it is quite impossible to expect the son of the wife beater to be good to the dog or the daughter of the beaten wife to met her associates with kindly feelings.

Unhappily it is not only in the poorr foreign born home that this wretched condition exists, and more than one boy beats a cat on the way to school simply to permit the escape of pent up antagonisms created at home. For these children and their future Superintendent Young's new course should come as a boon, for only recently two prisoners-a man and a woman in widely different parts of America-laid bare their lives to the public, declaring their downfall as adults might be traced directly to the fact of constant wrangling in their homes as children.

One Chicago mother of a small boy started at the time of his first response to an animal toy as a companion to inculcate in his baby mind humanity to animals. The little cloth dogs and velvet rabbits, the woolly sheep and the wooden, cloth covered, hair trimmed horses were given a real personality, and pulling out eyes or

mals which chance to come his way, and it has been worth while. The average mother will wish success to the new idea.

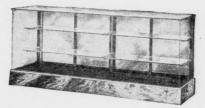
Begin at the Bottom.

To bring out all there is in a man he needs the planning, the thought, the mental training, involved in conducting a business for one's self. There are advantages in a college education if properly utilized; too often, however, the college graduate has not learned that close application of ten hours a day or more is needful to success, and he is not as a rule quite flexible enough to fall readily into full sympathy with beginning at the bottom and thoroughly learning the details from the foundation. After over fifty years of business experience and close observation I think that as a rule, for education for business, the four years spent in college could be more profitably applied in mastering the details of some busi-Homer Merriam.

Don't offer odds to the elevator boy or he'll take you up.



The Crystal Show Case For 1910



We have improved nearly every detail of the construction of this show case in the last few months until it is unquestionably the best there is to be had in all plate glass show cases. Built with five different styles of case. Built in eight sizes. If you buy a



You will get the following specifications: All doors fitted with dust proof strips and sliding on ball bearing rollers with turned steel axles. Spring steel stops take all jar off the case when the doors are slammed. The shelf brackets are the finest wrought steel, heavily nickel plated. and are adjustable anywhere. The base and all wood work are hardwood throughout. The plate glass used is the finest glazing quality.

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BANISH THE BLUES

By Doing Something For Somebody Who Needs Attention.

Written for the Tradesman.

In the first place the furnace fire was having made one fact very prominent to the mind of James Hadland, that of all times in the year for that fire to go out was in the very middle of the worst storm of the season. In a moment, mad clear through, he left the bed with a bound and in the glimmering dawn he went full tilt into his wife's dressing chair, which she had carelessly left out of place, and his hurt foot drew forth an exclamation which need not be written down. Of course, there wasn't any use of looking into the cold black furnace and he didn't waste any time in that. It was sulking, that was evident, and without a word he went to work splitting kindling wood, all the time won- the place of a lifeless ash-heap? dering why things had to take the worst date in the calendar for acting up. The mishaps attending the work letters had asked for an extension down there in the dark took place in of time in meeting bills. The cloud their regular order: He missed his aim and hit his thumb, so that by the time he was ready for the real fire-building he was ready also for stratagems, schemes and spoils, with a perfect indifference as to their nature and tendency. That done, he opened the furnace door and there, chuckling to his bond couldn't fulfill his promise itself, was as fine a bed of slumber coals as ever gladdened the eyes of a fire-builder!

That brightened matters considerably, but it did not remove the pain of the injured toe, to which he could now give his undivided attention. Gosh! but it was a tremendous whack and wholly unnecessary. Time and again he had cautioned Maria about that chair and now he had fallen over it and maimed himself and would, probably, be on the limping list for the next six weeks, and all because of that woman's provoking carelessness and indifference; all of which was a fitting prelude to the breakfast, late by ten minutes at the very least, and, like all late meals, not worth eating. The cakes were soggy, the eggs not hard-boiled, as he liked them, the coffee was muddy and cold-fine stuff to put into a man's stomach and expect him to earn his bread and butter on; and so, out of sorts with himself and everything belonging to him, he went to his office feeling very sure of just one thingonce there business was going to be business and made to toe the mark or he would know the reason why.

The opening of the mail wrought no change in the programme. Bills then due could not be met. The deal with Hazzard & Toms had fallen through and that promising project which Richardson & Gray had been trumpeting to the skies had come odwn a stick like other rockets. It was does a man with my trouble good to worse than having the fire go out or knocking off a toenail against your Good morning," and each went his wife's chair. Was the world turned upside down? At this rate there wasn't going to be any world and his little insignificant corner of it was go- fliction. ing plump into the mud; and just as in

ing remnant of the New Year's resodiscouraged and blue."

Immediately the mud-sinknig stopped. Immediately it dawned upon went out and the picnic the weather him that "Some days must be dark and dreary," that this was one of the days and that he was one of a world full of suffering souls. Other men's furnace fires went out; other man, probably that very morning, had cracked their shins over chairs that other Marias had neglected to put in place, and oter men were having discouraged letters, announcing inability to pay bills and the failures of most promising plans. They-he and his fellowmen-were all in the same financial boat, most unmercifully rocked by wind and weather. Why not play on the other fellows the joke of the furnace fire and cheer them up a little with an unexpected blaze in

The decision was hardly reached when in came one of the men whose on his face announced the coming tempest, for James Hadland was not famous for leniency when it came to a question of billpaying. "I am very sorry, Mr. Hadland, not to be able to pay that bill, but one of my best customers whose word is as good as and I've come to say that while I can not now name a date I will pay thing for somebody whenever he was the amount at the earliest opportu- blue or discouraged noticed with Will that answer?"

"Have you come forty-five miles to tell me that?"

make my word as good as my bond. I had every reason to believe I should earth covered with window glass were make it so and I'd come a good deal farther than that to tell you just that It was plain that thrift and poverty if it were necessary."

"I'm sure you would, Mr. Bradley, but don't let this worry you in the least. Your convenience shall be mine. Don't let the matter trouble you in the least. Good morning."

Five minutes later Hadland went out. He had hardly reached the street when he saw a frail-looking man with a cane in his right hand and a sample case in his left, slowly and painfully making his way along the street. Here was a good chance and he promptly improved it. "Good morning, friend," he said. "You are finding the road hard to travel, I see. Let me give you a lift for a block or two. It'll do us both good," and the sample case was transferred from the weak to the strong.

"A touch of rheumatism?"

"Yes, and a long one at that. This is the third week now and no signs of a let-up. Still it might be a great deal worse and I am thankful for that. Here is where I leave you and thank you heartily for your lift. It know that some other man cares. way, the man with the case and the cane whistling and the other thankful that he had been spared such af-

The furnace fire was getting over

Felt better? Of course he did. He lution that came to him: "I will do had forgotten for the moment the unsomething for somebody when I am questioned fact that the world was against him and that he had maimed himself for life over that chair and he had really had and made the most of two chances to lighten somebody's else burden. That was better than growling and - "Would you please, mister?'

> Looking down, there was a diminutive specimen of humanity of 10 years perhaps, mostly bones and pallid of face, on which was a look of such pleading want that the man's hand sought of its own accord the pocket where he kept his change. Then something better occurred to him-he would follow this thing up:

"Where do you live, my boy?" and finding that the house was "just around here on the alley," with a 'Come on, we'll go there," the two were going as fast as the weak little legs could carry their not very heavy burden

The distance was not great, and after turning the corner-such near neighbors are Affluence and Poverty-a glance told the merchant what was before him and, strange to say, he was glad he came. The shelter was a shack with sufferink looking out from every crevice and there were lots of them. A narrow and sadly demoralized board walk led from the gate to the door, but the man who had come determined to do somemuch interest that neatness lived in the shack and controlled the dooryard. Early in the season as it was, "That is not the point. I try to the winter refuse had been gathered and burned and already boxes of arranged on both sides of the door. were living there and struggling for their very existence. The moment the man and boy entered the yard the latter ran to the back door and the man followed him. The boy's "Mama!" answered the purpose of a summons and Hadland had hardly reached the doorstep when the mother appeared in the doorway with a baby in her arms, whose cry, feeble as it was, told plainly enough what the matter was.

Would the gentleman come in? It was what he had come for. Entering he found the neatness and order outside improved upon, but what startled him was a man on a bed in one corner whose thin white face and glassy eyes told but one sad story.

"The little boy began to ask for something, I guessed what, and we came here at once. You don't need to say a word. It's only a little way to the nearest grocery and you'd better take this and go right over there. I'll wait until you come back and try to cheer up this husband of yours."

The woman stood not upon the order of her going, but went at once.

"My name is Hadland, and yours?" "Rogers."

"Well, friend Rogers, it's easy to see that luck hasn't been coming your way lately, but it's to be hoped she's his mind's eye he was disappearing its sulk and two bright flame-flickers have you been in this condition? Quite from public view this was a linger-scattered and gladdened the gloom. a while, isn't it?" Coughing prevented speaking and the invalid feebly nodded. "Well," went on the visitor, "there is no need of your talking and I won't ask you any questions. All you have to do now is to get well





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my doctor to you as soon as I can phone for him and if there is anysend your little boy to my store and the first things my doctor will say don't. I'll see that you and your family have all that you would worry about and you just lie still and rest time comes for you to stand on your feet I'll see that you have something to do. 'It's a long lane that never turns,' you know, and I'm pretty sure that your turn has come. Here comes your wife and I must go; but, remember, all you have to do now is to get well, the quicker the better; but do not worry. I've just been saying to your husband, Mrs. Rogers, that he must send the boy to me if there's anything you want and please do not hesitate a moment. Good-bye. I shall look in occasionally and I shall expect to find him better every time. Good morning," and I am sure at front. that very minute the surly old fire gave up and I know when Hadland got home for luncheon the house was the abode of comfort from turret to foundation stone.

Once back he went straight to the a family on Can alley the nearest to starvation of anything human I have yet seen. I wish on my account you would go there as soon as you can and bring the poor creatures out of the depths. I think the poor fellow on the bed needs something to eat first and a good deal of encouragement afterwards. Do your best for all of them and send your bill to me. Please put it down as one of your urgent cases and get him out of bed as soon as you can. In my opinion the man has been walking so long on his uppers that his footgear isn't worth mending. He's got to have a new pair of shoes and I'll see that he has them as soon as you think he is ready to put them on. Get an early move on you now and let's see what a good doctor and a bit of ting an unfortunate again upon his

"All right, I'll go right over," and Can alley prospects became brighter

Everybody who has tried it knows that the discouragement and the blueness that darked the Hadland house on that particular day scattered. That same everybody knows, too, that that kind of scattering clears the atmosphere. It drives away the dampness; there is no longer any circle around sun or moon; inertia gives place to vigor in human affairs, "Hope springs eternal in the human breast" and after that sort of spring discouragement and its kindred spirits take to themselves wings and fly. So within ten days Bradley's bill was paid and the commercial circle of which Bradley was the center found out to its surprise that this man Hadland wasn't anywhere nearly as black as he had been painted. In business matters he was a stickler for what was rightfully coming to him; but over-exacting and mean he wasn't, an opinion which lat-

just as soon as possible. I'll send er on told in favor of Hadland & Co. Trustee Sale of Merchandise of the

From time to time the head of the same firm took occasion to drop in thing you want which I can furnish, at the shack on Can alley. The changes going on there pleased him. The I'll see that you have it. One of little piping voice of the 10-year-old gradually lost its wail, flesh and to you is that you mustn't worry and blood together came into the puttycolored face to stay and the little pipestem legs, once hardly able to crawl, came bounding down to the and sleep all you can and when the front gate to meet him with welcome tingling every nerve that thrilled them. At first only the woman greeted him, but the voice from the bed grew stronger day after day, then he had to get into the new Morris chair to try it and then-oh, days of days!—there was the loudest "honk, honk, honk" in the alley and there in his auto sat the man Hadland, who shouted as soon as a head appeared, "All aboard!" There was only one meaning in that and shortly after the mother and the kids took possession of the back seat while Rogers, well wrapped up, sat in

That was a ride worth having. Once out of the alley, too narrow to turn around in, the car, as if conscious of the load it carried, was on its good behavior and, smoothly as a boat in tranquil water, went rolling phone. "Dr. Blanchard, I've just left away through the country where the orchards were just waking up with a yawn, where the robins and bluebirds were settling the home site and the farmhouses were astir with the bustle of the spring-opening. Two hours of that and the car turned into a farmer's backyard, where the car call brought out the mistress of the ranch, bringing a big pitcher of creamy buttermilk to the delighted party. They drained the pitcher and then another one and, thus re-enforced, were at home in almost no time.

After that Rogers did not go back to bed. A little later the family left the alley for better quarters, a move which meant a well body and a renewed spirit and, what the man needed most, steady employment with a wide-awake firm. Once at the end of an auto ride when the grateful human kindness can do towards put- family were acknowledging their indebtedness the man, his hands on the wheel, remarked: 'That's all right. Like all good things, it works both ways. 'It blesseth him that gives and him that takes,' because, as I look at it, there is no surer way to accomplish this than by doing some thing for somebody when we are dis couraged and blue.'

Richard Malcolm Strong.

Have To Be Careful.

Judge Giles Baker, of a Pennsylvania county, was likewise cashier of his home bank. A man presented a cheek one day for payment. He was a stranger. His evidence of identification was not satisfactory to the

"Why, Judge," said the man, "I've known you to sentence men to be hanged on no better evidence than

"Very likely," replied the judge. "But when it comes to letting go of cold cash we have to be mighty care-

A man's faith is his real fortune.

Greenberg Stock at Petoskey, Mich.

Notice is hereby given that the entire stock of merchandise, consisting of tin and graniteware, china and crockeryware, jewelry, 5 and 10 cent goods, furnishing goods, bazaar H. LEONARD & SONS goods, toys, woodenware, stationery, specialties, etc., together with furni-ture and fixtures valued at about \$5,000, the same constituting the entire assets of J. Greenberg, will be offered by me for sale at public auction to the highest bidder on Tuesday, the 19th day of April, at 10 o'clock in the forenoon of said day at the store building lately occupied by the said J. Greenberg at Petoskey, Michigan.

All of said property is now in said building and the stock as above described will positively be struck off to the highest bidder for cash.

R. C. Ames, Trustee.

E. E. Gilbert,

Attorney for Trustee. Dated Petoskey, April 2, 1910.

If You Want To Succeed.

No matter what business you take up, if you want to succeed you must do what you have to do a little better than any one about you so that the attention of your superiors will be attracted to you. Simply doing your duty will not do, for every one is expected to do his duty. You must do a little more than your duty. You can not make people believe you are interested in your work if you are Charles M. Schwab.

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GRAND RAPIDS, MICH.

IS SUCCESS IMMORAL?

Peculiar Views Entertained by Western Thinker.

Success is immoral. To understand this we must define success. And to do this thoroughly let us go back to a statement of John Ruskin that what most people want is not to be great but to be called great.

There are, then, two kinds of greatness: One comes from holding a great position, the other consists in having a forceful personality.

The first class, who are just "called" great, includes those who born to great place, as kings, nobles, and the like, and millionaires' sons, also all those who are elected as presidents, governors and other political officeholders, together with all chairmen of meetings, masters of lodges, and so forth.

The place holder is not only not great but it is a safe rule that actually he never can be great. Prominence stifles personality. It is well to ponder upon the statement; it may save lute virtue is all right for the office your life.

figureheads become by and by systems for selecting small, innocuous souls. For a little spirit does better than a great one in ivory palaces. The the blended brand that succeeds; the intellectual two-spot always makes the best noble-grand. Mr. Puddinghead is the best moderator. monplace soul stands the best show of being chosen pope, bishop or pres-The man who makes millions is awkward with them; it is his son who knows how to act; it takes a generation to acquire the strut.

Every man in a position of authority is a fraud. No one knows this so well as the victim himself, if he be honest, and if he have a sense of humor. There is little hope for a king who does not go around behind the throne once in awhile and laugh at himself. It is appalling to think of the moral state of an illustrious highness who can observe people eating the earth before him and take it seriously.

Of course, there are exceptions. Ocand becomes a king, a man with millions sometimes is worth his salt and the chairman of the town meeting once in a long while is the best man in the gathering. But not often enough to matter. That these are exceptions proves that there is a rule. And the rule is that in proportion as you gain the whole world you lose your own soul.

Take the kings, for instance. The whole list of the rulers of England have been mediocre or less, with two notable exceptions, Cromwell and Dutch William, both of whom broke in the window. The kings of France were all wretched creatures; the usurper from Corsica made them look like pigmies. What ruler of Germany can measure with Bismarck? And are not all the Immanuels and Umbertos of Italy as sawdust and honesty, chastity and love, are institu-

five, perhaps, would have towered natural enemy of the soul. Jesus anywhere above their fellows-Wash- cared for the soul and the instituington, Jefferson, Lincoln, Grant and tion, of course, crucified Him. Roosevelt-and they were accidents. Success is opposed to life. The

Most of the presidents, the genuine world is organized for the success- forever. An unfairness of that sort presidential timber, were of the type ful; consequently it is organized is not quickly forgotten. The store of Buchanan, Polk and Hayes. The against life. When the world under- that always looks prosperous is the common run of great job holders are stands a great man it hangs him;

The great personalities are of another order. They are mostly rebels, outcasts and overturners. For instance, Luther, Ibsen, Wagner, Cromwell, Tolstoi and Socrates.

You must make your choice. you are going in for great place you may do so. This is a free country. By all means aim at success, if you please. But do not try to embellish the operation by fine moral sentiments. The whole process, and the aim itself, is immoral. You are committing moral suicide. Do not write books and teach a Sunday school class that you have succeeded by honesty and integrity. The whole range of Samuel Smile's literature, which proclaims that absolute virtue will get the lad a raise from \$40 to \$100 a month, and finally three automobiles and the presidency, is untrue. Absoboy. The private secretary and the All systems of choosing rulers and railway president must have an accommodated or flexible virtue. In the realm of this world's honors vice is a virtue carried to excess. It is bottled in bond is too strong.

This is not wicked. On the con-The com- trary, it is the opposite teaching that is wicked. To set one's heart on "getting on," or achieving fame, or amassing a fortune, is a nasty business. And it is what is the matter with our civilization.

Life, real life, consists in developing one's personality, doing useful work in the world for the joy of it and being good because one likes it. The moment you do any one of these things for money or fame you have prostituted your soul. You are an abandoned creature. You have entered the broad gate and the wide way and many there be that walk therein. To go to the devil follow the crowd.

"Straight is the gate and narrow is the way which leadeth unto life and few there be that find it." Also a man casionally a really great man slips in has to be caught young to make him even see it. Only wise or young persons (which amounts to the same thing) can understand this writing at Before 20 we admire Ibsen and Wagner and Socrates for what they were; after 20 we admire them for what they were not.

The least understood character in history is Jesus. That is the reason he is so generally worshipped. If respectable people knew what He meant few of them would patronize Him. For Jesus was an unbending absolutist. He taught perfect truth, utter honesty, entire and antiseptic cleanliness, none of which are negotiable. The powers of this world are no more friendly to such things now than they were in the day of the Pharisees and Pilate.

Religion and morality, including rags beside a real man like Garibaldi? tionalized—as much to-day as ever in Of all the presidents only four or the world-and the institution is the

when it does not it starves him.

Are You the Man?

If there are dull seasons in your store it is because someone is not hustling hard enough in the right way. That somebody is probably Advertising that your store is the place to trade will not make it so, not by a jugful. You must prove it by using right methods. There is no such thing, really, as permanent try, some twenty miles away. publicity. When you have made your store prominent by advertising, only advertising continuously will keep it prominent. Good goods make good customers. Cheap goods make cheap customers. The store that would be successful needs all kinds of customers in order to make a big business. Never try to be funny with a customer unless it is some one of whose sense of humor you have no sort of doubt. There are people, you know, who can not take a joke.

Every day people are failing to buy line you carry before the public. A boy." In process of time the boy becustomer once overcharged is pretty came a partner in the business. apt to be a customer lost to you

store that is prosperous. This must be so, because to look prosperous will make the store actually so, and to be so will make the store look so. Your store may be scrupulously neat without the fact exciting comment once a month, but it can not be dirty without causing that fact to be remarked. Frank Farrington.

Found the Boy He Wanted.

A merchant wanted a boy. One was recommended to him from the counmerchant decided to try him and sent a dollar to pay his fare to the city On the day when he was expected the boy appeared at a late hour. The merchant asked somewhat sternly "Where have you been? The train was in long ago." The boy meekly replied, "I did not mean to offend you, sir; it was the first dollar I even had and I wanted to keep it and so I walked." "You did just right," said the gentleman emphatically, "now go and get your supper and come to work in the morning." And he said goods of you because they do not to a friend who heard it, "I would know that you have them. Get every not take a thousand dollars for that

Homer Merriam.



ill

Fireproofing a Good Name.

Many of the best-managed manufacturing concerns are to-day building fireproof factories. These concerns are managed by keen business men who are neither inclined to pay money for sentimental reasons nor to put will earn. The management knows the following facts:

I. That it can insure a well-built and properly equipped slow-burning factory of the ordinary mill construction for practically the same rate as a fireproof building.

2. That the fireproof building costs more than the slow-burning construction.

3. That there are more engineers competent to design and more builders competent to build the slowburning structure.

Yet with this clearly in mind the demand for the fireproof building is increasing yearly. At first thought it seems extravagant to pay the higher cost and the same insurance rate. "Why should we do this?" is the commonest question put by the owner to the proposer of a fireproof building.

Aside from the question of rapidity of construction, of permanence, of rigid floors on which the machinery runs without jar or vibration and the advertising value of owning such a building, there must be good business reasons which will appeal to owners who buy this kind of building when they consider none of the foregoing reasons sufficient to justify an increas-

Perhaps the strongest inducement comes from the rapid increase in the number of goods of all kinds advertised and sold under a distinctive name or brand. There is no need to enlarge on this. One has but to think of any article, from pickles to pianos, to remember that ten years ago one bought shoes perhaps always at one store, but without knowledge as to their makes, and then to try to find some article from bread to borax to-day regarding which the maker has not had his word with us. If we buy shirts we are coached by street car signs on the name of the brand we ought to buy, and the cliffs of mountains and shore, and letters of fire by night, command us to drink whisky of memory-ensnaring name. All this sort of thing tends toward the building of fireproof factories, because, once a brand or a name is established, or a distinctive style introduced, the maker of the article bearing this name must hold his market and must supply the demand for the goods which he alone can produce; otherwise his competitors raise a siren song which may lure the unsupplied from the only pure lard, or teach them that there are other soups which will fully satisfy the unexpected guest.

That is, the maker of an article with look well to the certainty that he can is abundant evidence showing that always supply that article. This is he dwelt there at a time when the where there is no insurance to cover river valleys had not been cut down loss. Once let a fire destroy the fac- to anything like their present depth, tory, or a necessary part of it, and when the character of the animal life while the settlements are being made there was entirely different from what with the underwriters the salesmen it is to-day, and when the southern

of the firm are headed out, full of part of the island was connected by enthusiasm if not of sympathy. When land with the continent of Europe. the plant is at last rebuilt and running and, thanks to the insurance, the balance sheet looks as well as before, the sales manager knows well that the very real and very variable out a dollar without a belief that it item of "good will" has taken a large shrinkage. Often we hear the wail that the buildings and the machinery could be spared better than the loss of the market.

And so the many big firms, who are also big advertisers, reason that a plant so built that buildings outside and material within may burn, then need but minor repairs to again house the operation, are a good investment. So we may reason that modern advertising, of which engineers know little, has set them to developing the economies of the new type of fireproof factory; and this has resulted in the new industry of reinforced concrete construction; this has led to the advertising of the merits of the various brands of cement, and so the wheels go round and round. Briefly, it is largely advertising that builds fireproof factories. M. C. Tuttle.

Testing the Memory of Fishes.

Even the fishes of the sea have pictures on memory's wall. Experiments have been made with several fishes as to their faculties for remembering. But the most striking results have been obtained with the gray perch, which lives chiefly on a small silvery hued sardine. Some of these were taken and colored red and were then put into the tank where the perch was, with several other silver colored sardines. Of course the normal sardines were at once seized and eaten, but it was not until hungry that the perch made a tentative meal of one of the red colored victims.

On recognizing the sardine flavor, however, he promptly demolished the remainder. Later the perch devoured the sardines irrespective of color, thus showing not only traces of a memory, but also the power to differentiate color.

Subsequently sardines colored red and blue were placed in the tank together with the silver ones. The same scene was repeated, the blue sardines not being attacked until the others were eaten and hunger compelled investigation of the newcomers. After this introduction the perch ate the sardines of all three types without any difficulty.

Some spines of the sea nettle were then fastened to the blue sardines. These were at once avoided by the perch, which soon got out of the way of the newcomers. This showed traces of memory as the results of contact with the sea nettle were shown and recognized.

The Earliest Englishmen.

It is impossible to estimate in centuries the time that has elapsed since well-advertised trade name must man appeared in England, but there

Some idea of the time that has elapsed may be gathered from the fact that valleys some miles in width and of a depth of one hundred to one hundred and fifty feet have been eroded since the deposit of the earliest beds containing remains of flint implements made by the hand of man.

To believe in scandal is to indorse its purveyors.

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SULPHUR IN SICILY.

Some Idea of the Magnitude of the **Business**

Messina, Italy, March 18-In our ing from Palermo, on the northwest side of the Island, we saw and learned some things in this seven hour ride and during our stay in the latter named city that we feel sure will interest some of the readers of the Tradesman. When about the center ing the sides of the mountains by means of two powerful engines to pull and one to push, one is surprised to find such fertile valleys among these rugged heights; but, even so, the inhabitants are few in number and the villages are nearly wanting.

This district resembles Switzerland for its remarkable grandeur and to quite a large extent reminds one who has passed through that very interesting little country of its similarity. One noticeable difference is that no snow covers the ground here during the winter season, but does remain upon some of the lofty heights most of the year around. Especially is this true of Mt. Aetna, whose more than two miles' height is now onethird covered with this white mantle. These mountains mean more to the Sicilians than do those of Switzerland to her countrymen, for intrinsically they have a value for what they possess.

Cut stone is quarried here in imbuilding material for her inhabitants; and when the stations of Ridusa, Ancona and Cassa Unova are reached another evidence of their value is seen for these places are near the center of the sulphur industry. Great the trouble. piles of brimstone can be seen at these stations in various shades of yellow, according to the degree of refining done

Near these settlements-for that is all that one should say of them, as they do not deserve the title of village from the American standpointthe sulphur is found in the rock, which is sent to the mill for grinding. It is then heated to a degree that melts the sulphur out, when it is run into pans of about 12x16 inches in size and, after cooling, is ready for shipment to one of the seaport towns (Catania, Licata or Girgenti principally), where are located the refineries that still further refine and mould it into the rolls which we find in the American market as brimstone or it is sublimed in the Sublimation Chamber, when the article that we know as Flowers of Sulphur is produced.

We were granted the privilege of a visit to the refinery of Emil Fog & Sons, Catania (an old city of 125,000 inhabitants lying just at the base of debted to the last report of the firm Aetna), and, as is the case with all of Fog & Sons, who say: lines of business enquired into, we were surprised at the extent of this industry; however, the work is carried on here along the lines of what might justly be termed "old-fashioned ways." We were reminded of the refinery built with such lavish exold-time plaster mill where the rock

tween grinders that ground it to a condition so that it could be sown upon the land by the farmer's hand. These mills are of the same type and ground the broken blocks trip across the Island of Sicily, go- of brimstone to various degrees of of the Italian Chamber of Commerce fineness for the market and for use at New York with regard to the manufacture. coast, to Catania, near the southeast in melting. The room where the latter process is conducted looks not unlike a large boiler room, where ten furnaces are located side by side, and these appeared quite dangerous as tengues of blue flame could be seen coming through the cracks in some of the Island is reached, after climb- of the doors. Over these chambers are built where the brimstone is placed for melting, and they are built on an incline so that the melted article runs out of openings made for the purpose, these being unclosed at regular intervals to run the liquid into the pans already described.

Perhaps the chamber where the subliming is done would be more interesting than any other and we confess that this was our idea; but it was so simple that we were a trifle disappointed. The room is would be about a two-story height, made dome shaped, and is of stone construction with walls roughly finished and on these the sulphur fumes are conducted and sublimed, from which the workmen remove the finished product when it is ready to be placed in barrels or bags for the market.

The workmen are said never to be annoyed with any tubercular troubles, the fumes making them proof against this form of malady. We were told ness. mense quantities and forms the chief that our eyes would feel the effects of the visit because of the small particles of sulphur in the atmosphere of the rooms we had visited and we were cautioned not to rub them as that would only aggravate

> For an hour after leaving we were congratulating ourselves on our supposed escape from this affliction, but in due time we were reminded of the need of the advice given, for at the first prickling sensation felt our fingers immediately and instinctively were raised to rub. Only a moment's thought, however, was necessary to call to memory that we were now beginning to have the reminder of our visit to a sulphur refinery.

For many years this industry was limited to the output from this Island, but in recent years mines have been discovered which are now being worked in our own country-in Louisiana-and also in the southern part of France. American capital has recently built, at great expense, a refinery at Marseilles, France, and it was just started on its commission be seen, then, why the refiners rethe first of the year. Some statistics amiss in connection with this letter. For this information we are in-

"The annexed statistics for the year ending December 31, 1909, show an increase of the brimstone stock of over 30,000 tons above that of 1908 there are few pieces of machinery The greatly-dreaded new American penditure of money at Marseilles is that was supposed to contain fer- now working. Its main efforts, so

Louisiana mines were unfounded. Despite these two adverse factors the situation has improved and a fall in prices has been excluded. This is mainly due to the able management of the new Director General of the Consorzio. Since the advent of his administration business has been assuming a different aspect. He obtained control of the different factions and, wonder of all wonders, he even succeeded in persuading all the Sicilian refiners. At a meeting held recently at Catania, at which he presided, he succeeded in prsuading all the Sicilian refiners to sign an agreement to unite in one great trust. Treaties are now in progress to get the adherence of Mr. Frasch and the French refiners and if these are successful one great universal trust for the production of ground and refined brimstone will be formed."

In 1909, in December, alone there was exported from Catania 8,571 tons; Licata, 6,744, and Girgenti, 9,118, or a total of over 24,433 tons. The other eleven months of the year show a shipment of 340,000 tons or a grand total for the year 1909 of 364,433 tons of brimstone shipped from Sicily, a decrease of about 15,000 tons compared with the previous year's busi-

There was produced for December, 1909, and entered at Catania 13,222 tons; Licata, 6,015; Girgenti, 12,428, and Termini 627, or a total of 32,-292 tons and during the remaining eleven months 370,062 tons, making total production for the year, 402,354, about 2,000 tons less than the previous

The shipments to us for last year from here were about 8,000,000 kilos, at a value of over \$325,000. This sum has grown less as competition has become sharper and naturally will do so in the future, so that unless the trust is formed to control matters pertaining to this industry much anxiety will be felt by both miners and refiners

With an article whose cost is so small in proportion to its bulk the matter of transportation charges enters into the transaction so largely that it will finally base itself upon this point and each market, whether it be Sicilian, American or French, will have limited territory only in which to do business. It can readily ferred to in this article are confiregarding this industry may not be dently looking forward to the outcome of the proposed combination.

Chas. M. Smith.

The Mechanism of a Watch.

We hear much from time to time of the wonders of this or that complicated and interesting machine, but more marvelous than that of the common watch.

A watch, it may be stated as a general proposition, is the smallest, most tilizing elements was thrust in be- far, have been to crush the French delicate instrument of the same num- kin finds it evaporated.

refiners. We have not yet felt its ber of parts that has ever been decompetition in Sicily, but there is no vised. About one hundred and sevdoubt but that very shortly they will enty-five different pieces of material be getting at us, too, it being now enter into its construction, and upevident that the unfavorable reports ward of twenty-four hundred separate operations are comprised in its

> Certain of the facts connected with its performance are well-nigh incredible, when considered as a whole. A blacksmith strikes several hundred blows on his anvil in a day and, as matter of course, is glad when Sunday comes; but the roller jewel of a watch makes every day-and day after day-432,000 impacts against the the fork, or 157,680,000 blows during the course of a year, without a bit of rest-some 3,153,-600,000 blows during the space of twenty years, the period for which a watch is usually guaranteed to keep good time.

> But the wonder of it does not cease here. It has been calculated that the power that moves the watch is equivalent to only four times the force used in a flea's jump. The watch-power is, therefore, what might be termed the equivalent of a four flea-power. One horse-power would suffice to operate 270,000,000 watches.

> Furthermore, the balance-wheel of a watch is moved by this four-flea power one and forty-three one-hundredths inches with each vibration, or 3,5583/4 miles continuously in one year.

> Not much oil is required to lubricate the little machine on its 3,500mile run. It takes only one-tenth of a drop to oil the entire machinery for a year's service.

Birds and Undesirable Citizens.

Men of science are generally agreed that birds are nature's great check on the excess of insects, and that they maintain the balance between plant and insect life.

Ten thousand caterpillars, it has been estimated, could destroy every blade of grass on an acre of cultivated land. The insect population of single cherry-tree infested with aphides has been estimated by a prominent entomologist at no less than 12,000,000. The bird population of cultivated country districts has been estimated at from seven hundred to one thousand per square mile. This is small compared with the number of insects, yet, as each bird consumes hundreds of insects every day, the latter are prevented from becoming the scourge they would be but for their feathered enemies.

The Prodigal's Return.

The minister had just been giving the class a lesson on the prodigal son. At the finish, to test what attention had been paid to his preaching, he asked:

Who was sorry that the prodigal had returned?"

The most forward youngster in the class breathlessly answered, "The fatted calf."

You do not boost the next world by knocking this one.

He who hides his talent in a nap-

THE NAME OF THE PARTY OF THE STATE OF THE ST

\$1,500 Per Day

Is Being Spent to Increase Your Demand for Puffed Wheat and Puffed Rice

During the summer—the season of largest demand—our advertising on Puffed Wheat and Puffed Rice is increased to \$1,500 per day.

In the June issues of many women's publications we commence—for the first time—the use of full pages.

Every month these announcements—clever and strong—go into practically every home in your section. In the past 15 months they have brought our sales up to a million and a quarter packages monthly.

Now comes the season of greatest demand. During the berry season Puffed Wheat and Puffed Rice are largely mixed with fruit. Our advertising aims to get more people to do this.

During hot weather Puffed Wheat and Puffed Rice are largely served in milk. They are better than crackers and four times as porous as bread.

At the present rate of increase this summer's demand will be twice as large as last. We urge you to prepare for it. There are bound to be times when jobbers run short, therefore please see that you don't lose sales.

During the next four months one of your biggest sellers, and the best food to display, will be Puffed Wheat and Puffed Rice.

One package in each case has a transparent front. Use this for your counter display.

Made only by the Quaker Oats Company



Gowns.

The greatest care should be exerfor at best it is a trying finish for dresses that ordinarily are supposed to have some sort of a standing col-

Some Dutch collars are seen, but flat bands of trimming, or frills, or little lace edges.

Some of the necks are simply cut not being lowered nor altered. Othfront, but by no means to much of simply by a deep hem. front instead of down.

the neck, a basting in colored thread front and a pin put in the top at the should be run in to show the finish- right length. The sides and back are ing line, and in order to be sure of measured in the same way. having it the same on both sides the can be traced on one-half of the neck, and get the outline of the lower edge and the tracing will mark through on perfect. The points at the armhole evenness.

generally seamed in with the neck of towards the middle front. the dress, and a biased facing is Around the neck the line is perfectstitched on at the same time, then ly round, following the outline of the the facing is basted down on the throat, but cut one inch lower than wrong side, first stretching it on the a high necked dress would come. lower edge so it will fit. In basting Across the back the same outline is care should be used to have the seam followed, both on the upper and lowcome underneath just enough to es- er edges. cape showing on the right side. Then the lower edge of the facing is hem- correct, it can be cut out of the net, med down by hand. The same method of finishing is observed when the straps both on the front and back neck is cut out in any especial shape which come down to the waist line

while the frock may be a one piece can be used instead.

Frocks and One Piece one in the sense of having the blouse and skirt joined to the same band, it is, in reality, a skirt and blouse joincised in shaping a collarless neck, ed, and the joining covered by a belt of some kind.

> Some of the new skirts are more scant than formerly and others are edly thin material, so that at a little slightly fuller.

One gown pretty for afternoon octhese are not as popular as they were casions is made in marquisette in an when they first came out. Instead, old rose shade and trimmed with the dress will have as a neck finish shaped bands of net, which in turn are decorated with embroidery done in shades of rose.

The skirt is cut in five gores. The round, without cutting out, following gores can each one be cut twice the the line of the throat. Others are plain measure of the width at the cut out in the front in a slight "V" waist, hips, and lower edges. Then waist, hips, and lower edges. Then or square, the line across the back the seams are joined, making French ones, and if the skirt comes just to ers are seen rounding out across the the floor the bottom can be finished Make the a depth. When deciding on the shape skirt straight around the bottom and to cut the neck the effect should be have any unevenness in the lengths studied from the sides as well as the come out at the top. Turn the skirt front, and where the neck is unusu-ally long and thin a slight "V" shape the bottom, so that the edges come should be made in the middle of the together exactly, and lay out on a front, the "V" pointing up instead table. Pin together around the top, of down. The frock is turned in on being careful to see that it is smooth the neck line across the back and on on the under side. The lengths in the sides, and then the material this skirt are measured up from the shapes up toward the middle of the bottom instead of down from the top. The front length is measured from Whatever line is decided on for the edge of the hem in the middle

The upper part of this pretty frock waist should be pinned together right can be cut from a plain blouse patside out, so that the armholes come tern, allowing twice the fullness of together; also the shoulder seams, the plain measure across both the and the middle back and fronts are back and front. Cut a pattern of the exactly on the fold. Then the line yoke out first in some plain muslin the other half, thus assuring perfect and the curved point in the middle of the front are on a line; and while If there is to be a banded trimming the middle front is rounding in shape, on the outside as a finish, the seam the line starting at the armhole runs can be turned to the right side and up diagonally for a distance of two the band put on so as to cover it. inches and turns there in a sharp If a frill is to be the finish, it is point, finally rounding off gracefully

When satisfied that the yoke is not forgetting that there are two each side of the middle. This can One accompaniment of the collar- have the design for the embroidery less gown seems to be a belt; and stamped on, or silk soutache braid

small around and quite simply made being put into a band corresponding to the yoke. Some of the gowns made for ceremonious occasions are showing a decided innovation in the style of sleeves. The shoulder seams in the first place are a little shorter than ordinary, and then there is no top part to the sleeves at all. The under part of the sleeve is cut as usual. and the upper part is usually cut in some more or less fanciful design, stopping short of the top, however, by five or six inches. Straps of narrow ribbon or lace depend from the shoulder and apparently hold the sleeve in position.

Another fancy is to have the tops made of some transparent and decid-

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Beginning Saturday, May 7th next, we shall close our Wholesale Department during the summer months at one o'clock. We shall be open on Saturday morning at 7:30 to give our customers ample time to place their orders and purchase whatever goods needed.

Trusting you will co-operate with us, we are,

Yours truly,

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.



It is economical because it wears and gives the greatest satisfaction. Costs no more than ordinary underwear. A line of goods which should be found on every up-todate retail counter. 🥦 🎉 🎉 🎉 🎉 🎉 🎉



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Union Suits and Two Piece Garments Now in the Hands of Jobbers

Wright's Health Underwear Co. 75 Franklin Street New York City distance the effect is of having the and how much can be learned by this abilities and judgment you place him apt to become foggy and have mossarm at that point uncovered. It gives practice. an undressed appearance, and if adopted the outline of the heavier material should be carefully consid-

The frills, which lie flat on the trouble to launder it. dress at the neck, are an undeniably dainty finish when made of sheer materials. Take a sheer organdie, for instance, made in some modification of the styles of 1850, and have the neck cut out a little low and a plaited frill for the finish. On a pretty girl or young woman the effect is bewitchingly pretty.

As an example of the newest ideas in blouses, neck finish, sleeves, and skirts, a gown with drapery which meets in the middle of the front is an excellent example. It would seem as if the designs this season lend themselves either to the wash materials or the more expensive silks, marquisettes, chiffons, or other dressy cloths. And this frock would be as pretty in a linen as in some expensive material, the choice depending on the wear for which it is intended.

shade of linen be chosen for the frock, and it seems almost imperative to use a circular pattern for the skirt, so as to get the best effect. As can be seen, the circular sides lap over the front gore, almost meeting at the line of the knees. Any effective design could be chosen for the embroidery, say a large central dot with large petals radiating from it. This same design is used on both the blouse and skirt and is effective.

The blouse is cut in peasant style, that is, no seams where the sleeves join the blouse. Three plaits are laid on each shoulder, and the plaits continue down the sleeves to the elbow The blouse is cut on a deep "V," and is finished with embroidered Set in this is valenciennes scallons. lace insertion, joined to form a little chemisette. Just below the neck line the lace stops and is gathered slightly into a little band of the linen which is finished on the upper edge with small embroidered scallops. Patent leather or linen to match may be used for the belt and the strap on the skirt at the knees.

from any plain five gored pattern, so as to keep the size the same. A if there is none to spare, a good quala yard.

sewing will be wise always to keep a of our mercantile institutions. quantity of this in the house, for if much sewing is done at home there ployes: I find from my limited experimay be difficult to obtain a pattern. helpful stepping stones to

ove over

For warm summer afternoons there

The skirt is cut with a short train, which makes it possible to use a circhine and more or less automatic. Any cular pattern to cut it by. no prettier model for a long skirt he has no higher ambition than to than the circular one; and, while it remain where he is and this he does. will stretch some, it will not matter, But put him on an equality, where his for it will be only where the skirt is abilities allow it, and you have a already long and it will not be noticeable.

About fifteen inches above the botlarge enough to admit of being gath- sponsible for their work. ered slightly into the band at the waist, which is desirable in so thin that the most successful men in our a material.

the back, and is cut quite plain, with worked in the house; who know our the exception of a shoulder plait at methods of doing business; who know each shoulder edge. It is suggested that some becoming them. But they lend the necessary show, though, as the straps hide us. It is not one time in ten that ease across the front.

> The short sleeves are put into the armholes with but scant fullness, and the seams at the armholes are disguised by the straps which run from the waist line in the front up over the shoulder and down to the waist line in the back. These bands are finished, including the stitched edges, before they are put on to the blouse. Then they are blind-stitched in place.

> The pretty bib is also made and stitched before it is attached to the blouse. There are two buttonholes worked in each upper side edge, and the buttons are shank ones, and eyelets are worked in the blouse to receive them. In this way they can be removed when the gown is laundered. The pretty round neck and the bottoms of the sleeves are finished by wearing little round cuffs and collar of eyelet embroidery in white linen, embroidered in blue to match the frock. Anna R. Morehouse.

Relations of the Employer and the Employe.

In considering the relative posi-The skirt to this frock can be cut tion of the employer and employe it is always well to remember that in a and if the front and side gores ought country such as ours the employe to be made wider remember to take himself often speedily becomes the the same amount from the back gores employer. This can not be otherwise where the employe possesses proper good idea is to cut the blouse and qualifications, such as energy, pluck skirt first from some old muslin, or and honesty, coupled with intelligence. The successful business men ity for the purpose can be bought in of our country are men who started as any department store for 5 or 6 cents employes and at the bottom of the ladder, but who, by perseverance and Women who do much of their own backbone, have become the leaders

are naturally many things which one ence that confidence is one of the may desire to copy, and for which it greatest factors and one of the most And confidence and skill may be ac- that can be placed in the path of a quired by experimenting carefully in salesman, a foreman or any employe this muslin. It doubtless will be a with whom the employer has particmatter which will surprise one to find ularly to deal. By showing the emout how much confidence is gained ploye that you have confidence in his

on his mettle.

If he is handicapped by doubt and is an unusually pretty frock made of distrust you leave latent all his best pale blue dimity. And the best part abilities. The most successful salesof it is that it would be but little men I have ever met are those men whose houses have placed in them the utmost confidence. The man who is restricted in all lines becomes a ma-There is one can do his work. The result is staff to lean on, a helper in emergency.

Employers are all apt to do little tom there is set on a deep circular things themselves that should be left flounce, straight on the lower edge, to others. The proper thing is to and pointed on the upper in the mid- put men in positions who are capable dle of the front. The skirt is cut to fill them and then hold them re-

With salesmen my experience is several lines are those whom we ed-The blouse is cut to open down ucate ourselves—the boys who have These do not our stock and have grown up with a man hired away from another concern gives satisfaction. We all do business differently.

The employe with the interest of his firm at heart is invaluable. The greatest mistake an employer can make is not to show the proper spirit of appreciation. Don't hold your men off at arm's length. We live in a fast, progressive age, an age of new ideas, new methods, new ways, and we who sit in our offices are

grown backs. One never comes in contact with a person that he does not get some kind of a new idea. Consult your help. They can give you excellent pointers-pointers that you, from your isolated position, may not

The relationship of employer and employe can not be too close in a business sense. It is the exchange of ideas, and ideas move the world from darkness to light, from fogyism to progress.—Sample Case.

An Observant Child.

Little Adelaide was inclined to be cewardly. Her father found that sympathy only increased this unfortunate tendency and decided to have a serious talk with his little daughter on the subject of her foolish fears.

"Papa," she ventured, at the close of the lecture, "when you see a cow aren't you afraid?"

"Why, certainly not, Adelaide. Why should I be?"

"Well, when you see a dog, aren't you afraid then?"

"No, indeed!" with marked emphasis on the "no."

"Aren't you afraid when it thunders, papa?"

"Why, no," and he laughed at the thought, and added, "Oh, you silly child!"

"Papa," and Adelaide came closer and looked into her parent's eye, 'aren't you afraid of anything in the world but just mamma?"

The hard face usually has a weak

In Our Notion Department

We have the necessary items for present style hair dressing. Our men are showing the samples, but if unable to wait, write and mail order will be given careful consideration.



Hair Rolls, like cut, 24 inch, net covered, per dozen, \$2. Coronet Braids, 14 inch, net covered, per dozen. \$4.50. Coronet Braids, 24 inch, net covered, per dozen, \$7. Turbans, spring metal frame, per dozen, \$1.75. Turbans, fine woven wire frame, net covered, per dozen, \$2 25. Nets, silk, invisible, per dozen, 6oc.

Nets, real hair, invisible, per dozen, \$1.25 and \$1.50.

Also a Complete Line of

Back Combs, Side Combs, Barrettes and Hair Pins, values to retail at ten cents to a dollar

Grand Rapids Dry Goods Co.

Exclusively Whosesale

Grand Rapids, Mich.

Special Notice

Commencing May 7th our store will close at 1 o'clock Saturday afternoons for the summer months.

The Mutual and Reciprocal Relations They Sustain.*

salesmanship are each the same thing, because each one has a common object in view. Salesmanship and advertising are closely allied, because they represent your every effort as a salesman, and every advertisement is a salesman and every salesman is an advertisement, with this exception, that salesmanship is advertising plus getting the order. In the same way advertising is salesmanship plus the whistling and you have got to whistle if you get the order. The difference is this: A salesman talks to one or two people at a time, while advertising talks to millions at one time and all the time and conducts a public school on the whole subject of selling goods.

I once went to a school of expression in Boston, because the man I worked for thought I could learn some of the business about talking if I went. That is, I say I once went; I went only once, but there was one thing that the professor told me that stuck in my mind. He said: "If you are going to deliver an address to an audience gathered together at any time, don't start in by telling them how unprepared and unready to talk you are, for the audience will find that out soon enough."

To figure right is the whole business of your office first and then believe in your house, because your emplayes know the most about you.

Supervision of Salesmen. Now I have had to do with retail dealers all my life. This question of selling goods is a question of three divisions: Employment, training and supervision It is not as hard as people would have you think.

The employment of men is the most important thing in the business, because if you employ the right clerks your customers are waited on properly, your store is kept properly, your stock is kept up property. I never claimed to be an expert-that I could look into a man's face and rell whether he could sell machines, or look at his tongue and see whether he would tell the truth, or look at his ear to see whether it was turned off and he would have to be watched in the to blame as the clerk, if he does fall. tenth month of every year, and I do not think anybody else can, either, are honest but is a question of keep-But I never employ a man who is not a success: I try not to, because I find it does not pay. I did at one time, but I found that they did not make good and I believe you will find bad; I found it that way and I never employ unsuccessful men.

If I advertise for twenty-five menif I need twenty-five men-I only advertise for five. Why? Because good Raymond, had something to say to men don't go where they are wanted in droves as a rule, and if you advertise for five you will see that you will

not speak of application blanks that it is an automobile or whatever it from the date of application, but I I contend that advertising and believe if you are employing men you owe it to the man himself to investigate into his past. I never employ one on the first application, because I find on talking two or three times I discover things I did not observe on the first visit, because the average man applying for a position is like calling on your best girl: she always has her best on and her best foot out and it is the same way with the applicant, but they do not always appear to the best advantage on the second or third visit.

> I say, when you get the man it is always a question of training. heard the remarks of the gentleman who preceded me and I agree most heartily with the things he told you. On the subject of training, I believe if I could get all the men in town to come before a platform I would be mighty careful about the man who was to go on the platform. Unless you knew what he was going to say on his subject I do not believe there is a man here who would for a moment allow him to go on the platform to represent him, because he is representing you, and you will have to stand for the things he says.

I wish some one could tell me the difference between talking to a manone man at a time, and talking to business and I ask that my friends them all together.

I believe in the training of men. because the people who are waiting on your customers have your whole future in their hands; they decide how much he is going to buy, they decide on the amount of credit he is to receive and whether he will buy at all. I believe in training men.

The third thing is supervision, which does not apply as much in the retail trade as in the wholesale trade, because you have pretty good supervision over your men, for they are all right under you all the time. At the same time, I believe, gentlemen. I believe thoroughly in the proper supervision of men, and particularly as far as money is concorned. I believe that all men have to be checked up on what money they for service, or of getting prices of until they understand it; and they have, because we are all human, and when a man puts temptation in the way of a clerk that man is as much

It is not only seeing that my men ing the men honest. On the question of supervision you want to watch all the time. Bear in mind what su-them. Lots of copy of that kind can other to employ technical words, pervision means-giving a word of commendation when it is due as well am not an advertising man-one of less he has taken a course in some as criticism.

Where Sale First Takes Place

There is one thing I want to say to son you: The man who preceded me, Mr. you in regard to making a sale-the five steps that you must lead the

of the person who buys the goods always; when you quit selling goods on the basis of ability-T mention merely that everybody is more or less of a salesman-you are actually selling goods.

Lawyer a Salesman.

You take a lawyer; he is not a salesman but he is, in best sense of the human mind, because a lawyer is trying to touch the judge and the jury at all events: he is selling his ability to his clients before the jury and the court, as much as you do when you sell a bill of hardware. Every man must represent what he considers to his own good. If he has ability he wants everyone in town to think he is a pretty good sort of a lawver.

Advertising More Than Salesmanship.

Now, advertising is a little bit different. Some men say they do not believe in advertising. Advertising is more than salesmanship, because advertising means continuous trade. I will tell you why some men succeed in advertising and some men do not: If you were going into the hardware business to-day it would not be enough for you to say: "I have opened a hardware store in Jefferson City; I have gone into the hardware come and buy from me."

I know the hardware business pretty well. In the advertising of business I have spent thousands and thousands of dollars and there was never a time when there was as much need of advertising as there is today-unusual advertising.

If I were going to go into any small town to-day, they have probably been buying hardware in certain places; perhaps there might be two or three stores; I would not go you have. A man never buys any in and expect those people to change thing until he understands it. to my place of business just because never buys a thing until he is con-I had gone into business. You can vinced and has confidence in get advertising which is unusual, of whether it be a lawn mower, a sewa character that would say you had ing machine, or what not; they never gone into the hardware business be- buy until they have confidence in cause you believed there was a chance it, and they never have confidence jobbers that didn't exist before. You never understand it until you use sim can give the public a reason why ple words, and then they will under they ought to come to you, because stand your proposition or whatever your stock is fresh, because you have particular business it is, employed competent clerks, the best I hope I may be pardoned for re because you want them to call to but there is probably a greater op

Advertising Is Essential To Business.

other day: "Aren't you going to quit tion coils, and so on.

SELLING AND ADVERTISING. investigate what each man is. I do same thing whatever it is-whether and save that money?" I said: "Do you think I look as if I were crazy? go back to the date of a man's birth may be-it takes place in the mind Do you think I look like a man who wants to spend money if he could save it?" He said: "No, I do not think you do, not this morning; you look all right to me." I said the same thing to him that I am going to say to you just now, that in order to continue a big business, to be successful, you must keep your name before the people, and because people forget pretty easily, and because I believe that advertising is not only selling goods but it is insuring the name and the business for the future.

Advertising Should Be Persistent.

I am talking as a man who spends money now. If I were sure that we could sell all our output for the years 1911 and 1912 I wouldn't stop advertising, because when you stop advertising it is like shutting off the water from a fountain that has its source away back. The source may be some miles back and you shut off the water supply and the fountain does not stop flowing at once, but you notice it gradually go down; you have enough water left for awhile. The same thing is true of advertising, and when you shut it off, shut off the source of supply, you shut off your business.

Some of you gentlemen may figure you don't have to advertise to sell goods. Maybe you don't. Maybe you are so fortunately situated that you don't have to. If so, you are lucky. When a man thinks he is well enough established to get along without advertising, it reminds me of the fellow with the blue goggles on. He was winking at a girl, but she didn't know it, although he did. He was so well satisfied with himself that he thought he could afford it.

Simple Words in Advertising.

I believe there are some who have specialties on sale, probably some of

clerks you could get to wait on them, ferring to the automobile business, your attention any discourtesy shown portunity in this business than any be written on wholesale hardware. I words that nobody understands muthose poor fellows who spend money school of technology and has given on advertising without a specific rea- attention to this particular line of business. Some men in taking you over an automobile might say: "Here is the carburetor and this is the au-One of our people said to me the to-starter, and these are the inducprospective customer up before you advertising now? You have been ad- that, or you will spoil your adver-Now don't do get twenty-five anyhow and you will have made the sale, only I do not vertising pretty extensively and have tisement. Why? We are all proud, have the privilege of selecting from believe, when you make the sale, the spent a lot of money on advertising because we don't like to admit that sale first takes place in the mind of and you already have enough orders we don't know as much as the other After getting these men employed the salesman. It does not take place in sight for 1910 and 1911, have you fellow knows. Your customer will I think it is necessary to thoroughly in the pockethook of the person who not?" I said: "Yes, no doubt; abso- probably bow himself out and thank *Paper read at annual convention Misbuys the goods; it does not take lutely sure." He said to me: "Chalyou for your kind demonstration and
high Chalmers, of Detroit.

IF YOU WANT A

DRAWER OPERATED

(All Total Adders. All Tape Printers)

CASH REGISTER

Let us sell you the BEST MADE at the LOWEST PRICE

IF YOU WANT AN

Autographic A Attachment Attachment

on a DRAWER OPERATED Register we will furnish it for

\$15.00

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

Detail Adders: - - \$20 \$30 \$40

F. O. B. FACTORY



This cut shows our \$115.00 Register with Autographic

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

The National Cash Register Co.

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

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

ALL SECOND-HAND REGISTERS SOLD BY US FULLY GUARANTEED

when I get ready to buy I will call a lot for the betterment of business. buy he will most likely go to the ufacturer, we ought to be glad that next dealer, where they are more ex- this new life has come. plicit.

on the theory when you write I go advertising, use little bits of words that everybody understands. It is a "cinch" that if everybody understands man is honest or not but just himthem they will be understood by the self. Your wife thinks you are hon-Harvard graduate, but the proposi- est, and whether you are honest or tion does not work so well the oth- not it is a good thing to keep her er way. I have heard it said that a thinking so-but she couldn't prove man with a little idea used big words it to save her life. You are the only to express it, but that the man of big man who knows whether you are honideas could use little words, because est or not. Sometime ask yourself the idea was big enough to attract the question and get the answer. That attention without the use of a lot of is generally true; because lots of men big words

How To Advertise.

Then on the question of how to est. advertise: Now some people seem to esty boasting; boasted honesty is only think there is some mystery about pretense. I am not putting myself on advertising; the professional adver- a pedestal as a model, but I am trytisement writers, and so on, try to ing to describe the condition of busithrow a shroud of mystery around ness. I endeavor in the conduct of it, make you think you have to have our business to deliver the same an expert. Now there is no mystery thing I say we will deliver; I stand about advertising; not a bit. I will pat on the subject of salesmanship; bet you that each of you men who is I furnish them selling stuff. It means running a store is a much better advertisement writer than nine-tenths after you deliver it, and that means of the professionals. Why? Because living up to every statement you made you know your proposition; you know when you sold it. your goods; you know your locality. Writing is merely putting on paper some of the things you would say if you were talking to your customers; of course, we might say it a little bit differently. It is simply saying the thing on paper that you would say to them if you were talking to them personally. I believe that anyone with good, common sense has wit enough to write advertising for You do not have to have a college graduate, a technical student; and I know that those are not the about it

Honesty in Advertising.

After that there are a number of things that contribute to the suc- knows. But the trouble is there are cess of selling by advertising. There are some things that go to make up hardware business only-there are so a successful man. One of the prin- many who are so self-satisfied. You cipal of these. I believe, is that a remember the man who had the one man in the retail or wholesale or any talent who was so afraid he was goother business is nothing short of ing to lose it that he wrapped it up an absolute fool who is not absolute- in a napkin and hid it. I never had ly honest. I don't believe that from any ethical or religious standpoint, hid any of them away. I think perbut from the standpoint of interest, because I mean just this commonof business and business success. Any business man think that he has more ability than is a fool who is not honest. It is a you have. Don't you know there is good thing that the lear Lord lets more latent talent in the American some men be dishonest, because I business man than anyone? You are have seen some men who, if they overawed by some one. were honest, with their other abilities and methods, would get so much of any different from what you are. He the business that there would not be did not get there in one jump. much left for anybody else. The day has gone by, and I am not sorry that You can; anyone can who gets his it has, when you can put anything over on a customer and not and then reaches out for another. If expect to hear about it. The day I take a stepladder and stand it up kind of goods and deliver other goods from the floor to the top in one than what you sold. Whether you step; it is too big a step; but if you like it or not, there has been a revo- take it a step at a time you can lution in the business world in the easily climb to the top of the ladder.

now; I will probably buy later on; last five or six years that is doing But when he gets ready to Whether retailer, wholesaler or man-

> Honesty Known Alone To the Individual.

After all is said and done, nobody in the whole world knows whether a go around boasting about their honesty is no sign that they are hon-There is no such thing as honnot only selling but keeping it sold

Ability Should Be Developed.

Another thing I have found, gentlemen: I have not lived so verv many years, and I have made some money, but I have not made very much until within the last few years. I have not sold a great deal of goods; in that respect, what is the difference in men? Why, the different abilities to obtain proper employment. Some have developed above other persons. Some claim that salesmanship ability can not be ob-I have been all the way through it tained. I claim it can. I claim any man who sets out to get more ability best who pretend to know the most can get the business. Management is taught which he can get by reading ep on that subject and by talking to other men who know more than he so many-I am not talking about the so very many talents, but I never haps a great many of us are overawed by what we consider the great ability of some other fellow; you You say: "What a big success he is." He is not No. he got up there a step at a time. foot on one step and gets on that is gone by when you can sell one here, you can not step all the way

We are overawed by the man of po-

Three Classes of Men.

Another thing, I think, you will find four times, because their mind they are only men who think of your interests before you have a chance to tell them. They have initiative.

litical success. This fellow is just as human as we are: there is nothing about him to scare us: not a bit, because a lot of fellows have about as much ability as the fellows at the top if they only thought they had and would act accordingly. I have known men, I have met lots of fellows who are at the top, and when you meet them and talk with them you find that they have no different mind from your own; they are just as subject to temptation and mistakes as you are.

in the retail business, and as much as I have in the manufacturing business-there are three kinds of men. There is one kind. You can tell him to do a thing, and you can just bet it is done; that's all. The second kind you have to tell three or not on the business. The third is the kind of clerk that I am looking for and you are looking for in that great class that is commencing every day, that great class who have initiative, men who know-excuse me-

HIGHEST IN HONORS

Baker's Cocoa & CHOCOLATE



HIGHEST **AWARDS** IN **EUROPE** AND **AMERICA**

perfect food, preserves health, prolongs life

Walter Baker & Co. Ltd. Established 1780 DORCHESTER, MASS.

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.

you handle Crescent flour, take full advantage of its superiority-and if you don't handle get busy with your order

> VOIGT MILLING CO. GRAND RAPIDS, MICH.



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

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.

Dewey had initiative when he went stores, because, gentlemen, I tell you sends me this." She read it: "Dear Fa- thoughts of insincerity at a man and and cut the cable. He knew what he was about. He knew that he knew more than Washington about fere with what he set out to do.

Business Sense.

Now what we call business sense they call skill in a surgeon. It is not different from initiative, because I tell you if the doctor cuts you open for appendicitis and then suddenly finds you haven't it, as they do sometimes, and then he says: "I'll tell you, fellows, I find this fellow hasn't got appendicitis. I will read upon this and if I find that there is something I can do for him, why I will come back and attend to it"-no, he can not do that. He has to act quickly. He has to finish, whether it is his finish or yours; he has to finish his job. Suppose he thinks of something and does it. Then they call him a skillful surgeon-lots of skill. We have been in that position lots of times. We have had business propositions on the table, have cut them open and found out that it was the wrong thing and we anesthetized it liberally and we fixed it up; and that

I am glad that I live in a country which has the advantages of ours. I honestly believe that a boy who is born in this country, who is not born in the lap of luxury and who is thrown on his own resources-I believe any boy who is born of good parents, but is poor, has just as good and a great deal better chance than the other fellow. Because why? Because he is taught to overthrow and thrust aside obstacles, and he is taught to depend upon himself. We have heard lots of this in an oratorical way, but let us get down to the hard facts. There are men in this country-always will be-who think the only man who can succeed is the man with the college education. I do not deplore it, of course, because I think a man will come out of college the same kind of a man he went in, except he will be a little bit different kind of a business man. I do believe there are schools that are useful in bringing them up. Usually the American business men have done what they had to do, the things that they needed to do, not because they start ed out on that head, but because they thought it necessary to their success.

Learning How To Think.

Those things I am talking of are not the things necessary to salesmen. I think a man ought to have a theoretical knowledge of his business and yet we have not a theoretical knowledge of our business. I was much impressed a few years ago in addressing a few workmen in Germany; one man had been the leader of them for four consecutive years. After we had given out the prizes 1 called him to the platform and said: "Mr. Hoffman, I wish you would tell us why it is that you have got this prize for four years." "Because," he said, "I don't want anybody in all Germany to ask me a question I can not answer." That was a good answer. The same thing is true in your

we have to know how to think.

Advocates an Employes' School.

knew more than Washington about conditions there and he did not want messages coming in there to intermessages coming in there to intermessages coming in there to intermessages coming in the discussion reaches. I believe I will send it." Now that's who you knew were sincere and you knew were sincere and you knew were sincere and you If I were running a retail establish- the same letter exactly, only different have had every confidence in them. them common courtesy, because it is thing for interpretation in all the corthey go out they do not say: "I do not like John Jones;" they say: "I Another thing a man wants is sindon't like Bill Smith's store." You cerity. I think a man wants to cul-

The Importance of Tact. a sale. I can get up here and say cause you to run me off the platform say them or I say them in another way, and they are all right. You mind a story I heard recently: A man sent his boy to Harvard College and He wrote home and said: "Dear Fa-

ment I would have a school. I keep interpretations. I always spread the one for my own employes, to teach thought right out; don't leave anyso necessary to get a man to treat respondence, because you are not gocustomer he represents you. He does remember especially dictating words

Another thing a man wants is sinmen have not been getting ahead as tivate sincerity, the quality of being fast as you ought to on this account. sincere, because sincerity is not that rare thing. Another thing: A man ought to business with any man the well eshave lots of tact selling goods be- tablished reputation of the business fare financially, I want to run with cause it is not so much what you and the very fact that I say a thing our brain power as well as our horse say as the way you say it that effects are enough. That is sincerity. A power. I know what horse power we things to you in a way that would not have to believe in a thing chines, but I want the brain power to sell it. Why, sure you don't. That as well as the horse power. as I say them, and another man may is down to a guarantee and indemnity have got to have it. A man made a ject-and I leave it to you in all sin- us \$4 on every one of the couplers will find it is the way in which you cerity and shove the job along. When we build, and we are building 6,300 of say things that counts. I have in I sell goods I do it just as I am them this year. I do not know whether standing up here, I am thinking we would have made that suggestion thoughts of them—your thoughts; at Christmas time he was "broke." from them you can not see this fully, ther: Please send me fifty dollars; I kind; for the reason of your con- you to make a suggestion. Do not am broke." Well, the father was fidence you are friendly or not. I tell them: "None of your business." fidence you are friendly or not. I tell them: "None of your business," mad, and every time he read it over claim it is as impossible for me to because that is not true. They are the more angry he got. He took the throw out thoughts of insincerity and dependent upon you and it benefits letter home that night and as soon have you catch sincerity-just as im- all. If they work for you they do as he got home he said: "See here, possible as if I threw this glass to know something about your business. Maria, just read that! How impu- have you catch this pitcher, because I would as soon have the janitor stop

ther: Please send me fifty dollars; I have him catch thoughts of sincerity. am 'broke.'" She said: "I don't see I think we are all affected by the Your clerks can drive away more anything wrong with that letter." He sincerity or insincerity of the men

Receiving Suggestions.

The next question is, I think we ought to have open minds, that is, I the people the way that you do; be- ing with the letter; that is what I think we ought to be open to recause when a clerk steps up to a tell my correspondents and always ceive suggestions. That applies to your business, gentlemen, as well as not come out and say: "My name is and contracts to say to him the nicest mine, because we ought to have them John Jones," nor, if your name is things. A man will have to have for our assistants. In our business Bill Smith, "I am Bill Smith's representative. What do you wish?" When ern himself. tical record and they are recorded. We have prizes also for the most valuable suggestion during the year, amounting to about \$250. I will tell you why: Because of the employes of When I come to talk the corporation—the people who are working for us-and it is to our welgreat many people say you do have, because we have got the maquestion-taking up some other sub- suggestion the other day that saves

Now you have people working for yet they are being generated of some you as well as I who come up to dent!" He said, "Here I scrimp and I have thrown a glass and I didn't me as the general manager. Why save to send him to college and he throw a pitcher. I could not throw Because the chances are a hundred

JOU ARE ALWAYS SURE of a sale and a profit if you stock SAPOLIO. You can increase your trade and the comfort of your customers by stocking

at once. It will sell and satisfy.

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

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

when they will. That doesn't alarm going to be enough people left who take care of the overflow.

Enthusiasm.

Now, enthusiasm is that kind of white heat that fuses all of these other qualities into a solid mass. never go to a ball game any more; but I'll tell you why we should do that: it shows you the fellow has enthusiasm for the home town. That is what we feel we ought to have in Detroit anyhow. Gentlemen, on this question of enthusiasm I wouldn't give two cents for a man who does not root, for this reason, that enthusiasm is the thing that keeps up hustling at all events. I do not mean this kind that always comes just from the mouth; some of that comes from the brain; some is make-believe enthusiasm; some people think that to have enthusiasm you have to be gabbling all the time, but you do not. I believe it is enthusiasm we ought to have if we get any pleasure out of business as well as work, because a long time ago I didn't know whether I would ever be in a position so that I could retire from my business or Now I don't know whether I ever want to or not. I notice those men who retire do not live as long as the fellow who works for the simple reason that you can not take a man who has been satisfied in his workshop and put him in a strange place and among strangers where he has nothing to do and expect him to live, any more than you can take a plant out of the soil and put it in different soil under different conditions and expect it to live. But there is a happy medium, I think. We can so organize our business that it does not take too much time and we can start in and have some of the pleas ures of life, too. Let us just suit ourselves to the situation. Gentlemen, I know you have to have other things besides business. Now there is one little point I want to give you before I quit, which helped me lots of times in business.

Planning the Work.

Now most men are so awfully busy they think they have a hundred things to do. Now you had better direct other men and handle other men. Bear in mind what you do does not amount to much. I know what I do does not. But what you can get other men to do amounts to a great deal; the one individual directing other people amounts to a great deal. Now how to do that: I have made this a plan all my life and you can have this plan. You are welcome to it. I have a plan on my desk marked "The ten most important things They pass them by. They plod along to do." I have in my business the ten

to one that the janitor knows more say ten; we could make it seven or about the thing he wants to talk to eleven. When I come down to busi- out, taking on new business, opening me about than the general manager. ness the stenographer has a fresh new accounts, adding new goods to So let us be willing to investigate. Let sheet on my desk-the new things the line. us be sane enough to think. Because that come up. I keep that before meyou don't believe in aeroplanes don't the ten most important things. I get the idea they will never be a suc- go on with each of them. I take these cess. I absolutely do think so. I things up with the manager or sudon't believe they could get a con- perintendent and I tell him the ten tract to-day to carry the Government most important things. Here is the mail, but I believe the day is coming man: If he can he will escape; and if you see him he will say he will me, because I think there are always have to think it over. I say it does not cost you anything to keep this will want to stay on earth and I will plan on your desk. Every business is built up by using the proper tools for the proper work. You wouldn't want to drive tacks with a sledge then is seven and a half hours. Now, hammer and that is the reason you don't want to attend to all these little details yourself, because you are the sledge and you don't want to be doing tack hammer work.

Suppose a farmer should say to his "John, John, go drive the pigs son: out of that forty or eighty-acre cornfield." He might drive for a week and he wouldn't know whether they were all out. But if he had said there were ten pigs, then when he had driven out ten he would know there were no pigs there to drive out. That is what I mean by measuring the work, putting down certain specific things and seeing that they are done. And as I said to you, gentlemen, this is a time, whether we like it or not, when we have to conform our business to the law. But the time has come when dishonesty must go out of business I believe that seriously. It is true in advertising, in selling and true of every house and of every business; the business man must make up his mind to live up to every one of the promises that he makes

I believe that advertising is the bulwark of the honest man. The honest business has nothing to fear from the dishonest business, because it will fall down. I leave you now to look over your own business in your own way and apply any of the things I have mentioned. I know that they have helped me, and I believe they will help you to keep your minds on the most important and to give everyone with whom you do business, your clerks, your customers and the houses you buy from, a square deal, and then trust to honesty. That is the best you can do.

Why the Salesman Must Increase His Sales.

In building a good house they usually start with a good strong, substantial foundation. The top is reached last. From the cellar up the building goes on, one brick and stone at a time carefully laid and securely fastened to stay. So with your success in selling, look your foundation over. Your health, appearance, character of self and firm. Your selling talk, credits, delivery, etc. Your foundation O. K., look around for material to build with.

Customers that stick to you. New customers, new accounts.

So many salesmen travel in a rut. They never go out among prospects. among the old accounts. The old most important points or things. I accounts are valuable, of course, but

successful selling means spreading

You have simply got to call on every person or firm in your territory who buys competitor's goods of the same character as those you carry. The material you need is there. New accounts; spread out; line up the prospects and canvass them thorough-So many salesmen spend time.

Few salesmen get started before 8:30 a. m. and few work later than 5 Few but whom have luncheon at midday. Few who take less than an hour at luncheon. The average day you who spend an hour or two at billiards, pool, or "rest a while," you are spending time.

The fact is that every minute you waste during the working day is a powerful sledge hammer breaking the bricks you need to build successful

Make up your mind to keep on the go from the time you leave the office until you return or quit for the day.

Have no time to spend.

Plugging is tiresome work and keeping everlastingly at it is tedious until you see what it brings you.

When you see what it brings you in selling success, however, it will be impossible to hold you down. What you want to do, Mr. Salesman, is: Get into condition every morning. Be watchful of your personal appearance and the character of self and firm you represent. Be frank and truthful Know your line. Interest those who give you an audience. Do not stuff nor write "phony" orders. Be aggressive and show confidence in your line and what you say. Confidence in your Study your argument and see firm. that the customer agrees. Hustle for new business.

To do this means successful sales for you. Henry Baxton.

No man is cured of pretense by hunting shams.

A great love cures many lusts.

Columbia Batteries, Spark Plugs Gas Engine Accessories and **Electrical Toys**

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



A Good Investment PEANUT ROASTERS and CORN POPPERS.

Great Variety, \$8.50 to \$350.00 EASY TERMS. Catalog Free.

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

"MORGAN"

Trade Mark Registered

Sweet Juice Hard Cider Boiled Cider and Vinegar

See Grocery Price Current

John C. Morgan Co. Traverse City, Mich.

Delivery Wagons

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

Liberal Terms-Low Prices

Sherwood Hall Co., Ltd. Ionia and Louis Streets Grand Rapids, Mich.

I Sell Coffee Roasters

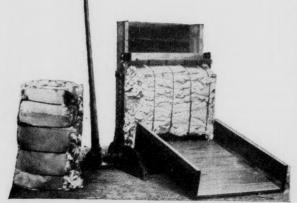
And teach you to Roast Your Own Coffee I can double your coffee business and double your profits in 6 months. Write me Get prices on my roasted coffees. You save 20 per cent.

J. T. Watkins COFFEE RANCH

Stop Burning Up Money

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





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

Handy Press Co.

263 So. Ionia St.

Grand Rapids, Mich.

INDUSTRIAL ACCIDENTS.

The German Plan of Handling This Problem.

A circular issued by the National United States contains a review of tem, which is reproduced in its entirety herewith:

Germany has paid its disabled wage workers more than \$1,500,000,000 since nuated, and their dependents, something like \$126,000,000 a year. Of this sum the workmen furnished half, "An happiness. ounce of prevention is better than a of the system in an article in Every- tween that modern, scientific, peacebody's Magazine we quote the following:

"Germany has a system of compulory insurance, to which both em- ed "employers' liability." loyers and employees contribute. Every injured German workman, no a regular weekly compensation either particular kind in the future. Under from the sickness insurance fund or from the accident insurance fund un- an accident is to start a lawsuit. til he is able to go back to work.

found reflection occurs to the Gernans: 'The more accidents there are ployers' liability" are lawyers, judges, the more injured workmen we shall ave to support, and the larger will fewer injured workmen we will have urance premiums will be.'

month's rent, just about the time back to work the sooner we can stop diers of industry." paying you your weekly indemnity." Louis D. Brand

the employers and employes of Ger- politics" of the United States, Germany, united in their insurance associations for the common welfare of lows: "Germany adopted a quarter both wage earners and dividend draw- of a century ago a compulsory sysers, have spent \$120,000,000 in the last tem of old age insurance, the burden twenty years on workmen's dwell- to be divided between employer, emings, workmen's baths, workmen's ploye and the state. England, having hospitals, workmen's sanitariums and meanwhile ignored this economic workmen's convalescent homes. It truth, is being driven now to an old was good business. It helped to de- age pension resting upon general taxcrease the insurance premiums. It ation—a modified form of pauper was good Christianity. It helped to relief." make sick people well.

German compulsory insurance law is arily for distributing unpreventable Association of Manufacturers of the venient times to injured workmen but principle of the English system is pabecause it sets the face of the whole ternalism, a modified form of pauper what is known as the "German" sys- German nation habitually toward pre- relief. F. A. Vanderlip, one of Amerventing the crippling and mangling of lica's highest financial authorities, is human beings, toward healing the quoted (Henderson's "Industrial Inwounds of those who, in spite of all surance in the United States") as say-1884. It pays its injured, superan- the bloody misfortune of accident value of the work done in the sick Such a course tends toward peace, to- insurance system is almost universal-

making device called "compulsory insurance" and that medieval, unscientific, strife-breeding contrivance call-

Under compulsory insurance the remedy for an accident is to get the latter how he was injured, wheher victim on his feet again as soon as by his own fault, by the fault of his possible, and to think up the best way employer, or by nobody's fault, draws of preventing all accidents of that "employers' liability" the remedy for

The weapons of compulsory insur-"Whereupon the following pro- ance are safety devices and convales-The weapons of "emcent homes. instructions to the jury.

An English statesman speaking of be the premiums that we shall have the German system said: "When Bisto pay into our insurance funds. But marck was strengthening the foundathe fewer accidents there are the tion of the new German empire, one of the first tasks he undertook was o support and the smaller our in- the organization of a scheme which insured the German workmen and "This thrifty consideration leads the their families against the worst evils Germans to address their workmen as which ensue from the common accifollows: 'Here are safety devices. We dents of life. And a superb scheme it implore you to use them. We shall is. It has saved an incalculable steem it a favor if you will not try amount of misery to hundreds of thouo get hurt. But if an accident does sands, and possibly millions of peoappen and you do get hurt, here are ple, who never deserved it. Wherthe best doctors and the best hospitals ever I went in Germany, north or n the empire. Use them and get well south, whomever I met, whether it s soon as you can. We shall not was an employer or a workman, a let you crawl away to your home and conservative or a liberal, or a socialist et good and sick, and good and or a trade or a union leader, all of oor, and then send a claim agent to one accord spoke in the most laudane side of your bed and offer you tory terms of the excellent effects which have been achieved by this ne landlord is coming around and great system. All we have left now et you to sign your name to a re- to do in order to put ourselves on a lease. We are not interested in see- level with Germany-and I hope our ng your signature on a piece of pa- competition with Germany will not er. We are interested in restoring be limited to armaments-is to make ou to health. The sooner you are some further provision for the sick, well the sooner you can go back to for the invalidated, for the widows work. And the sooner you can go and orphans of the broken down sol-

Louis D. Brandeis, who has given In pursuance of this wise thought much time and attention to "social many and England, is quoted as fol-

The principle of the German sys-A good law is a law that gets men tem is constructive co-operation, and women into the habit of doing the partnership of all employers and em-

helpful thing, the right thing. Nine- ployes, principally for the purpose of tenths of everyone of us is habit. The preventing economic loss and seconda good law, not only because it hands economic loss over a large field of out coin and medical supplies at con- burdening the individual affected. The precautions, have been overtaken by ing: "The testimony in regard to the ward lessening pain, toward spreading ly favorable. It would be hard to calculate its economic importance, but The difference between the Ger- it is so great that it has become one pound of cure," is the keynote of the man situation and the American sit- of the leading factors in helping Ger-German system. From a description uation is the whole difference be- many to the industrial pre-eminence which she is gaining

Other industrial nations have adopted, one by one, modified terms of the Austria, Belgium, German system. Finland, Italy, Holland and Norway have compulsory industrial insurance Denmark, France, Greece, Russia, Spain and Sweden have voluntary industrial insurance on the principle of part payment by employers and part payment by the wage workers.

Bound To Recover.

Patient-Tell me candidly, doctor, do you think I'll pull through?

Doctor-Oh, you're bound to well-you can't help yourself. The Medical Record shows that out of 100 cases like yours I per cent. invariably recovers. I've treated ninetynine cases and every one of them died. Why, man alive, you can't die if you try. There's no humbug in

Dandelion Vegetable Butter Color

fured by Well's & Richardson Co

G. J. Johnson Cigar Co.

S. C. W. El Portana Evening Press

Exemplan

These Be Our Leaders

THE BEST

You Want the Best

Peacock Brand

Mild-Cured Hams and Bacon

Are the Best

The Lard being absolutely Pure Leaf

The Hams and Bacon are from dairy-fed selected pigs, mildcured 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 Pinch of Prosperity"

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

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

Shredded Wheat

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

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

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

USE OF THE LABEL

Its Importance Always Lies in Its Contents.

A label is a substitute for knowledge.

A cheap and handy way of dismissing a subject is to label it.

I was delivering a lecture some time ago in a strange city. I noticed a man about halfway down the center aisle who was eyeing me closely and seemed to be deeply interested. By and by, after I had talked perhaps fifteen minutes, I saw that peculiar glassy look come over his face. The public speaker recognizes the pression instantly. It means the man's mind has gone off and left you. It is all over for him. After the lecture he came up and spoke to me.

'Do you know," he said, "I couldn't just place you for a while. I couldn' make out just where you belonged, whether you were orthodox, or heretic, or socialist, or what. But pretty his opponent or himself is really talk-

was not, however.) His whole interest in the affair was to get me into the proper compartment in his brain, shelf 1, section 2, pigeonhole 17.

This illustrates the operation which most people call knowing things They read along in a newspaper editorial until they think they recognize a peculiar tang and then cry, "Oh, yes; that's single tax," and "the subsequent proceedings interest them no

Learning To Stick Labels.

Most of our education consists in acquiring a quantity of labels and learning the art of sticking them on mysteries of whose reality we know That noise in the sky we call thunder, and that flash we call lightning, and our general label for the whole performance are electricity. But what is it? I never knew but one man that understood. He was a motorman. When I asked him what electricity was he said, "Why, that's the juice.

The farmer sees an apple fall; so does Sir Isaac Newton; neither of them knows what the force is that pulls it to the earth; but Sir Isaac has a label for it-gravitation. But what is the difference between saving a thing falls because of gravitation and saying that it falls because it is heavy? The difference is that one is an academic label and the other is just a common or garden label.

Now the art of pasting labels on things is easy and can be learned out The real knowledge of things, of what is their essence, and how to use them, is another matter, and few there be that find it. It is easy to learn botany, which are endogens and which are exogens and all that, but to know trees and flowers, their nature and habits, their soul and flavor, is a rare attainment.

Knowledge, as popularly undernouns. All male specimens of the genus homo sapiens we call men; all animals of certain similar appearances we call horses, and so on. But is that what it means really to know a man or a horse?

World Itself a Mystery.

We come into this world and find ble. ourselves surrounded with mysteries. The commonest things we can not fathom. We know not what is light, or heat, or force, or matter. And when we come to spiritual objects we are still more at sea. For who can tell what is life, or the soul, or love, or God? When I name the three greatest and most indispensable things, I but name three bottomless pits or topless skies or unsailed oceans, that no mind ever grasped-Life, Love and God.

Of all disgusting habits, therefore, the worst is cocksureness. The most unbearable young man is Mr. Know-

Humility is the surest sign of real knowledge. Teachableness is the surest sign of good breeding.

Our political and religious disputes are little more than a bandying of labels. Neither disputant knows what ing about. The Republican has sim-Then he told me what I was, (I ply made up his mind that all Democrats are wrong; usually this is no intellectual process, but blind and stubborn position. The blinder and stubborner, the more it is boasted of as loyalty. The conservative hates the socialist, the free thinker rails at the orthodox, the capitalist detests the labor union and the whole performance is like a lot of woolly headed sheep that all jump over the bars because the bell wether has jumped.

I presume political parties and religious sects are necessary; at any rate they exist, and at present constitute about the only method by which men can organize to accomplish social ends. But I have never had the full consent of my own mind to belong to any of them. Whenever I have witnessed or participated in a show of partisan or sectarian enthusiasm, such as a political rally or a denominational mutual admiration convention. I have been ashamed of myself. It all implies a certainty that not one of us can honestly have There ought to be some way of governing the country and saving the world besides beating one another into activity by mutual pretense and

What Is the Use of Labels?

Why can we not each of us think our own thoughts, have our own ideas, enjoy our own feelings? Why must I be classified? It may be that I am just a fragment of the general mass, a pebble in the heap of human pebbles, a raindrop destined to "slip into the shining sea," but I do not like to think so.

On the contrary, I like to think that personality is as great as the universe; that the stars above are mirrored in a sky no less sublime within my soul; that lightning and thunder are echoed by storms of passion within me as awful as they; that my memory is more wonderful than a stood, is the manufacture of common British museum, my will vastly stronger than any physical force, my imagination more amazing than the hand of Phidias or Raphael and my conscience as majestic and as mysterious as God himself. It should not be hard to believe in God, for

man himself is hardly less incredi-

Let us deal humbly and respectfully with one another. We are all so complex. Whatever a man's creed, there's a lot in him that does not believe it; whatever a man's crime, there are also hidden virtues; whatever a man's apparent goodness, there are inner crime spots.

"There is something in every man," said Goethe, "which, if the world knew, would make us hate him."

When someone asked Peter Cartwright if he was "wholly sanctified," he answered, "Yes-in streaks."

Jehovah called David "a man after mine own heart;" yet you know Dav-

Although the Master knew Peter's weakness he did not reject him.

"Since there's so much bad in the best of us.

And so much good in the worst of us

It hardly behooves the best of us To harshly judge the rest of us.

He chary with your labels; try to merely a know the contents. Frank Crane

New Pineapple Product.

Following the success which has been attained in making a market for the Hawaiian pineapples, it is stated that a San Francisco company is to embark in putting out a beverage made from the juice of the pineapple from the Honolulu possessions. will be put up in bottles and will be handled the same as is grape juice from domestic markets.

Jennings' **Flavoring** Extracts

Terpeneless Lemon Mexican Vanilla

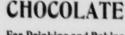


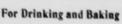
Guaranteed by Jennings Flavoring Extract Co. under the Food and Drug Act June 30, 1006, Serial No. 6588.

See Price Current



<u>low</u>neys COCOA and





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

The Walter M. Lowney Company BOSTON

Lozenges

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



Double A Lozenges

Are recognized as the leader for quality

ASK YOUR JOBBER

PUTNAM FACTORY

Grand Rapids, Mich.

Money.

man for years, and each day the prob- more conservative each year. lem grows more intricate. The proment and very often include the col- question for the retailer.

ninety-day basis.

being called to this fact by the cred- generally done in all large cities.

the above requirements commands a likewise have reaped their reward. splendid salary. him and retains him.

some extent due to the fact that the a progressive movement generally. accounts are not followed up in a systematic manner.

would receive. It goes without saywell.

1.47

". FE.

A retailer buys his goods upon ceragreed and if the remittance is not tancy in drawing on him, and this a merchant in an embarrassing finan- Credit Association claims he is de-

The Reason the Retailer Wants His cial condition, carrying as he does linquent with one or more of its mem- wrote page 1879. The problem of extending credit is and then being unable to secure as Secretary and arrange for the settle- the state and then being unable to secure as one that has confronted the business sistance from his banks, which grow ment of the account. Thus thou- The sentences we

gressive business man is compelled low up his collections the merchant has been educated to be less careto maintain credit accounts, the larg- is confronted with this problem: Will less and has proved a better risk as er houses employing credit men who I offend this or that individual if I a credit customer. Glen D Sizer. have exclusive charge of this depart- present my bill? This is a serious

I was informed by a prominent The credit man has to receive and business man the other day that with pass upon all applications. The great the many hundred accounts that he effort of the credit man is to hold his carried, he was unable to turn to his accounts strictly to a thirty, sixty and ledger and select an even dozen accounts on whom his collector might An individual upon opening an accall with reasonable assurance of count upon these terms very often making a collection. This is due neglects to fulfill his promises, thus to the fact that the majority of inditaking an unfair advantage of the viduals or firms do not establish a firm and necessitating his attention regular day for collections, as is

It is not consistent for me to make The collections department is a any criticisms but to draw a few very important one with the mer-comparisons. It has been demonchant. Hand in hand with the credit strated that co-operation among merman is the collector. He is a man chants in whatever they undertake of great importance to the retailer. A has been mutually advantageous; to good collector is indispensable. He climinate petty jealousy and to is a born collector. He must not work hand in hand for the betreemerely know how to present bills ment of trade conditions generally when due or past due, but how to We find great examples of the fruits use diplomacy. Then again, he must of co-operation on the north of us, be a judge of human nature in or-der to handle an individual effective cities have been built, and the secret The old established firms have of their success has been co-operation realized the importance of this fea- not only in matters of a selfish nature and have employed men of abili- ture but to the advancement of their ty in this line, and the employe with community, therefore the merchants

The employer does The business men of Alameda coun not consider the "How reasonably can ty have, I might say, just awakened I secure him?" but fully appreciates to this spirit of co-operation, first in organizing a Retailers' Credit Asso Collections are often neglected. The ciation, and second in the annexation cause of delinquent accounts is to of a larger area and population and

The Retailers' Credit Association was organized May, 1909. It is an I have in mind an individual who association of the retailers of Alame had opened an account with a re- da county, embracing all lines of tailer, and for six months received a business and formed for the purstatement of his account, to which no pose of bettering the credits of the attention was paid. The fact was county and other matters to their transmitted to the office of the Re- advantage in this regard. The memtailers' Credit Association, whereup- bers of the Association are supplied on he was notified of his delinquency with the names of delinquents as and was much chagrined and insult- furnished by the members. The memed, stating that he was born in this bers thus informed are safeguarded community and that this was the or advised that such individuals are first letter of this nature that he had delinquent and can use their discreever received. He enclosed his check tion about opening an account. Such for the amount to the retailer, and names are usually refused credit, but said it would be the last one he often they are the best customers of some one or two individual meming that the retailer was pleased to bers of the Association. At the same receive his check and the letter as time the credit men watch these accounts very closely.

All names furnished the Association tain terms and he must meet them as have been sent in by some member, and no name appears upon the list forthcoming the jobber has no hesi- without just cause, and lots of good is resulting from this source. should apply to retail accounts, but lustrate: If John Jones applies to unfortunately it does not. The vol- George Smith for credit, after the ume of credit accounts which are credit man receives his application, delinquent are a great source of wor- he looks to see if this individual is ry to any business man, a majority reported as delinquent. He also telof whom are compelled through com- ephones the office of the Association petition to extend credit. They are to see if his name has been reportalso a worry to the credit man who ed since the last list was received. strives to get a small percentage of Should his name have been sent in delinquents. These facts often place he is informed that the Retailers'

a large amount of credit accounts, bers and he had better call upon the board, one syntactically seeing and sands of dollars have been collected Again in endeavoring to closely fol- for the merchants and the individual who done to

What Will You Be At Thirty?

This is a plain talk to young me who are now in their twenties.

Have you ever supper to what you will be when you are no vears old?

If you have never given this matter any serious thought, was should begin to reflect upon it now

What are your nessent stances?

Take an inventory of yourself Are you steadily employed?

Have you settled upon your life work so that when thinty comes it will find you formly established in the world, or are you still drilling about from one job to another-never staring anywhere long at a time?

li you are a drifter, you should cease drifting and settle down on one job. Find the work you like best and stick to it.

Make up your mind that you will be something, and concentrate your energies roward that end

The drifter never accompl thing. Like a log on the mighty riv et, he goes on floating through the world, stopping here and there at some place, remaining a short while only, and then he is seized by the current of discontent and carried on and on until finally, when it is too late, he realizes that he is a failure

The world is full of the wrecks of men who have been failures because they never stuck to any one thing long enough to make good.

Don't be a failure!

Success comes to the persistent plodder-the man who buckles down to his job and hangs on to it with the tenacity of a bulldog.

Will you be a success at 30, or will you be a failure? It is for you to G. L. Rittelmeyer.

Fixing the Responsibility.

In Western Kansas a teacher in a primary grade was instructing her class in the composition of sentences. After a talk of several minutes she

The hen has three legs

"Willie," said the teacher, the learn't and allow where the hadit ies in these two senten

Willie did so, and to the teacher's insternation unite: The ben sen

BUICKS LEAD CARS SLIMB AND UP

BRIDGE WHETHER CHARPINGS

and Sensible than Ever Belor

kir Cooled, Light Weight, Easy Edit



del H. Franklin, 6 Cylinders, 47 H.

7 Passengers, \$3758.00

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 fficiency tests of the 1989 season list of these winnings will be mailed a request.

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

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

you want economy-comfortsimplicity—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

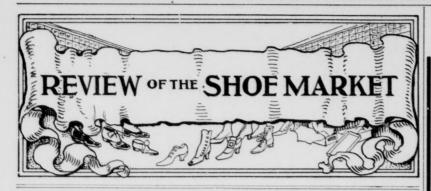
The Original Fly Paper For 25 years the Standard in Quality All Others Are Imitations

FOOTE & JENKS' COLEMAN'S

Lemon and Vanilla

on getting Coleman's Extracts from your jobbing grocer, or mail order direct to

FOOTE & JENKS, Jackson, Mich.



The Condition of the Leather Mar- as fully as they ought, owing to a ket.

cidedly firmer appearance than was of the manufacturers who have sethe case a week ago. Possibly the cured a good volume of business for prime cause of the increased firmness the fall run have covered fairly well has been the upward turn in the hide and are likely to see the wisdom of market, although the most prominent this policy later in the season. feature in the situation has been the extent to which some of the larger manufacturers have been operating. In this particular the market presents an appearance not seen for many months although some of the busi- of russet sides, and also in boarded ness was undoubtedly done at the expense of values.

Undoubtedly the advance in hides came as a great surprise to many of both black and colors, and the styles the shoe men, manufacturers as well of leather suitable, known by a good as jobbers, for in spite of many dis- many names in the various price appointments there was a widespread lists, have sold freely. The sales of belief that lower prices were bound these grades of leather lately are said a decline, however, there has been an most of the local tanners are now advance and now the manufacturers well cleaned up, especially on all the who have not covered their needs cheaper lines. Low prices were no are facing the possibility of still high- doubt made to move these large er prices, with the surety already of lines, but it is doubtful if they could a serious advance in values.

Cause Is Uncertain.

Undoubtedly a goodly number of the manufacturers have bought leather very freely, but some of them are still resisting the upward turn of the market and are predicting that the present movement is a temporary one. This feeling, however, is not general, by only a small portion of the trade. There are many in both the shoe and leather trades who acknowledge that the market has a strong upward tendency, while at the same time they believe that the advance is not legitimate and due entirely to manipula-

ing more than it did a fortnight ago. The actual facts are difficult to ascertime with considerable irregularity in hand. regard to price lists. Leading Western tanners have advanced price 1/2 to doing the same thing although nom-

Finished Calfskins.

an effort was made by salesmen to tanner's standpoint. protect their customers as far as possible, some manufacturers have un-

possible disbelief in the permanenec The leather market presents a de- of high prices. At the same time most

Russet Sides.

Outside of the demand for finished calfskins, which has been of good volume, the feature of the market has been the free movement in all kinds kangaroos and satin finishes. There has been a heavy volume of orders placed for storm shoes of all kinds, in rule in the near future. In place of to run into very large figures, and be duplicated, either in price or in quantity.

Hemlock sole leather is steady in regard to the volume of business being done, although values are still very firmly held. There is a scarcity of the cheaper and lighter grades of leather, as they have moved very freeand perhaps it is well that it is held ly during the past month into export, while the home trade has also taken these grades fairly well. The leading interest is holding prices very firmly, and those in authority say that hemlock sole will shortly cost more money. The activity noted in the union leather market has not yet been communicated to the hemlock Howver this may be, there is no end of the trade, but it is only a question that leather is now cost-question of time when the larger manufacturers will wake up to the fact that values are getting to a point tain, as there has been an unsettled where it will be very convenient to condition of the market for some have a good supply of leather on

Union tanned sole leather continues very active and some very large I cent per foot during the past week bills are reported to have recently on both side leathers and finished been sold. One large manufacturer is calfskins, while others are practically said to have been a very large purchaser lately, rumor giving him credit inally making no change in the price for buying at least 100,000 sides, while others have also operated to the extent of from 5,000 to 50,000 sides. Pric-Finished calfskins are especially es are very firm, especially on light strong, principally on account of the and light-middle leather, which is still advances in raw skins, which are now in very light supply. There is no materially higher than they were at large surplus of any weight as the the beginning of last month. While stocks are in excellent shape from the

Offal Leather.

Offal leather continues quiet, with doubtedly failed to cover their needs large offerings. The surplus of this



Conservation Is the Topic of the Hour

H B HARD PANS

Men's

Boys'

Youths'

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

Uncommon wear in every pair-and good style.

Regular Hard Pan or Elkskin stock for Spring and Sum-

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

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

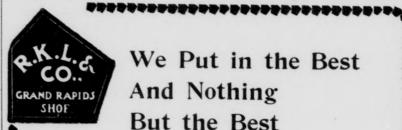
A sample order will get more of your business. Let us have a postal request for samples today.



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



carried-in-stock styles



We Put in the Best And Nothing But the Best

Your patrons get out of our shoes just what we put into them in wear, comfort and style.

Our rule in shoe making is Quality, first, last and all the time; and Quality means with us style, comfort and wear, particularly wear, and a great deal of it_much more, in fact, than is ordinarily found in medium priced shoes. Our record for this kind of Quality covers a period of nearly half a century.

It has paid us big to put good value into our shoes and it will pay you likewise to sell them, for they draw and hold the best trade in your locality.

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

class of leather has become so proupon the demand for flexible splits.

only factor in the improvement noted road in the South and the South- Shoeman. west report having secured a good volume of business, with the promise of more when the jobbers come here this month. The cheaper grades of side leather goods have sold freely, which, taken in connection with the duplicate orders now being received for spring goods, has encouraged the manufacturers to look for a successful season. Just how much concession it was necessary to make to secure the business in cheap shoes is not known, but it is suggested that some of the tanners and shoe manufacturers have been working together in the effort to secure business and have both made concessions in order to stimulate trade.

demand for colored shoes and most salesmen have been held up by a of the manufacturers find themselves unable to meet the demand to the extent they desire. Some, however, foresaw the present result and were prepared to take advantage of the situation, and are therefore able to add a very profitable ending to the spring The whole situation in both shoes and leather shows marked improvement and a cheerful tone prevails, such as has been lacking for many months.-Shoe and Leather Gazette.

The Master Salesman.

No man ever really exhausts the possibilities of his subject, however closely he may approach the limits of his own capacity or of his listener's of his goods until the personal equation of the customer is eliminated. that applies with equal force to no one else.

This is the vital touch of the successful sale; the distinguishing impulse that finally decides the sale, and it must come out of the customer's own heart. The salesman may introduce it, but he can not participate in its effect, for his own personality only supports him to the threshold. There is a mysterious interior, beyond the reach of his influence, into and out of which his final decision will present issue.

This final appeal, this struggle between desire and dubious resistance, may be precipitated by some suggestion from the salesman, worked into special influence by the customer's ideas.-Shoe Trade Journal. succeeding train of thoughts. An interruption then, an unwise word, may shift the train upon a line of greater resistance. There is a time, even in salesmanship, when silence is golden.

The man who can so nearly follow in his mind the workings of another mind that he can read the probable ing a deaf ear to men.

verdict being reached, can remain sinounced as to have a serious effect lent while the trend of thought is in the direction of a sale, can read the It is fair to say that the higher danger signal as this counter mind cost of the raw material is not the approaches some new doubt and, by a word, can start the thought ball in the leather market. Undoubtedly spinning off along some smoother there is a decidedly better feeling in path, has mastered, perhaps, so far the shoe trade, due to the increased as it is within the limits of the human business coming to hand. Traveling capacity to master, the art and scimen who have lately been on the ence of true salesmanship.—The ence of true salesmanship.-The

A Shoe Salesman on His Maiden Trip.

Who is this man who owns the hotel he is stopping at? Who bosses the porter, the conductor and the brakeman of every train on which he travels? Who slaps everyone on the back and calls him by his first name?

He is a traveling shoe salesman out on his first trip.

Is he really a great man or does he merely think so?

Never mind whether he is or not; o long as he thinks he is, what's the difference?

Does he sell goods?

Yes, if the dealers he calls on are out of his class of shoes and in As previously stated there is a sharp hurry to get them and if the other washout back on the road.

Will he always wear his hat on the back of his head, talk loud and tell everybody he is It?

Not after he has been over his route a dozen times; possibly not when he has been over it a half dozen times. Depends on how much brain power he has.

Does he learn things?

Not much just now, but his education will proceed rapidly as soon as he hears once or twice from "the old

Tan shoe dressing will be in demand next year if we can depend upon the statement of shoe dealers. While green and gray shoes were patience. No salesman ever reaches quite popular last summer, it is likely the last possible argument in favor that tan shoes will continue to be worn for a number of years. They always look well when well cared There is some special application of for and, if proper attention is given all things to all people; something them, will look well until entirely worn out. Shoe dealers claim that in the better leather tan shoes are fully as durable as any other colored shoe. Druggists who handle shoe polishes will find the usual demand for tan shoe dressing the coming summer.

Give Employes Opportunity.

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

Love lifts up when it does not know it is bending down.

You can not irrigate this desert by preaching for tears.

You can not listen to God by turn-

Rouge Rex Shoes



The Successful Merchant is student of the needs of his patrons. The successful manufacturer is likewise a student of the requirements of his trade

Our salesman will see you soon with a full line of samples, and it you will carefully examine same you will find that we have fully anticipated your wants in first-class shoes, especially for the laboring man, for he he farmer, mechanic or shop hand there is a Rouge Rex shoe especially adapted to give him highly satisfactory service.

Carefully selected leathers and high grade workmanship are producing trade winners in Rouge Rex shoes.

Defer ordering for fall until you have seen our line. Your mail orders for immediate delivery will have prompt and careful attention.

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 moneynot 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, III.

Factories Located at Dixon III

Fashions mand in Footwear.

ing do certainly decide the propor- some indications of a sale of fancy tion of sales of footwear. In the shoes. If the favorable conditions women's footwear this is a more em- that have resulted so far in spring phatic statement. Some grades of business are continued, there are men's footwear vary with the tex- many possibilities of large suppleture and color of clothing fabrics and mentary spring and summer orders. establish precedents which if follow- Warm weather stimulates retail trade, lowed up year after year usually act and if estimated correctly will mean as a barometer of trade demand to the sale of novelty footwear. The the retailer that believes in signs, retailers are getting their hands on Fashions may be fickle and change a fair amount of cash and are sure to from time to time, but at each suc- order summer goods more strongly ceeding season are becoming more than was anticipated a month ago. and more settled, resulting in shoe Some extremists even believe that

fashion will have upon his stocks.

are upon his desk and he consults styles, and materials can not and Shoe Recorder.

fashions of the day are watchful for thing distinctive for summer wear. the fashions of the future. It is inevitable for them to demand a higher offering new cloths for manufacturprofit from the fancy style, because ers to make up into shoes. pose of it as quickly as he can. Sta- of colors. Then tanners spread new sure to actuate.

show a very optimistic business dur- of the elements of chance, a mere

Dictate Styles and De- ing the Easter period. The tendency has been towards sensible footwear The influence of fashions in cloth- of a bread-and-butter standard with

in footwear. If the radical fashions The desire to have footwear to in both clothing and headgear prevail them. harmonize or contrast with other in footwear, the orders for such styles wearing apparel is a trait strongly will be sure to come. The variety of developed in women. The idea is to shoes on the market is almost starpurchase shoes to suit a costume and tling. It would seem as if no two than the well stocked retail store— a comparatively small territory. It is in footwear to harmonize with indigets the jump on the rest by having Boston gray. vidual costumes are gradually passing. shoes that are harmonious with the The influence of the clothing market demand prevailing. A few years past upon the business of a shoe store is it was the practice for women to call bellishments on high grade ladies' very marked, and the wide-awake re- for the same style of footwear. The footwear. Some of the more elegant sively on fashionable footwear as on tailer must enlarge his horizon of patterns were very much alike. Totrade prophecies for the advance sea- day individuality marks footwear and leather pumps for the fastidious son's costume. Sometimes only the son by considering what influence trade. When gun metal pumps were in fashion, everybody wanted gun trimmings set with imitation dia- in jet or other beads; sometimes a A large shoe buyer in New York metal pumps. When tans were in makes it his duty, prior to ordering, fashion everybody wanted tans. Now to consult with several dress goods the trade is distributed among patbuyers in the department stores, ex- ents, tans, cloths, velvets, dull leathamine fashion plates, inspect dry ers and fancy styles. A multitude making his purchases. The store to-date store catering to the women's he buys for is not an ultra fashion- trade. Some retailers consider that able one, but is, instead, rather in-variety is the spice of the shoe trade, clined towards conservatism, yet he and that popular demand for a great finds it an indispensable part of his variety of shoes is beneficial to the training to keep in touch with the aggregate sales of the store. Others fashion of the times through the me- play only a few staple lines. Between diums within his command. The these two we get a happy medium. A fashion trade papers of the country store with a complex variety of them as liberally as he does the Boot many full runs of sizes. When a fastidious woman decides to have a There is always a market for beau-certain type of fancy shoes and she tiful shoes, but they must be apropos can not be fitted with the sizes on of the costumes worn by women. hand, the retailer is under the neces-Whims of fashion have in times past sity of straining a point in the fitting cost the shoe trade a good deal of qualities of the shoe he has on that money because retailers and manu- style or lose the trade. Then again, facturers have not gauged the life of the shoe store having only staple the style. Retailers who have learned styles is up against the problem of in the school of experience the neces- seeing the trade pass by his door besity of keeping in touch with the cause of their desire to have some-

The textile people are constantly of the lottery attached to them. The have invaded the shoe upper market retailer should do likewise. If he and offer all sorts of inducements to orders this fancy footwear he should the manufacturers to push cloth uphave it in his window early and dis- pers. They present a great variety ples are conservative, but do not of- colors in leather before manufacturfer the variety, profit and rapidity of ers and retailers to counteract the sale that a sprinkling of novelties is trade in cloths. It is thus competition directed against the retailer and The returns that have come in to consumer to influence them to use us from shoe retailers of the country more fancy and colored shoes. One

whim of fashion, that has thrown off hibited in Boston has a beautiful the fashions in clothing established fleur-de-lis of brilliants and a slender six months ago for the summer trade collar of French braid. It was most is the "Chantecler" craze. It has even ingeniously designed and attracted invaded the shoe business. Special the attention of the people passing patterns and designs bearing some by. Beads and ornaments are being analogy to the chantecler design have more and more utilized, and many been rushed through clothing and Parisian designs have been imported textile works to get on the market for to attach to the vamp of the shoe. early sales. The vivid colors are like- Strap pumps with jet ornaments, tan ly to stimulate the trade in colored ties and oxfords in dull finish shoes footwear, although all authorities at all are being decorated with these the beginning of the season prophe- handsome embellishments. sied a poor color year.

signs and sunbursts are used as em- season's style at a fancy price.

Low cut French slippers of black The March purchases of cloth by satin have no ornament save a single the manufacturers mean a cloth sum- rhinestone that serves to emphasize mer. Whites will be strong as most the graceful curve from instep to toe authorities predicted some time past. Black suede slippers often have the fashions that are more staple and fashions in headgear affect fashions Canvas shoes are being made in all high gold heel, which women have colors with considerable demand for found has done so much to shorten White canvas shoes also will the appearance of the foot. A more go briskly in the misses' and chil-daring use of this idea is when a dren's trade from now on. In the scarlet heel is put on a black slipper very fine trade, velvet shoes or and a narrow rim of red is stitched veloose are selling strongly by re- about the top. This interests cosnot purchase a costume to suit a par- women wished shoes alike. In the tailers in different sections of the tumers who are making a play of the ticular style of shoes. Custom shoe- large cities this complexity of styles country. Veloose lends itself to the "Chantecler" craze. Those retailers making nowadays can not furnish is necessary because of the intense high class pump manufacture because who do not have shoes made up esany more variety and individuality competition between retailers within of its rich finish, very similar to a pecially on this order of colors, black fine castor skin. Shoes of this ma- and red, can order red wooden heels that is, at a fair price. Eccentricities also evident that some one retailer terial are made chiefly in black and from a Lynn manufacturer and easily substitute them. This also offers an Bead work, ornamental metal de- opportunity to dispose of a last

> Beaded effects are used as extenstyles of ornamentation on veloose every other part of this metallic seawomen's trade are showing silver toe of the of the boot is worked out monds, enamel inlays or chased pat- boot is strapped above the ankle. One low shoe recently ex- each strap being heavily beaded in

goods papers and sum up all the important factors as to style prior to making his purchases. The store to-date store catering to the women's

You get them in the ERVICE ATISFACTION 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

Four Kinds of Coupon Books

Are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. Free samples on applica-

TRADESMAN COMPANY, Grand Rapids, Mich.

shoe was seen having a heavy ex- is carried out in a number of slippers tension sole, but fastened to the full of different colors. shoe height by means of straps about Handsome and expensive shoes of is cut in a street shoe with a wing cloth is woven of gold thread. tip with buttons down to the very point of the tip at the side of the bon band about its top. The ribbon shoe. The shoe also was cut entirely forms into a cluster rosette on the in one piece on the inner side, the vamp. In the center of the rosette only seam being at the bottom lapis a pearl. ping.

come an important item in making of these right and left strap slippers stylish footwear. Fashion requires are adorned with tassels. These and that the decoration of shoes match other patterns are shown in Russia the trimmings of the gown. For in stance, the new cord and tassel ef- kid, all grades of black calfskin, Bosfects on fall shoes are an adaptation ton gray, corkscrew cloth and the of the tasselled girdle. Inlays are whole range of cloths. seen in several oxford lines. It is fashionable to have the inlays match been making quite a special display the cloth of the gown.

of trying to match the shoe trim- have been very encouraging. He got mings to the trimmings of the gowns. ahead of other retailers in the city. Laces, or buttons, like those on the He expects Boston gray calfskin to gown, are called for.

wide ribbon laces are very much in novelty, he investigated the men's fashion. The two strap button pump clothing market and found that gray and the ankle strap pump are the was to be the prevailing color in most popular button fashions in sum- men's clothing. Grays and tans are mer low cuts. They call for only a also good contrasts and many men few buttons, however. The one and who under other conditions would two eyelet ties are among the lead- not purchase tans are doing so being summer fashions, and these, with cause of the tasteful combination. the regular oxfords, have revived trade in wide ribbon laces.

winter will, in all probability, be used and cloths for women's wear.

boots that is shown in the fashionable pumps because of these qualities. shoe store has fancy stitching and Ankle straps are diminishing in popuis cut at a pitch that gives a new larity in some locations. In others effect to a warm weather boot. It is they are booming over all cuts and worn by women desiring something patterns. The patent and dull finexclusive and that may be worn with ished leathers will be used for street a short skirt. Long dresses never are in favor for every-day wear dur- Silk and satin shoes and pumps will ing the summer, and are used only in a measure displace colored suedes. for evening wear when patent leath- Silk toppings are novelties that are ers or undressed pumps are worn.

dows in the leading cities are as fol-

tiny perforations.

with a jet ornament. The strap is sale. fastened with a black button. It looks little and attractive.

er, with a tongue and ribbon bow ar- men patrons they are likely to be rangement that gives the shoe the appearance of an ankle strap pump.

A two button oxford of patent Russia calf leather.

a topping of black corkscrew cloth.

pump with a plain toe, a rainbow and signed to harmonize or contrast with a narrow rim of fine perforations the materials used. It will thus be

cut in the vamp, and the eyelets are in fabrics and texture of clothing. filled in with a lattice work of silk Boot and Shoe Recorder.

A black suede thread. This latticed eyelet design

two inches apart. Another novelty gold leather and of gold cloth. The

A blue slipper has a baby blue rib-

The decoration of shoes has be-new design in slipper making. A right and left strap effect is a calf, tan kid, mat kid, black glazed

One of the retailers in Boston has of calfskins for men's footwear, and Some retailers go to the extreme the sales for the last three weeks sell well right through the season. For the spring and summer trade Prior to his ordering heavily on this

In all probability the fight between the various fashions will mean the The short walking skirts of the survival of the fittest in tans, colors in the summer by the women who has established itself as a staple and desire to be extremely stylish. Ties, can not very well be altered. This oxfords and boots with elaborate is to be a pump season. The snug trimmings will be demanded by them. ankle and vamp fit achieved by manu-One of the high or fourteen strap facturers this season insure sales of boots as will also suedes in black. very attractive and satin is used in Some of the samples shown in win- shoes intended for dressy wear. Some styles are even made up in general dress goods, such as pongee and tus-A patent leather oxford made on a sah in blue and black with fair posnew stage last with a regular tip and sibilities of their being sold in fashionable shoe stores. Oxfords and A one strap oxford, of patent leath- sailor ties will be second in favor to er, with a very low vamp adorned pumps. Tans now are assured a ready

Prior to last year, green shoes were almost an impossibility to sell, An ankle strap tie, of patent leath- but from the demand expressed by sold in some sections of the country. From the foregoing exposition of styles, materials, trimmings, and leathers, it can be readily seen that A Gibson tie of patent leather with fashion dictates the creation of footwear to please the taste of the wear-A dull calf ankle strap, seamless er of costumes, whether they are deseen that the retailer is twice pro-One new dress slipper of pink tected in your ordering by keeping leather has four button-hole eyelets in touch with the demands of fashion

Michigan, Ohio And Indiana Merchants

have money to pay for what they want. They have customers with as great a purchasing power per capita as any other state. Are you getting all the business you want? The Tradesman can "put you next" to more possible buyers than any other medium published. The dealers of Michigan, Ohio and Indiana

Have The Money

and they are willing to spend it. If you want it, put your advertisement in the Tradesman and tell your story. If it is a good one and your goods have merit, our subscribers are ready to buy. We can not sell your goods, but we can introduce you to our people, then it is up to you. We can help you. Use the Tradesman, use it right, and you can not fall down on results. Give us a chance.



play.

The only business ever known to exist any length of time without window displays is a blind pig, and the display lesson a few years ago.

hits below the belt.

Vacation Unnecessary

Clean, bright goods arranged in an attractive manner in a well washed hardware window will cause that window to sell as much merchandise as window has a little the edge on the clerk if it is supplied with a good lighting system, for it can work overtime and not play out, while the clerk, in order to retain his snap and energy, must have a vacation once a The fact that some of us give our windows a vacation more often than that does not make it essential to the window's life. A well worked window does not look anything like an over-worked clerk, although an overcrowded window does sometimes remind one of an excited clerk five orders behind.

Glad Hand or Cold Shoulder.

The window display is to the store what a face is to a man. The Almighty Creator put some merchants into this world with faces that grew north and south instead of east and west, and if he handed some of us faces unadapted to perpetual smiling it is perhaps less our fault than our misfortune. If, on the other hand, the face of our store has a hit-in-thehead-with-a-brick expression it is a positive fault and we must shoulder the blame.

In his flash judgment every windows to better advantage. man is either honest or crooked. You say flash judgment should not count? Well, perhaps not, but that credit

One or Two Phases of Window Dis- window has either given us "the glad hand" or "a cold shoulder."

Our Experience.

Experience taught me a window average hardware merchant of to-day want to pass it along, as it taught is not interested in that kind of live a lesson in window dignity, and at the same time one in window foolish-Work on a window display should ness. I was located in a town where begin out in the street. A mudhole a certain railway line was without on the front of your lot will mean competition, and had a "cinch" on a whole lot of mud on the front of the business. I guess that sort of your windows. This gives the mud stuck in my crop, and when one slingers of your community a crack stormy winter the division on which at your reputation and we know to we were located was credited with our sorrow that the average knocker forty-two wrecks in thirty days, I saw what I thought was an opportunity and got busy on a window. We rigged up a railroad. Snow sheds, embankments, bridges, telegraph lines, etc., were all there

We built a miniature dispatcher's the average clerk. Of course, the office and in front a train dispatcher laid out with a bottle of rye beside him. The train was a tangled mass, and dolls with stretchers aided donkeys with carts in hauling mangled forms of the poor wreck victims to a hospital in the distance. On the other side of the window was a saloon named the "Railway Rest" and a depot with a sign, "Tickets to Destruction." In the front of the window was a reading, "Division X-Fortytwo Wrecks in Thirty Days."

As far as stirring up local excitement was concerned that window was a success. Crowds blocked the sidewalk in front of our store and the local papers wrote editorials on it. The division superintendent asked us to take it out, but we thought it was a winner, and let it run a week. Sober reflection has since taught me some things about that window that could not soak in then.

It did not create any toy business. It did win us the ill will of a number railway officials. It wasted our best window a week just at a most important season, and while we amused the crowd we lost some customers. Since that time I have Our credit man says one good look left the portraying of local events to into a man's eyes usually tells the the newspapers and used our show

Princess Waneta Still Sleeps

A small circus went into the hands of receivers last summer and the ofman draws a magnificent salary for ficers sold the freaks at auction. The the money he saves his firm every ringmaster bid in the \$10,000 mummiyear, and he is not wrong once in fied Egyptian Princess for \$2.25 and 5,000 times. Credit men are merely stayed with us. A few days later I experts on human nature, and the think the boys put up a job on the crook who breaks the harpoon off in boss, for I was approached by our one of these chaps is mighty clever. friend of the circus and asked to rent We are all, in a way, credit men to the mummy for a window display. I the stores with whom we deal. We invited the man to a seat at my desk see their window displays, make our and it would have done your heart flash judgment and either go on down good to see his smile broaden as I the street or into the front door. The told him how she would surely attract

bly have to make police arrangements to clear the sidewalks. She would probably look best in a window with a white background.

The Egyptian Princess had cost to cents a look all summer and a week's rubbering while she was in our window would cost the public absolutely nothing. Yes, we could undoubtedly attract the crowds, but our windows were used to create a demand for goods, and when that object was accomplished and some customer wanted to buy we would be forced to explain that our stock of mummies was not for sale, and that our windows were just used for public amusement. He saw it our way. That poor mummy has not sold any hardware for 2,000 years, and as far as we are con-

Mica Axle Grease

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

Hand Separator Oil

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

> STANDARD OIL CO. GRAND RAPIDS, MICH.

CLARK-WEAVER CO.

The Only Exclusive Wholesale Hardware House In Western Michigan

32 to 46 S. Ionia St.

Grand Rapids, Mich.

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.



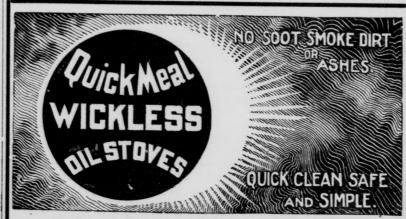
CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA



FOSTER, STEVENS & CO.

Grand Rapids, Mich.

Exclusive Agents for Michigan. Write for Catalog.

BEZ

sleeps beside the still water."

Hits Your Store as Well as Mine.

not going deeply into the subject at you know the rest. this time, but briefly. It will never send your prospective customer away my desk occasionally and has often with the impression firmly fixed in said to me, "Son, familiarity breeds his mind that your store carries a contempt." I take off my hat to the most complete line of lanterns be- colonel, and have found that the cause you have used one for a tin- public will do the same to a deeverything that belongs to a stove ready to cheer when the band strikes if you have used stove pipe elbows as tires for that automobile.

He won't stroll thoughtfully down the street wondering how you stock lie."-Assistant Manager in Iron Agesuch a fine line of gasoline stoves because you have one in that automo-Cross-cut saws, their make, quality or price, will work but a small corner of his brain as he goes on up the street after seeing your battleship whose sides were made of saws. Following this line window displays may win for you a reputation "the-little-village-cutup," but they will never gain for you the serious consideration you desire from your customers. As they look into the "eyes" of your store do they there business stability or a playground?

Our present window trimmer has taught me more about windows in the past three years than I ever knew before. He sums it up in this way: What have you to show the people at a special price? When he shows garden hose, he shows only goods of a kindred line in the same win-Grass shears, hose nozzles, menders, reels, bibbs and lawn sprayers look well in a garden hose win-Mix a few churns and milk cans in this window and it will detract from its working power and probably send those who look at it away, thinking "watered milk" instead of "everything to make the lawn grow."

Summary.

Show one line of goods at a time. Let it be the line for that week. You couldn't sell a man a stove if you to hunting knives. It would only confuse your customer.

How often have we seen windows filled with such a confusion of hardware that it made our heads ache? When strangers look into our store's eyes let them see there stability and singleness of purpose. They are forming of us first impressions that may affect our business for months. These impressions may be favorably inclined if they have read our newspaper advertisements of that morning.

The newspaper and the window display are not enemies nor even complay are not enemies nor even competitors. They are both your friends, working for the same single purpose it is a true story of boosting your business. They work hand-in-hand. The paper informs your customer of the window display's arrival in town and puts him cooking purposes consists of a harda receptive mood. The proper kind of a window display proves the completely wired and ready for con-

cerned "the Princess Waneta still print was true and backs up the morning's reading with substance. The rope merry widows on the heads of silently makes your customer ac- and a small water heater. stove pipe women, etc., etc. I am quainted with a wide-awake clerk and

An old Southern colonel visits at up "Dixie" or the "Star Spangled Panner." It only grins when they play "Waltz Me Around Again, Wil-

the Trade.

The other day I was in a pawnshop on Canal street-I may add that the pawnbroker considers me his friend. I refuse to go on record. While I ed a five dollar gold piece from his and decreased manufacturing cost. pecket and pushed it over to dealer. The man, judging from his clothes and manner, was from the country. As he surrendered his \$5 gold piece he said in an eager voice that he understood there was a predispose of his treasure

The pawnbroker informed him that he had come to the right place. What was more there was a premium on this particular coin and it had a market value of \$12. At this the man showed gratification.

"I was right then," he said.

"You sure were," said the pawnbroker. "But," and then he told the man that he was already stocked up be foolish for him to buy it. would be glad to have it ordinarily, but in this case he would have to refuse. However, if the man wished to talked stove half a minute and then exchange it for a piece of jewelry, a jumped to rim locks and then talk- nice chain, say, he had some \$12 stove again until you jumped chains which could not be duplicated elsewhere in Grand Rapids. How about it? The man with the coin considered and finally decided that it was about time that he got a new chain. He took his pick, left his coin and departed.

> After he had gone the pawnbroker stood leaning against the counter with a smile on his face. I was interested and asked him wherefore.

> "Why," said he, "just this: There is no premium on this gold piece and the chain I gave him cost me

I let it go without comment. But

Outfit for Electrical Kitchen.

The kitchen range for electric wood table finished in Mission style,

nection with the city lines. The uten- There are several things to consulsils consist of a two quart meal cook- er.

with it. heater, which is attached to the fau- store is the only one available. cet, the opening of the tap turns on 15 cents.

Electric heat is superseding all other kinds in the industrial world where steam heat and direct combustion methods were used to heat special tools and machinery. Safety, cleanliness and flexibility are its advan-One of the Pawnbroker's Tricks of tages. Sanitary conditions are improved and labor is made more available and contented. Machines may be placed where most efficient without regard to the source of heat. Losses due to transmission of heat was talking with him a man entered are eliminated. There are also inand approaching the counter he pull- creased production, improved product

Even the silk mills and tea driers of Far-away India recently sent to the United States for special electrical heating devices. But the metal industries have made the most important showing. Pig iron is being mium on this particular coin. He did smelted from the ores by electricity, not know how much, but seeing that steel is being refined. In the leather the pawnbroker had a lot of coins in trades, clothing and textile manufachis window, he took it for granted tories, woodworking, paper industries that this was a place where he might and hundreds of other factories electric heat is being used.

What a Clean Store Does.

A man recently asked us if we really and truly believed that cleanliness had anything to do with ordinary trade where the element of competition was not very strong. He said he had noticed in his neighborhood that some of the dirtiest and most slovenly stores were patronized. He thought that a clean store was a good with this lucky gold piece. It would thing, but he really had a doubt as to whether it meant increased trade.

First, the class of trade might newspaper is the prominent citizen er, a two quart teakettle, a three pint not increase in numbers, but its kind Another phase of window abuse is introducing the new Mr. Silent Sales- coffee percolator, a seven inch frying would change and for the better. tinware automobiles, saw steamships, man. The window display in turn pan, broiler, gridiron, oven, toaster Some people care most for credit, and they go where they can get it-The electric range does not provide and no questions asked. This is fine for hot water; but the continuous flow for them, but not for the store. Nowater heater is used in connection body care for an increase of this kind With this type of water of trade. It is possible that the dirty

We think that even when competithe electricity and the water is heated as fast as it is drawn without a will be beneficial for it will create a ware automobile headlight. It won't serving show window. Cut out the send him away thinking you keep horse play. The crowd is always gallons can be heated in this way for The time will come when connections The time will come when competition will arrive, and then the store which has held trade because it was isolated will see its customers leaving it in flocks and droves.

Established in 1873

Pirm in the State

Steam and Water Heating Iron Pipe

Fittings and Brass Goods Electrical and Gas Fixtures Galvanized Iron Work

The Weatherly Co. Grand Rapids, Mich

Awnings



Our specialty is Awnings for Stores and chain and cog-gear roller awnings. Tents, Horse, Wagon, Machine and Stack Covers. Catalogue on Application. CHAS. A. COYE, INC.,

Grand Rapids, Mich

Do You Make A Satisfactory Profit?

If you paid \$5,000 for a house and lot and had a chance to sell it, would you take \$4,000 for it?

Not likely-you would want to make something on the deal, you would want to make a profit that would pay you for your trouble, your time, your expense, and, incidentally, add a little to your bank account.

Every time you sell a Trunk, Suit Case or Bag do you make enough so as to add a little to your bank account-do you make a profit that is consistent with good business principles-are your goods of such quality that they command a ready sale and a satisfactory price?

Why tamper with inferior goods when it's most easy to buy the "tried and proved" kind at prices that will enable you to make this "Satisfactory Profit?"

It will take you but a minute to ask for our catalog of Trunks, Suit Cases and Bags. Won't you do it NOW before you forget it?

BROWN & SEHLER CO, Grand Rapids, Mich.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

New York, April 9-Spot coffee is lack of demand-the almost utter lack-is causing the holders some uneasiness. They are wondering how long they can hold on if there is no and it will not be pleasant to have thirty days more of such coffee weather. Buyers seem determined to take the smallest amounts and there the matter rests. In store and affoat there No. 7 is quoted at 85/8@83/4c. Mild grades are quiet, although some trans- and presence. Probably more than any actions have taken place in Maracaibos at full quotations.

in refined sugar on 4.95c and 5.05c great in handling a small sale as it contracts. New business is very is in handling one which means largquiet. The American quotes 5.15c for er rewards and greater business, granulated and others 5.25c, less I per cent. cash.

this week. Buyers and sellers seem salesman. In the first place no man to have different opinions as to values should be in a business he does not and both are waiting for something respect. If he respects his business to turn up and meantime matters sim-

Not an item of interest can be picked up in the rice trade. Purchasers are taking small lots at about former quotations. Prime to choice domes- are spent every year elevating the tic, 5@538c.

Spice quotations are change. Supplies are not especially kind of business. Is the salesman large, although there is no dearth of keeping pace with the business? anything.

Cooler weather has improved the molasses market and, upon the whole, portance of things. He, not his busiit will be counted a pretty good week. Prices are unchanged. Little is doing in syrups. Supplies are not large and rates are unchanged.

What is the matter with canned and groaning. While other food prodtinned goods are so dull that it actually is a curiosity. In nothing is there any life and tomatoes which have been jogging along at something like 621/2c for standard 3s are hanging at about 6oc and no one seems to want more than enough to keep up assortments. Unless there is an improvement later on it seems as though there would be a big bunch of canneries for sale in the future.

Top grades of butter are well sustained; in fact, the whole market seems to be firmly held. Creamery specials, 321/2@33c; extras, 32c; held might be very bad. He might have stock, 29@31c; imitation creamery, 231/2@25c; factory, 22@221/2@23c.

Cheese is steady at 171/2@18c for New York State full cream.

Eggs are doing better and at the close nearby stock is quoted at 231/2@ 25c; Western and Southern, 21@ 211/2c; Western select extras, 24c; regular pack, 23c.

The Salesman in the Grocery Store. and himself.

What can be said of grocery salesmanship that can not be said of any other kind of salesmanship?

There are three dimensions to sol-

salesmanship. A knowledge of the grocery business, a knowledge of customers and an intelligent application of that knowledge will make a good about the dullest on record and the grocery salesman. That formula will make any kind of a good salesman. It does better than that.

Good salesmen make good business improvement. It costs to hold coffee our present day captains of indus-The query might be exhausted with a formula were it not for the one element in business life which makes for greater or less commercial success-the element of personal equaare 3.332,738 bags. At the close Rio tion; the geniality of approach, either native or trained or acquired; tact other business, the grocery business makes the greatest demand for tact. There have been a few withdrawals The call for thought and energy is as

There are two elements to be considered in salesmanship: One is the The tea market is rather more quiet business itself and the other is the he considers it a dignified business. The employer, nine times out of ten, looks out for the dignity of his business. The salesman should look out for his own dignity. Millions grocery business, the hardware busiwithout ness, the clothing business-every

In selecting a salesman I consider his mental grasp of the relative imness, is the greatest thing of the moment. A salesman in the grocery line, or any line, should accomplish his object with the least possible apparent effort. Deference to the wish-On every side are moaning es of the customer is paramount. But a salesman should never be slavish ucts are advancing the fact is that in his attentions. It is not demanded and it is bad taste to attempt to impress anyone who is trying to intelligently spend a few dollars with you The customer wants to be waited on. He might not know what he wants. That is the salesman's business. If he knows what he wants sell it to him, not as though conferring a favor but as if you had what he wanted. That is trade. It is a bargain and sale transaction and should be carried out in that way. know the stock and he thinks he knows what he wants. His taste a very wrong impression and in the eye of the salesman be somewhat mistaken as to the merit of a particular line of goods. But, again, he might not be as foolish as he seems. It the salesman knows the business, knows his goods and shows that he knows the customer will be satisfied and go away with a good impression of the store, the salesman

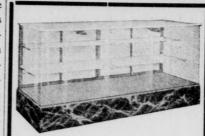
As to the element of human nature which enters into consideration of salesmanship, that is the personal ids: length, breadth and thickness. It many kinds of people to make up the equation of the salesman. is a scientific rule and is a fixed prin- world. Some people are quick and

ciple. It is universal. So, too, is fixed others slow, some intelligent, some and determined the basic principle of ignorant. The good salesman applies to them all his own quick intelligence. He distinguishes between them-if he is the good salesmansells them all. The object of salesmanship is to sell the goods. The salesman is dealing in goods and not in people. He only deals with peobuilders and business builders make ple. So he can not remodel them to suit his ideas of how and what and when purchases should be made.

In the grocery business there is great detail. The system has grown around it to the extent that a good grocery salesman is a man of considerable capacity. With the buying, the stocking and the selling, the advertising, the trade getting and trade holding, the routine of meeting the varied demands of big and small buyers, the grocery salesman has much to think of. Geo. Pierce.

Mayor Restricts Slaughtering.

No longer will Mason City, Ia. butchers be allowed to kill their poultry, calves and sheep in slaughter houses maintained in the rear of their places of business as has been the custom in the past. Such was the order issued to them by Mayor Kirschman last week. In a campaign for the keeping of the city in a clean condition from now on, the Mayor was led to the decision of taking this step. It is said that the alleys were not kept in a clean and sanitary condition while the work of slaughtering was carried on in the rear of the shops. Notice was given the butcher shops last Wednesday morning



Case of Quality

Scientifically and substantially constructed, unusually graceful in design, highly finished and rivaling any case on the market selling at 25% higher and one we can highly recommend to those desiring an exceptionally nice case. Let us figure with you-a case, complete outfit or none.

Grand Rapids Show Case Co.

Grand Rapids, Mich.

The Largest Manufacturers of Store Fixtures in the World

Are You In Earnest

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

Michigan Tradesman

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

Grand Rapids, Michigan

Personal Reminiscences of Three stock and grounds, afterward doing Former Residents.

Written for the Tradesm

The late Colonel P. V. Fox was a powerful man physically. The lifting of a man weighing from two to three hundred pounds was an easy task for periment had placed his arms firmly easily as if he were a child.

progress a horse attached to a heav- engaged in the grocery business on Square and stopped near the arch failed in Grand Rapids in 1873. The to kick away the flies that annoyed it. Crawford family was a large and The weather was very hot and the prominent one in Grand Rapids beindulgent driver was disposed to al- fore the war period, but only two low the poor animal freedom of ac- brothers remain. tion, so far as the good of the service would permit. Finally the tortured animal let fly a mighty kick, when its the leader of the movement to orfoot caught on the top of the dash- ganize the Reed's Lake region as a board. The efforts of the animal to village corporation. He introduced free itself, aided by the driver, were the bill in the Legislature for that unavailing. The beast failed when it purpose in 1891 and when it passed tried to draw its load walking on and received the approval of the Govthree legs. Colonel Fox noticed the ernor he stated that it would be his sad predicament of the horse and, task to make the village a part of going to its assistance, placed his the city of Grand Rapids two years powerful arms under its abdomen and later. Mr. Barnard was returned to lifted the animal to a height that en- the Legislature in 1893, but when he abled it to free its leg. A hundred attempted to pass an annexation bill bystanders applauded the act.

carpentry and joinery. A favorite occupation was the erection of wind- Mr. Barnard reluctantly abandoned ing staircases. great deal of pride in his work dur- active in pushing to its passage the famous story tellers of his day.

The main store occupied by the Spring Dry Goods Company erected by Crawford Brothers. Many infrequently settled by transfers of credit was due to Mr. Barnard. real estate. A record of the transfers of lots made in the early history of the Dexter fraction, now a very valuable section of the city, indicates the ployes were two lively, energetic a cook. young men-Alfred Crawford and his 1866 and was drowned.) Crawford Missy?" was a thrifty young man and when in 1867 Miller decided to retire Al- proudly answered the lady. fred Crawford called his brother Plainfield and they bought the Miller well!"

business under the name of the Checkered Store. The front of their building was painted in red and white squares like a checker board. When the city authorities condemned him. When the subject of his ex- the grounds and buildings necessary for the creation of Campau Square. against his sides, bending the elbows the Crawford Brothers received a and extending the forearms in obe- large share of the money paid for dience to the Colonel's instructions, the property and used this to erect the latter, standing in the rear, would the building owned and occupied by lift the man bodily from the floor as on the big shield that surmounts the While the erection of the great cornice there formerly appeared the arch in preparation for the Centennial name "Crawford Block." Alfred Craw-Fourth of July celebration was in ford is living in Los Angeles and is ily loaded wagon entered Campau West Twenty-fourth street. The firm

The late Edward M. Barnard was the villagers were so well satisfied In his youth Colonel Fox followed with their government that they opposed the movement vigorously and He experienced a the project. Mr. Barnard was very ing later years when he visited old bill which resulted in the extension buildings and examined the stairs he of the city limits during 1891. His had erected many years previous. A main argument was the necessity of fair sample of his mechanical skill and closing up the road houses located in ability may be seen in the Rindge, the territory subsequently added to Krekel & Co. store on Canal street, the domain of the city. Several of This particular staircase has been in these road houses were located on use more than fifty years. Colonel Cherry street near Lake avenue; oth-Fox loved a joke and was one of the ers were on North Canal and South Division streets, Grandville avenue and other thoroughfares. These houses were the sources of a great deal was of crime and disorder. Prize fights, dog fights, chicken "disputes," drunkyears ago one David Miller acquired enness, licentiousness, gambling, robtitle to a piece of ground located near bery and lesser crimes were of nightthe center of Campau Square, as the ly occurrence. All were put out of outcome of a wager in a game of business when the annexation bill poker. Money was scarce in our pio- passed and for the moral regeneraneer era and gambling debts were not tion of the annexed territory great

Arthur S. White.

Faithful To the End.

A happily married woman who had settlement of many debts resulting enjoyed thirty-three years of wedfrom sittings at the gambling table lock, and who was the grandmother in that way. Miller engaged in the of four beautiful little children, had grocery trade and among his em- an amusing old colored woman for

One day when a box of especially chum and companion, named Strong. beautiful flowers was left for the mis-(The latter ran into an air hole while tress the cook happened to be pres-

"Certainly, my husband, mammy,"

"Glory!" exclaimed the cook, "he Frank in from his father's farm in suttenly am holdin' out powahful

The Antiquity of the Dog.

polished stone.

In South America also, according to the opinion of Rutimeyer and Woldrich, man had cultivated the friendship of companionable dogs long before the extinct mammals, whose wonderful remains are now found in the pampas, had disappeared from among the living forms of the world.

Fear and Hate.

Do not fear being misunderstood and never waste a minute thinking about your enemies. Try to fix firmly in your own mind what you would like to do and then without violence of direction you will move straight to the goal.

Fear is the tock on which we salit Evidence has been unearthed prov- and hate is the shoal on which many ing that domestic dogs, resembling a bark is stranded. When we are more or less the dogs of to-day, ex- fearful the judgment is as unreliable isted in Europe not only during the as the compass of a ship whose hold age of iron and the age of bronze, is full of iron ore; when we hate we but even in that exceedingly remote have unshipped the rudder and if we time known as the Neolithic period, stop to meditate on what the gossips when man made his best tools of say we have allowed a hawser to befoul the screw. Flhert Hubbard

> The next man in a barber shop is always rough and ready



The Best Work Shoes Bear The Mayer Trade Mark

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 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 exchanges in its system.

FIFTY QUARTERLY DIVIDENDS And its stock is a good investment. INVESTIGATE IT

Whatever May Be Your

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 skating on the river below the Ful- ent and she said: "Yo' husband send attention of manufacturers and capitalists find this department especially effective. ton street bridge in the winter of you all the pretty flowers you gits, 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.



The Evolution of a Traveling Sales- and Napoleon Roosevelt. man.

Chapter 1.

also admitted it. His parents gath- without convictions, shall follow the law." ing machine agent-basing his former ed and mark this well, brother: opinion on the rapidity and glee he (John Henry) derived in breaking goat owned by a lad in his class at his toys, and the latter on the young-school. He decided to get possession ster's volubility and tenacity of pur- of said goat if it was within the realm pose. The child grew in stature and of human endeavor, but his list of in achievements. Proudly his mother possessions did not contain anything told, in support of her position, how he could hope to offer successfully in John Henry agreed to skin his play- exchange, except—and his heart beat mate's orange, accepting half the fin- high at the thought—except, perhaps. ished job as his fee. His father had a bicycle. Now this bicycle was denothing to say, recognizing in the crepit and incompetent-noisy, un-

natural inclination toward barter and ped the leaks in the tires sufficiently trade. One day when his mother was to hold air for an hour or so. He lay age. His rather large percentage of paring potatoes for supper John Hen- in wait around the corner until he ry came running in, crying, "Mam- saw his victim (customer) approach, ma, mamma, can I sell the wheels of driving his goat. Then mounting his the baby buggy? It ain't doin' no- wheel carefully he bore down upon body no good up in the attic an' him. Warily he began to depreciate Tad Brown wants some wheels for goats as a means of transportation the wagon he's makin', an' says he'll give me a nickel for 'em."

His mother was at first inclined to chide him, but his father was much pleased. "Matilda," said he, "as well try to keep the sparks from rising, or the sun from rising, as that boy from being a salesman."

Chapter II.

Scholastically speaking, John Henry was not a success. He absorbed book learning under pressure and protest. To parse a sentence, to decline a verb, or to escort the noble Caesar across the Rubicon, was weariness to his very soul. But to trade a jack-knife for a fish pole and something to boot-that was life indeed! The prevailing price of old pop bottles and the supply and demand of tinfoil in the neighborhood were as breath to his nostrils. His teacher was disgusted, his mother nervous, his father curious. To despise book knowledge is unwise; think not, gentle reader, that we seek to exonerate John Henry along these lines. But man's greatest study is man. His ways are absorbing in their interest. John Henry, unknowingly, was learning to know human nature, and that is

So John Henry traded, swapped and bartered. John Henry was born in Ohio at a rabbit would trade it for a pigeon, ed that he was the most remarkable such a bird was properly extolled. He late on his future. His mother pointed he had-whether a mangy rabbit, a

John Henry had long coveted a incident latent and unmistakable safe and ancient—in fact, worthless At the age of 5 an incident occur- John Henry, as a medium of trade. red which pointed plainly to the lad's He shined and polished it and stopsuch bicycles as this one. He said prosperous business. things about that bicycle which were not borne out by facts. When the owner of the goat was in a proper frame of mind, presto, the goat changed hands and the bicycle found a new owner. Now that bicycle would not stand the acid test. Like a tired soul weary of life, it collapsed in tire found he had been "stung." He at once became wrathy and, consumed man. by a desire for revenge, sought out John Henry and asked reparation, but John Henry his trimmings, took back his goat and departed.

John Henry's thoughts, as soon as he could think clearly again, were something along these lines: "I see the philosophy of the situation. have brought this upon myself. did not deliver the goods. The people do not like to be fooled, P. T. Barnum to the contrary notwithstanding."

"Any business to-day?" queried his father that evening at supper.

"Not any that I'd care to adver-

fully, and not at that time knowing do know the goods. Ask me somethe day lost.

Chapter III.

It was the same old story. John Henry left school, not reluctantly as one should who is leaving a friend behind, but gladly as a man leaves prison whose term is up. And right here is a good place to point out our need of discipline in school and afterwards as well. Did you, gentle reader, ever take kindly to a person or institution that meant to work you good? Do you remember when you walked past the door of the "hard He found that a boy who owned a prospect" to the place where the old customer was waiting to hand you age day. He could look back very tender age. His mother claim- when the attractiveness of owning an order because he knew the house infant of the century and his father found the people of his young ward without even having tried to land the ered nightly at his cribside to specu- pliable. He came to know the thing get a line on a new customer's credit to his head development, saying, "He disabled kite or a rusty knife—could mean, do you remember when you His father be rendered resistless and desirable used to evade the issue? But you be either a furniture mover or a sew- ploited. But one thing more he learn- you have learned that those things are easy if you go about them right.

But we'll go back to John Henry: He received a position, or, rather, "got a job," with a paint firm, which we will call Black & White, mainly because that's not the correct name. It was his privilege to open mail, windows, doors, etc.; answer the telephone and the buzzers; and every evening to moisten a few hundred small, gummed-one-side, lithographed portraits of George Washington, stick them to the upper right hand coras a bicycle, but excellent, thought ners of so many letters and escort them to the postoffice. As office boys go, John Henry was fair-which is really considerably above the avererrors was largely counteracted by his willingness to field a missing letter in the files.

John Henry moved slowly up the pay roll by reason of the pressure from beneath and creation of opporcompared with bicycles-especially tunities incident to a growing and

Chapter IV

After three years with the firm John Henry knew how paint was made, what went to make a good white enamel and how to illustrate a selling talk on varnish with a vial containing a bubble. One day he approached the sales manager with his and seat and frame and the victim first selling proposition—to sell his services to the company as a sales-

"Mr. Thomas," said he, "if you would give me a territory I would be meeting first indifference and then much obliged. No. 62 territory will discourtesy, he proceeded to give be open next month. I know every customer and prospect on it. I am reasonably sure I can show a gain."

There was a lot at stake. He was nervous but doing his best not to show it.

"Say, you'd better go back to your desk, young man. You are forgetting yourself. You are too young; no experience; and do not know the goods. I do not think you are cut out for a salesman. Come back in five years and we will see what we can do," and the sales manager turned to his work.

what made Dickens, John Wanamaker tise," replied John Henry, thought- do. Excuse me, Mr. Thomas, but I

the value of his lesson, he counted thing—anything. I am not as young as I look and I simply can not wait five years. I haven't time, and, Mr. Thomas, I will increase the sales on that territory or give you a good reason why.

He got the chance and no soldier ever started to war with a grimmer determination or loftier aspirations and hopes than John Henry when he pulled out on the B. & O. on a certain Monday morning.

Chapter V.

John Henry was sitting in the rotunda of the Palace Hotel at Skinner's Corners. He had had an averwithout flinching, for he had done and finally land back at the hotel the best he could, and no man can do more than that. The clerk handamenable and hard one? Did you ever neglect to ed him a wire; it was from the house and read, "Come in soon as possible. because you simply hated to do it? I Important." I've known men who would worry and lose sleep over a disagreed and claimed that he should when properly and enthusiastically ex- don't do those things now because but they hadn't done their best. Once more John Henry stands in the sales manager's office, but he is right at home there now.

"John Henry, you are about to receive the reward, not of genius nor chance nor favor, but of work. You are going to be offered the salesmanagership of this company."

"Oh, thank you," gasped John Henry, as badly flustered over this great unanticipated honor as when he stood on the same spot years ago, claiming that he could increase the business of No. 62. "I'm sure I don't deserve he continued, "but I've tried to make good and I've always tried to work for the interests of the company. It is mighty gratifying to have this honor conferred upon me."

The management gave a dinner, to which they invited the traveling staff and told John Henry's new title

HOMELIKE

You will notice the difference in the cooking immediately. There are a dozen other things that suggest the word homelike at the

Hotel Livingston Grand Rapids, Mich.

Hotel Cody Grand Rapids, Mich.

A. B. GARDNER, Mgr.

Many improvements have been made a this popular hotel. Hot and cold rater 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.

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and responsibilities. The men cheered him to the echo. They knew he deserved the place and could hold it down. They insisted upon a speech. After briefly relating what he sail, we will leave John Henry to his new You may meet him some day. and if you do, you will surely know him; he grips your hand so like a friend and seems to love the world he lives in and works in.

"Gentlemen," said John Henry, beyond my wildest dreams, but I can not help feel that it is for what I want to do and not for what I have accomplished. If I have had any success it must be because I have taken the hardest thing first and, that off my mind, everything else was easy, only by comparison. To successfully represent a house, keep your head clear, your tongue going and the other fellow can not resist you."

Then he told them the story of the goat and, thanking them for their attention, bade them good night and good luck .- Berton Elliot in Commercial Travelers Magazine.

Can Pullman Avarice Be Curbed?

In connection with the monopolistic attitude of the Pullman Palace Car Co. in dealing with the Pere Marquette system, referred to at some length in last week's paper, it is interesting to note that the Inter-State Commerce Commission has undertaken to re-establish the rates for sleeping car service heretofore maintained by the monopoly, lowering them where they appear to be too high and regulating them where they seem to be out of proportion. The reduction in rates amounts to about 20 per cent. for lower berths and 30 to 40 per cent, for upper berths. So far as the Tradesman's knowledge goes, this is the first time the Inter-State Commerce Commission has undertaken to say that a lower price should be charged for an upper berth than for a lower berth. Every traveler concedes the inequality of the Pullman schedule, but up to this time there has seemed to be no appeal.

If the Inter-State Commerce Commission can revise the prices for sieeping car service, it also ought to undertake the regulation of charges in the Pullman diners and also the diners on the Vanderbilt system. The present schedule of prices is outrageously high. For instance, the potato growers of Michigan receive this year about 10 cents a bushel for their The Pullman people and the Vanderbilt people are charging 25 cents for French fried potatoes. The purchaser gets about six insignificant strips of potato, which weigh less than an ounce apiece: and the Tradesman maintains that the difference between to cents a bushel of sixty pounds and 25 cents for six ounces of finished product is altogether too great and ought to be regulated by law or by rule or by public opinion or by some other tribunal that will curb the avarice of Mr. Pullman and

that you are raising yourself by despising others.

GETTING THE MOST.

George MacDonald says: "There is a great deal more to be gotten out of things than is generally gotten out of them, whether the thing be a chapter of the Bible or a yellow turnip. This may be applied to our commercial transactions, although not used in the most literal sense. It does not mean that we shall get a few cents more a bushel for our potatoes, or sell our muslins at a slight advance "the house has honored me to-night in price, but rather that we shall get the most in quality and satisfaction out of our commodities: that we shall use them for building up a greater trade. What we sell should satisfy the customer. It should serve as a drawing card to induce him to return, either for this or similar goods. The pound of any staple article which does not sell another pound is deficient in some respect. It may be in quality, in price or in method of making the sale.

> An article must be timely to get the most out of it. In many instances there is gain if it is a little ahead of time. Strive to anticipate the wants of your customers, even before they have themselves thought of them. The need of a new straw hat may not have come to the mind of the busy man, yet some of these days, when he sees a whole windowful he will thank the merchant for the gentle reminder. But supposing that the latter had neglected to order until there was a call, the spirit of fault-finding would be justly aroused. The article which is needed at a certain time has a cash value that is worth looking after; but when its need is waning and it is a drug on the market, it matters very much less whether or not you have it in stock. If you would get full face value you must plan to give full service.

> Are you making the most of your materials? Are you getting the most returns, either in patronage, satisfaction or profit? If not, study the situation and trace out the source of loss.

The Boys Behind the Counter.

Benton Harbor-John Calkin is employed at Herr's grocery, taking tory. He first visited Saranac in the position vacated by Hiram Allerton, the latter beginning his duties sold W. G. Clark and G. A. Cotton with the Benton Harbor Paper Co.

the employ of Davy & Co. to go on the road for the Richardson Shoe has ever lost a cent on bad debts in Co., of Menominee. John Kenny has Saranac. In 1873 the principal mer taken his place as manager of Davy chants were W. G. Clark, G. & Co.'s shoe department.

store at Wetzell for twenty years, Saranac is one of his best towns, for is clerking for Gruber & Co.

taken a position in W. A. Crabb's the same. Mr. Grant is the oldest drug store. Otto DeLong has taken traveling salesman in the State and a situation in E. S. Brooks & Son's on Monday his youngest son, Gilgrocery.

ed a position as clerk for Redfern old gentleman was schooling & Annis in their general store.

Portland-Guy number of years with the Ludwig he is he will be a top notcher. Everystore, has gone to Hillsdale, where body is pleased to see Mr. Grant, for No feeling is more delusive than he will be employed in a grocery he is always jolly and has a good store conducted by his brother-in-word for everyone, and you can allaw, George Beck.

Ionia-Will Smith succeeds Miss Kelleher as book-keeper for the Ionia Hardware Co.

now manager of the Beacon shoe Ottawa streets.

Some Paint Sayings.

Paint is like a dog-abuse ruins it.

The time to cure a case of peeling is before the paint is applied.

Haste in "getting the job finished" is paid for-with interest in "making good" the failure.

Good paint on a bad surface is likened unto a house builded upon the sand.

When you sow thistledown you do not expect to reap sugar cane. When you use paint improperly you should not expect good results.

Paint that will not peel when ought to peel is not fit to paint with.

Moisture under the paint is a thousand times worse than moisture in the paint.

"An ounce of prevention is worth a pound of cure"-cure the faulty conditions and the paint will need no

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

Buffalo, April 13-Creamery, fresh, 27@33c; dairy, fresh, 22@27c; poor to common, 19@22c.

Eggs-Strictly fresh, 22c.

Live Poultry - Fowls, 20@201/2c; ducks, 18@20c; old cocks, 13@14c; geese, 15@16c; 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

Saranac Advertiser: Allen D. Grant, who has for a number of years represented the Globe Tobacco Co. in this section, was in town on Monday and he gave us some interesting his-April, 1873, and on his first trip he a bill of goods. He has made this Evart-Fred Flemming has left town regularly ever since and none of the firms which he has represented ton, E. B. Armstrong and G. W. Rog-Mancelona-J. P. Holbrook, who ers. S. A. Watt was clerking for Mr. has been manager of the Jess Wisler Cotton at that time. He says that he is always sure of good orders, and Carson City-Dale Andrews has his home is sure of receiving pay for bert A., accompanied him, he repre-Ovid-Miss June Losey has accept-senting another line of goods. The young man, and if he can make as ing."-Walter C. Howey in the Amer Williams, for a successful a salesman out of him as ican Review of Reviews. ways depend upon him and his goods. Who fears censure.

Window Backgrounds.

Materials without number have been used for show window backhave Grand Rapids-Robert Jupson is grounds. And no matter what these materials may have been, nor how store at the corner of Monroe and attractive and efficient they may have proved, in many cases the result has been that with the newness gone the store management has tired of their appearance and adopted some other Treat it kindly and it is your faithful material, this in turn to be superseded by something different.

This periodical change in backgrounds entails no small expense; therefore, it seems reasonable to assume that any satisfactory background finish that can be readily changed at small expense should be welcomed.

We refer to a modern show window finished in the background and ceiling panels with what appears to be quarter-sawed oak stock. In reality, these panels are of compo board, lined inside and out with grained papers in imitation of rich mission wood. The floor is treated in similar manner. Even the window dividers are covered with the same material.

These covering papers simulating wood finish in a realistic way can be had in the brown, green, black and light oak imitations, and both in the quarter-sawed and plain grain forms. The material can also be obtained in the mahogany, birch bark, silver gray and in beautiful color tints of cork finish matt paper.

A show window of this character can have a new background installed as frequently as desired, and at an expense not exceeding \$8.-Apparel Retailer

Magnitude of Meat Industry.

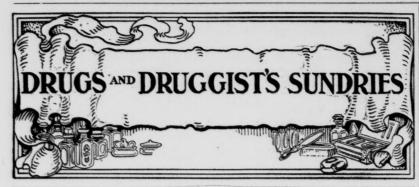
Let fancy endow Adam with the gift of eternal life. Start him, the day of his creation, to piling up silver dollars at the rate of a dollar a minute. Permit him to work incessantly eight hours a day the week long down the many ages. He will lack \$663,000,000 of having enough money to pay for all the live cattle in the United States in 1910.

Such is the magnitude of the beef industry. The annual report of the Department of Agriculture, issued a few days ago, indicates that there are 96,658,000 cattle in the country. At the estimated increase in population over the census of 1900 this provides a cow or a bullock for every human inhabitant, adult or minor

It is but natural that the citizen should manifest interest in ascertaining what becomes of this beef. his right to be informed that the source of his beefsteak is rapidly diminishing, that the number of cattle decreases on a ratio with the increase in population, that the great cattle ranges, which the late Frederic Remington loved to picture, are on the verge of consignment to memory and that there are mighty elements besides the beef trust which enter into the this thing we call "the cost of liv-

> Many think that faith is belall they wish was so.

No man can rise above criti



Muskegon.

Second Vice-President—C. H. Jongejan.

bor; J. L. Congdon, Pentwater; R. L.

President-Edw. J. Rodgers, Port Hur- ley, Grand Rapids; D. J. on.

First Vice-President-J. E. Way. Jack
Dullam & Son, Flint; Dolson Bros. son.
Second Vice-President-W. R. Hall. Saginaw; O. B. Dunning & Son. Maniste Third

tional Members.

somewhat negligent in reporting new Glenn, West Branch; W. R. Gibbs, members of the Association and find Three Rivers; E. B. Hamlyn, Batthat my last report was on January tle Creek; Helmer & Goodale, Battle 18. Since then we have recorded 145 Creek; Fred H. Holmes, Marine City; more members, as per enclosed list, H. R. Harrisson, Chicago; A. and they keep coming. Beside that Haan, Grand Rapids; Haggart's Pharis the encouragement we get through macy, Owosso; W. A. Hubbard, Midletters, enquiries, etc. At the meet- land; C. C. Jones, Battle Creek; C. R ing in Grand Rapids one member S. Jennings, Lawrence; E. M. Kensaid: "I am going to get twenty-five nedy, Kalamazoo; A. F. new members before Sept. I." As he Saginaw; B. F. Kinmont, Albion; R. has already sent in sixteen, he is like- H. Killian, Ypsilanti: F. W. Kurtz, ly to "make good." Now, if each Jackson; Phillip Kephart, Berrien member would get even one new Springs; J. T. Logie, Grand Rapids; member we would soon reach the A. H. Loeffler, Kalamazoo; J. thousand' mark. As we hear it Lyons, Kalamazoo; Ellis A. through our friends, the traveling Constantine: A. F. Larmour, Battle men, and from other sources, the Creek; H. G. Lewis, Jackson; M. E. coming meeting at Kalamazoo in Luthur, Kalamazoo; W. S. Lawton, September will be the largest and Grand Rapids; F. N. Maus, Kalamabest meeting ever held in the inter- zoo; J. W. Murphy, Battle Creek ests of the drug trade of Michigan. Geo. M. Mathews, Grand Rapids; Dr Let every member plan from now R. E. Moss, Pontiac; Albert Martin, on to be there. It will do you good Fowler; Wm. A. Mansfield, Otsego; to let the Kalamazoo brothers show J. Madsen, Trufant; John T. Mayou what a good local organization loney, Jackson; C. D. Murphy, Batcan do. They can show you all right the Creek; D. C. Meserol, Jackson; E. C. A. Bugbee,

Association

Abell, South Haven; Ross Armstrong, Donald, Kalamazoo; J. E. McEvoy, Constantine; D. T. Altenberg, North Flint; Jno. J. McKlighan, Flint; K. Bidlack, Kalamazoo; Walter Briggs. dorf & Son, Colon; W. S. Owen, Riv- poverty and charity instead. Kalamazoo; C. P. Baker, Battle erdale; Chas. S. Osborne, Vandalia; Creek; Baker-Jones Co., Battle Creek; W. H. Peet, Battle Creek; C. Sid V. Bullock, Howard City; A. M. Pendle, Bellevue; D. E. Baker, Flint; H. C. Blair, Albion; A. Drug Co., Paw Paw; F. W. R. Perry, Baker, Coloma; Chas. B. Branden- W. Parliament, West Branch; C.

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.

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President—C. A. Bugbee, Traverse City.
First Vice-President—Fred Brundage.
Curtis, Flint; E. E. Calkins, Ann Ar-Second Vice-President—C. H. Jongejan, Bor; J. L. Congdon, Chamberlain, Hartford; H. W. Chase, Secretary—H. R. McDonald, Traverse Chamberlain, Hartford; H. W. Chase, Muskegon; Campbell & Darling, Lan-City.
Treasurer—Henry Riechel, Grand Rap- Muskegon; Campbell & Darling, Lansing; S. H. Dunwell, Kalamazoo; J. Michigan State Pharmaceutical Associa- D. Dousett, Battle Creek; J. J. Doo-De May Jackson; W. A. Dehany, Detroit; F Third Vice-President—O. A. Fanck-oner, Grand Rapids.
Secretary—E. E. Calkins, Ann Arbor.
Treasurer—Willis Leisenring. Pontiac.

Vicksburg; A. J. Erwin, Battle Creek;
J. Fletcher, Grand Rapids; W. H. Fil-bert, Saginaw; C. A. Fuhrman, Lawton; E. E. Faulkner, Grand Rapids: One Hundred and Forty-Five Addi- M. H. Goodale, Battle Creek; J. Gustin, Marshall; M. E. Gambel, Kal-Traverse City. April 9-I have been amazoo; M. R. Grover, Alma; T. S Lake. L. Moore, Albion; G. C. Merz, Mon-President Michigan Retail Druggists' roe; M. L. Moody, Lansing; C. R. Miller, Marcellus; O. E. Mullhol-The list of new members is as fol- land, Hastings; L. V. Mulholland, Scottville; H. H. Menery, Allegan; A. M. R. Anson, Kalamazoo; Chas. E. M. Morrow, Pellston; David Me-Parrish. G.

Rose, St. Joseph; Ashley B. H. Scott, Battle Creek; R. F. Squires, thinks that he has been cheated. Marine City; W. K. Schmidt Co., troit; Smith Bros., Ypsilanti; W. E. Alpena; A. B. Shiffer, Lansing; W. White Pigeon; Jo Taggart, Algonac; unreasonable. Tomlinson, Saginaw; C. AF Trumble, Jackson; W. W. Todd, R. Van Avery, Kalamazoo; C. E. Van Avery, Kalamazoo; Louis P. Vogel, Chelsea; J. E. Wirt, Sault Ste. Marie; W. C. Wheelock, Kalamazoo; J. L. Wallace, Kalamazoo; J. E. Weeks, Battle Creek; A. B. Way, Sparta; White & White, Grand Rapids.

Spitter Again Object of Crusade.

The club women have inaugurated their annual campaign against the spitter. Every year the women start out quite as hopeful of impressing this individual with the disease breeding feature of his habit if personal cleanliness does not appeal to him, and every year it is to be done over again. Whether he returns like the weeds or a new crop is sown every spring is not stated, but always he is here. The reformation of the expectorator will never come about through arrest and fine, although these things lessen his variety. The man who uses the street for a cuspidor has lacked home training and that is a deficiency never to be supplied, not even by the courts. If the club women might begin a system of home crusade now perhaps they might be able to produce a future generation of non-spitters, but they can look forward to a steady job every spring as far as the present generation is con-

City officers claim it is impossible to enforce the law for fining all of-Perhaps this is true; the city officials should know. Certainy many of the offenders escape because the average man on the street has little time to give his moments to carrying out all the attendant details of an arrest, and the average woman cares more for herself than to become the center of a street scene. But the work of the club women, steady or not, is worth the help of every citizen.

New York has followed up its big brother movement-wherein the men have given help to the young men and boys who have needed it-by a big sister organization patterned along the same lines. "Helpful" organizations are springing up like mushrooms. Either we are increasing Star; Geo. W. Armes, Gaines; C. B. H. Nelson, Dowagiae; Chas. Nein- in vice or humanity. Perhaps it is

Adjust the Difficulties.

How many good customers are lost Bird, Milford; J. W. Bullock, Fen-wick; J. L. Bucknell, Flint: F. D. C. H. Patterson, Jackson; Paw Paw understanding or imagined grievance? The customer may be right or he H. Blankenhorn, Jackson; Allen W. Detroit; L. Perrigo & Co., Allegan; B. may be wrong, but in nine cases out of ten the whole matter can be adburg, Benton Harbor; Henry J. Ber-nard, Berrien Springs; H. L. Bird, Kalamazoo; W. W. Retwin, Kalama-nation or perhaps some trifling con-Benton Harbor: Jas. H. Bryan, Char- zoo; Vic Rousin, Big Rapids; S. W. cession on the part of the merchant. ble in warm weather.

Rice, Usually the customer has bought Benton Harbor; Chas. G. Rhodes, something that has not turned out as Alma; L. G. Stuart, Kalamazoo; F. well as he thought it would and he

While the merchant can not allow Grand Rapids; W. H. Sanderson, De- himself to be imposed upon, he must remember that he is in business to Stephens, Grand Rapids; E. C. Spens, sell goods. A little judicious "jollying" may bring the customer back, W. Slawson, Greenville; Smith & but if this will not serve, give him Horn, Three Rivers; Arthur L. Sly. what he asks for, providing it is not

After all, the great majority of people are innately honest, and would Jackson; Peter Torbeson, Cadillac; not understandingly try to impose upon the merchant. At any rate, good customers are easier lost than gained, so it behooves the merchant to go a little out of his way to keep those he has.-Merchants' Record.

How He Got Even.

A traveling man who stutters spent all the afternoon in trying to sell a grouchy business man a bill of goods and was not very successful.

As the salesman was locking up his grip the grouch was impolite enough to observe in the presence of his clerks: "You must find that impediment in your speech very inconvenient at times."

"Oh-n-no," replied the salesman. Every one has his p-peculiarity. S-stammering is mine. What's yours?"

"I'm not aware that I have any," replied the merchant.

"D-do you stir y-your coffee with your r-right hand?" asked the salesman.

"Why, yes, of course," replied the merchant, a bit puzzled.

"W-well," went on the salesman, "t-that's your p-peculiarity. Most people use a t-teaspoon."

Their One Regret.

A theatrical manager delighted in taking a rise out of conceited or vain "I see you members of his company. are getting on fairly well," he remarked. "Fairly? I am getting on very well," replied the hero of the play, proudly. "I played Hamlet for the first time last night. You can see by the papers' glowing criticisms how well I got on." "I have not read them," replied the other quietly, "but I was there." "Oh, you were. Well, you noticed how swimmingly everything went off? Of course, I made a bungle of one part by falling into Ophelia's grave, but I think the audience appreciated even that." "I know they did," said the manager with a slight smile, "but they were frightfully sorry when you climbed out again!"-San Francisco Argonaut.

The First Woman Pharmacist.

Dr. Susan Hayhurst, who has been the apothecary in the Woman's Hospital of Philadelphia for thirty-three years, and who died recently at the age of 80 years, was the first woman pharmacist in the world. She was 56 years old when she began the study and was graduated from the Philadelphia College of Pharmacy in 1883.

No man can make life joyous who does not himself enjoy life.

Muffled voices must be uncomforta-

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RENT

WHO	LES	SA	LE DRUG PRIC	E	CURRENT	
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Aqua, 18 deg Aqua, 20 deg Carbonas Chloridum		6 8 15 14	Mentha Piper 2 25@2 Mentha Verid 2 75@3 Morrhuae, gal 2 00@2 Myricia 3 00@3 Olive 1 00@3	50 00 50 50	Asafoetida Atrope Belladonna	
Black	45@ 50@3	50	Picis Liquida	12 40 00 00		
Cubebae 5 Juniperus Xanthoxylum1			Rosmarini @1 Sabina 90@1 Santal @4	00 50	Cassia Acutifol Co	1
Copaiba 1 Terabin, Canada Tolutan Cortex	65@ 90@2 78@ 40@	75 00 80 45	Sassafras	65 45 50 60 20	Cassia Acutifol Co Castor Catechu Cinchona Cinchona Co. Columbia Cubebae Digitalis Errot	
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Arnica	20@ 50@ 30@	25 60 35	Iris plox	70 35 18 00	Aether, Spts Nit 4f Alumen, grd po 7 Annatto	34@ 3@ 40@ 40@
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Cassia, Acutifol Salvia officinalis, 4s and 4s Uva Ursi	25 @ 18@ 8@	30 20 13	Senega 85@ Serpentaria 50@ Smilax, M @ Smilax, offi's H @	90 55 25 48	Arsenicum Balm Gilead buds Bismuth S N1 Calcium Chlor, 1s Calcium Chlor, ½s	10@ 60@ 90@2 @
Gummi Acacia, 1st pkd. Acacia, 2nd pkd. Acacia, 3rd pkd. Acacia, 3rd pkd. Acacia, sifted sts. Acacia, po Aloe, Barb Aloe, Cape Aloe, Soootri Ammoniac Asafoetida Benzoinum Catechu, 1s Catechu, 1s Catechu, ½s Catechu, ½s Catechu, ½s Camphorae Euphorbfum Galbanum Galbanum Gamboge po 1 Gauciacum po 35 Kino po 45c Mastic Myrrh po 50 Opium 6 Shellac Shellac, bleached Tragacanth	45000000000000000000000000000000000000	65 45 35 18 65 65 65 65 65 65 65 65 65 65 65 65 65	Hellebore, Alba 120 Hydrastis, Canada 22 Hydrastis, Cana po 10 Inula, po 180 Ipecae, po 2 9002 Iris plox 350 Ialapa, pr. 650 Maranta, 4s 60 Podophyllum po 150 Rhei 75001 Rhei, cut 1 0001 Rhei, cut 1 0001 Rhei, cut 1 0001 Rhei, cut 1 0001 Sanguinari, po 18 Scillae, po 45 2000 Serpentaria 5000 Serpentaria 14501 Symplocarpus 70 Valeriana Eng. 70 Valeriana Eng. 70 Valeriana Eng. 70 Valeriana Ger. 1500 Zingiber a 1200 Zingiber a 1200 Zingiber a 1200 Zingiber j 2500 Zingib	255 255 20 16 28 16 15 6 8 90 15 30 14 00 00 10 10 10 10 10 10 10 10 10 10 10	Calcium Chlor, 128 Calcium Chlor, 148 Calcium Chlor, 148 Cantharides, Rus. Capsici Fruc's af Capsici Fruc's B po Cap'i Fruc's B po Carmine, No. 40 Carphyllus Cassia ructus Cataceum Centraria Cera Alba Cera Alba Cera Flava Chloroform Chloral Hyd Crss 1 Chlorof m Squibbs Chondrus Cinchonid'e Germ Cinchonid'e Germ Cinchonid'e Germ Cinchonid'e Germ Cinchonid'e P-W Cocaine 2 Corks list, less 75% Creosotum Creta bbl. 75 Creta, prep. Creta, precip. Creta, Rubra Cudbear Cupri Sulph	10000000000000000000000000000000000000
Absinthium 7 Eupaterium oz pk Lobelia oz pk Majorium .oz pk Mentra Pip. oz pk Mentra Ver oz pk Mentra Ver oz pk Rue oz pk Tanacetum .V. Thymus V. oz pk	00@7	50 20 28 23 25 39 22 25	Frumenti W. D. 2 00072 Frumenti 1 25071 Juniperis Co. 1 7503 Juniperis Co O T 1 8502 Saccharum N E 1 9002 Saccharum N E 1 9002 Strong Saccharum N E 1 9002 Sponges Extra yellow sheeps' wool carriage @1	50 50 50 00 10 50 00	Dextrine Emery, all Nos Emery, po Ergota po 65 Ether Sulph Flake White Galla Gambler Gelatin, Cooper Gelatin, French	7@@ 60@ 35@ 12@ 36@ 35@
Magnesia Calcined, Pat Carbonate, Pat. Carbonate, K-M. Carbonate	55@ 18@ 18@ 18@	60 20 20 20	Florida sheeps' wool carriage 3 00@3 Grass sheeps' wool carriage @1 Hard, slate use. @1	50 25 00	Glassware, ht boo 7 Less than box 70% Glue, brown Glue, white Glycerina Grana Paradisi	11@ 15@ 23@
Absinthium 6 Amygdalae Dulc, Amygdalae, Ama 8 Anisi 1 Auranti Cortex 2 Bergamii 5 Caijputi Caryophilli 1 Cedar Chenopadii 3 Cinnamoni 1 Conium Mae Citropela	5007 75008 9002 75005 8500 3001 5000 7500 4	90 85 25 60 90 40 90 90 85	carriage @1 Hard. slate use. @1 Nassau sheeps' wool carriage 3 50@3 Velvet extra sheeps' wool carriage @2 Yellow Reef, for slate use @1 Acacia @ Auranti Cortex @ Ferri Iod @ Ipecac @ Rhei Arom @ Smilax Off's 50@ Senera	75 00 40 50 50 60 60 60	Humulus Hydrarg Ammo'l Hydrarg Ch. Mt Hydrarg Ch. Cor Hydrarg Cx Ru'm Hydrarg Ungue'm Hydrarg Yrum Lichthyobolla, Am. Indigo Iodine, Resubi .4 Iodoform 3 Liquor Arsen et Hydrarg Iod. Liquor Arsen et Hydrarg Iod.	35 @ 1 @ 1 50 @ 1 50 @ 1 75 @ 1 00 @ 4 90 @ 4

IGA	N	7	RAD
RENT			Lupulin
virg Tinctures Myrrh.	@	50 50 50 50 50	Macis Magnesia, Su Magnesia, Su Mannia S. F Menthol Morphia, SP6 Morphia, SNM Morphia, Mal
da Belladonna Cortex Co ides on		50 75 50	Myristica, No Nux Vomica Os Sepia Pepsin Saac, P D Co. Picis Liq N N gal. doz. Picis Liq qts Picis Liq qts Picis Liq pin: Pil Hydrarg Piper Alba p Piper Nigra piper Nigra pix Burgum Plumbi Acet Pulvis Ip'cet Vyrenthrum. & P D Co. Pyrenthrum. Quassiae
on Co Acutifol Acutifol Co	. 1	50 50 50 50 50 50 50	Pyrenthrum, Quassiae Quina, N. Y. Quina, S. Ge Quina, S. P. &
hloridum Co.		50 50 50 50 35 50 60 50	
colorless mica mphorated	1 1 2	75 75 50 50 50 50 25 00	_
aria aria ium m Veride		50 50 50 50 60 60 50	
Miscellaneou Spts Nit 3f Spts Nit 4f grd po 7 di, po di et po T in Nitras oz	34@ 34@ 36@ 40@ 40@ 10@	50 35 38 4 50 5 50 20 25 62 12	Fie
ilead buds S N	90 @ 2 @ @ @ @ @ & & & & & & & & & & & & &	9 10 12 90 20 22 15 25 22 35 35	C
aba ba ava rm Hyd Crss 1 1 Squibbs d'e Germ idine P-W 2 St less 75%	50 @ 40 @ 45 @ 34 @ 15 @ 1 20 @ 38 @ 38 @ 38 @ 38 @ 38 @ 38 @ 38 @ 3	10 55 42 50 54 40 90 25 48 48 00	Ho
bbl. 75 rep	0	2	
ulph all Nos po 65 ulph Vhite Cooper French re, fit boo an box 70%	3 @ 7 @ 60 @ 35 @ 12 @	6 65 40 15 30 9	LaF
re, fit boo an box 70% own hite a. Paradisi s Annmo'l Ch. Mt Ch Cor Ox Ru'm Ungue'm youla, Am. Resubl	15 m 23 @	13 25 30 25	For
Resubi .4 Arsen et	90@1 75@1 00@4 90@4	85 00 00 10 00	TRADE

Lapulin @ 4	Rubia Tinctorum 12@ 14 Vanilla 9 10@10	OWN
Lycopodium 70@ 7	Saccharum La's 18@ 20 Zinci Sulph To	196
Macis 65@ 7	Salacin 4 50@4 75 OHs	
Magnesia, Sulph. 3@	Sanguis Drac's 400 50 bbl. g	NE.
Magnesia, Sulph. bbl @ 1%	Sano C @ 15 Lard, extra 3509	381
Mannia S. F 75@ 8	Cone M to the Lard, No. 1	15 35
Menthol 3 15@3 3	Sapo, W1313@ 16 Linseed, boiled 31@	30°
Morphia, SP&W 3 55@3 8	Seidlitz Mixture 200 22 Neat's-foot, w str 50	780
Morphia, SNYQ 3 55@3 8	Sinapis W IN Turpentine bhi sau	2191
Morphia, Mal 3 55@3 8	Sinapis, opt @ 30 Turpentine, less of	
Moschus Canton @ 4		780
Myristica, No. 1 25@ 4		E
Nux Vomica po 15 @ 1		285
Os Sepia 35@ 4		180
Pepsin Saac, H &	Soda, Boras, po540 10 Lead, red 740	30
P D Co @1 0		81
Picis Liq N N 1/2	Soda, Carb1%@ 2 Ochre, yes Ber 1% 2	
gal. doz @2 0		24
Picis Liq qts @1 0		
Picis Liq pints @ 81 Pil Hydrarg po 80		83
Pil Hydrarg po 80 0 Piper Alba po 35 0 3	Spts. Cologne @2 80 Red Venetian . 130 1	93
Piper Alba po 35 @ 38 Piper Nigra po 22 @ 13		
Pix Burgum		300
Plumbi Acet 1200 1		
Pulvis Ip'cet Opil 1 30@1 5	The state of the s	15
Pyrenthrum, bxs. H	Spts. Vi'l R'r 5 gl @ Whit'g Paris Am'r @1	35
& P D Co. doz. @ 7	Strychnia, Crys'l 1 10001 30 Whit's Paris Eng.	2011
	Sulphur Subl2% @ 4 cliff @T	100
Quassiae 10	Sulphur, Roll 214@ 314 Whiting, white S'n @	950
Quina, N. Y 170 2	Tamarinds 3@ 10 Varmishes	
Quina, S. Ger 17@ 2		The
Quina. S P & W 17@ 2		799
		-

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ADVANCED

DECLINED

Index to Markets	•	•
		-
By Columns	ARCTIC AMMONIA Doz.	Cove, 1tb 80@ 8
Col	Doz. 12 oz. ovals 2 doz. box75 AXLE GREASE	Cove, 21b 55@1 78 Cove, 11b., oval @1 28
Ammonia 1	Th	Diame
Axle Grease 1	11b. tin boxes, 3 doz. 2 35	Peas
Baked Beans 1	11b. wood boxes, 4 doz. 3 00 11b. tin boxes, 3 doz. 2 35 3½1b. tin boxes, 2 doz. 4 25 101b. pails, per doz 6 00 151b. pails, per doz 7 20 251b. pails, per doz 12 00	Marrowfat 90@1 2: Early June 95@1 2: Early June Sifted 1 15@1 8
Bath Brick 1	251b. pails, per doz12 00	Early June Sifted 1 15@1 8
Brooms		Peaches Pie 90@1 2 No. 10 size can pie @3 0
Butter Color 1	1tb. can, per doz 90 2tb. can, per doz 1 40 3tb. can, per doz 1 80 BATH BRICK	Pineapple
Condise C 1	BATH BRICK American	Grated 1 85@2 5 Sliced 95@2 4
Candies	English 85	Pumpkin 8 Good 9 Fancy 1 0 Gallon 2 5
Catsup 2 Cereals 2	Arctic	Good 9 Fancy 10
Cheese	Arctic 6 oz. ovals 3 doz. box \$ 40 16 oz. round 2 doz. box 75 Sawyer's Pepper Box	Gallon 2 5 Raspberries
Chewing Gum 3 Chicory 3 Chocolate 8		
Clothes Lines	No. 3, 3 doz. wood bxs 4 00 No. 5, 3 doz. wood bxs 7 00 Sawyer Crystal Bag	Col'a River, talls 2 00@2 1 Col'a River, flats 2 25@2 7
Cocoanut	Blue 4 00	Red Alaska 1 45@1 6 Pink Alaska 90@1 0
Coffee8	No. 1 Carpet 4 sew5 00	Candless
Crackers 3	No. 1 Carpet 4 sew5 00 No. 2 Carpet 4 sew4 50 No. 3 Carpet 3 sew4 25 No. 4 Carpet 3 sew4 00	Domestic, \(\frac{1}{2} \text{s} \) . \(\frac{3}{4} \) \(\text{0} \) \(\text{Domestic}, \(\frac{1}{2} \text{s} \) . \(\text{0} \) \(\text{0} \) \(\text{Domestic}, \(\frac{1}{2} \text{Mus. } 6\frac{1}{2} \text{0} \) \(\text{0} \) \(\text{California}, \(\frac{1}{2} \text{s} \) . \(11 \) \(\text{0} \) \(\text{2} \) \(\text{California}, \(\frac{1}{2} \text{s} \) . \(17 \) \(\text{0} \) \(\text{2} \text{Trench}, \(\frac{1}{2} \text{s} \) . \(18 \) \(\text{0} \) \(23 \) \(\text{California}, \(\frac{1}{2} \text{s} \) \(\text{0} \) \(\text{California}, \(\frac{1}{2} \text{s} \) . \(\text{0} \) \(\text{0} \
Team fartal		California, 4811 @14
Oried Fruits 4	Common Whisk 1 40 Fancy Whisk 1 50 Warehouse 5 25	California, ½s17 @24 French, ¼s 7 @14
	BRUSHES	French, 1/2s18 @23 Shrimps Standard 90@1 4
Farinaceous Goods 6	Solid Back, 8 in 75	
Fishing Tackle	Solid Back, 8 in	Fair
Flour 5	No. 3 90	Fancy 1 25@1 4 Strawberries
Fresh Meats	No. 2	Standard
Gelatine	No. 3 90 No. 2 1 25 No. 1 1 75 No. 8 1 00 No. 7 1 1 17 No. 8 1 70 No. 4 1 70 No. 3 1 90 No. 3 1 90 No. 3 1 90 No. 3 1 90	Tomatoes 95@1 1 Fair 85@ 9 Fancy @1 4 Gallons @2 5
Grain Bags 5	No. 7	Fair 85@ 9
н .	No. 3	Gallons @2 5
Herbs 10	W., R. & Co.'s 25c size 2 00 W., R. & Co.'s 50c size 4 00	CARBON OILS Barrels
	Paraffine 6s	Water White @10
Jelly 6	Paraffine, 12s	Gas Machine @44
Licorice 6	CANNED GOODS	Cylinder 29 @341
M	Apples 31b. Standards . @1 00 Gallon 2 75@3 00	Perfection @104 Water White @10 D. S. Gasoline @133 Gas Machine @24 Deodor'd Nap'a @122 Cylinder 29 @344 Engine 16 @22 Black, winter 84/@10
Matches 6	Blackberries	Breakfast Fonds
Mince Meat	Standards gallons @4 50	Cream of Wheat, 36 21b 4 5
Mustard 6	Baked 85@1 30 Red Kidney 85@ 95	Egg-O-See, 36 pkgs,2 8 Excello Flakes, 36 lb. 4 5
Nuts 11		Excello, large pkgs. 4 5 Force, 36 2lb. 4 5 Grape Nuts, 2 doz. 2 7 Malta Ceres, 24 1lb. 2 8 Mapl-Flake, 24 1lb. 2 7 Pillsbury's Vitos, 3 dz. 4 2 Ralston Health Food 36 2lb. 4 5
0	Standard 1 35	Malta Ceres, 24 1tb2
Olives 6	Brook Trout	Mapl-Flake, 24 1tb 2 7
Pipes 6	21b. cans, spiced1 90 Clams	Ralston Health Food
Pickles 6 Playing Cards 6	Little Neck, 11b. 1 00@1 25	36 21b 4 5 Sunlight Flakes, 36 11b 2 8
Provisions 6	D bamis 1/ nt 9 95	Sunlight Flakes, 20 175 4 d Kellogg's Toasted Corn
R	Burnham's pts 3 75 Burnham's qts 7 50	Vigor, 36 pkgs in cs. 2 Vigor, 36 pkgs 2 7
Rice 7 Salad Dressing 7 Saleratus 7	Red Standards @1 40	Kellogg's Toasted Corn Flakes, 36 pkgs in cs. 2 8 Vigor, 36 pkgs. 2 7 Voigt Cream Flakes 2 8 Zest, 20 21b. 4 1 Zest, 36 small pkgs. 2 7 Rolled Oats
Sal Soda 7		Rolled Oats
Sal Soda 7 Salt 7 Salt Fish 7	Good 1 00@1 10	Steel Cut, 100 lb. sks. 2 7
Shoe Blacking 7	French Peas	Monarch, 90 tb. sacks 2 2
Soap 8	Extra Fine 19	Quaker, 18 Regular 4 Quaker, 20 Family 4
Soups 8	Fine	Rull Cracked Wheat
Soups Spices Starch Syrups S	Standard 1 75	24 21b. packages2 5
	Standard 85	Columbia, 25 pts4 1 Snider's pints 2 5
Tea 8	Lobster 2 25	24 27b. packages 2 t CATSUP Columbia, 25 pts. 4 1 Snider's pints 2 Snider's 1/2 pints 1 CHEESE
Twine 9	Picnic Talls 2 75	Gem@
Vinegar §	Mustard, 11b 80	Jersey @18 Riverside @17
w	Mustard, 21b	Springdale @171 Warner's @17
Wicking 9 Woodenware 9	Tomato, 11b 1 50	Brick @17 Leiden
Wrapping Paper 10	Mushrooms	Limburger @18
Yeast Cake 10	Hotels 0 30	Sap Sago 222 Swiss, domestic 912
		-

-	8	_
The state of the s	### CHEWING GUM American Flag Spruce 55 Beeman's Pepsin 55 Adams' Pepsin 55 Best Pepsin 5 Best	COCCOCCERE
	Red 7 Reagle 5 Franck's 7 Schener's	EFFFEGG
	CHOCOLATE Walter Baker & Co.'s German Sweet	C
	Premium, 1/28 30 CIDER, SWEET	H
	German Sweet 22	HHHHH
	Cleveland 41 Colonial, 1/48 35	In
	Huyler 45 Lowney 48 36 Lowney 48 36 Lowney 48 36 Lowney 48 36	LLL
)	Epps 42 Huyler 45 Lowney 48 36 Lowney, 48 36 Lowney, 18 40 Van Houten, 48 12 Van Houten, 48 40 Van Houten, 48 20 Van Houten, 48 36 Wan Houten, 48 32 Wan Houten, 48 32 Wan Houten, 38 33	L M M
-	Wilbur, 1/28 33 Wilbur, 1/48 32	M
	Dunham's 1/48 & 1/48 26+2 Dunham's 1/48 27 Dunham's 1/48 28 Bulk 11 COFFEE Rice	P
,	Common 10@13½ Fair 14½ Choice 16½ Fancy 20	PPRRR
5	Common	RRSSS
)	Maracalbo Fair	18
)	Choice	200000
	Choice	SD 77.00
	African 12 Fancy African 17 O. G. 25 P. G. 31 Mocha 21	SSVVV
-	Package	V
000	Arbuckle 15 25	AABB
000	Dilworth 18 75 Jersey 15 00 Llon 14 75 McLaughlin's XXXX McLaughlin's XXXX sold to retailers only. Mall all orders direct to W. F. McLaughlin & Co., Chica- go. Extract Holland, ½ gro boxes 95 Felix, ½ gross 115 Hummel's foil, ½ gro. 85 Hummel's tin, ½ gro. 143 CRACKERS. National Biscuit Company Brand	A B C C C C F
5	Holland, ½ gro boxes 95 Felix, ½ gross	F
500	CRACKERS. National Biscuit Company Brand Butter	G L
000	N. B. C. Square	L
0	Saratoga Flakes 13 Zephyrette 18	FES
	Raisin Gems11	FR SSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSS
0	Animals	SIL
5	Sweet Goods	1
	Cartwheels Assorted 10 Chocolate Drops16 Circle Honey Cookies 12	1
2	Currant Fruit Biscuits 12 Cracknels	1
	Cocoanut Drops 12	1

4	5
Cocoanut Honey Cake 12 Cocoanut Hon Fingers 12 Cocoanut Hon Fingers 12 Cocoanut Hon Jumbles 12 Cocoanut Macaroons 18 Lurrant Cookies Iced 11 Cocoanut Macaroons 18 Lurrant Cookies Iced 11 Cocoanut Biscuit 25 Cocoanut Biscuit 25 Cocoanut Biscuit 25 Cocoanut Signer Cookie 9 Cocoanut Bar 10 Cocoanut Bar 12 Cocoanut Bar 1	Festino Bent's Water Crackers
ocoanut Hon Jumbles 12	CREAM TARTAR
currant Cookies Iced 11	Barrels or drums
Dinner Biscuit 25 Dixie Sugar Cookie 9	Boxes
amily Cookie 9	DRIED FRUITS
ig Newtons12	Sundried
Tuted Cocoanut Bar 10	Applanta
rosted Fingers 16	California 100
rosted Ginger Cookie 8 rosted Honey Cake12	Corsican
ruit Honey Cake14	Imp'd 1 lb. pkg.
inger Gems 8	Pesi
Fraham Crackers 8	Lemon American Orange American
linger Snaps Family 8	Cluster 5 crown
linger Snaps N. B. C. 1/2	Loose Muscatels 2 er.
Square 8 Hippodrome Bar10	Loose Muscatels, 4 cr.
inger Snaps N. B. C. Square	Cluster, 5 crown Loose Muscatels 2 cr. Loose Muscatels 3 cr. Loose Muscatels 3 cr. Loose Muscatels 4 cr. L. M. Seeded 1 fb. 6%4 California Prunee 100-125 atth
Honey Fingers, As. Ice 12	California Prunee 100-125 Julb. boxes 90-100 25 lb. boxes 80-90 25 lb. boxes 60-70 25 lb. boxes 60-70 25 lb. boxes 60-70 25 lb. boxes 40-50 25 lb. boxes 30-40 25 lb. boxes
Honey Flake124	80- 90 251b. boxes
lousehold Cookies \$	60- 70 25Tb. boxes
	40- 50 25Tb. boxes
mperial 9 ersey Lunch 9	%c less in 507b. es
ubilee Mixed10 Kream Klips25	Page 400
addie 9	Med Hand Dhia
emon Biscuit Square \$	Faring
mperial sersey Lunch 9 ubilee Mixed 10 Kream Klips 25 addie 9 .emon Gems 10 .emon Biscuit Square 8 .emon Fruit Square 12½ .emon Wafer 17 .emona 9 Mary App 9	24 1 lb. packages
Mary Ann 9	Dary' bet Tae IDS'
Marshmallow Walnuts 16 Molasses Cakes	Flake, 50 fb. sack Pearl, 100 fb. sack Pearl, 200 fb. sack Maccaroni and Vern
Molasses Cakes, Iced 9 Molasses Fruit Cookies	Maccaroni and Variation
Iced 11	Maccaroni and Verm Domestic, 10 fb. box. Imported, 25 fb. box.
Nabob Jumbles14	
Orange Gems 9	Common
Peanut Gems 9	
Pretzelettes, Hand Md. 9	Green, Wisconsts, bu.
Pretzelettes, Mac. Md. 8 Raisin Cookies10	Green, Wisconsin, Green, Scotch, bu
Molasses Fruit Cookles Loed	
Rube 9	German, sacks German, broken pkg. Tapleca
Rosalie 9 Rube 9 Scalloped Gems 10 Scotch Cookies 10 Snow Creams 16 Spiced Currant Cake 10 Sugar Fingers 12 Sultana Fruit Biscuit 16 Spiced Ginger Cake 9 Spiced Ginger Cake Iod Sugar Cakes 9 Sugar Squares, large or small 9 Superba 9 Superba 10 Superba 8	Flake, 110 Ib. sacks.
piced Currant Cake10	Plake, 110 fb. sacks. Pearl, 130 fb. sacks. Pearl, 24 fb. pkgs.
Bultana Fruit Biscuit 16	FLAVORING EXTE
Spiced Ginger Cake 9 Spiced Ginger Cake Icd 10	Foote & Jenke Coleman Brand Lemon
Sugar Cakes 9 Sugar Squares, large or	Lemon No. 2 Terpeneless No. 3 Terpeneless No. 3 Terpeneless Vanilla
small 9 Sunnyside Jumbles 10	No. 8 Terpeneless
Superba 8 Sponge Lady Fingers 25	No. 2 High Class
Sugar Crimp 9	No. 4 High Class
Small Smanyside Jumbles 10	Jaxon Brand
In-er Seal Goods	2 oz. Full Measure
Albert Biscuit1 00	8 oz. Full Measure
Animals	2 oz. Full Measure
Baronet Biscuit1 00 Bremner's Butter	4 oz. Full Measure
Wafers 1 00 Cameo Biscuit 1 50	Jennings D. C. Bra
Cheese Sandwich1 00	Terpeneless Ext. La
Cocoanut Dainties1 00	No. 2 Panel
Fig Newton1 00	No. 6 Panel
Frotana 1 00	2 oz. Full Measure .
Graham Crackers, Red	Jennings D. C. Bra
Lemon Snaps 50	Extract Vanilla
Marshmallow Dainties 1 00 Oatmeal Crackers 1 00	No. 2 Panel
Old Time Sugar Cook. 1 00	No. 6 Panel
Oysterettes 50	1 oz. Full Measure
Pretzelettes, Hd. Md1 00	4 oz. Full Measure
Saltine Biscuit1 00	No. 2 Assorted Flavor GRAIN BAGS
Social Tea Biscuit1 00	Amoskeag, 100 in bal Amoskeag, less than b
Soda Cracks, N. B. C. 1 00 Soda Cracks, Select 1 00	GRAIN AND FLO
S S Butter Crackers 1 50 Sultana Fruit Biscuit 1 50	Red
Uneeda Biscuit 50 Uneeda Jinjer Wayfer 1 00	Winter Wheat Fie
Uneeda Lunch Biscuit 50 Vanilla Wafers	Patents
Water Thin Biscuit 1 00	Straight
Zwieback	Clear
Per doz.	barrel additional.
Nabisco, 25c 2 50	Lemon & Wheeler Big Wonder 1/8 clot
Champagne Wafer 2 50	Big Wonder 4s clot
Chocolate Tokens2 50	Quaker, paper
Arrowroot Biscuit 1 00 Baronet Biscuit 1 00 Baronet Biscuit 1 00 Bremner's Butter Wafers 1 00 Cameo Biscuit 1 50 Cheese Sandwich 1 00 Cheese Sandwich 1 00 Chocolate Wafers 1 00 Chocolate Wafers 1 00 Crocoanut Dainties 1 00 Faust Oyster 1 08 Fig Newton 1 00 Ginger Snaps, N. B. C. 1 00 Graham Crackers, Red Label 1 00 Cemon Snaps 50 Marshmallow Dainties 1 00 Oval Salt Biscuit 1 00 Saltine Biscuit 1 00 Soda Cracks, N. B. C. 1 00 Soda Cracks Select 1 00 S S Butter Crackers 1 50 Soda Cracks Select 1 00 S S Butter Crackers 1 50 Soda Cracks 1 50 Soda Cracks 1 50 Sultana Fruit Biscuit 1 50 Uneeda Lunch Biscuit 1 50 Uneeda Jinjer Wayfer 1 60 Uneeda Lunch Biscuit 1 00 Zu Zu Ginger Snaps 5 Zwieback 1 00 Water Thin Biscuit 1 00 Zu Zu Ginger Snaps 5 Zwieback 1 00 Champagne Wafer 2 50 Chocolate Tokens 2 56 Chocolate Tokens 3 70 Champagne	Wykes & Co.
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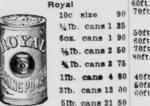
_		
-		•
-	Festino	
-		
-	Boxes 34 Square cans 36 Fancy caddies 41	
-	ORIED FRUITS Apples	
2	Evaporated 6 91/2	
-	California 19612 Citron Corsican 015	
	Imp'd 1 lb. pkg. 6 8 (imported bulk 6 7%	
-	Lemon American 12	
1	Orange American 18	
2	Cluster, 5 crown 1 75 Loose Muscatels 2 cr. Loose Muscatels 2 cr. 516 Loose Muscatels 4 cr. 516 Loose Muscatels 4 cr. 516 L. M. Seeded 1 lb. 616 7 California Prunes 100-125 alth boves 4	
	L. M. Seeded 1 Ib. 646 7	
	California Prunee 100-125 2-1D. boxes. 6 4 90-100 251b. boxes. 6 4 80- 90 251b. boxes. 6 5 70- 80 251b. boxes. 6 6 60- 70 251b. boxes. 6 6 50- 60 251b. boxes. 7 7 40- 50 251b. boxes. 7 7 30- 40 251b. boxes. 7 8 30- 40 251b. boxes. 8 8 30- 40 251b	
	70- 80 25 lb. boxes. 6 60- 70 25 lb. boxes. 6 61/3	
-	30- 40 251b. boxes. 74	
	Contraction and by	
	Dried Lima 544 Med. Hand Pk'd 18 Brown Holland 2 90	
2	Farina 24 1 lb. packages 1 se Bulk, per 100 lbs 8 50	
	Hominy Flake, 50 lb. sack 1 00	
	Flake, 50 lb. sack 1 00 Pearl, 100 lb. sack 2 45 Pearl, 200 lb. sack 3 45 Maccaroni and Variation	
-	Maccaroni and Vermicelli Domestic, 10 fb. box 46 imported, 25 fb. box 2 50	į.
	Common 8 00	
	Green. Wisconsta be	
	Green, Wisconsin, B., Green, Scotch, bu	
	Bast India	
	Hoke 110 m	
	Pearl, 24 lb. pkgs 14 FLAVORING EXTRACTS	
	Coleman Brand	
	No. 2 Terpeneless 75 No. 2 Terpeneless 75	
	No. 8 Terpeneless 8 66	
	No. 4 High Class 3 00 No. 8 High Class 4 00	
Į	Jaxon Brand Vanilla 2 02. Full Measure . 2 16 4 02. Full Measure . 3 00 8 02. Full Measure . 3 00 Lemon 2 02. Full Measure . 1 25 4 02. Full Measure . 2 40 8 02. Full Measure . 3 40	
	8 oz. Full Measure 4 00 Lemon	
0	2 oz. Full Measure 1 25 4 oz. Full Measure 2 40 8 oz. Full Measure 4 50	
10 10 10 10 10 10 10 10 10 10 10 10 10 1	Jennings D. C. Brand Terpeneless Ext. Lemon	
9 9	No. 2 Panel	
	No. 6 Panel 3 00 Taper Panel 1 50 2 oz. Full Measure 1 25	
10	4 oz. Full Measure 2 00 Jennings D. C. Brand Extract Vanilla	
00	No. 2 Panel 1 25	
00	No. 4 Panel 3 60 No. 6 Panel 3 50	
0	1 oz. Full Measure 90 2 oz. Full Measure 1 80	
90	No. 2 Assorted Flavors 1 00 GRAIN BAGS	
00	Amoskeag, less than bl 191/2 GRAIN AND FLOUR	
50	Pad Wheat	
50	Winter Wheat Flour	
50	Seconds Patents 560 Straight 510	
8.	Patents 6 10 Seconds Patents 5 60 Straight 5 10 Second Straight 4 70 Clear 4 00 Flour in barrels, 25e per barrel additional. Lemon & Wheeler Co.	
50	Lemon & Wheeler Co.	

	6	7	8 .	9	10	11
		Short Cut Clear21 50		Pure Cane	Butter Plates	Palta
	Fanchon, %s cloth6 30 Lemon & Wheeler Co.	Pig	No 1 10 %- 1 40	Good 20	Wire End or Ovais.	Old Wool 500 75
	White Star, \(\frac{1}{2} \text{s cloth 5 90} \) White Star, \(\frac{1}{2} \text{s cloth 5 80} \) White Star, \(\frac{1}{2} \text{s cloth 5 70} \)	Dry Salt Meats	No. 1, No. 2 Fam.	TEA	% Ib., 250 in crate	
	Grand Rapids Grain & Milling Co. Brands.	Pure in tierces 13%	50 lbs	Sundried, medium 24@26 Sundried choice 306m23	5 lb., 250 in crate	No. 1
•	Purity, Patent 70 Wizard, Flour 5 60	80 lb. tubsadvance %	8 lbs 92 48 SHOE BLACKING	Sundried, fancy36@40 Regular, medium24@26 Regular choice 30@22	Barrel, 5 gal. each 3 48 Barrel, 10 gal., each 3 56	Unwashed med or m
	Wizard, Graham 5 50 Wizard, Corn Meal 4 00 Wizard, Buckwheat 6 90	50 lb. tinsadvance 1/4	Handy Box, large 3 dz 2 50 Handy Box, small1 25	Basket-fired, medium .30	Round Head.	Standard Twist
	Spring Wheat Flour	10 lb. pailsadvance %	Bixby's Royal Polish 85 Miller's Crown Polish 85	Rasket-fired fanow 10019	1/2 Inch. a gross	Jumba 22 th
	Roy Baker's Brand Golden Horn, family5 95 Golden Horn, bakers5 85		SNUFF Scotch, in bladders37 Maccaboy, in jars35	Sirtings 1001	Humpty Dumpty, 12 ds. 20	Big stick, 10 th
	Duluth Imperial6 00	Hams, 14 lb. average14	French Rappie in jars43	Gunpowder	No. 2 complete	Mixed Candy
	Judson Grocer Co.'s Brand Ceresota, 1/85	Hams, 18 lb. average14 Skinned Hams	J. S. Kirk & Co. American Family 4 00	101103	Case, mediums. 12 sets 1 18	Special
	Ceresota, 4s	Ham, dried beef sets 161/2	Dusky Diamond, 50 80z 2 80 Dusky D'nd 100 6 oz 3 80 Jap Rose, 50 bars 3 60	Pingsney choice	Cork lines 8 in 74	Royal
	Wingold, 4s 30	Boiled Ham22	Savon Imperial3 00 White Russian3 15 Dome, oval bars3 00	Choice Young Hyson	Mon Sticks	Cut Loud
-	Wingold, ½s	Minced Ham	Satinet, oval2 70 Snowberry, 100 cakes 4 00		Trojan spring 29 Eclipse patent spring 35 No. 1 common 50 No. 2 pat -rush holder 51 12Tb. cotton mop heads 1 40	Kindergarten French Cream
	Laurel, 4s cloth6 25 Laurel, 4s4s cloth6 15 Laurel, 4s cloth6 15	Sausages Bologna	Proctor & Gamble Co. Lenox 3 50	Amoy, medium25 Amoy, choice	No. 2 pai. brush holder 85 127b. cotton mop heads 1 40	Hand Made Cream 14
	Voigt Milling Co.'s Brand Voigt's Crescent6 00	Pork 11	Ivory, 6 oz	Medium		raris Cream Bon Bons 10
	(whole wheat flour) 6 00	Tongue	Lautz Bros. & Co. Acme, 70 bars	Fancy 40@45	2-wire Cable	Gypsy Hearts
	Voigt's Hygienic Graham 5 40		Acme, 30 bars4 00 Acme, 25 bars4 00 Acme, 100 cakes3 60	Cevion choice 20025		- COLORS SECTION TO
•	Wykes & Co.	Rump, new14 00	Big Master, 70 bars 2 85	TOBACCO	Fibre 2 70	Saltad Description
	Sleepy Eye, %s cloth6 10 Sleepy Eye, %s cloth6 00	bbls.	German Mottled, 5 bxs 3 30 German Mottled, 10bxs 3 25 German Mottled, 25bxs 3 20	Sweet Loma34	Toothpicks Hardwood 2 50 Softwood 2 75	San Blas Goodles
	Sleepy Mye. 48 paper 00	1 bbl 9 00 Tripe Kits, 15 lbs 80	Marseilles, 10 cakes 6 00	relegiam	Softwood 2 75 Banquet 1 50 Ideal 1 50	Champion Checolate 13
	Golden Granulated4 00	Kits, 15 lbs 80 l4 bbls., 40 lbs 1 60 l/2 bbls., 80 lbs 3 00	Marseilles, ½bx toilet 2 10	Prairie Rose 49 Protection 40 Sweet Burley 41	Modse, wood, a noiss	Quintetta Choseler
	No. 1 Corn and Oats 28 50 Corn, cracked28	Casings Hogs, per 1b 32	Good Cheer4 00 Old Country3 40	Plus		
	Winter Wheat Bran 24 00	Beef, rounds, set 25 Beef, middles, set 80 Sheep, per bundle 90	Snow Roy 100s 1the 4 00	Red Cross	Rat, spring 75	Imperials
	Buffalo Gluten Feed 33 00	Uncolored Butterine	Snow Boy, 60 5c2 40	Battle Ax 37	20-in, Standard, No. 1 8 75	Golden Waffles
	Wykes & Co. O P Linseed Meal40 00	Country Rolls10½@16½ Canned Meats Corned beef, 2 1b3 20			16-in. St_ndard, No. 3 6 75 20-in. Cable. No. 1 9 25	Auto Bubbles
			Doorling 2 75	Spear Head, 14% 02 44	18-in. Cable. No. 2 8 25 16-in. Cable. No. 3 7 25 No. 1 Fibre 10 25	Old Fashloned Moias
		Roast beef, 2 lb			No. 2 Fibre 9 25	Length Source
	Oats Michigan carlots 49	Deviled Ham, 4s 50	Wisdom 3 80	Piper Heidsick69		
	Less than carlots 52	Potted tongue 1/2 50	Johnson's YYY	Honey Dip Twist43	Washboards 2 50 Dewey	Champion Choc. Deps 45
	Less than carlots 65	Fancy 7 @ 7½ Japan 5% @ 6½	Rub-No-More3 85	Forge40	Single Peerless3 15	Dark No. 12
					Northern Queen3 25 Double Duplex3 30 Good Luck	A. A. Lienrica Drope on
	Sage	SALAD DRESSING Columbia 1/2 pint 2 25 Columbia, 1 pint 4 50 Durkee's large 1 doz 4 50	Sanolio single hoves 2 25	Smoking	Window Cleaners	Lozenges, printed
	Laurel Leaves 15 Senna Leaves 25	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	Scourine Manufacturing Co Scourine, 50 cakes 180	Warpath	12 in	Cream Rar
	Per doz 90	Snider's, small, 2 doz. 1 35 SALERATUS	Scourine, 100 cakes 3 50 SODA Boxes 5½ Kegs, English 4¾	I X L, 51b	Wood Bowls	Hand Made Cross strains
	5th pails, per doz2 25 15th, pails, per pail 50	Detailus 3 00	SPICES	Flagman	15 in. Butter	String Rock
	MAPLEINE	Dwight's Cow3 00 L. P3 00 Standard	Allspice, Jamaica13	Kiln Dried	19 in. Butter	Buster Brown Good 2 50
	MATCHES C. D. Crittenden Co.	Standard 1 80 Wyandotte, 100 3/4 s 3 00 SAL SODA	Cloves, Zanzibar 16 Cassia, Canton 14	Duke's Cameo 43 Myrtle Navy 44	Common straw 2	Up-to-date Assimit \$75 Ten Strike No. 1 50 Ten Strike No. 1 50
-	Noiseless Tip4 50@4 75 MOLASSES	Standard 1 80 Wyandotte, 100 %s 3 00 SAL SODA Granulated, bbls. 80 Granulated, 100 lbs. cs. 90	Cassia, 5c pkg, doz 25 Ginger, African 91/2	Yum Yum, 1% oz. 39 Yum, Yum, 1lb. pails 39	Fibre Manila, white 3 Fibre Manila, colored 4 No. 1 Manila	Sortment Summer
	Fancy Open Kettle 40 Choice 35	Lump, 145 fb. kegs 95	Mace, Penang 50 Mixed, No. 1 16½ Mixed, No. 2 10	Corn Cake, 214 oz 26 Corn Cake, 11b 21	Cream Manila	Pon Com
	Fair 20	Common Grades 100 3 lb. sacks 2 46 60 5 lb. sacks 2 5 28 10 ½ lb. sacks 2 10	Mixed, No. 2 10 Mixed, 5c pkgs, doz. 45	Plow Boy, 178 0239 Plow Boy, 334 0239	War Durtor volla 10	Giggles, 5c pkg. cm 3 50
	Per case	28 10½ lb. sacks 2 10 56 lb. sacks 32	Nutmegs, 105-11020 Pepper, Black14	Peerless, 3 % 02. 35 Peerless, 1 % 02. 39 Air Brake 36	Magic, 3 doz 15	Azulikit 100m
I	MUSTARD 4 1b. 6 1b. box 18 OLIVES	56 th dairy in drill hage 40		Country Club 22.24	Sunlight, 1% dos 50 reast Foam, 3 dos1 15	Putnam Menthol 1 00
•	Bulk, 1 gal. kegs 1 10@1 20 Bulk, 2 gal. kegs 1 00@1 10	28 lb. dairy in drill bags 20 Solar Rock	Pure Ground in Bulk Allspice, Jamaica 12	Forex-XXXX 30 Good Indian	Yeast Cream, 3 dos1 00 Yeast Foam, 1% dos 58 FRESH FISH	Smith Bros
	Manznilla, 3 oz 75	56 lb. sacks 24 Common 90 Granulated, fine 90	Cloves, Zanzibar22	Silver Foam 24 Sweet Marie 32	Per ID.	Almonds, Tarragona 16
	Queen, 19 oz	Medium, fine 85	Mace, Penang 55 Nutmegs, 75-80 35	Royal Smoke 42 TWINE Cotton, 3 ply24	Whitefish, Jumbo16 Whitefish, No. 112 Trout11	Almonds, California 11. shell Brazils
	Stuffed, 5 oz	Cod Large whole @ 7 Small whole @ 6½ Strips or bricks 7½ @10½ Pollock	Donnos Blook 111/	Jute. 2 ply24	Halibut 10 Herring 7 Bluefish 14%	Cal No. 1
>	Ciay, 1. D., Iun Count ou	1 0110CK (# D	Paprika, Hungarian38	Hemp, 6 ply 13 Flax, medium N 24 Wool, 1 lb. balls 8	Boiled Lobster	Wainuts, soft shell 15015 Wainuts, Marbot - 013 Table nuts, fancy 13013
	PICKLES Medium	Strips 15	Corn	VINEGAR State Seal12	Cod 10 Haddock 8 Pickerel 12	Pecans, Med 313 Pecans, ex. large 318
	Barrels, 1,200 count6 25 Half bbls., 600 count 3 65	White Hp. bls. 10 50@11 00	Muzzy, 40 1tb. pkgs 5 Gloss	Morgan's Old Process 14	Pike 9 Perch 8	Hickory Nuts per bu.
	Half bbls. 1,200 count 4 50	White Hp. 1/2 bbls 5 25@5 75	Kingsford Silver Gloss, 40 1lbs. 73	Barrels free. WCKING No. 0 per gross30	Smoked, White13% Chinook Salmon15 Mackerel	Chestnuts, New York
	No. 90 Steamboat 85 No. 15, Rival, assorted 1 75	Round, 100 lbs 3 75	Silver Gloss, 12 6lbs. 81/4	No. 2 per gross50	Roe Shad	State, per bu
,	No. 572. Special 1 75	Sealed	16 5th nackages 5	WOODENWARE	Shad Roe, each Speckled Bass SHA	Spanish Peanuts 258 Pecan Haives 38@32
	No. 808 Bicycle 2 00 No. 632 Tourn't whist 2 25	No. 1, 100 lbs 7 50 No. 1, 40 lbs 3 25	50tb. boxes 4	Bushels 1 10 Bushels, wide band 1 25	Green No. 111	Alicante Almonds 042
	POTASH	No. 1, 10 lbs 90	Corn			Jordan Aimonds #47
	Mess, new22 00	No. 1, 8 bs	201b. cans ¼ dz. in cs. 1 65 101b. cans, ½ dz. in cs. 1 60	Splint, small	Calfskin, green, No. 1 13 Calfskin, green, No. 2 11	Roasted Suns & Th
-	Bhart Out	Mess, 8 10 fbs	31/21b. cans, 2 dz. in cs. 1 70 31/21b. cans, 3 dz. in cs. 1 75	Willow, Clothes, me'm 7 25 Willow, Clothes, small 6 25	Calfakin, cured, No. 1 124	Choice, H. P. June

Special Price Current



Mica, tin boxes ..75 9 00 Paragon 55 6 00 BAKING POWDER



% Tb. cans 3 75 17b. cans 4 80 40ft. 37b. cans 13 00 60ft 51b. cans 21 50

BLUING



C. P. Bluing

Small size, 1 doz box..4 Large size, 1 doz box..7 CIGARS

Johnson Cigar Co.'s Brand



C. W., 1,000 lots

Londres
Londres
Londres
Grand
Standard
Puritanos
Panatellas, Finas
Panatellas, Bock
Jockey Club

COCOANUT



FRESH MEATS

Carcass	6 3	
Hindqua	arters8	@10%
	9	@14
Rounds	73	40 9
Chucks	7	@ 73/2
Plates		0 5
(TABLE	*****	60 6
Loine	Pork	@16

Butts Lard ... Mutton

Spring Lambs ...

Veal 6 @ 9 Carcass CLOTHES LINES Sisal
3 thread, extra..1 00
3 thread, extra..1 40
3 thread, extra..1 70
6 thread, extra..1 29
6 thread, extra..1 Jute

Cotton Victor 50ft. 60ft. 90 70ft. Cotton Windsor

Cotton Braided

Galvanized Wire
No. 20, each 100ft. long 1 96
No. 19, each 100ft. long 2 10

Dwinell-Wright Co.'s B'ds



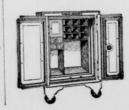
Evening Press 32
Exemplar 32

Worden Grocer Co. brand
Ben Hur Saginaw; Brown, Davis & Warner, Jackson; GodsPerfection Extras 35
Londres Grand 35
Standard 35
Standard 35
Puritages 35
Standard 35
Sundard 35
Su

Cotton Lines

Cotton No. 1, 10 feet No. 2, 15 feet No. 3, 15 feet No. 4, 15 feet No. 5, 15 feet No. 6, 15 feet No. 7, 15 feet No. 8, 15 feet No. 9, 16 feet Linen Lines Small . Medium

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. dos. .1 25 Oxford ... 75



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.

| 1 05 | Beaver Soap Co.'s Brand:



Tradesman's Co.'s Brand



Black Hawk, one box 2 50 Black Hawk, five bxs 2 40 Black Hawk, ten bxs 1 25
TABLE SAUCES Halford, large 3 76 Halford, small 2 25

Use

Tradesn.an

Coupon

Books

Made by

Tradesman Company Grand Rapids, Mich.

Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

Butler Brothers

New York St. Louis Chicago Minneapolis

Hart Brand Canned Goods

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

Michigan People Want Michigan Products

YOUR DELAYED FREIGHT Easily and Quickly. We can tell you BARLOW BROS.,

Grand Rapids, Mich



Just suppose

you were in the kitchen and wanted to make a dessert and make it in a burry 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 you had

night before. If ye 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 at ordinary profit in it. Have you used Minute Tapioca in your own home? Send us your job-ber'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.

What Is the Good

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

Tradesman Company **Grand Rapids**

BUSINESS-WANTS DEPARTME

Advertisements inserted under this head for two cents as word the first insertion and one cent a word subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders

BUSINESS CHANCES.

For Sale—Good grocery business with soda fountain in connection, in good town in one of the finest farming sections in Central Michigan. Must sell on account of sickness. Splendid opportunity, Stock and fixtures about \$2,000. Liberal discount if sold at once. Address H. D., care Tradesman.

Opportunities In the West—No matter what trade, business or profession you follow, if you are looking for a better opportunity, send twenty-five cents for six months' subscription to Opportunity Magazine, Dept. 164, Spokane, Wash.

SOMETHING NEW

Wanted to 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.

For Rent—In Milan, Mich., brick store 47x58, old-established, best store. Modern equipment, complete for general stock, hot air heat, electric lamps 24 hours, sanitary plumbing, city water. A \$12,000 to \$20,000 general stock, will sell \$40,000 to \$20,000 here. Write A. E. Putham, Sigourney, Ia.

SOMETHING NEW

We can either close you out or put on a sale

Magazine, Dept. 194, Spendard.

For Sale—For \$6,500, 100 acres clay loam soil 1¼ miles from town, 65 acres under cultivation, 10 acres nearly ready for plow. 300 sugar maples or, in all \$2,000 worth timber. House fair, upright, 18x26, wing 24x24, barn 40x80, icehouse and cooler, 12x18, tool house and hen house, windmill. Water in both house and barnyard, living water. Large orchard. Will exchange for shoes, gents furnishings or general stock. Address W. D. Reynolds, Coopersville, Mich.



1

A Successful Special Sale

Will quickly convert your surplus merchandise and slow selling goods into cash. My sales are conducted along profit producing lines and leave no bad after effect. You place the sale prices on your goods and my plans will draw the crowds and make daily sales climb to high figures. Write for particulars, giving size of stock. B. H. Comstock, 907 Ohio Building.

investigate—Lifetime chance for bright woman, millinery, ready-to-wear garments and ladies' furnishings. Up-to-date county seat town in Michigan, Fruit belt, old established and now doing fine business. Full particulars, The Milliners Exchange, Room 413, 134 Monroe St., Chicago.

For Sale—\$6,000 hardware stock; no implements; only hardware in town; good college. Price & Blair, Mount Morris, Ill.

Improved farm 14 miles west of Traverse City to exchange for stock merchandise. Address No. 546, care Trades-546

Worth \$1,000 to any merchant. Model orm collection letters: "get the money," nd retain the good will of the custom-rs. Mailed for \$1. Mercantile Agency,

ers. Mailed for \$1. Mercantile Agency, Arthur, Iowa.

For Sale—By owner, 165 acres 14 miles from Richmond, Va., 8 miles Petersburg, 2½ miles good town on railroads and electric line. Six room house, barn, chicken house, fine well lithia water, fenced and cross fenced. Small portion cleared, balance woodland. Strong darl soil, \$15 per acre. Easy terms. L. M. Hull, 212 Security Bidg., Cedar Rapids, Iowa.

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, Toleoo, 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.

Complete Planing Mill Plant—Including four Woods machines, edger, resaw, dry kilns, other equipment including site, 15 cottages thereon. Well located South Georgia timber belt on three main lines of railroads. Southern Lumber Co., Brookfield, Ga. Georgia timber of railroads. Brookfield, Ga.

Brookfield, Ga.

For coal, oil and gas, land leases, write C. W. Deming Co., Real Estate Dealers, Tulsa, Okla.

For Sale—General stock and fine dwelling on beautiful river, 600 feet salt water front, 25 acres oyster bed. Good fishing, hunting, bathing. R. C. Drew, Salisbury, Md.

For Sale—A good store and stock of eneral merchandise in good farming ommunity. Address M. A. Vogel, Ster-ong, Mich. For Sale-general me

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.

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 Warren Ave. West Detroit. Detroit. Mich.

For Sale—Three practically new Bangs combination show case and soda table, with attached seats. Less than ½ original price. Ray C. Eaton, Otsego, Mich.

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. Whatley, Toccoa, Ga.

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

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.

For Sale—Bakery, restaurant, ice cream parlor. Cheap if sold soon. Thoroughly equipped. Splendid business. Snap for baker. Uglow's Bakery, Lowell, Mich.

IT WILL PROFIT YOU

to write me if you have a stock to sell. Give description, Ask for information. Mention dates.

REMEMBER!

it is your customers that really pay my commission. John C. Gibos, Expert Auctioneer, Mt. Union, Iowa.

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

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.

For Sale—Good country store in excel-lent farming locality. For particulars enquire R. E. Anslow. R. F. D. 8, Ionia, Mich.

Mich.

For Sale—Manufacturing plant; paying proposition; desire to sell on account of sickness. Address 213 Reed St., Milwaukee. Wis,

Partner with \$300 for half interest in improved 50 acre farm near Toronto, Can. 219 McDougall St., Windsor, Ont. 499

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.

For Sale—In Georgian Bay district, two tracts white pine, four million feet each, on river and railroad. Good mar-ket for logs. Only four dollars per 1,000. Fine opportunity for small operation. J. H. Simpson, 99 Canfield Ave., Detroit, Mich. 528

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.

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

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 partiy on time. Purchaser should have \$5,000 or more additional capital to conduct business. Address No. 454, care Michigan Tradesman.

Buy new soda fountains of us. Also have four second-hand fountains. Michi-gan Store & Office Fixtures Co., Grand Rapids, Mich. 452

Soda fountain for sale, 15 syrup. (dome for water spray, three tanks, g es and silverware. \$900 worth for W. I. Benediot. Belding. Mich.

Will pay cash for shoe stock. Address No. 286, care Michigan Tradesman. 286

No. 236. care Michigan Tradesman. 236

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 80 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.

For Rent-Large store building in live Northern Michigan town. Splendid op-ening 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. 548

Safes Opened—W. L. Slocum, safe expert and locksmith. 114 Monroe street, Grand Rapids, Mich. 104

Grand Rapids, Mich.

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, 111

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.

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.

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.

To Exchange — Southern Wisconsin farm 260 acres for stock of good merchandise. Address N. M. Guettel, 126 Market. Chicago. Ill.

Market. Chicago. Ill.

Morket. Chicago. Ill.

To you want to buy good farm in Michigan, write to the Real Estate Exchange, McBride, Mich.

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.

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 page 242

Want Ads. continued on page 310

Mich. Sale—Old-established **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 nave bought, sold or exchanged properties as the direct result of ad-

vertising in this paper

AN UNTIMELY WAIL.

dwell therein have been priding them- er thinking and never caring what How did he do it? One of his oldselves that at last things mundane have reached the point where they belong, a cry comes to us from the difference whether we use our hands 'Old Home," bewailing the degener- or not. acy of the times and the fact that the men of this day and generation are not the men that their fathers were. We are passing from manhood into machinery. We are losing the use of interest, if not of concern, how does the fact that the present-day failures our hands. We are inferior to the it happen that Europe sends to us her are the result of not following "Jimsavage who made the flint implements and who was keener of sight money enough to keep them from beand hearing and could run faster ing sent back, somewhere and somethan we can. Time has been when how get a chance to go to work and penmanship was one of the fine arts. at once not only begin to live but to It is that no longer. We pound a save? In time they accumulate delicate and dainty needlework of they want to, and then, oftentimes, our grandmothers? longer any such thing. The women cld home with money enough to keep folks are given up to the sewing machine. They knit no more. Many of do they do it? Generally nobody them do not know how to knit and knows or cares; but just when the the knitting-needle is recognized as native born can not afford to eat all a curiosity or a relic sacred to the the meat he wants, to wear such memory of our grandmothers. The clothes as he always has worn or to realm of the craftsman has been invaded and there the result is shocking indeed. There is no use of the shoemaker sticking to his last. That and the footwear he once made are so many has-beens. Gone is his art. His hands have lost their cunning; and the glovemaker, whose fit brought not ready and willing to do what the considered the artist which he used no statement here. Each reader can to be. Only a litle while ago there compare for himself the differences. were wonder and astonishment over what surgery can do. It is a mistake. Anasthetics is to blame for that, however, by giving the surgeon more the line the machine has come to the front and, point by point and little by little, the skill of the individual has dwindled until the decadence of the race is plainly foreseen.

There may be much truth as well as much reason in these sayings, but true now as it ever has been, "Lands to most men all is not gloom. The thought does find expression that, in spite of the decadence as a race, humanity is doing fairly well. The time came when the old craftsman could not make good. Even the shoemaker found out that, with only two hands, he could not supply his increasing customers. There was only one thing to be done and he did itinvented the machine; and if the man with the untimely wail will improve the opportunity to go through a certain shoe manufactory not many miles from this office he will stop wailing and conclude that the invention that displaces the shoemaker's kit of fifty years ago is not such a bad thing after all; and what is true of the shoe machine is true of them

The fact is, the brain has transferred the skill, the handcraft, from the old worn-out acres took on a new the hand to the machine and the consumer, satisfied with this transfer, instead of wailing, rejc.ces over a change that gives him better work at a much less price. So while we may be losing the use of our hands and are the degenerates we have been declared to be, in the face of the hand to the machine and the consumer, satisfied with this transfer, instead of wailing, rejc.ces over a change that gives him better work at a much less price. So while we may be losing the use of our hands and are the degenerates we have been declared to be, in the face of the hand to the machine and the consumer trenewed their youth and paid amply for the encourage-ment renewed their youth and paid amply for the encourage-ment voluntarily assumes this expense of his own free will because he demands the things which are admost the things which are admost the things which are admost the demands and he makes this demand a country town, by a single man of good habits. Can come at once. Four vertised and he makes this demand because he knows he can get foods of greater purity and better nutritive to the advertising expense comes ultimately from the consumer. The consumer voluntarily assumes this expense of his own free will because he demands the things which are admost the things which are admost the demands the things which are admost the demands the things which are admost the demand and he makes this demand are the degenerates we have been declared to be, in the face of life. The orchards under his consumer. The consumer. The consumer voluntarily assumes this expense of his own free will because he demand and he makes this demand and the consumer. The consumer. The consumer voluntarily assumes this expense of his own free will because he demands the things which are admosted to be demands the things which are admost the demands the thin

While the world and they that shall still go right on using it, nev- nity. becomes of our handcraft so long as time friends asked him that question the machine makes it a matter of in- one day and here is his answer: "I

HOW DO THEY DO IT?

paupers and they reach us with just my's" worthy example. Are they? What has become of the enough to go into some business, if There is no sell out, pack up and go back to the was born and brought up, he finds himself looking at the "riff raff" from Southern Europe and wonders why he is not able to hold his own with

The real reason is because he is him fame and fortune, is no longer immigrant does. What that is needs The point to be looked after and reached is this: The American spends as he goes-a great many times before he gets it, while his fellow worktime. So the hand has lost the per- er earns his wages first and puts by fection it once had; and so all along as much as he can possibly get along without, even at the expense of pinching a little. The immigrant all his life has learned by experience that "every little makes a muckle" and, when he came to the land of plenty, he still kept up the thrifty habit-it is a part of his very existence-and, make the mountain; moments make the year." Bye and bye patience and plodding do their work and home goes the capitalist or open comes his little shop and for him the "Golden Age" begins.

> A good many years ago "Jimmy" Reynolds, an Irish boy of 16, found his way across the sea, strayed into Rhode Island, the land of rocks and impoverished soil, and went to work there for a careful and fairly well-todo farmer. He was good-natured and industrious and had no bad habits. Bye and bye it happened that the Yankee got tired of the old place and when one day he manifested a desire to sell out and go West, and named as his selling price a ridiculously low figure, "Jimmy" took him up. He is living on that farm now, happily and prosperously. With his possession

what the machine is doing for us we one of the solid men of that commu-

did buy, only what I had to have to material, better made and better fitget along with." The reply is open ting than under old conditions. The In these strenuous times when the to the implication that the failure tocost of living has become a matter of day to make both ends meet is due to

ADVERTISING IS A BOON.

An Eastern journal in an editorial comment as to the present high cost of living suggests that one very important factor has been entirely overlooked and adds: "The millions upon millions of dollars expended annually in advertising every conceivable article of wearing apparel, hordes of ntensils and conveniences for household use and whole battalions of canned things, prepared foods and special brands of flour, meats and other standard articles of diet, come ultimately out of the pockets of consumers."

The statement is a true one, but it ends just where the argument begins.

Never before have the masses been so well dressed, so well equipped as lower. to home conveniences and comforts or so well fed as at present. Such con- vancing. ditions are, except in rare cases, conducive to better ideas, morally, socially and physically, and so the advertising which has informed people as to essentials for their better living and better thinking has created demands for those helps to a higher partment, which has caused a scarcity life and this is well worth to them all and very high prices. that it has or will cost.

In the old days corned beef, salt pork, smoked hams and shoulders, dried beef, codfish and salt mackerel constituted the meat mainstays for a majority of the people during the winter months, with poultry and eggs as occasional variations for those who could afford the luxuries.

In the old days Grandma, Mother, all of the girls and, frequently, all of the boys had to perform their daily knitting stunts in order to keep the family provided with stockings and mittens. This, with the houseworkwithout the aid of sewing machines and with only the few crude pots, kettles and pans-rendered the lot of the housewife and her girls, if she had them, a sort of slavish existence.

To-day, because the manufacturers of myriads of aids to better living advertise, acquaint people with a knowledge of what is available, the husband and father living in a city and earning from \$10 to \$15 per week can support his family better, can can support his family better, can can support his family better, can clothe them better, can provide better reading and more of it—and all without making a complete slave of his wife—than was possible in the "good old days"

Y. 558

For Sale—Clean, new stock of general merchandise and store building, situated in town of 1,200, in finest, dairy district in Wisconsin. Stock and fixtures inventory whole thing for \$7,500, account going West. Terms cash. Write Box 27, Colby, Wis.

Wis. 558 "good old days."

value which require less fuel, less physical effort, less kitchen muss and excitement than he could under the old methods and at less first cost. Such consumer buys clothing that is advertised because it not only costs him less, but because it is of better consumer buys the thousand and one conveniences for home use and family happiness which are advertised, because he loves his wife and daughters and will not consent to their devoting every minute of their time and every ounce of their energy to doing things about the house in the old way.

Advertising, instead of being an injury to mankind, has been one of the most far reaching and permanently helpful developments of modern civilization

The Drug Market.

Opium and Morphine-Are steady. Quinine-Is unchanged.

Citric Acid-Is very firm and tending higher.

Cocaine - Has declined 20c an

Cod Liver Oil, Norwegian-Is very firm and tending higher. Glycerin - Is weak and tending

Balsam Peru-Is very firm and ad-

Cubeb Berries-Have advanced.

Oil Cubebs-Is higher.

Oil Wintergreen Leaf-Is in very small supply and has advanced.

Gum Asafoetida-Very little is imported that can pass the custom de-

Ipecac Root-Is higher.

Must Have Been Pleased.

A Boston father last summer sent his boy, Reginald, and his three sisters to visit a relative in Maine. Though it was understood the visit was to consume three weeks, the stay lengthened to two months. "Well," asked the father, upon the

return of his offspring, "was your Uncle William glad to see you?"

"Was he?" reiterated the boy, as though surprised by the query. "Why, dad, he asked me why we didn't bring you, mother, the cook, the maid and the dog!"

BUSINESS CHANCES.

For Sale—Saw mill and coal business I will take the output of mill and fur nish 200,000 feet of logs at mill read; to saw. A snap for the right party. Mussell, as other business takes my time E. E. Hooker, Bellefontaine, Ohio. 554

FIRST AND STILL



THE BEST

The McCaskey Credit Register System Does These Things

- ¶ It eliminates book-keeping. (Copying and posting from one book to another.)
 - ¶ It prevents forgotten charges.
 - It prevents disputes with customers over their accounts.
 - It is an automatic collector.
 - It is an automatic credit limit.
- ¶ It proves your loss and helps collect your insurance if your store burns.
 - ¶ It draws new trade.
 - ¶ Can you afford to be without it?

THE McCASKEY REGISTER CO. ALLIANCE, OHIO

Manufacturers of the famous Multiplex Duplicating and Triplicating Sales
Pads. Also Single Carbon Pads in all Varieties.

Detroit Office: 1014 Chamber of Commerce Bldg.
Grand Rapids Office: 256 Sheldon St., Citizens Phone 9645

Agencies in all Principal Cities

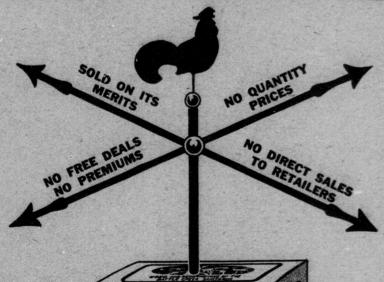
They Do Say=



that "seeing is believing." If you'll come over to Boston and watch the loading of cars on our side track for a couple of days, you'll be mighty certain that "WHITE HOUSE" IS really "goin some"—and then "some MORE." In the meantime, take it on our "say-so," and put it where it'll do some good.

Dwinell-Wright Co.

Boston-Chicago



Kelloggi

The sweet heart of the corn

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—state 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.

Open Letter to the Merchants of Michigan

In TRAVELING over the State our representatives occasionally find a busy merchant who has established himself in business through close application and economical figuring; who has equipped his store with many conveniences but has entirely overlooked one item of vital importance, the lack of which may put him back ten years, namely, a fire proof safe.

We do not know whether you have a safe or not, but we want to talk to all those Michigan merchants who have none or may need a larger one

A fire-proof safe protects against the loss of money by ordinary burglars and sneak thieves, but this is not its greatest value.

With most merchants the value of their accounts for goods sold on credit greatly exceeds the cash in hand If you have no safe, just stop and think for a moment. How many of these accounts could you collect in full if your books were destroyed by fire? How many notes which you hold would ever be paid if the notes themselves were destroyed? How many times the cost of a safe would you lose? Where would you be, financially, if you lost these accounts? Only a very wealthy man can afford to take this chance and he won't. Ask the most successful merchants in your town, or any other town, if they have fire-proof safes.

Perhaps you say you carry your accounts home every night. Suppose your house should burn some night and you barely escape with your life. The loss of your accounts would be added to the loss of your home. Insurance may partly cover your home, but you can't buy fire insurance on your accounts any way in the world except by buying a fire-proof safe.

Perhaps you keep your books near the door or window and hope to get them out safely by breaking the glass after the midnight alarm has finally awakened you. Many have tried this, but few have succeeded. The fire does not wait while you jump into your clothes and run four blocks down town. It reaches out after you as well as your property.

Suppose you are successful in saving your accounts. Have you saved your inventory of stock on hand and your record of sales and purchases since the inventory was taken? If not, how are you going to show your insurance companies how much stock you had? The insurance contract requires that you furnish them a full statement of the sound value of your stock and the loss thereon, under oath. Can you do this after a fire?

If you were an insurance adjuster, would you pay your company's money out on a guess-so statement? A knowledge of human nature makes the insurance man guess that the other man would guess in his own favor. The insurance adjuster must pay, but he cuts off a large percentage for the uncertainty. And remember that, should you swell your statement to offset this apparent injustice, you are making a sworn statement and can be compelled to answer all questions about your stock under oath.

If you have kept and preserved the records of your business in a fire-proof safe, the adjustment of your insurance is an easy matter.

How much credit do you think a merchant is entitled to from the wholesale houses if he does not protect his creditors by protecting his own ability to pay?

We carry a large stock of safes here in Grand Rapids, which we would be glad to show you. We also ship direct from the factory with difference in freight allowed.

If a merchant has other uses for his ready money just now, we will furnish a safe for part cash and take small notes, payable monthly, with 6% per annum interest for the balance. If he has a safe and requires a larger one, we will take the old safe in part payment.

The above may not just fit your case, but if you have no safe, you don't need to have us tell you that you ought to have one. You know it but have probably been waiting for a more convenient time.

If you have no safe tell us about the size you need and do it right now. We will take great pleasure in mailing you illustrations and prices of several styles and sizes.

Kindly let us hear from you.

Grand Rapids Safe Co.