## * Fourteen IMistakes of Life a

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 <br> Fleischmann's

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

## Pure <br> 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.

"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.


## Who Gets the Profits?

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

Some say it's the retailer. IS IT ? We are too closely allied to the retailer to let the statement go unchallenged. We know that your profits are very small after your operating expenses have been deducted.
Some staple articles are sold at a distinct loss. For example, sugar; where is your profit after your percentage for handling has been deducted?

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

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

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

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

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

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

## 

MONEYWEIGHT SCALE CO.
58 State Street, Chicago, Illinois

## Snow Boy keeps moving out-Profits keep coming in



The way they grow will makeyourfriends sit up and take notice Ask your jobber's

Salesman


OUR DOG IN THE MANGER. Really it is pitiful that Mayo
George E. Ellis can not, seemingly accept any standards other than thos 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 college bred man, no matter how low he may have fallen in his earlier years, would
have the manliness, the moral stam ina and the civic courage and ambi play of such qualities appearing-to take a brace and try to forget the
duplicity, pretense and moral and 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 o 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. Based upon the single cold-blooded lesire to acquire wealth-a desire to which all other interests are subor
dinate-Ellis conceived and adopted a pose-a facial expression alive with fulness, a drawling pronunciation, plain habit of dress and an awkward gait-just the outfit for a successful
gold brick operator, just the necessary gold brick operator, just the necessary
disguise for a confidence man, for "capper" in the three card gameNow, worn it all his life.
Now, having for the thitd time been clected to the mayoralty of Grand for his reform that has confronted him four years and will be available for two years to come. Instead, and
in spite of the fact that he knows the actual facts in the case, Ellis plays true to his contemptible pose and his vicious nature by deliberately and with malice aforethought misrepresenting the Peninsular Club-an as acturers, artisans and members of ufacturers, artisans and members of
the professions who are on a par with ary like number of men in Michigan and an institution which long has
ducted according to law, even to
most exacting letter.
AGAIN THE AUDITORIUM.
Now that the Municipal Affai Committee has successfuly worke
the pure water question from off it hands and now that a new specia committee has been created for the
purpose of pushing the auditoriun project, the Tradesman begs to re
mind those committees that great aut ditorium buildings are not, directly self-supporting.
Indirectly, they more than pay th communities in which they are locat spirit and as resources in time
need. anditorium 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 Sag-inaw-some very wealthy citizen, full
of pride for his home town and flowing 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 im to the enterprise.
There is another fact which should ago, when the auditorium project was Wishart advised that the structure, when planned, should have as one of
its essential purposes the development of a great public social center-
a place for the common people; the people who can not pay $\$ 2$ a ticket
to hear a great orchestra or a grand opera; the people who have no
braries of their own, no bathing fa cilities of their own; a place where
under fair and reasonable but liberal regulations, such people might re ment and of obtaining the means recreation desired at a nominal cos
to themselves. If the special committee will inve tigate this phase of the subject
will be found that, without a singl will be found that, without a singl have been built in this country hav
proven inadequate and disappointing in some indefinite and inexplicable nanner; also, that those persons directly interested and most disappoint eri, who have given the matter th
most thought, are pracically agree hat the factor needed to turn the tid toward complete satisfaction is an al and unanimous spirit of civic unity Not that there shall be a complet obliteration of social distinctionswhich is not possible-so much as that every citizen be so received and that no conduct himself

| privileges or rights in the conduct of the enterprise than are accorded any other citizen who conducts himself in a seemly manner. <br> Such a result is wholly possible and, cvidently, is just about what Mr. Wishart had in mind when he made his suggestion. | COUNTRY SCHOOL PASSING. <br> With all respect for "the little red school house," its mission seems for the most part ended where there are facilities for centralization. In local ities where the latter method has been tried it is found that the same results accrue as are expected in any |
| :---: | :---: |
| DISCOUNTING THE FUTURE. <br> "Taking time by the forelock" is | ter results at less expenditure per |

The Secret of Getting On in the 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 ambi-tion-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 department boomed. Sales mounted up and climbed over themselves. Every day exceeded the day before. Things lcoked 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
business must slip back into the dark; $/$ his beloved fountain pens he convincdim 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 slowcase, a large stock of all the popniar 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 scme magnet to outsiders that his little case had to the store patrons, and before long the fountain pen department was thriving again and selling more goods than ever before. Practically all the old trade, the store 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 before. The realization that practically all these people he was selling fountain pens to were new people drove Rogers to his boss with another idea, this time a new one-the real idea.
Rogers' proposition to his employer to allow him solicitor's commission on all new business he brought in the house met with the usual reception. The answer was typical of the average employer's attitude toward ambition: "Now, Rogers, you have done well with the fountain pens and you'd better stick to them. You're not cut out for a solicitor and you'd better leave that end of the business alone."

Boss Hard To Convince.
When Rogers carefully explained that he did not intend to go out on the street to solicit business; that all he wanted was an assurance that he would receive commission on busiriess he brought in; that he had a scheme that he was certain would work, his talk evidently did not sink deep, for he met with a flat refusal, but after the exercise of almost as much salesmanship as it usually took to sell the higher priced varieties of
and asked, merely as a matter of comparison, to lay the letter side by side with one typed in his own office.
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 ${ }^{\prime}$ 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' cáse. Brown was a stationery man, 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 quitting hour-a thought suddenly struck him. Now, thoughts were such unusual things with Brown that when one did come it demanded every attention he could possibly give it. He sat right down in the half dark store and considered the matter pro and con.

## FOLEY'S KIDNEY PILLS

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
other men went home at $\sigma$, but he would get out the first thing in the morning. Every daylight minute was amply filled by the operation of seek ing 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 indexes, and the like, were carried in 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 conclu sion, 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 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 ci 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 thing-knowledge-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.

It took Brown some time to turn 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 in0 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 the customer. Again Brown had thought; again it was a good one "If my employer can buy goods from another party and I can sell the mer chandise, 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 direc tion. He got the credit he wanted and opened up a little office, with girl to answer the telephone and a bunch of catalogues as his stock in trade.
Brown is still in the same little cubbyhole, but he's got a loose leaf ledget 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 States for the Western District of Michigan, Southern Division.
In the matter of Daniel Aach, bankrupt, in bankruptcy, notice is hereby given that I, Stephen G. Earl, Trustee, under authority of the court, will offer for sale at public sale, on April 2r, 19Io, at to 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 be devoted to his wife.
Better a word that lasts than the last word.

Great Gift To Learn To Enjoy 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, flects your mental organization.
I know a woman past middle life who has always been on the opposite side of every
her presence.
She was agnostic with the orthodox, reverential with the atheists, liberal with the narrow, bigoted with the liberal.
Whatever belief anyone expressed on any subject, she invariably took the other extreme. She loved to dis-
agree with her fellow men. It was agree with her fellow men. It was
Now, to walk with that woman in silence is merely to carry on a wordess argument.
You can not regulate your steps so they will harmonize with hers. She will be just ahead or just behind you, and if you want to turn to the left 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. If she is in the library with shelves book-filled, she goes into the garret and hunts in old boxes for a book 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 she longs to go in the house.
If a member of the family is absent, she gets no enjoyment out of the society of those at home; yet 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 go on there seeking and always seeking something just beyond. It is great gift to learn to enjoy the pres-ent-to get all there is out of it, and think of to-day as a piece of eter nity. Begin now to teach yourself
this great art, if you have not thought of it bert, if you have not thought Heaven, one must learn first to enjoy earth. 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 wn position that she will not hold out a helping hand to her fellow workers.
She who takes her own success without elation.
She who can strike the right balance between her head and her heart in dealing with the problems of life. Overtraining on head qualities leads to selfishness; on heart to slushy weakness.
The girl who is slow in making up her mind, but when she has once 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 work but never gets mixed on her date, The girl
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 thrifty
She who knows there is much te learn and is honest enough to ask for information when in doubt rathe, 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 tongus and her temper, her spending and hes amusements, he duties and her deires, her sensitiveress and her sensibilities. Of all the ingredients that make for success none bears so large part as self-control.
The girl who has ambition linked with restraining common sense and acked 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 Greenfield, Mass., has resigned his osition with that firm and will become manager of John Hicks' dry goods store.
Kalamazoo-Israel Powers, who fo: 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 for George H. Sheets since 1902 and from September, 1909, at the Corner Clothing store, has taken a position with Frost \& Walter, of Lansing.
Vermontville-Mart B. Bailey, who has been in the store of Munger \& Son, Charlotte, for four years, has accepted a similar position in the tore of Mr. Gillette.
Ionia-Frank Giddings has taken charge of the clothing department in he Carten store.
The wife of a baseball player need never lack for a muff.

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


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 Paris Banfield was completely destroyed by fire April 6.
Rockford-Hardie \& Dutcher have added a tin shop to their hardware business, with John Elkins as manager.

Jackson-J. 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, who 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 location.
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 of 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 taken over the interest of his partner.
Allegan-The Marty \& Wise Co., grocer, has purchased the grocery stock of McCarty Bros., of stock of McCarty Bros., of Lowell, from $\$ 1,000,000$ to $\$ 1,200,000$.

Battle Creek-The Union Steam Pump Co. has increased its capital 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 Manlifacturing 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. It has been extensively improved
during the winter and its capacity has during the winter and its capacity has
been doubled. Detroit-A new company has been organized under the style of the De-
troit Gelatine Co., with an authorized capitalization of $\$ 50,000$, which has been subscribed and $\$ 5,000$ paid in in cash.
Lake Linden-Eddy \& Belheumer's sawmill, after being thoroughly overhauled, resumed operations April 4. 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. 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, which $\$ 30,520$ has been subscribed,
$\$ 2,250$ being paid in in cash and $\$ 20$,000 in property.
Detroit - The Reinke \& Shirray Manufacturing Co., dealer in sheet metal stamping and hardware, has increased its capitalization from $\$$ Io,-
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 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 duwn 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 authoriz-
ed capital stock of $\$ 50,000$ all which has been subscribed and $\$ 5,000$ 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
subscribed, $\$ 9,625$ being paid in in cash and $\$ 33,500$ in property.
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, \$r,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 I, 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, re fitting up the mill for the seascn's run. The plant manufactured 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, in the country, has started its season's operations with 150 men at work. It turns out an average of
i85.000 shingles a day, besides an eriormous output of posts and poles. Millersburg-R. P. Holihan, who place, is receiving stock at the former yard from points on the line of the Detroit \& Mackinac Railway north of
Alpena. He manufactured $\mathrm{I}, 200,000$ feet at this point last season and buys extensively of other manufac-
turers. rers.
Port Huron-M. M. Stanton \& Co.,
anufacturers 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 operaabout 200 at the beginning.
Nahma-The Bay de Noquet Co. Nahma-The Bay de Noquet Co.
has closed its winter camps after a successful logging season and its 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 North-
ern hardwoods to be produced this season.
Wells-The I. Stephenson Company's new sawmill, considered 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 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

Many preachers think that arguing over the tools is the same as building the house.

He never loved at all who feared to love too much.
Fanaticism is the child of zeal and falsehood.



The Produce Market.
Apples-The market has been little dull for some time, but closed 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- $\$ \mathrm{I} .50$ per bbl.

Butter-The market is very active at the recent decline of ic per pound i1s 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 30 c for tubs and $30^{1 / 2} \mathrm{C}$ for prints; dairy ranges from 18@19c for packing stock to 23 c for No. 1; process, 25@26s; oleo, 12@ $2 \mathrm{IC}$.
Cauliflower- $\$ \mathrm{r} .50$ per doz. for California.
Cabbage- 65 c 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, $\$ \mathrm{I} .50$ per doz.
Eggs - The market is firm at an advance of ic 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 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 16 c , for a short time only. Local dealers are paying 20 c f. o. b. shipping point, holding case count at 2IC and carefully selected stock at 22 c .

Egg Plant-\$1. 75 per doz.
Grape Fruit-Florida is steady at $\$ 3.25$ per box for $96 \mathrm{~s}, \$ 3.50$ for 8 os and $\$ 4.50$ for 54 s and 64 s . Cuban is $50 c$ per box less.
Green Peppers- $\$ 3$ per 6 basket crate from Florida.
Honey-15c per tb. for white clover and 12c for dark.
Lemons-The market is steady on the basis of \$4@4.25 per box for both Messinas and Californias.
Lettuce-Hothouse leaf, roc per tD.; head, Southern stock, \$r. 25 per hamper.
Onions-Home grown, 75 c per bu.; long for more life.

## 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 quoting 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 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 proba bly not be possible to obtain con cessions even on a good round or
der. The demand for Rio and ordinary Santos coffee is light. Mild grades are steadily maintained, but are unchanged and in moderate demand.
Canned Goods-There is a very good demand for tomatoes from the country dealers. Corn is the article causing much attention at present and some wholesalers are having quite a time getting enough to supply their demands. Prices are much higher in the East than for some time past. Peas are selling well in small lots, 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 badly broken on all canned fruits. The market in canned salmon is very 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 prices are unchanged.
Dried Fruits-Prunes are weaker and in light demand. Apricots also show quite a decided decline within part as much as $I T / 2$ c. Prices on new apricots have been named- $-81 / 2 \mathrm{C}$ on clooice, which is considered rather ligh. Peaches are also showing a 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

## dull.

Spices-The market is very quiet,
with prices holding firm on most of the line. Cloves are expected to be much higher in the near future. There is a very good demand for most of the line.
Syrups and Molasses - Three groups of corn syrup have declined c 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 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.
rch-Bulk goods have declined 5c. Package goods remain unchanged.
Provisions-All cuts of hams, beland bacon are unchanged, being till scarce and very high. The demand is good. considering prevailing s, and readily absorbs all arriv-
Both pure and compound lard
firm and unchanged and barrel pork, canned meats and dried beef are Fish-Cod, hake and haddock are nchanged and dull. Domestic sardines are now firmly maintained on
the basis of $\$ 2.60$ for quarter oils $f$. Eastport. Prices on new pack eption of the fancy grades, which pened about on last year's basImported sardines are quiet at uting prices. Salmon remains abso-
utely unchanged and in good demand Tackerel shows a fair demand at

No Deception in That Store.
No," said the old gentleman stern, "I will not do it. Never have I old anything by false representations and I will not begin now."
For a moment he was silent and the lerk who stood before him could see that the better nature of his employer was fighting strongly for the "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 it for the queen,' and put it in the window. A queen does not have to lo 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 ew 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 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.
There 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 conditions. 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 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 store, down on the main line of the 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 i. 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 new to this late back-to-the-soil fever.
He had drugs that would He had drugs that would put one
million kinds of bugs into their last long sleep, but he knew nothing of tanks.
"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 selfgitating tanks with three bulkheads, 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 saltgiow 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 will give 'em a misery in the tummy. I got a printed book from the Hon. Washington Gardner the other day pense, 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," continued the ex-pump man. "Do you now how to make 'em?"
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,
the customer. "What are the drug 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 curl-
$\epsilon a f$, and monilia, and pear blight, and the San Jose scale."
"Why don't you go up to the Agri cultural College and get prescriptions for the whole bunch?" asked the drug
gist. "I never learned to gist. "I never learned to run a that make fruit scarce." "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 a cross-cut saw to amputate the blackknot. While I'm gone put up a lo 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 anthracn
thing 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 s 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 so-
lition." "ition."
"If yo
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 0 fill. The druggist looked through 11 the almanacs, took a flying leap through the city directory, read a ouple 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 dmit that he couldn't poison a bug

The customer took his stuff home and doped everything around with il, from the Dorothy Perkins rose at ing 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 things. It is a new condition which man who does things right. Alfred B. Tozer.

## He Was Appreciated.

For twenty years he had been in
the employ of a big cash register house. He sold the first cash regis ter purchased in Michigan and for a a sale a day including Sundays. The time came when he felt he needed a vacation and, thinking he had earned 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 a long vacation. He was to make a Pacific coast trip at the expense of the company, was to take his wife He traveled and spend all he wanted He traveled and had a good time. He made a careful account of all his ex ver presented when the trip was for $\$ 500$. This was received in due time by the management and amendwith the addition of another $\$ 500$,
being held that the ount 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," bethe bottom of his feet that whenever he took a bath he had to walk about afterwards on a blotter. It was the nly method of foot-drying that wouldn't throw him into fits."
"That's nothing, my dear fellow," etorted Jaggs. "I used to board at place where the landlady was so she had to whenever the wind blew corners of the house so the wind wouldn't creak when it went around

And then Baggs wept bitterly, for he had long held the championship
ARBOR DAY.
Origin of a Custom Now Almost
After the lively controversy be-
Universal.
rom
y
then

| adopted a resolution fining anyon guilty of felling a shade tree by t roadside. A few years later Ne York found it necessary to regula the indiscriminate cutting of trees. <br> It was natural enough for the ear settlers to cut and clear. They nee ed lumber for their buildings; th needed cleared spaces for their crop The hardy pioneer with his uplift ax was making way for great mod ern cities and manifold industri many of them dependent on the woo furnished by the forests which he an $h_{1 s}$ successors have depleted. As la as 1793 a Massachusetts agricultur scciety offered prizes to the person who cut the most trees just as Mic igan and other states offered bounti for wolf heads. Within three yea this policy had to be reversed. Pen sylvania found wisdom earlier. O of its laws, while it was still a col ny, stipulated that "in clearing ground care be taken to leave on acre of trees for every five acr cleared." <br> Always there were tree lovers wh were one in spirit with the primitiv man who worshiped beauty and $m$ jesty in spreading oak and beech a lofty pine. Some of these had the gift of song and in melodious phra chanted praises of the forests. Low ell and Emerson, Bryant and Th reau, Longfellow and Whittier, helped to inculcate a sentiment f trees which has undoubtedly helped in the practical movement for the protection and conservation. <br> Man is a complex creature, man mooded, many sided, many face Some of his most successful achieve ments in the material and concret world have grown out of dreams, pirations and sentiments which practical side of his nature, in th midst of accomplishment, tries to is nore and forget. <br> It was to his practical side that Sterling Morton, the originator Arbor Day, appealed. As a farmer treeless Nebraska, he had realized, had his neighbors, the vital need trees. They needed them as a pro tection from the blizzards of winter and the hot droughts of summer. Th Government recognized the nee when it offered tree claims to set tlers, giving them free land if a cer tain number of trees were planted Some of these settlers of German or gin probably knew the efforts whic the German government was puttin forth, even in the middle of the nine teenth century, toward the scientific management of the nation's wood lands. European countries learne long before America the lesson that the forests should be cherished among the Nation's most precion possessions. That was why Pincho and Graves could find in Europ schools, corresponding to America calleges, established for the special purpose of training men for the suc cessful planting and cultivating forests: why they found the growt of trees and their maintenance reduced to a science and the manage ment of public forest lands an im portant department of state. | afterward Secretary of the Depart ment of Agriculture and father Paul Morton, whom Roosevelt selected as his Secretary of Navy, for no farticular reason unless it was because he was an inland man who had succeeded in the management of rail roads, knew just what other governneents were doing to protect and in- crease 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 ccrtain specified day for the inauguration of a tree-planting movement. <br> At the annual meeting of the Ne braska State Board of Agriculture held in Lincoln, January, 1872, he introduced a resolution which read: <br> "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 planting, hereby offer a special pre mium of \$roo 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, greatest number of trees." <br> The resolution, unanimously adopt. ed, met with such enthusiastic sponse that on the first Arbor Day The day was established as an annual event. In 1885 the Legislature passed at. act designating April $22, \mathrm{Mr}$. Morton's birthday, as the date of Arbor Day and making it one of the legal holidays of the State. <br> Ten years later the idea of Arbor Day was so proudly claimed by Ne- braskans as their own that the Legislature in joint resolution adopted a popular designation for the com- monwealth, "The Tree Planters" State. <br> The idea was quickly adopted by other states. Dr. B. G. Northrop, 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 state and territory. He even carried across the waters of the Pacific and induced Japan to make it one of the national holidays. This was in 1805. His word bore some weight in the land of the Mikado, and his visit 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 was done while he was in Japan. Nov. 3, the date of the Emperor's birthday, was selected as a fitting time for the | Japanese to observe as tree planting day. <br> In this country Arbor Day is 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 Diy, to December, al though 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 obscrvance 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 growlation which trees bear to the climate, the geography, the history, the whole life of mankind. <br> Always in wooded countries there bas been an intimate relation between man and the trees, which in an earlier day 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 modern discovery, but their intelligent care and conservation are a comparatively new thing in this country. much to educate the present generaticn as to its duty in this respect. <br> Henry Barrett Chamberlin. <br> What Other Michigan Cities Are Doing. <br> Written for the Tradesman. <br> 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. <br> President Ramsey, of the Ann Arbor Railroad, has promised Cadillac a new depot-an improvement the time. <br> 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. <br> Pontiac is now in line for an armory, the bonds for $\$ 6,000$ having been disposed of. <br> 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 years. <br> The slogan just adopted for Port Huron by the Young Men's Business Association of that city is, "You'll Like Port Huron." <br> Mason is to be connected with Danville and Stockbridge townships in Ingham county by an auto line, the fcur cars making regular trips and carrying package freight and express as well as passengers. <br> Port Huron is prosperous. The factories are running full time and more men are employed than a year ago. Almond Griffen. |
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## 悉 (chGaN雨ADESMAN

DEVOTED TO THE BEST INTERESTS

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issues a month or more old, 10 cents; intere a year or more old, $\$ 1$. 10 cents; at the Grand Rapids Postoffic 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 coun try 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 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 failures.
Another influence quite misleading as to the ease with which a person may adapt himself to the business of buying and selling merchandise furnished by men who are not only speculators but are born traders; men who will dicker for the exchange of a farm, a house and lot, a livery sta-
ble or any one of a dozen ble or any one of a dozen other classes of property, for a stock 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 thading the store and stock for some other prop-
erty 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 mer chandising.
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 grounded from childhood up in the practice of saving and the habit of
economy. In addition to these eseconomy. In addition to these esto become a merchant should have perfect health, should be active, force-
ful and a man careful as to his personal appearance and general demeanor.
The business world is full of middle 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, bookkeeper or clerk, and so are able to eke 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 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 very best-mentally, morally and the 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 inariable practice of honesty
STRUGGLING FOR BUSINESS.
In one of the most enterprising cit-
ies in Indiana there is a large depirt ment store which has for some time been engaged in conducting an adver tising campaign in an effort to in crease the trade it receives from a certain area of territory and popula tion 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 news, there is 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 circubuildings, 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 ap proximate cost of the venture are not made public, but the general manager dea company which inaugurated the well worth all it costs and then some.'
In the present hustling business age very city merchant-jobber or re 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 his opportunity his opportunity.
The weekly bulletin published in the Indiana city and circulated in the adjacent territory is but one of a score of devices indulged in to draw
merchant in the city of a thousand or two thousand people must be a worker with both brains and hands to re 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
small city's competition.
Personal factors are bound to cut 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 mer chant 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 ov
the retailer in the metropolitan

Finally, all of these retailers profit by individual relations, senti-
mental 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 fact
competition

## THE BONFIRE.

ig 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 property.
With the phenomenally dry weather for this season the usual dangers 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 hea
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 gar
den, or they make fine scratching terial for poultry.
If there is brush or rubbish to b disposed of which can not be co far as possible from any building an beware of firing it when there is an
wind. While you may feel wind is blowing in the right direction winds shift so easily that one is neve. afe to rely upon that alone. Choose
a time of calm to begin with, the warm air from the fire being certain of creating all
care to handle.
Have a tank
before applying the water in readiness make the mistake of statting the fire first and getting the water afterwards. It is very much better to be on fully prepared than to lack prepa ration. The surplus water can be dis-
posed of; but a deficit during the initial process may result in disaster. A small sprinkler, if one has no hose, flames. If the fire attempts to in the grass one may block the way by raking away leaves and sprinkling 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 hi work." There is the natural love, which should have a share in dictat ing the selection of a vocation. For other things being equal, the which a man likes will be more apt to prove a success in his hands than hat which is distasteful to him. But whether your employment is chosen one or one thrust upon resolve to get the most out
There is much in method as to wheth work becomes a pleasure drudgery. The "Man with the Hoe might have added much to his life an much to his efficiency as a man, i stead of remaining simply mate bunch of clay, had he listened the singing of the birds the manner of growth of the liest weed which fell beneath blade. The man who shovels
may inform himself as to and uses. he may keep to its growt fluctuation of the trade and thus the commodity mean something mo him than so many pounds In any line of work, if we are alert
to improved methods, striving always to look up and out, our opportunitic
will enlarge and the work will become less laborious, more fruitful of r
sults. "From the same materials," said Beecher, "one builds palaces an another hovels; one rears a statel
edifice, while his brother, vacillatin and incompetent, lives forever amid ruins."
Even if we fail to erect a palace
we can make the cottage a veritabl
Eden. With a determina Eden. With a determination to d And the better we do our work th more we will enjoy this work. Any
thing done in a slipshod way foster distaste for work. The world will how hard we may try. We only ch will give back to us only what
put into it. The increasing cost of funerals ha resulted in the adoption by under
takers in Chicago of a cash-down sys tem at reduced cost. The new sca service required. A $\$ 40$ funeral
said to include embalming, a hearse, casket, two carriages and drivers.
$\$ 75$ funeral will, of course, secure better casket and more carriages. T undertakers say that their bills ar
always on time, and often long time otal loss. They believe that
sh in advance they can make prices that will save money for the customers and give them greater
profits. The Millinery Jobbers' Association has made a complaint to the InterState Commerce Commission that the ates for transportation of women's
hats have been raised to unreasonably high figures. The railroad and press companies reply that a freight car will hold only a third as many advance in rates is years ago and an advance in rates is necessary to save
them from loss.

KEEP THE WHEEL WHIRLING.

It is human nature to enjoy motion. The perpetual falling of the water gives a distinctive charm to Niagara. Could its waters be temporarily arrested, even though the spray remained and the bare rocks were not disclosed, the scene would no longer be Niagara.
It is much the same in trade. We may have our windows filled with goods. They may be faultless in appearance or in price, but if they are not continually shifting, the impression given is anything but inviting. We get the reputation of allowing
business to stagnate, and business to stagnate, and soon the trade is transferred to a store where there 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 rates which will be an incentive, even if you do lose money on the deal. It is better to lose on that class than to lose a reputation for being a live hustler. Besides, they are worth at least as much to the public now as they will be a few months hence, after you have given them a storage which should have been saved for more desirable material. And the summer months bring many damaging pests with which to contend.
Renew your window exhibit frequently. Here of all places it 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 side fronting a street of scarcely less importance than that passing its front window makes use of the blank walls, not in telling a long story or picturing one in flaming colors, but in converting the space into a neat, simple surface with an effective message. It is divided into panels o suitable proportions, these being separated by fluted columns-all done by means of paint. The panels are represented by a dead black surface,
each bearing in large gilt letters the each bearing in large gilt letters the name of the owner, together with one branch of his stock. The effect 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 yard of a store building is sometimes a most dreary place. Put to no practical purpose, it at once becomes the receptacle for refuse, an eyesore to all beholders and a breeder of vermin. Try converting it into a pleasant spot by means of rapidly growing seeds. If the place is a conspicuous one, sow lawn grass on the plot, first marking out the letters of your name and acting it and to others. "You may
scattering seeds of portulaca or some other low growing plant. The white sweet alyssum will serve the purpose admirably. Or fill them with some of the yellow or crimson colored bedding plants. This unique way of presenting your name will be sure to attract notice.
If the back yard is not available for such a design, cover the fence with sweet peas or the trailing wild cucumber, and thus make it a thing of beauty. The living sign may be transferred to the front, using a window box if there is no other avail-
able space. In this case the plants able space. In this case the plants
should be small and kept well trimmed, thus remaining continually in good condition.

TRUSTING THE PUBLIC.
A village merchant had occasion
one Sunday morning to go into his store for some needed articles. Hurriedly shutting the door preparing for a trip out of town, in a fit of absentmindedness he left the key in the door and the door open. Townsmen during various portions of the day, seeing the door in this shape, entered for some small purchase, supposing that the proprietor was in at the time, but, finding the room vacant, they made themselves at home to the extent of securing the cigar or other trifle desired. "And and "I was kept busy taking change for the things bought while I was away."
"That's nothing," declares a listen-
"Blank often hung a bunch 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 exact-
ly how muth the purse contained before thus trusting him. It is a good thing to have faith in your fellowmen, but it is not always wise to place temptation in their reach. Be-
sides, the method will sooner or later appeal to the public as a loose way of doing business; a sort of shirking the trouble of making sales direct. Again, some may avoid your store lest an abuse of the privilege is indulged in and an innocent party suspected. There are special instances when this trusting may be pardonable, but, as a rule, there is better satisfaction in the end by adhering strictly to business methods. There is then no danger of a misunderstandng in price; no possibility that some one will be wrongly suspected pilfering.

## SHAMS OF SOCIAL LIFE.

The strange story of "Jessie, the Gypsy Queen," the daughter of a prominent Baltimore broker, who left her home for a nomadic life in a gypsy camp, has in it altogether too realistic a romance. Friends say that she tired of the shams of social life and thus cut them out of her own.
The tale has for us all a lesson; in fact, many of them. Every sham reflects, doing an injustice to the one acting it and to others. "You may
deceive all the people part of the time
and part of the people all the time," said Lincoln, "but not all the people all the time." The shoddy goods which seem to compare well with those of a rival at much higher price will allure a class who look at the surface of things, but after a little wear the tune changes; the sham is replaces that of exultation.
There is no place in trade for cheap goods; there is a place for imitations, when sold as such; but for the varnished sham there is no place. What we want is sincerity and truth i cles. If you sell oleomargarine you are now required to sell it for what it is, and not try to pass it off for
butter. But there are many instances in which the law can be evaded by a little squirming. There is the ambiguous reply which assures the uninitiated; the gilded front which attracts. But a sham never sold more goods; never made
friendship; never boomed trade ex cepting temporarily, then suffering it o retard when the detection became apparent. Its mission has been to disgust and to banish. Real men and women revolt from it as did the "Gypsy Queen" from the so
in which she was reared.
THE MILK IN THE COCOANUT the milk of the cocoanut is dried up or used to sustain the growing germ and thus converting the nut into a "grower." In order to have the nut retain its full richness the milk must
also be in good condition. This is nature's method. She has stored up necessary food and moisture for the tiny germ enclosed in the hard case nd if by any chance this liquid is
ost there is a serious deterioration of the fruit.
In business transactions there is just as much importance in retaining the milk of the cocoanut. If we allow the sustaining power to vanish here will be the same shriveling observed in the cocoanut. We hear first of all of the milk of human kindness; and here we have a chance to note its influence. Kindness never lost custom and it has made a great deal. It freshens the parched surface and gives new life to every organ touchCheerfulness is another refreshing quality which costs nothing yet acts like magic. A cheering word or look will often give a new impetus to
some discouraged heart; and the benefit is contagious, reacting upon the author. Sunshine in the heart is as essential as in the window; and we all know how purifying and invigorating the later always proves.
Have you tested the nut of your wn spirit and conduct and is the milk still fresh and ready to aid in promoting new life? It does not require an expert to make a diagnosis, but if you are deficient in the qualities which go to make better your companions you will be passed by like the empty cocoanut. The world needs only those who will help to make it more fair, a better abiding

> European tourists have noticed that about the only bank note they get in Great Britain, if they have gold enough, is the bank of England $£_{5}$ note. It is said that $£_{\mathrm{I}}$ notes re still in circulation among business people in Scotland and Ireland, but few tourists see them. Now it s proposed that the Bank of Engand shall again issue notes of that small denomination-why, one can only guess, for certainly there is gold enough in circulation. The London Daily News says, in mentioning ne proposal: "It is not generally f one penny was issued by mistake $y$ the Bank of England in 1828. It was in circulation for many years ance to the cashiers in making up their accounts. At length the holder of it brought it to the bank and the fficials, after some hesitation, agreed give him $£_{5}$ to surrender the

Mark Twain's humorous advice to some burglars who broke into his house the other day proves that he has the faculty of finding humor in the most unexpected places. A friend once took him to see a very beautifui and valuable piece of sculpture. It represented a young woman coiling up her hair and the workmanship was such that the owner's other companions stood open-mouthed in admiration. "Well," said the host, turning to Mark Twain for his verdict, "what do you think of it? Grand, isn't it?" "Yes, it's very pretty," said Mark, "but it's not true to Nature!" "Why not?" enquired every one in surprise. "She ought to have her mouth full of hairpins," replied the

## TRUSTEESHIP CHARGES

## A FIVE THOUSAND DOLLAR FUND

## Our annual charge for handling is Twenty-five Dollars

 This charge is in full for investing principal, remitting income, rendering accounts, etcWe realize for the parties interested the greatest income possible consistent with the absolute safety of the principal.

## PUBLIC PARKS.

Grand Rapids Is Deficient in This Feature.
At the close of the last civic reyival 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 achieved. 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 Public comfort stations have not yet been established, but many Grand 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 Council. 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 areas under the sidewalks, should not be used, with neat, unobtrusive kiosk entrances. The plumbing equipment of these places would be the greatest cost and there would be expense also for maintenance and attendance, but the expenditure of money for such 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 aftparks and playgrounds. The city now has I9I acres of parks, representing approximately r. 6 per cent. of the city's total area, or one acre to each 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 pur chased for a few years hence. The
Municipal Affairs Committee will campaign for more park lands in all parts of the city. The standard that park or playground within half a mile
par ata oi every home. The lands acquired They can be used as "commons" until the city can afford to put in walks, shrubbery and trees, and in the meantime the boys in the neigh
borhood and the girls, the grown-ups can use them as plac es of sport and recreation. The Mu-
nicipal Affairs Committee has enlist ed 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 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 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 park lands when and where they can be secured at reasonable figures. If this loan is authorized an early movement should be to acquire the valleys of the narrow streams which flow through the city. The valleys of Coldbrook and Carrier Creeks in
the North End and Silver and Plaster

Creeks in the South End would make beautiful parks and the land if purchased now ought to be cheap. These valleys are not suitable for building 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.
Lord Kelvin showed that all the oxygen in the atmosphere probably comes from the action of sunlight on plants. When the earth was a globe of hot liquid, it contained no vegetable fuel and probably no free oxygen. But as it cooled off plants appeared on its surface, and these began to evolve oxygen through the medium of the sunbeams.
Upon the oxygen thus derived we depend for the maintenance of life by breathing. 'When we burn coal or other vegetable fuel we use up oxygen, and it is to plants again that we

owe the restoration of the oxygen

## Attention, Merchants!!

## Who want to make money surely, quickly and honestly

 THE INTERSTATE MERCANTILE CO.148 East Washington Street, Chicago
The only sales concern who conduct their own sales in person. We will guarantee following this line of business and at 4,000 of the best concerns in the country will testify our clean-cut methods and crowd-bringing abilities. We can positively will testify to 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.
(148 East Washington Street, CHICAGo, B. iLL.

Grand Rapids, Mich.


keep up a sufficient supply the at mosphere would gradually part with its oxygen and the inhabitants of the earth would disappear in consequenc f asphyxiation.

The Capacity of the Earth. it has been estimated that the fer 000,000 square miles, the steppes $14,000,000$ and the deserts to 1,000 , coo. Fixing 207 persons to the squar mile for fertile lands, ten for steppes and one for deserts, as the greatest population that the earth could prop arly nourish, the conclusion has inhabitants reaches about $6,000,000$ 000 our planet will be peopled to full capacity. At present it contai umber If the requarter by recent censuses should be formly maintained it is thought th the globe would be fully peopled bout the year 2022.

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, please."
"Perhaps we can interest ỳou. 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 $15 \times 18$."
"More likely I4x20, I should say."
"And do the windows take up most the south wall?"
"Yes."
"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 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 fin-ished-I refer to the woodwork?" "Mahogany."
"Then the furniture, of course, is real mahogany?"
"Yes."
"I see. Now, Mrs. Farnsworth, I have the library in mind. I think have a table ideally suited for it permit 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 have looked days for. I am sure Mr Farnsworth will be pleased with it. Could you send it out this morning?"
"I fear not this morning, but sure
ly this afternoon. We go over each 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-"
"One hundred and sixty dollars, Mrs. Farnsworth."
"It is far handsomer than any I have seen and I appreciate the interest you have taken in this selec"I
"I hope you will enjoy it in the house. If it does not fulfill your expectations there are some other ta bles 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 inter ested 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 than five million bottles of wine.

Why Mr. Hodenpyl Should Come To Grand Rapids.
The plan to bring various power, traction and gas properties in the Siate under a single control to be known as the Commonwealth Power, Railway and Light Company has 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 thing for the State. It will result in
larger and better development of 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 resourees? The Grand, the Kalamazoo, the Muskegon and the Au Sable rivers
have been running for ages, and only 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 ivers, and modern science will distribute their power to the cities and illages and small towns of the State, 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 spicious start. The Grand Rapids Muskegon Power Company, which is
$\qquad$
 and the Grand Rapids Railway Com- ut of a controversy with the city rivileged to pay the bills while
r.mebody else gains the glory. With large interests in the new ommonwealth it might be suggested
or so this summer renewing old acquaintances and getting into closer touch with public sentiment. He will find that the Grand Rapids people are a pretty decent lot, just as they were years ago when Mr. Hodenpyl lived here, that they are easy to get along with and reasonable in their demands. They do not take kindly to trickery y 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 rinkles as now exist, and it is easy believe that the broad gauged, pubspirited policies he would inauguate would go far toward popularizing the two institutions in which he is oncerned. And it may be added hat such a visit would not be devoid f pleasure. Mr. Hodenpyl has many riends in Grand Rapids and they would be glad to make his month full enjoyable incidents.

## Parasol Sails.

Experiments have been made in England with a new kind of sail for boats. 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 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 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.


Observations of a Gotham Egg Man A comparison of March receipts at be seen in the following table

## New York, 1910 <br> New York, 1909

Decrease 1910
Chicago, igio
Chicago, 1909

## Decrease 1910

Boston, 1910
Boston, 1909

## Decrease 1910

The Three Cities, 1910
The Three Cities, 1909 March. Case

476,84I

$\qquad$
39,300
347,611
365,261
17,650
157,206 161,646
4.440

4,440
981,658
,043,048
61,390
There is little doubt that the d crease in March receipts abov shown must be laid to the severe cold wave that occurred throughout the er than to any decrease of produc tive capacity. In fact when the very light scale of egg movement early in March is considered the totals for the month make a favorable showing. And the current production in many western sections is reported as considerably in excess of last year at p this time.
As between the above markets Chicago has lately been taking the lead in storage operations and the receipts there during the last few days of March were about as large as at New York. They have since been considerably larger. Eggs are said to be going freely into Chicago storage, but we have no exact figures as to accumulations there at the close of March; they were doubtless more than in New York where we had accumulated about 34,000 cases by March 3rst. Chicago might easily have had double that. Boston had accumulated about 9,000 cases at the close of March. Last year the early April storage at all points was comparatively small and there seems lit tle doubt that with the present free production and the highest storage prices ever known at this season of year the April accumulations will far exceed those of last year.
The season, however, is remarkably early. Warm, dry weather has prevailed throughout most of the producing sections and should it contin ue we may have a comparatively short season of highest quality eggs. Already some complaints are heard of warm weather defects in the current receipts.
It is difficult to estimate the consumptive output for March from the $\left.\right|_{\text {tion. }} ^{\text {prop }}$
 reports of receipts and storage ac-
cumulations because so many, and such a variable quantity, of the March arrivals go to put working stock in
dealers' hands. Last year our receipts were 516,I4I cases in March receipts accumulated about 38,000 cases in 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 Ioo,000 cases a week. This year our receipt were $476,84 \mathrm{I}$ cases and our storag 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 this year, even though Easter cam in March. But there might have been less eggs in distributing chan nels this year than last.
Certainly there is no Indication of any better consumptive trade in this vicinity than last year, in spite of the higher price of meat foods, and it is a little hard for local operators to igure out the basis upon which on the wresent to accumulate eggs the present extreme level o An interesting story about the ef fects of cold storage on egg quality comes from Mrs. Geo. J. Wenzel, of Newark. Wenzel bought twenty-five cases of eggs from W. W. Elzea las April and they were stored for his account. Mrs. Wenzel keeps chickens and she now writes that early last August three of her hens want ed to set. Mrs. 'Wenzel didn't want to waste fresh eggs on them, thinking it was too late to hatch a brood, and for an experiment set the three hens on 39 of the April storage eggs -then nearly four months old. She vouches for the statement that 16 chickens were hatched from the storage eggs.-N. Y. Produce Review.
The Commercial Value of a Memory. In every business organization there is bound to develop a great deal of unrecorded data necessary to the continuous and tranquil operation of the organization. The department store, made up as it is of a multiplicity of units, has a broad system of business organization, planned to take care of every emergency independent of any employee. Even it, however, depends to a considerable degree on the memory of every individual unit for its aggregate success, and what is true of the large organization is increasingly true in proportion of the small organiza-
tion.

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 termin-
ates his connection with the organiza-
ates
tion.
The truth of this is illustrated over
and over again by the questions that

## are referred to the "oldest salesman on the floor," the "oldest clerk in the office," the "oldest traveler on the



 history coincident with the growth and development of a business enter prise.
A loss is sustained by the average store every time a change is made in he management of a department o enced sales force, or by a wholesale organization when it changes it travelers. It is true this loss may qualifications of sense offset by the but all things being equal, the longe an employee has been with a hous the more valuable he should be

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in expedient at times that
``` these changes should not be lightl 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.


\section*{BAGS \\ New and Second Hand}

For Beans, Potatoes Grain, Flour, Feed and 0ther Purposes

\section*{ROY BAKER}
m. Alden Smith Building

Grand Rapids, Mich.

SEEDS \(===\) Are ready-fill your orders-all kinds clover E@GS===Will be in market daily for fresh eggs.

\section*{Moseley Bros. \\ Wholesale Dealers and Shippers Beans, Seeds and Potatoen Office and Warehouse Second Ave. and Railroad \\ Both Phones 1217 \\ Grand Rapids, Mich.}

\section*{C. D. CRITTENDEN CO.}

41-43 S. Market St.
Grand Rapids, Mich.
Wholesalers of Butter, Eggs, Fruits and Specialties

\section*{W. C. Rea \\ REA \& WITZIG \\ A. J. Witzig}

\section*{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.
apers and Hundrede of Shippers.

How the Cold Storages Prevent Shortages.
The fundamental principle involved in its bearing and relation to the perishable articles stored in a cold storage warehouse, is the same as that of any warehouse in its adaptation to the care and preservation of the articles stored.
It is simply the employing of methods best adapted to give best service and best results, so far as the articles stored are concerned. Cotton, wool, tobacco, dry goods, groceries and other merchandise from the force o necessity require to be stored for various lengths of time, and are stored in warehouses so constructed and arranged as to keep the articles stored in the best possible condition, and prevent, as far as possible, any deterioration.
The Department of Agriculture has made most exhaustive investigation 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 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 care ful and often costly experiment of not only the capitalist, but of the scientist in every department, as well as the architect and builder, and to-
day 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 things would eventually result. There would be a greatly diminished production, for if it were necessary for the entire production in time of
plenty to be consumed during that period, prices would be forced to so low a point as to be unprofitable to the producer.
The situation is similar to that of a community dependent for its water supply upon a stream. Where there is an overabundance of water during the spring months and a scarcity at other times, the only method to secure a sufficient supply is to hold back some portion of the water in a
reservoir, or there would not be a sufficient supply in time of drouth. The cold storage house simply acts as a reservoir, so far as the perishable articles therein stored are concerned, and in this function acts the same as other warehouses where cot ton, wheat, tobacco, groceries, etc. are stored. This use of a cold stor age warehouse is simply an enlarge ment of the family refrigerator. Now as to the length of time that goods are stored, the natural limit to the length of time that any article is stored is a period somewhat less than
the time that intervenes from one time of surplus production to another. There is nothing to be gained by holding for a longer time. The actu-
al time that goods are held varies al time that goods are held varies
greatly within this limit, and while influenced by conditions and circumstances, is controlled entirely by the hundreds of different owners. There is no combination, no organization influencing or controlling this feature of the business-it is practically and actually the result of each owner exercising his business judgment in dis posing of the goods he owns, the same as any merchant exercises in disposing of the goods he deals in, a right which has, so far as I know, never been doubted nor denied him. In actual operation with such a large number of owners, representing vari ous views, a considerable quantity is being sold and withdrawn for con-
sumption continually, and it is quit frequently the case that the owner 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 charg es 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 is due to some, almost invariably certain 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 taken.

Chas. H. Uttley.
Keeping Clippings in Letter File. Perhaps a year ago a business ma read of a good office system, a sales facture. To-day he needs one those methods in his business, but h has forgotten it and has mislaid the clipping. What is needed is an efficient and easily cared for clipping ystem.
It is a simple problem to list and file clippings from trade journals dinary vertical correspondence fil and a card index are all that are equired. As the clippings increase ir number another drawer may be dded. The drawers are lettered on the front. The manila folders in each drawer are numbered from 1 to 300 . Each folder represents a subject and has its corresponding card or
cards in the card index. These cards are filed alphabetically by subjects. Thus, if information is desired on cost accounting, the index card for "costs" lists all the clippings that have been saved on this subject and indicates by such figures as B-I4 in which folder the clippings may be found. This file number would in dicate that the clippings are in the
fourteenth folder in the drawer marked \(B\).
The advantage of filing these clip-
pings in a letter file lies in the fact that not only almost any size of clipand drawings as well.-Shoe Trade
Journal.
Don't Be Jealous of Your Competi-
Don't Be Jealous of Your Competi-
tors.
Don't let it worry you if some one
eise gets some business. The man

No. 7. Country green.
No. 8. Japan, pan fired.
No. 9. Japan, basket fired.
No. 10. Japan, dust or fannings.
No. 1I. Capers (used for scented range pekoe)

\section*{Canton oolong.}

\section*{For Dealers in}

\section*{HIDES AND PELTS}

\section*{Look to}

Crohon \& Roden Co., Ltd. Tanners 37 S. Market St. Grand Raplds, Mich.
Ship us your Hides to be made into Robes 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. to wn Owner selling on account of ili heatith.
Is paring a good protit and can be made to Is paying a good profit and can be made
pay more. Write at once for particulars.

Grand Rapids Electrotype Co. Grand Rapids, Mich.
Acorn Brass Mfg. Co.

\section*{Chicago}

Makes Gasoline Lighting Systems and Everything of Metal
MOTOR DELIVERY

\begin{tabular}{c} 
Catalog 182 Auburn, Ind. \\
\hline
\end{tabular}

\section*{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.

\section*{The Vinkemulder Company \\ , FRUITS AND PRODUCE \\ Grand Rapids, Mich.}

\section*{SEEDS}

If in the market and wish our prices let us know. We handle all kinds and shall be pleased to quote you
ALFRED J. BROWN SEED OO., GRAND RAPIDS, MICH. OTTAWA AND LOUIS STREETS

\section*{Clothing}

Buying at Home the Retailer's Greatest Problem.
To buy at home or in market. Opinions as to the relative advantages of these methods are by no means unanimous and there are a guments in favor of both.
It is the time, not the place, that is the important question. If it were the practice of the retail buyer to go to the market early, before the salesmen go out on the road, they would derive the advantage of having a full line to select from, which advantage is afforded those who buy at home, in which event there would be no advantage of the former over the latter method, except possibly, the opportunity of seeing what is being worn in the metropolis.
Assuming, then, that the general understanding exists with reference to the time for buying in marketthat is, when the salesmen have returned from their selling trips-the retail buyer "takes a chance" on getting the desirable patterns and this chance is real, not imaginary
Long in advance of the season the creators of the various lines and styles are thinking ahead. It is up to them to prepare for a season before most people are fairly in the preceding one. The designers of the styles and the patterns get busy in their respective departments and evolve the novelties for the next season. These are put into the mills, samples are produced, and these must pass the scrutiny of the original manufacturer before he shows them to the manufacturers of the product in the form in which it is to be ultimately placed before the consumer. As heavy investments are involved the utmost care is exercised by these mills to put out nothing which carries with it a great element of risk. This is the first of the processes of elimination through which a thing passes to the merchant. The manufacturer of the finished product in due times goes to the market or sends a representative who is invariably a man trained in this line,
and this man-or, as in some cases, a group of men-buys from the vast assortments which are placed before him. He buys those which in his estimation will sell, and he buys them in proportion to the degree of favor which he expects them to gain from the retailer. While this man is not infallible and may underestimate or overestimate the influence of certain patterns, his training has been such that he can determine closely upon this point. This is the second process of elimination which guards the retailer who buys early.
Of these selections the mills make samples and these samples are submitted in due time to the court of final appeal-the retail buyer-where the process of elimination continues. Now the real test of the manufac-
turer buyer's ability is on and he
watches the orders as they come i to see wherein he has erred. If he has, then he starts to revise.
Those which have met his expectations remain on order and may be increased if it is possible. On those which have not "taken" the orders are revised, although it occasionally occurs that the mills will not accept the revised order. In the latter event the goods are made up, but not having sold well when shown upon the road, these are to be found amons the lots that are still in stock when the late market buyer arrives.
Should a desirable pattern be sold up about the time the salesmen return from their trips or, perhaps, before, the sample is withdrawn from the salesmen and the sample room Being a desirable pattern, it has met with a large sale from the mills and an not be duplicated, therefore it is the unlucky late buyer sees when he comes to market.
This problem of the manufacturer worthy of consideration. He does not want to get stuck any more than the retailer and exercises precaution protect himself in whatever way he can, at the same time realizing the importance of caring for his customers in so far as he can, consist ent with his own safety. He must therefore, sell his merchandise in advance, before it is made. Were the system reversed the manufacturer
could not know the which he must confine his buying or the extremes for which he must pro de manufacturing facilities. The system by which the salesman takes tate to the manufacturer is the re ult. Whether the merchant buys o he salesman or whether he buys in e market is not so much a mat of moment to the manufacture s when he buys. Indeed, a system whereby the merchant would buy in the market at the proper time would e welcomed by the wholesaler, be cause it would minimize his selling xpense, placing that upon the retail buyer, rather than the seller. If the etailer would buy early and buy in the market it would be the ideal sysfrom the manufacturer's point fiew, but as the entire tendency market buying is to do so late, it would entirely revolutionize methods there was a movement of consequence in the direction of buying in market, and as the present system is one of evolution in which the "fittest" methods have survived, it is generally believed to be the best up to the present era. Buying at home, therefore, is done without danger of getting undesirable merchandise, and with the proper degree of caution with reference to overbuying, which can better be gauged at home than in the market, it has many advantges.
The merchant gets the pick of the eason's fabrics and does not get tickers, as he fears, because of the various processes of elimination hrough which the patterns have one. Still further protection is of red by the fact that the samples
ers within the time that the lines ar open, and even though a few retail buyers may have made the error o selecting a pattern or a few of them that are not desirable, it is probable that so few buyers have made the same mistake that only a small sale has been made on these lots and not enough to justify the manufacturer to buy the goods, whereupon he revises his order at the mills and substitutes, with the merchant's consent, some that are more desirable.
The responsibility that the 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 vari-
ous 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 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 spreading it thin.

\section*{Ideal Shirts}

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

\author{
Chambrays \\ Drills \\ Sateens \\ Silkeline \\ Percales \\ Bedford Cords \\ Madras \\ Pajama Cloth
}

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

\section*{Plain Black}

Two-tone Effects
Black and White Sets
Regimental Khaki
Cream
Champagne
Gray
White
Write us for samples. "Oraduate" and "Viking System" Clothes Little Fellows.

Made in Chicago by
BECKER, MAYER \& CO.

\section*{Communion Suits}

In Long Pants and Knicker Pants

\section*{H. A. SEINSHEIMER \& C0.}

Manufacturers
PERFECTION
Manufacturers
PERFECTION
CINCINNATI

\author{
Now Is the Time \\ to \\ Place Your Order
}

First Impressions of Child Leave a Lasting Influence.
Parents can not be too careful in the impressions they are making on 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.

Thus two beings who have seemed quite perfect to the little one are shown with the first flaw and the child's trust is never quite the same again.
Youngsters are so sharp, they take 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 animals:
"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 yout?" 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 aut 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 punisher.
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 rivid 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 trustworthiness. Remember, little ones can not tell the difference between jest and earnest and truth and un truth are marked by a sharp line.
If, therefore, you make threats o 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.
It is a dreadful thing for a mother
to overhear, as one of them did recently, one son say to his brother to whom some startling tale had been told:
"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-
worthy. Be equally insistent to have the early impressions in your child's life 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 childhood?
Keep a child happy. Let it have all the pleasure and joy and color in give. The nursery should be the pleasantest room in the house. No where 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 an-
nounced plans of Mrs. Ella Flarg Young, who as Superintendent of Schools means to incorporate in the
regulr curriculum of next year 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 There may be citizens of Chicago ment. 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 men but the sunshine and freedom of the fresh air if humanity is taught. In other days the average child re ceived this instruction at home, but
the home conditions have changed to-day. There still exists a large class (1) American children who do receiva this instruction, and a little more will not be harmful, but the poorer foreign born element which has invad ed 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 poor foreign born home that this wretched condition exists, and more 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, man and a woman in widely different varts of America-laid bare their
lives to the public, declaring their downfall as adults might be traced cling in their homes as children. One Chicago mother of a small 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,

\section*{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

\section*{Wilmanth}

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.

Write for Our Catalog Showing Our Twenty Different
Styles of Show Cases
Wilmarth Show Case Co.
936 Jefferson Ave.
Girand Rapids, Mich.
Down town Showroom at 58 S . Ionia St.
40 Broadway, Detroit, Mich.

\section*{BANISH THE BLUES}

\section*{By Doing Something For Somebody} Who Needs Attention.

\section*{Written for the Tradesman.}

In the first place the furnace fire went out and the pienic the weather 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 splytting kindling wood, all the time wondering why things had to take the
worst date in the calendar for acting up. The mishaps attending the work down there in the dark took place in 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 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 now give his undivided attention.
Gosh! but it was a tremendous 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 besorts with himself and everything be-
longing 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 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
worse than having the fire worse than having the fire go out or knocking off a toenail against your
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 going plump into the mud; and just as in his mind's eye he was disappearing from public view this was a linger-
ing remnant of the New Year's resolution that came to him: "I will do something for somebody when I am discouraged and blue."
Immediately the mud-sinknig stopped. Immediately it dawned upon 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 probably that very morning, had other Marias had neglected to put in place, and oter men were having discouraged letters, announcing inability promising plans. They-he and his fellowmen-were all in the same financial boat, most unmercifully rock ed by wind and weather. Why no play on the other fellows the joke of the furnace fire and cheer them up little with an unexpected blaze in the place of a lifeless ash-heap?
The decision was hardly reached when in came one of the men whose letters had asked for an extension oi time in meeting bills. The cloud 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 \(\mathrm{m} y\) 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 the amount at the earliest opportu:Will that answer?"

\section*{"Have yout come forty-five m:les to} tell me that?"
make is not the point. I try to make my word as good as my bond I had every reason to believe I should make it so and I'd come a good deal farther than that to tell you just that
"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 ou in the least. Good morning."
Five minutes later Five minutes later Hadland went
He had hardly reached the street when he saw a frail-looking man witl a cane in his right hand and a sam ple case in his left, slowly and pain-
fully making his way along the street. Here was a good chance and he promptly improved it. "Good morning, friend," he said. "You are find ing the road hard to travel, I see Let me give youl 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.

\section*{"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 that. Here is where I leave you and thank you heartily for your lift. It does a man with my trouble good to know that some other man cares.
Good morning," and each went his Good morning," and each went his
way, the man with the case and the cane whistling and the other thankful that he had been spared such afliction.
The furnace fire was getting ove its sulk and two bright flame-flickers

Felt better? Of course he did. H had forgotten for the moment the un questioned fact that the world was against him and that he had maim ed himself for life over that chair and he had really had and made th most of two chances to lighten some body's else burden. That was bett than growling, and - "Would ease, mister?"
Looking down, there was a diminu tive specimen of humanity of 10 years perhaps, mostly bones and palli of face, on which was a look of such
pleading want that the man's sought of its own accord the pocke where he kept his change. Then something better occurred to him-he would follow this thing up
"Where do you live, my bo
finding that the house was "just around here on the alley," with "Come on, we'll go there," the two legs could carry their not very heavy burden.
The distance was not great, and after turning the corner-such nea
neighbors are Affluence and Pove ty-a glance told the merchant what was before him and, strange to say,
he was glad he came. The shelte was a shack with sufferink looking out from every crevice and there wer 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 something for somebody whenever he was
blue or discouraged noticed much interest that neatness lived in the shack and controlled the door
yard. Early in the season as it was the winter refuse had been gathere earth coverea with window boxes
arranged on both sides of the door It was plain that thrift and povert were living there and struggling fo he many existence. The momen the latter ran to the back doo and the man followed him. The boy' "Mama!" answered the purpose summons and Hadland had hardly eached the doorstep when the moth er appeared in the doorway with puny baby in her arms, whose cr ceble as it was, told plainly enough

W
as what he had come
ing he found the
ess and or led improved upon, but what st corner was a man on a bed in o glassy eyes told but one sad stor "The little boy began to ask something, I guessed what, and came here at once. You don't ne to say a word. It's only a little way the nearest grocery and you'd be 'll wait until you come back and t cheer up this husband of yours." The woman stood not upon the

\section*{My name is Hadland, and yours?} Rogers."
Well, friend Rogers, it's easy way lately, but it't been coming your way lately, but it's to be hoped she' looking at you at last. How long a while, isn't it?" Coughing prevent
ed speaking and the invalid feebly nodded. "Well," went on the visitor, "there is no need of your talking and ou have to do now is to anestions. All

\section*{Sawyer's} 50 Years
the People's
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\author{
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tal Blue gives beautiful tint and restores the color
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just as soon as possible. I'll send my doctor to you as soon as I can phone for him and if there is anything you want which I can furnish send your little boy to my store and I'll see that you have it. One of the first things my doctor will say to you is that you mustn't worry and don't. I'll see that you and your family have all that you would worry about and you just lie still and rest and sleep all you can and when the 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 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 phone. "Dr. Blanchard, I've just left 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 human kindness can do towards putting ,," unfortunate again upon his feet."
"All right, I'll go right over," and Can alley prospects became brighter at once.

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-
er on told in favor of Hadland \& Co. From time to time the head of the same firm took occasion to drop in at the shack on Can alley. The changes going on there pleased him. The little piping voice of the ro-year-old gradually lost its wail, flesh 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 front gate to meet him with welcome tingling every nerve that thrill ed 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 front.
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 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 ca call brought out the mistress of the ranch, bringing a big pitcher creamy buttermilk to the delighted party. They drained the pitcher and then another one and, thus re-enforc-
ed, 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 anto ride when the grateful 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 chcek one day for payment. He was a stranger. His evidence of identification was not satisfactory to the cashier.
"Why, Judge," said the man, "I've known you to sentence men to be hanged on no better evidence than this!"
"Very likely," replied the judge "But when it comes to letting go of cold cash we have to be mighty careful."

A man's faith is his real fortune.

Trustee Sale of Merchandise of the Greenberg Stock at Petoskey, Mich.
Notice is hereby given that the entire stock of merchandise, consist ing of tin and graniteware, china and crockeryware, jewelry, 5 and io cent goods, furnishing goods, bazaar goods, toys, woodenware, stationery, specialties, etc., together with furniti:re 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 auc tion to the highest bidder on Tuesday, the 19th day of April, at io 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.

\section*{E. E. Gilbert}

\section*{Attorney for Trustee.}

Dated Petoskey, April 2, 1910.
If You Want To Succeed. No matter what business you tak up, if you want to succeed you must de what you have to do a little bet ter 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 do a little more than your duty. You an not make people believe you are our work if you are

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\section*{Barlow's Fancy Cake Flour}

\author{
Barlow's Barlow's Old Tyme Graham \\ \section*{Indian} \\ Corn Meal
}

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Exclusive Distributors GRAND RAPIDS, MICH.

IS SUCCESS IMMORAL?

\section*{Peculiar Views Entertained by West-} ern 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 are born to great place, as kings, nobles, and the like, and millionaires' sons, also all those who are elected 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 your life.
All systems of choosing rulers and 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 intellectual two-spot always makes the best noble-grand. Mr. Puddinghead is the best moderator. The commonplace soul stands the best show cf being chosen pope, bishop or president. 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 seriously.
Of course, there are exceptions. Occasionally a really great man slips in and 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 exenough 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 rags beside a real man like Garibaldi? Of all the presidents only four or five, perhaps, would have towered anywhere above their fellows-Washington, Jefferson, Lincoln, Grant and Roosevelt-and they were accidents.

Most of the presidents, the genuine presidential timber, were of the type of Buchanan, Polk and Hayes. The common run of great job holders are unts.
The great personalities are of another order. They are mostly rebels, outcasts and overturners. For in-
stance, Luther, Ibsen, 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 that you have succeeded by honesty
and integrity. The whole and integrity. The whole range of
Samuel Smile's literature, which proclaims that absolute virtue will get the lad a raise from \(\$ 40\) to \(\$ 100\) : month, and finally three automobiles and the presidency, is untrue. Absolute virtue is all right for the office boy. The private secretary and the ralway president must have an accommodated or flexible virtue. In the realm of this world's honors vice the blended brand that succeeds; the bottled in bond is too strong.
This is not wicked. On the 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 has to be caught young to make him even see it. Only wise or young persons (which amounts to the same all. Before 20 we and this writing at all. 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 understocd 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 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 Pharsees and Pilate.
Religion and morality, including honesty, chastity and love, are institu-thenalized-as much to-day as ever in the world-and the institution is the natural enemy of the soul. Jesus cared for the soul and the institution, of course, crucified Him. Success is opposed to life. The
world is organized for the successful; consequently it is organized forever. An unfairness of that sort against life. When the world under- that always looks prete The sto stands a great man it hangs him when it does not it starves him. Frank Crane.

\section*{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 you. 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 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 cus. tomer 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 goods of you because they do not know that you have them. Get every customer carry before the public. A customer once overcharged is pretty
apt to be a customer lost to yout
is not quickly forgotten. The store store always looks prosperous is the 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 re
marked.

Found the Boy He Wanted. A merchant wanted a boy. One was recommended to him from the country, some twenty miles away. The merchant decided to try him and sent a dollar to pay his fare to the 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 e had and I wanted to keep it and so walked." "You did just right," sai the gentleman emphatically, "now g. and get your supper and come to work in the morning." And he said to a friend who heard it, "I would not take a thousand dollars for that boy." In process of time the boy came a partner in the business. Homer Merriam.


\section*{Regardless of time, place, weather or distance, if you Use the Bell}

\section*{1 You arrive, arrange or reserve before those using other met̂hods}



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 out a dollar without a belief that it will earn. The management knows the following fact's:

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.

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

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 increased outlay.
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 a well-advertised trade name must look well to the certainty that he can always supply that article. This is where there is no insurance to cover loss. Once let a fire destroy the factory, or a necessary part of it, and while the settlements are being made with the underwriters the salesmen
of the firm are headed out, full of enthusiasm if not of sympathy. When the plant is at last rebuilt and run ning and, thanks to the insurance, the balance sheet looks as well as before, the sales manager knows wel that the very real and very variable item of "good will" has taken a large shrinkage. Often we hear the wai that the buildings and the machinery could be spared better than the loss of the marke
And so the many big firms, who are also big advertisers, reason that 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 fire proof 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, t is largely advertising that builds fireproof factories. M. C. Tuttle.

Testing the Memory of Fishes.
Even the fishes of the sea have pic tures on memory's wall. Experiments have been made with several fishe 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 sar dines were at once seized and eaten, but it was not until hungry that the perch made a tentative meal of one o the red colored victims.
On recognizing the sardine flavor however, he promptly demolished th remainder. Later the perch devoure the sardines irrespective of color, thus showing not only traces of a memory but also the power to differentiat color.
Subsequently sardines colored re and blue were placed in the tank to gether with the silver ones. The same scene was repeated, the blue sardine not being attacked until the other were eaten and hunger compelled in vestigation of the newcomers. Afte 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 show ed 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 cen turies the time that has elapsed since man appeared in England, but there is abundant evidence showing that he dwelt there at a time when the river valleys had not been cut down to anything like their present depth, when the character of the animal life there was entirely different from what it is to-day, and when the southern
\begin{tabular}{|c|c|}
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part of the island was connected by land with the continent of Europe. \\
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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\section*{SULPHUR IN SICILY.}

Some Idea of the Magnitude of the Business.
Messina, Italy, March I8-In our trip across the Island of Sicily, going from Palermo, on the northwest coast, to Catania, near the southeast 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 of the Island is reached, after climbing 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 on 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 immense quantities and forms the chief building material for her inhabitants; and when the stations of Ridusa, An cona and Cassa Unova are reached another evidence of their value is seen for these places are near the center of the sulphur industry. Great 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 \(12 \times 16\) 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 visit to the refinery of Emil Fog \& Sons, Catania (an old city of 125,000 inhabitants lying just at the base of Aetna), and, as is the case with all 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 old-time plaster mill where the rock that was supposed to contain fertilizing elements was thrust in be-
tween grinders that ground it to condition so that it could be sown upon the land by the farmer's finand. These mills are of the same type and ground the broken blocks of brimstone to various degrees of fimeness for the market and for use 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 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 trifie disappointed. The room is what 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 mar-
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 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 the trouble.
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 reminde f 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 Louis-iana-and also in the southern part of France. American capital has cently built, at great expense, a re finery at Marseilles, France, and it was just started on its commission the first of the year. Some statistics regarding this industry may not be amiss in connection with this leter. For this information we are indebted to the last report of the firm of Fog \& Sons, who say:
"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. The greatly-dreaded new American refinery built with such lavish expenditure of money at Marseilles is now working. Its main efforts, so far, have been to crush the French
refiners. We have not yet felt its competition in Sicily, but there is no doubt but that very shortly they will be getting at us, too, it being now evident that the unfavorable reports of the Italian Chamber of Commerce at New York with regard to the 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 shipment of 340,000 tons or a grand total for the year 1909 of 364,433 tons of brimstone shipped from Sicily, decrease of about 15,000 tons compared with the previous year's busiess.
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 ear.
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
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 be seen, then, why the refiners referred to in this article are confidently looking forward to the outcome of the proposed combination.

\section*{Chas. M. Smith.}

\section*{The Mechanism of a Watch.} We hear much from time to time of the wonders of this or that complicated and interesting machine, but there are few pieces of machinery more marvelous than that of the common watch.
A watch, it may be stated as a general proposition, is the smallest, most delicate instrument of the same num-
ber of parts that has ever been devised. About one hundred and sev-enty-five different pieces of material enter into its construction, and upward of twenty-four hundred separate operations are comprised in its manufacture.
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 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 \(3,500-\) mile run. It takes only one-tenth of drop to oil the entire machinery

\section*{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 or their feathered enemies.

\section*{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 onc.
He who hides his talent in a napkin finds it evaporated.

\section*{\$1,500 Per Day}

\section*{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


Collarless Frocks and One Piece Gowns.
The greatest care should be exercised in shaping a collarless neck, for at best it is a trying finish for dresses that ordinarily are supposed to have some sort of a standing collar.
Some Dutch collars are seen, but these are not as popular as they were when they first came out. Instead, the dress will have as a neck finish flat bands of trimming, or frills, or little lace edges.
Some of the necks are simply cut round, without cutting out, following the line of the throat. Others are cut out in the front in a slight "V" or square, the line across the back not being lowered nor altered. Others are seen rounding out across the front, but by no means to much of a depth. When deciding on the shape to cut the neck the effect should be studied from the sides as well as the front, and where the neck is unusually long and thin a slight "V" shape should be made in the middle of the front, the " \(V\) " pointing up instead of down. The frock is turned in on the neck line across the back and on the sides, and then the material shapes up toward the middle of the front instead of down.

Whatever line is decided on for the neck, a basting in colored thread should be run in to show the finish ing line, and in order to be sure of having it the same on both sides the waist should be pinned tozether right side out, so that the armholes come together: also the shoulder seamss and the middle back and fronts are exactly on the fold. Then the line can be traced on one-half of the neek and the tracing will mark through on the other half, thus assuring perfect evenness.
If there is to be a banded trimming on the outside as a finish, the seam can be turned to the right side and the band put on so as to cover it If a frill is to be the finish, it is generally seamed in with the neck of the dress, and a biased facing is stitched on at the same time, then the facing is basted down on the wrong side, first stretching it on the lower edge so it will fit. In basting care should be used to have the seam come underneath just enough to escape showing on the right side. Then the lower edge of the facing is hemmed down by hand. The same method of finishing is observed when the neck is cut out in any especial shape also.
One accompaniment of the collarless gown seems to be a belt; and while the frock may be a one piece can be used instead.

The sleeves cover the elbow, are foots Little-SaVPo YOU IIIUGh
small around and quite simply made -being put into a band correspond ing to the yoke. Some of the gowns made for ceremonious occasions ar 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 de sign, stopping short of the top, how ever, 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 decidar business agains COMMERCIAL CREDIT CO., LTD., Reports Michigan Offices: Murray Building, Gran Rapids; Majestic Building. Detroit; Mason Block, Muskegon

\section*{Trimmed and Untrimmed Hats}

\author{
For Ladies, Misses and Children
}

\author{
Corl, Knott \& Co., Ltd.
}

20, 22, 24, 26 N. Division St Grand Rapids, Mich.

\section*{SPECIAL NOTICE}

Beginning Saturday, May 7 th 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,

\section*{Yours truly,}

\section*{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. \(* * * * * * * *\)


This Woven Label Trade Mark on Every Garment is the Only Sure Guarantee of Wright's Gienuine Goods
Union Suits and Two Piece Giarments Now in the Hands of Jobbers

Wright's Health Underwear Co.
75 Franklin Street
New York City
distance the effect is of having the arm at that point uncovered. It gives an undressed appearance, and if adopted the outline of the heavier material should be carefully considered.
The frills, which lie flat on the 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.
It is suggested that some becoming 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 this is finished with embroidered scallops. Set in this is valenciennes 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.
The skirt to this frock can be cut from any plain five gored pattern, and if the front and side gores ought to be made wider remember to take the same amount from the back gores so as to keep the size the same. A good idea is to cut the blouse and skirt first from some old muslin, or if there is none to spare, a good quality for the purpose can be bought in any department store for 5 or 6 cents a yard.
Women who do much of their own sewing will be wise always to keep a quantity of this in the house, for if much sewing is done at home there are naturally many things which one may desire to copy, and for which it may be difficult to obtain a pattern. And confidence and skill may be acquired by experimenting carefully in this muslin. It doubtless will be a matter which will surprise one to find out how much confidence is gained \(\left.\right|_{p}\)
and how much can be learned by this practice.
For warm summer afternoons there s an unusually pretty frock made of pale blue dimity. And the best part of it is that it would be but little rouble to launder it.
The skirt is cut with a short train, which makes it possible to use a circular pattern to cut it by. There is no prettier model for a long skirt than the circular one; and, while it
will stretch some, it will not matter, or it will be only where the skirt is already long and it will not be noticeable.
About fifteen inches above the bottom there is set on a deep circular flounce, straight on the lower edge, and pointed on the upper in the middle of the front. The skirt is cut arge enough to admit of being gathered slightly into the band at the waist, which is desirable in so thin material.
The blouse is cut to open down the back, and is cut quite plain, with the exception of a shoulder plait at each shoulder edge. These do not show, though, as the straps hide them. But they lend the necessary 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 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 eye-
lets are worked in the blouse to relets are worked in the blouse to reremoved 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. the Employer and the Employe.
In considering the relative posi-
an the employer and employe it is always well to remember that in a country such as ours the employe himself often speedily becomes the employer. This can not be otherwise where the employe possesses proper qualifications, such as energy, pluck
and honesty, coupled with intelligence. The successful business men of our country are men who started as employes and at the bottom of the ladder, but who, by perseverance and backbone, have become the leaders f our mercantile institutions.
Now, as to the handling of employes: I find from my limited experience that confidence is one of the greatest factors and one of the most helpful stepping stones to success that can be placed in the path of a salesman, a foreman or any employe with whom the employer has particlarly to deal. By showing the em-
abilities and judgment you place him on his mettle.
If he is handicapped by doubt and distrust you leave latent all his best abilities. The most successful salesmen 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 machine and more or less automatic. Any one can do his work. The result is he has no higher ambition than to remain where he is and this he does. But put him on an equality, where his abilities allow it, and you have a
staff to lean on, a helper in emergency.
Employers are all apt to do little things themselves that should be left o others. The proper thing is to put men in positions who are capable
to fill them and then hold them responsible for their work.
With salesmen my experience that the most successful men in our several lines are those whom we ed
ucate ourselves - the boys who have worked in the house; who know our methods of doing business; who know us. It is not one time in ten that a man hired away from another concern gives satisfaction. We all do usiness differently. The employe with the interest his firm at heart is invaluable. The greatest mistake an employer can
make is not to show the proper spirit appreciation. Don't hold your
off at arm's length. We live in men off at arm's length. We live in
a fast, progressive age, an age of new ideas, new methods, new ways,
apt to become foggy and have mossgrown 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.

\section*{An Observant Child.}

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

Papa," she ventured, at the close the lecture, "when you see a cow aren't yout afraid?" should I be?
"Well, when you see a dog, aren't raid then?" indeed!" with marked emphathe "no." ers, papa?"
"Why, no," and he laughed at the thought, and added, "Oh, you silly "hild!" "Papa." and Adelaide came closer and looked into her parent's eye, "aren't you afraid of anything in the orld but just mamma?"
The hard face usually has a weak

\section*{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, 6 oc.
Nets, real hair, invisible, per dozen, \(\$\) I. 25 and \(\$\) I. 50 .

\section*{Also a Complete Line of}

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

\section*{Grand Rapids Dry Goods Co.}

Exclusively Whosesale
Grand Rapids, Mich.

\section*{Special Notice}

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

SELLING AND ADVERTISING.
The Mutual and Reciprocal Relations They Sustain.*
I contend that advertising and salesmanship are each the same thing, because each one has a common ob ject 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 adver tising talks to millions at one time and all the time and conducts a public school on the whole subject o 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 aut dience will find that out soon enough."

To figure right is the whole busi ness of your office first and then be lieve in your house, because your em ployes know the mast about you. Supervision of Salesmen.
Now If have had to do with retail dealers all my tife. This question of selling goods is a question of three divisions: Employment, trainhes and supervision. It is mot as hard as people woutd have you think.

The employment of ment is the most important thing in the busimesa becatre if you employ the right clerks yomt enstomers are waited on proper ly, your stoke is kept properly, your stock is kept mp property. I mever elaimed to be an expert-that I coolld look into a man's face and tell wheth. ef he eoold sell machincs, of look at his tomgue and see whether he woolld tell the trath, or look at his ear tos see whether it was twmed off and he woold have to be watched in the tenth month of every year, and I do mot think anybody else can, cither. Det I never employ a man who is mot a success: I try not to because I find it does mot pay. I did at one time, but I Soumd that they did not make good and I belfeve yoer will find it bad; I foumd 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 zood 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 get twenty-five anyhow and you will have the privilege of selecting from twenty-five.

After getting these men employed It think it is mecessary to thonoughly

investigate what each man is. I do not speak of application blanks that go back to the date of a man's birth
from the date of application, but I believe if you are employing men you owe it to the man himself to inves-
tigate 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 alling on your best girl: she alway 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. I 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 his subject I do not believe there
a man here who would for a moment allow him to go on the platform to represent him, because he is epresenting you, and you will have (1) 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 them all together.
I believe in the training of men, because the people who are waiting on your enstomers have your whole future in their hands; they decide how much be is going to buy, they decide on the amount of eredit he is to rebelieve in training men.
The third thing is supervision. which does ant apply as much in the retait trade as in the wholesale trade becanse you have pretty gnod apervision over yom men. for they are all right monder yom all the thme At the same time I bellieve semotethen, I believe thoroughly in the propict sumervistion of men, and particalarly as far as momey is con-
cemed I believe that all men bave to be checked up on what moncy they have became we are all homan, and when a man perts temptation in the way of a clet \({ }^{\prime}\) that mam is as much to blame as the clerk, if he does fall. It is mot only seeing that my men are honest bat is a question of keeping the men homest. On the question of supervision yors want to watch all the time Bear in mind what smpervision means-giving a word of commendation when it is due as well criticism.
Where Sale First Takes Place,
There is one thing I want to say to yous: The man who preceded me, Mr Raymond, had something to say to you in regard to making a sale-the Iive steps that you must lead the prospective customer up hefore you have made the sale, omly I do not believe, when you make the sale, the sale first takes place in the mind of tife salesman. It does not take place in the pocketbook of the person who buys the goods; it does not take buys the goods; it does not take lutely sure" He said to me: "Chal-
place in the cheek book. It is the
 may be-it takes place in the mind of the person who buys the goods al-
ways; when you quit selling goods on the basis of ability- \(\overline{\mathbf{I}}\); 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 the human mind, because a lawyer is
trying to touch the judge and the ury at all events; he is selling his
bility to his clients before the jury nd the court, as much as you do Every man must represent what he
considers to his own good. If he has ility he wants everyone in town
think he is a pretty good sort of

\section*{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. 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 open-
ed a hardware store in Jefferson City; I have gone into the hardware business and I ask that my friends come and buy from me."
I know the hardware business pret-
ty well. In the advertising of business I have spent thousands and thonsands of dollars and there was
never a time when there was as much need of advertising as there is to-day-unusual advertising.
If I were going to go into any small town to-day, they have probably been bnying hardware in cerwo or three stores; I would not so
in and expect those peonle to chanze of my place of bosimess just becamse had gome inte bonsimess You can
get advertising which is umosaal, of a character that woold say yoon bad gone into the hardwate byerincss becanse yoo belicwed there was a chance for service, of of getting prices of
joblers that diden't exist before Youn ean give the problic a reatoon why they oasht to come to yoa, becante yoerr stock is fresh, becamse yoor have
cmployed competent clerles, the hean clerks you comld get to wait on them because yog want them
gover attention any discomortesyy showa them. Lots of copy of that kind can be written on wholesale hardware I am not an advertising man-one of of advertising withoust a specifie reat mor

\section*{Advertising Is Escential To Busi-} пелs.
One of our peosple said to me the atier day: "Aren't yon zoing to puit advertising now? Eou have been advertising pretty extensively and have
spent a fot of money on advertising and yous already have enough orders in sight for rgio and morr, have you wot?" I said: "Yes, no doubt; ahso-
and save that money?" I said: "Do you think I look as if I were crazy?
Do you think I look like a man who wants to spend money if he could ave it?" He said: "No, I do not think you do, not this morning; you ook all right to me." I said the same thing to him that I am going to say your 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 sell-
ing goods but it is insuring the name ing 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 noney now. If I were sure that we could sell all our output for the
years I9II and I9I2 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; yout
have enough water left for awhile. The same thing is true of advertis-
ing, and when you shut it off, shut off the source of supply, you shut off
your business.
Some of you gentlemen may figure
\(\qquad\)
\(\qquad\)
\(\qquad\)





 manill ohey maderstaand it; and they never moderstand it mety yom use sim
phe morJe, and yhem they will moder phe morter and elica *tey will mace?
stand your proposition or whatever particular bocsiness it is
I bopve I may be pratdoned
ferring to the antomohie


 Wuards that noloody anderitamds fochool of technology and has given artention to this particular lime of busimes. Some men in taking yous ower an automolsile might say: "Here is the carborretor and this is the am tion coils, and sonese are the induce that, of yous will spoil your adver tisement, Why? We are all prosul, because we don't like to admit that we don't know as much as the other follow knows, Your eustomer will probabily bow fimself out and thank you for your liind demonstration and say: "I am inot Lemonstration anci

\section*{IF YOU WANT A}

\section*{DRAWER OPERATED}
(All Total Adders. All Tape Printers)

\title{
CASH REGISTER
}

Let us sell you the BEST MADE at the LOWEST PRICE

IF YOU WANT AN
Autographic Attachment \(=\)
on a DRAWER OPERATED Register we will furnish it for

\section*{\(\$ 15.00\)}

Prices: \(\$ 50 \quad \$ 65 \quad \$ 75 \$ 90 \$ 100\) Detail Adders: - \(\$ 20\) \$30 \$40
F. O. B. FACTORY


This cat shows our \(\$ 115.00\) Register with Aatographic Attachment

Ie to \$59.99, one registration. Same Register wifhowt Aatographic Attachment, \(\$ 100.00\)

\section*{The National Cash Register Co.}

\author{
Salesrooms: 16 N. Division St., Grand Rapids 79 Woodward Avenue, Detroit \\ Executive Offices: Broadway and \(28 t h \mathrm{St}\), New York, N. Y.
}
now; I will probably buy later on; when I get ready to buy I will call on you." But when he gets ready to buy he will most likely go to the
next dealer, where they are more explicit.
advertising, use little bits of words that everybody understands. It is a "cinch" that if everybody understands
them they will be understood by the Harvard graduate, but the proposi tion does not work so well the oth man with a little idea used big words to express it, but that the man of big
ideas could use little words, because the idea was big enough to attract attention without the use of a lot of 
last five or six years that is doing a lot for the betterment of business. Whether retailer, wholesaler or manufacturer, we ought to be glad that this new life has come.

Honesty Known Alone To the Individual
After all is said and done, nobody in the whole world knows whether a man is honest or not but just himself. Your wife thinks you are honest, and whether you are honest or thinking so-but she couldn't prove it to save her life. You are the only man whe knows whether you are hon-
est or not. Sometime ask yourself the question and get the answer. That is generally true; because lots of men
go around boasting about their honesty is no sign that they are honThere is no such thing as hon boasting; boasted honesty is only pretense. I am not putting myself on ing to describe the condition of business. I endeavor in the conduct of
our business to deliver the same pat on the subject of salesmanship I furnish them selling stuff. It mean after you deliver it, and that means when you sold it.
Ability Should Be Developed. Ability Should Be Developed.
Another thing I have found, gen tlemen: I have not lived so very
many years, and I have made some many years, and I have made some
money, but I have not made very I have not sold a great deal of
goods; in that respect, what is the difference in men? Why, the differ
ent abilities to obtain proper employ
ment. Some have developed above other persons. Some claim that
salesmanship ability can not be ob
tained. I claim it can. I claim any tained. I claim it can. I claim any
man who sets out to get more ability
can get the business taught which he can get by reading
up on that subject and by talking to knows. But the trouble is there are so many-I am not talking about the
hardware business only-there are so many who are so self-satisfied. You
remember the man who had the one
talent who was so afraid he was go-
ing to lose it that he wrapped it
\(\qquad\)
\(\qquad\) awed by what we consider the great
ability of some other fellow; you think that he has more ability tha more latent talent in the American
business man than anyone? You ar "What a big success he is." He is not any different from what you are. He did not get there in one jump. No,
he got up there a step at a time You can; anyone can who gets his foot on one step and gets on that and then reaches out for another. If I take a stepladder and stand it up here, you can not step all the way from the floor to the top in one step; it is too big a step; but if you than what youl whether you like it or not, there has been a revolution in the business world in the

We are overawed by the man of political 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.

Three Classes of Men.
Another thing, I think, you will find in the retail business, and as much as I have in the manufacturing busi-ness-there are three kinds of men. There is one kind. You can tell him bet it is done; that's all. The second kind you have to tell three or
four times, because their mind is
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-
they are only men who think of your \begin{tabular}{l} 
interests before you have a chance \\
to tell them. They have initiative \\
\hline
\end{tabular}
HIGHEST IN HONORS Baker's Cocoa \& CHOCOLATE \& 52

HIGHEST AWARDS IN EUROPE AND AMERICA

A perfect food, preserves health, prolongs life
Walter Baker \& Co. Itd. Establiseded 17so poochissier, Mass.

\section*{Hot Graham Muffins}

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

\section*{Wizard Graham Flour} There is something delightfully re-
freshing about Graham Muffins or Gems freshing about araham Mumins or Gems table as they look. If you have a longing for something different for breal Graham Gems, Muffins, Puffs, Waffles or Biscuits. AT ALL GROCERS

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

Grand Rapids, Michigan

\section*{Crescent Flour}

For Everybody, Everywhere
Backed by a splendid reputation for distinctive quality and by a positive guarantee of satisfaction, Crescent flour just fills the bill.
It gives to the housewife an opportunity of bettering her bread and pastry without adding any extra expense.
It gives to the grocer an opportunity of meeting the requirements of a most exacting trade, allowing him to make statements that not only get the business but hold it as well If you handle Crescent flour take full advantage of its superi-ority-and if you don't handle it, get busy with your order sheet.

VOIGT MILLING CO. GRAND RAPIDS, MICH.


\section*{Get in the Lead! Don't be a Follower!}

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

\section*{New Perfection}

\author{
'The Faultless Flour'
}
and let the other fellow trail behind. Write us
today for prices.
WATSON \& FROST CO., Makers
Grand Rapids, Mich.
\begin{tabular}{|c|c|c|c|}
\hline \begin{tabular}{l}
Dewey had initiative when he wen and cut the cable. He knew what he was about. He knew that \(h\) knew more than Washington about conditions there and he did not wan messages coming in there to inter fere with what he set out to do. \\
Business Sense. \\
Now what we call business sens they call skill in a surgeon. It is no different from initiative, because tell you if the doctor cuts you ope for appendicitis and then suddenl finds you haven't it, as they do some times, and then he says: "I'll tell you fellows, I find this fellow hasn't go appendicitis. I will read upon thi and if I find that there is somethin I can do for him, why I will com back and attend to it"-no, he can not do that. He has to act quickly He has to finish, whether it is hi finish or yours; he has to finish hi job. Suppose he thinks of somethin and does it. Then they call him skillful surgeon-lots of skill. W have been in that position lots times. We have had business propo sitions on the table, have cut them open and found out that it was th wrong thing and we anesthetized liberally and we fixed it up; and that showed initiative. \\
I am glad that I live in a countr which has the advantages of ours. honestly believe that a boy who is born in this country, who is not bor in the lap of luxury and who i thrown on his own resources-I be
\end{tabular} & \begin{tabular}{l}
stores, because, gentlemen, I tell you we have to know how to think. \\
Advocates an Employes' School. \\
Your clerks can drive away more trade than advertising brings influence, because the discussion reaches If I were running a retail establish ment I would have a school. I keep one for my own employes, to teach them common courtesy, because it is so necessary to get a man to treat the people the way that you do; be cause when a clerk steps up to customer he represents you. He does not come out and say: "My name is John Jones," nor, if your name is Bill Smith, "I am Bill Smith's repre sentative. What do you wish?" When they go out they do not say: "I do not like John Jones;" they say: "I don't like Bill Smith's store." You men have not been getting ahead as fast as you ought to on this account \\
The Importance of Tact. \\
Another thing: A man ought to have lots of tact selling goods because it is not so much what you say as the way you say it that effect a sale. I can get up here and say things to you in a way that would cause you to run me off the platform as I say them, and another man may say them or I say them in another way, and they are all right. You will find it is the way in which you say things that counts. I have in mind a story I heard recently: A man sent his boy to Harvard College and at Christmas time he was "broke." He wrote home and said: "Dear Fa ther: Please send me fifty dollars; am broke." Well, the father wa mad, and every time he read it ove the more angry he got. He took the letter home that night and as soon as he got home he said: "See here Maria, just read that! How impu dent!" He said. "Here I scrimp and save to send him to college and he
\end{tabular} & \begin{tabular}{l}
sends me this." She read it: "Dear Father: Please send me fifty dollars; I am 'broke.'" She said: "I don't see anything wrong with that letter." He said: "Well, if he writes it that way, I believe I will send it." Now that's the same letter exactly, only different interpretations. I always spread the thought right out; don't leave anything for interpretation in all the correspondence, because you are not going with the letter; that is what I tell my correspondents and always remember especially dictating words and contracts to say to him the nicest things. A man will have to have complete control of himself to govern himself. \\
Sincerity. \\
Another thing a man wants is \(\sin\) cerity. I think a man wants to cultivate sincerity, the quality of being sincere, because sincerity is not that rare thing. When I come to talk business with any man the well established reputation of the business and the very fact that I say a thing are enough. That is sincerity. A great many people say you do not have to believe in a thing to sell it. Why, sure you don't. That is down to a guarantee and indemnity question-taking up some other sub-ject-and I leave it to you in all sincerity and shove the job along. When I sell goods I do it just as I am standing up here, I am thinking thoughts of them-your thoughts; from them you can not see this fully yet they are being generated of some kind; for the reason of your confidence you are friendly or not. I claim it is as impossible for me to throw out thoughts of insincerity and have you catch sincerity-just as im-possible-as if I threw this glass to have you catch this pitcher, because I have thrown a glass and I didn't throw a pitcher. I could not throw
\end{tabular} & \begin{tabular}{l}
thoughts of insincerity at a man and have him catch thoughts of sincerity. I think we are all affected by the sincerity or insincerity of the men we meet, and it is with them as it is with us. You may have met men who you knew were sincere and you have had every confidence in them. \\
Receiving Sugzestions, \\
The next question is, I think we ought to have open minds, that is, I think we ought to be open to receive suggestions. That applies to your business, gentiemen, as well as mine, because we ought to have them for our assistants. In our business we pay 50 cents for every suggestion that is adopted; we have a little practical record and they are recorded. We have prizes also for the most valuable suggestion during the year. amounting to about \(\$ 230\) I will tell you why: Because of the empioyes of the corporation-the people who are working for us-and it is to our welfare financially, I want to run with our brain power as well as our horse power. I know what horse power we have, because we have got the machines, but I want the brain power as well as the horse power. Your have got to have it. A man made a suggestion the other day that saves us \(\$ 4\) on every one of the couplers we build, and we are buitding 6.300 of them this year. I do not know whether we would have made that suggestion or not. \\
Now you have people working for you as well as I who come up to you to make a suggestion. Do nor tell them: "None of your business," because that is not true. They are dependent upon you and it benefits all. If they work for you they do know something about your businesu I would as soon have the janitor stop me as the general manager. Why? Because the chances are a hundred
\end{tabular} \\
\hline
\end{tabular}

\section*{YOU 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 HAND SAPOLIO

\section*{at once. It will sell and satisfy.}

HAND SAPOLIO is a special toilet soap-superior to any other In countless ways-delicate asough 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 ser calce.
to one that the janitor knows more about the thing he wants to talk to me about than the general manager So let us be willing to investigate. Let us be sane enough to think. Because you don't believe in aeroplanes don't get the idea they will never be a success. I absolutely do think so. don't believe they could get a contract to-day to carry the Government mail, but I believe the day is coming when they will. That doesn't alarm me, because I think there are always going to be enough people left who will want to stay on earth and I will take care of the overflow.

\section*{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 siasm is the thing that keeps up hustling at all events. I do not mean this
kind that always comes just from the kind that always comes just from the
mouth; some of that comes from the b:ain; some is make-believe enthusi
asm; some people think that to have asm;'some people think that to have
enthusiasm you have to be gabbling all the time, but you do not. I behave if we get any pleasure out of long time ago I didn't know whether I would ever be in a position so that not. Now I don't know whether I men who retire do not live as long ple reason that you can not take a 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 \(\mathrm{p} \cdot \mathrm{t}\) it in
different soil under different conditions and expect it to live. But there
is a happy medium. is a happy medium, I think. We can not take too much time and we can
start in and have some of the pleasures of life, too. Let us just suit tlemen. I know you have to have other things besides business. Now give you before I quit, which helped me lots of times in business.

\section*{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
cther men to do amounts to a great deal; the one individual directing othef people amounts th a great deal. Now how to do that: I have made have this plan. You are welcome to it. I have a plan on my desk marked "The ten most important things to do." I have in my business the ten most important points or things. I
say ten; we could make it seven or eleven. When I come down to business the stenographer has a fresh sheet on my desk-the new things that come up. I keep that before methe ten most important things. I go on with each of them. I take these things up with the manager or superintendent and I tell him the ten most important things. Here is the man: If he can he will escape; and if you see him he will say he will not cost you anything to keep this 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 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 do ing tack hammer work.
Suppose a farmer should say to his son: "John, John, go drive the pigs 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 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 busi-
ness. I believe that seriously. It is true in advertising, in selling and true ness; the business man must make
up his mind to live up to every one I believe that advertising is the bul wark 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 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 you buy from, a square deal, and then trust to honesty. That is the best

Why the Salesman Must Increase His Sales.
In building a good house they us. ually start with a good strong, substantial foundation. The top is reached last. From the cellar up the at a time carefully laid and securely fastened to stay. So with your suc-
cess in selling. look your foundation over. Your health, appearance, character of self and firm. Your selling talk, credits, delivery, etc. Your cundation O . K., look around for material to build with.

\section*{New customers, new accounts}

They many salesmen travel in a rut They pass them by. They plod along among the old accounts. The old accounts are valuable, of course, bu
successful selling means spreading Columbia Batteries, Spark Plugs out, taking on new business, opening new accounts, adding new goods to the line.

Gas Engine Accessories and Electrical Toys
C. J. LITSCHER ELECTRIC CO. Grand Rapids, Mich.

A cood Investment PEANUT ROASTERS and CORN POPPERS.
Great Variety, \(\$ 8.50\) to \(\$ 350.0 \mathrm{t}\)

KINGERY MFG. C0.,106-108 E. Pearl St., CIncinnatl, 0 .

\section*{"MORGAN"}

Trade Mark Registered
Sweet Juice Hard Cider
Boiled Cider and Vinegar

John C. Morgan Co.
Traverse City, Mich.

\section*{Delivery Wagons}

Plugging is tiresome work and keeping everlastingly at it is tedious until you see what it brings your
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
 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
 new business
\(\qquad\)
\(\qquad\) Henry Baxton.

\section*{I Sell \\ Coffee Roasters}

Roast Your Own Coffec
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

COFFEERANCH
Lansing. Mich.

\section*{Stop Burning Up Money}


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. all ready to hitch to when need it in the spring.

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

Lansing. Mich. NCH

INDUSTRIAL ACCIDENTS.
The German Plan of Handling This Problem.
A circular issued by the National Association of Manufacturers of the United States contains a
what is known as the "German" tem, which is reproduced in its tirety herewith:
Germany has paid its disabled wage workers more than \(\$ 1,500,000,000\) since 1884. It pays its injured, superan nuated, and their dependents, some thing like \(\$ 126,000,000\) a year. Of this sum the workmen furnished half. "An ounce of prevention is better than pound of cure," is the keynote of the German system. From a description of the system in an article in Every body's Magazine we quote the fol "Germany has a system of compul ory insurance, to which both em loyers and employees contribute very injured German workman, no y his own fault, by the fault of his nployer, or by nobody's fault, draw regular weekly compensation eithe from the sickness insurance fund o from the accident insurance fund un th he is able to go back to work.
"Whereupon the following pro cound reflection occurs to the Ger the more injured workmen we shall ave to support, and the larger will o pay into our insurance funds. But ewer injured worcidents there are the o support and the smaller our in urance premiums will be.'
"This thrifty consideration leads the jermans to address their workmen as cllows: 'Here are safety devices. We mplore you to use them. We shali steem it a favor if you will not try , get hurt. But if an accident does appen and you do get hurt, here are le best doctors and the best hospitals soon as you can. We shall not t you crawl away to your home and et good and sick, and good and oor, and then send a claim agent to month's rent, just about the time ie landlord is coming around and et you to sign your name to a re-
ase. We are not interested in seeig your signature on a piece of paou to health. The sooner you are vell the sooner you can go back to work. And the sooner you can go back to work the sooner we can stop
paying you your weekly indemnity, In pursuance of this wise thought the employers and employes of Germany, united in their insurance associations for the common welfare of both wage earners and dividend drawers, have spent \(\$ 120,000,000\) in the last
twenty years on workmen's dwell ings, workmen's baths, workmen's hospitals, workmen's sanitariums and workmen's convalescent homes. was good business. It helped to decrease the insurance premiums. It was good Christianity. It helped to make sick people well.
A good law is a law that gets men and women into the habit of doing the
helpful thing, the right thing. Ninetenths of everyone of us is habit. The German compulsory insurance law is a good law, not only because it hands out coin and medical supplies at convenient times to injured workmen but because it sets the face of the whole German nation habitually toward pre venting the crippling and mangling of
l:uman beings, toward healing the l:uman beings, toward healing the
wounds of those who, in spite of all precautions, have been overtaken by the bloody misfortune of accident Such a course tends toward peace, to ward lessening pain, toward spreading happiness
The difference between the Ger man situation and the American sit uation is the whole difference between that modern, scientific, peace making device called "compulsory in surance" and that medieval, unscient:fic, strife-breeding contrivance call ed "employers' liability."
Under compulsory insurance the
emedy for an accident is to get the ictim on his feet again as soon as possible, and to think up the best way of preventing all accidents of that "particular kind in the future. Under "employers' liability" the remedy fo on accident is to start a lawsuit.
The weapons of compulsory insur ance are safety devices and convales cent homes. The weapons of "em ployers' liability" are lawyers, judges instructions to the jury.
An English statesman speaking o the German system said: "When Bismarck was strengthening the founda tion of the new German empire, on of the first tasks he undertook was the organization of a scheme which
insured the German workmen and their families against the worst evils which ensue from the common accidents of life. And a superb scheme i is. It has saved an incalculable amount of misery to hundreds of thousands, and possibly millions of people, who never deserved it. Wher ever I went in Germany, north south, whomever I met, whether it was an employer or a workman, conservative or a liberal, or a socialist ne trade or a union leader, all of one accord spoke in the most lauda-
tery terms of the excellent effects which have been achieved by this great system. All we have left now to do in order to put ourselves on a level with Germany-and I hope our competition with Germany will not be limited to armaments-is to make some further provision for the sick, or the invalidated, for the widows and orphans of the broken down soldiers of industry."
Louis D. Brandeis, who has given much time and attention to "social politics" of the United States, Germany and England, is quoted as follows: "Germany adopted a quarter of a century ago a compulsory system of old age insurance, the burden to be divided between employer, employe and the state. England, having meanwhile ignored this economic truth, is being driven now to an old age pension resting upon general tax-ation-a modified form of pauper relief."
The principle of the German system is constructive co-operation, a partnership of all employers and em-
ployes, principally for the purpose of preventing economic loss and second-

Dandelion Vegetable Better Color perfectily Pure Vexetable Burter Color and one that complies with the pury food lasw of oivery Srave Manoflactured by Wells \&e Plefiardisen Ca conomic loss over a large field of burdening the individual affected. The principle of the English system is paternalism, a modified form of pauper elief. F. A. Vanderlip, one of Amer ica's highest financial authorities, quoted (Henderson's "Industrial Insurance in the United States") as saying: "The testimony in regard to the value of the work done in the sick
G. J. Johnson Cigar Co. S. C. W. EI Portans
Evening Press These Be Our Leaders

\section*{THE BEST}

You Want the Best

\section*{Peacock Brand}

Leaf Lard and Special Mild-Cured Hams and Bacom

\section*{Are the Best}

The Lard being absolutely Pure Leaf The Hams and Bacon are from dairy-fed selected pigs, mildcured by the "Peacocle" process: given a light smoke, they become the most delicious morsel to the palate.
For sale only by the leading dealers.

\section*{"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 abour

\section*{Shredded Wheat}

It contains more real body-building nutriment thans beef, is more easily digested and cosrs mach less. It is always the same price-always clean-alwwys purealways wholesome.

Two Shredded Wheat Biscuits, heated ins the ovem to seanower crispness and eaten with a little hor mille, sabred or sweenemedt to anir the taste, will supply all the energy seeded for \(w\) natf-divy's morte. Being made in Biscuit shape it also forms delieions combinarlonsw wirts baked apples, sliced bananas. stewed prumes or orbior flewt or jer served fraits.

The Shredded Wheat Company. Niagara Folls, X. Y.

USE OF THE LABEL.
Its Importance Always Lies in Its Contents.
A label is a edge
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 1 had talked perhaps fifteen minutes, I saw that peculiar glassy look come over his face. The pubilic speaker recognizes the expression instantly. It means the
man's mind has gone off and left you. It is all over for him. After the lecture the came up and spoke to me.
just place you for a white I couldn'
make out just where you belontsed. whether you were orthodos, or heresoon I saw." was not, however.) His whole intes
est in the affair was to get me into the proper compartment in his brain. This illustrates the operation which They read along in a newspaper edia peculiar tang and then ery, "Oh.
yes; that's single tax," and "the subsequent procecdings interest them mo Most of our cducation consists in learning the art of sticking them on nothing. That moise in the sky we lightning, and our seneral label fo the whole performance are electricity
But what is it? I never knew but one man that understood. He was a mo torman. When I asked him what
electricity was he said, "Why, that' the juice." dees Sir Isaac Newton; neither o pulls it to the earth; but Sir Isaac has a label for it-gravitation. But what is the difference between saying
a thing falls because of gravitation and saying that it falls because it heavy? The difference is that one
ant academic label and the other i just a common or garden label. Now the art of pasting labels o of books. The real knowledge of things, of what is their essence, and and few there be that find it. It easy to learn botany, which are en-
dogens 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 understood, is the manufacture of common nouns. All male specimens of the genus homo sapiens we call men; all animals of certain similar appear-
ances 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 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 graspedlife, Love and God.
Of all disgusting habits, therefore, the worst is cocksureness. The most unbearable young man is Mr. Knowitall.
Humility is the surest sign of real knowledge. Teachableness is the surest siga of good breeding.
Our political and religious disputes are little more than a bandring labels Neither dispurant knows what his opponent or himself is really talk ung about. The Republican has stum
ply made up his mind that alt Demp ecrats are wrong: wsully this is no biad and stubborn position. The Winder and stubborner, the more it
is boasted of as loyalex. The conservative hates the socialiot, the fice Whinker rails at the orthodox, the cap. Talist decests the labor monon and
the whole performance is like a lot of woolly headed sheep that all jump

\section*{has jumped.}
ligious sects are necessary; at any rate they exist, and at present con-
stitute about the only method by Which men can organize to accom had the full consent of my own mind I ng to any of them. WhenI have wittressed or participated thusiasm, such as a political rally or denominationtal 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 gor-
erning the country and saving the world besides beating one another in activity by mutual pretense and lsehood

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 tha I am just a fragment of the genera
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 uni verse; that the stars above are mir in 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 British museum, my will vastly stronger than any physical force, my magination more amazing than the hand of Phidias or Raphael and my conscience as majestic and as mysterious as God himself. It should
man himself is hardly less incredible. 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; what ever a man's apparent goodness, there are inner crime spots.
"There is something in every man," said Goethe, "which, if the worl" knew, would make us hate him."
When someone asked Peter Cart wright if he was "wholly sanctified," he answered, "Yes-in streaks,"
Jehovah called David "a man after mine owa heart," yet you know Day id's sin.
Although the Master kuew Peter reakness he did not reject him. Since there's so much bad in the bess of us.


It hardly bedonoves the beet of wh To harshly judge the rest of us." lie chary with your labels: try


New Pineapple Product. Following the success which has been attained in making a market for the Hawaỉan pincapples, that a San Francisco company is fo cmbark in patting out a boverage made from the juice of the pineapple from the Honolutu possessions. It will be put up in bottles and will be handled the same as is grape juic

\section*{Jennings'} Flavoring Extracts

Terpeneless Lemon
Mexican Vanilla


Guaranteed by Jennings Fiavor ing Extract Co, ander the Food and Drug Act June so, roob, Serial No, osth,

Sce Price Current


\section*{LOWNEYS}

\section*{COCOA and} CHOCOLATE


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

\section*{The Walter CI. Lowney Company boston}

\section*{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
4 The Reason the Retailer Wants His Money.
The problem of extending credit is
one that has confronted the business
man for years, and each day the prob-
lem grows more intricate. The pro-
gressive business man is compelled
to maintain credit accounts, the larg-
er houses employing credit men who
bave exclusive charge of this depart-
ment and very often include the col-
lections.
The credit man has to receive and pass upon all applications. The great
effort of the eredit man is to hold bis accounts strictly to a thirty, sixty and Anety-clay basis. count upon these terms very often
aeglects to fultill his promises, thus taking an unfair advantage of the
cial condition, carrying as he does
a large amount of credit accounts, a large amount of credit accounts,
and then being unable to secure assistance from his banks, which grow more conservative each year. Again in endeavoring to closely folow up his collections the merchant I offend this or that indivienal if present my bill? This is a serious question for the retailer.
I was informed by a prominent business man the other day that with he many hundred accounts that he edger and select an even dozen as counts on whom his collector might call with reasomablit assurance of making a collection. This is dum te the fact that the majoricy of indf
viduals or firms do mot establish gular day for collections. as remerally dome in allt large cibtich It is mot consistent for mit to malk= my eriticisoms but to draw a Eicu
comparisoms It has beem demomrrated that comeperation ampurs mer
 has breat mutuatily adrampageous; ? work hamed in lamed for the bectect Ment of trade eumditions seacrallis. if co-queration on the morzh of us and of the somth of an, where large ciccs wave beew boilt, and she seete fi their saceess mas beea comoperation fure but to the adrancement of thes community, therekore the merchant hewise have reaped their reward. The busimess mea of Alameda coon y have, I might say, just awakene
of this spirit of co-operation, first organizing a Retailers' Credit Asso ciation, and sceond in the annexation of a larger area and popalation an progressive movement generally.
The Retailers' Credit Association was organtized May, roog. It is at association of the retailers of Alame da county, embracing all lines business and formed for the pur pose of bettering the credits of the advantage in this regard. The mem bers of the Association are supplied furnished by the members. The members thus informed are safeguarded or advised that such individuals ar delinquent and can use theit discre tion about opening an account. Sutch names are usually refused credit, but
often they are the best customer of some one or two individual mem-
\(\qquad\) counts very closely. have been sent in by some member, have been sent in by some member,
and no name appears upon the list vithout just cause, and lots of good s resulting from this source. To it coorge Smith for credit, after the he looks to see if this individual is reported as delinquent. He also tel-
ephones the office of the Association to see if his name has been reportShould his name have been sent in he is informed that the Retailers' Credit Association claims he is de-
 bers and he had better call spon the luant ane syorartimity weose ant



\section*{sands of dollars liave been onilected The ive ives thers wime} tor the merchants and the individial has been educated to be lisss carr

 who are now in their nemties.

\section*{}
years olid?
ff you havu gevon given this mar-



Fre you somalily empingete
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will find soun iomi'y estailiabuell in the

Hrom asac joib sn anvelte-wentr vas


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aed stick to it.

enctgics woward that end.
The dritter never accomplishes asy
:hing. Lake a los wat the mistivy try
et, he goes on floating throwegh thas
world, stopping here and there a
Some place, remainung a short white
only, and zhen be is seized bo the
current of discontent and carried on
and on ontil sinally, whea it is tow
late. he realizes that he is a fallore
The world is fall of the wrecks
men who have been failures because
they mever stack to any one thing
ong enought to make good.
Don't be a failure!
Success comes to the persistent
pootier the man who buckles down
to his job and hangs on
the tenacity of a bulldog.
Will you be a suecess at 30 , or will
you be a failure? It is for yous to
decide.
G. L. Rittelmeyer.

\section*{Fixing the Responsibility.} n Western Kansas a teacher primary grade was instructing class in the composition of sentence

BUICKS LEAD
cuas SLamb axD cP
mence murnis avelaner


\section*{}

Aor Nave Ricautitial. Simple and Sensihtie than fiver fleturr sir ConileL, Lepte Weiehn, Elasy Redine-

 7 Passengers, 5aist 10


The recond of achsevemont of Framklint Motar caes for zans covers mo liess tham a soore of the most amportant reliabolity endgrance ecounotry and efficiency tests of the roas reasom. List of these wimmings ofl be mailnt an reyurest.
The rgto season has begnen with a hew world's recond tor the Framklim this was established by Motel Ga. (the sosigo ae car) at Bartalo, X. Y . in the one gallan milease context, held by the Automobile Clab of Burfale Among, 30 contestants is went 46 f -10 miles on one gallon of gavoline and outdid its nearest competator by so per cent.
ill yout want economy-camtortsumplicity freedom from all water troubies-ught weight and light tire expense-fook into the Framklin. atalogue on reymest.

ADAMS \& HART
West Michigan Distributars
45-4 Na. Divistian St.


FOOTE \& JENKS' COLEMAN'S BRAND
Might Class
Lemon and Vanilla
 on gevzing Colemaa's Extracts from your jobbiag arocar or mail order direot is FOOTE \& JENKS, Jacksoon, Mich.


\section*{REVIEW of the SHOE MARKET}


The Condition of the Leather Mar ket.
The leather market presents a de cidedly firmer appearance than was the case a week ago. Possibly the prime cause of the increased firmness has been the upward turn in the hide market, although the most prominent 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 business was undoubtedly done at the expense of values.
Undoubtedly the advance in hides came as a great surprise to many o the shoe men, manufacturers as well as jobbers, for in spite of many disappointments there was a widespread belief that lower prices were bound in the near future. In place a decline, however, there has been an
advance and now the manufacturers who have not covered their needs are facing the possibility of still high er prices, with the surety already of a serious advance in values.

Cause Is Uncertain
Undoubtedly a goodly number a the manufacturers have bought leathvery 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, and perhaps it is well that it is held by only a small portion of the trade. There are many in both the shoc and leather trades who acknowledge that the market has a strong upwar. tendency, while at the same time they believe that the advance is not legit imate and due entirely to manipula tion.
Howver this may be, there is no question that leather is now cost ing more than it did a fortnight ago The actual facts are difficult to ascer tain, as there has been an unsettled condition of the market for som time with considerable irregularity in regard to price lists. Leading Western tanners have advanced price \(1 / 2\) to I cent per foot during the past week on both side leathers and finished calfskins, while others are practically doing the same thing although nom inally making no change in the pric list.

\section*{Finished Calfskins}

Finished calfskins are especially strong, principally on account of the advances in raw skins, which are now materially higher than they were at the beginning of last month. While an effort was made by salesmen to protect their customers as far as possible, some manufacturers have undoubtedly failed to cover their needs


H B HARD PANS
are made in 26
earried-in-stock styles
doubt made to move these large

\section*{Conservation} Is the Topic of the Hour H B HARD PANS

\section*{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 Sumer wear.
lines, but it is doubtful if they could be duplicated, either in price or in quantity.

\section*{Hemlock Sole.}

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 freely 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 end of the trade, but it is only a question of time when the larger manufacturers will wake up to the fact that values are getting to a point where it will be very convenient to have a good supply of leather on hand.
Union tanned sole leather continues very active and some very large ills are reported to have recently been sold. One large manufacturer is said to have been a very large purhaser lately, rumor giving him credit for buying at least 100,000 sides, while others have also operated to the extent of from 5,000 to 50,000 sides. Pric \(e z\) are very firm, especially on light and light-middle leather, which is stil in very light supply. There is no arge surplus of any weight as the stocks are in excellent shape from the tanner's standpoint.

Offal Leather.
Offal leather continues quiet, with large offerings. The surplus of this

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 giving.

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

Herold=Bertsch Shoe Co.
Makers of the
H B Hard Pan and Bertsch Shoe Lines
Grand Rapids, Mich.
\(\square\)

\section*{ar.L.a \\ GRAND RAPIDS SHOF}

\section*{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 pronounced as to have a serious effect upon the demand for flexible splits.
It is fair to say that the higher cost of the raw material is not the only factor in the improvement noted in the leather market. Undoubtedly there is a decidedly better feeling in the shoe trade, due to the increased business coming to hand. Traveling men who have lately been on the road in the South and the Southwest report having secured a good volume of business, with the promise of more when the jobbers come her 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 successfui 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 manufacturets have been working together in the effort to secure business and have both made concessions in order to stimulate trade.

As previously stated there is a sharp demand for colored shoes and mos of the manufacturers find themselves unable to meet the demand to the ex tent they desire. Some, however foresaw the present result and were prepared to take advantage of the sit uation, and are therefore able to add a very profitable ending to the spring run. The whole situation in both shoes and leather shows marked improvement and a cheerful tone prevails, such as has been lacking fo many months.-Shoe and Leathe Gazette.

The Master Salesman.
No man ever really exhausts the possibilities of his subject, howeve closely he may approach the limits of his own capacity or of his listener's patience. No salesman ever reaches the last possible argument in favor of his goods until the personal equation of the customer is eliminated. There is some special application o all things to all people; something that applies with equal force to no one else.
This is the vital touch of the suc cessful 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 which the customer must go alone and out of which his final decision will present issue.
This final appeal, this struggle be tween desire and dubious resistance may be precipitated by some suggestion from the salesman, worked into special influence by the customer' succeeding train of thoughts. terruption 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 anothe mind that he can read the probable
verdict being reached, can remain silent while the trend of thought is in the direction of a sale, can read the danger signal as this counter mind approaches some new doubt and, by a word, can start the thought ball spinning off along some smoother path, has mastered, perhaps, so far as it is within the limits of the human capacity to master, the art and science of true salesmanship.-The Shoeman.
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; so 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 a hurry to get them and if the other salesmen have been held up by a 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 man."

Tan shoe dressing will be in de mand next year if we can depend upon the statement of shoe dealers. While green and gray shoes were quite popular last summer, it is likely that \(\tan\) shoes will continue to be worn for a number of years. They always look well when well cared hemd, if proper attention is given them, will look well until entirely the better leather tan shoes that in as durable as any other colored shoe Druggists who handle shoe polishes will find the usual demand for tan shoe dressing the coming summe

Give Employes Opportunity.
An employer whose aims are mod ern and liberal should give his em ployes the opportunity of putting their impressions, suggestions and ideas about the management of his business into practice and give them sufficient latitude so that they may initiate, create and promote new ideas after submitting them to him for ap proval. By this method they take greater interest in seeking new problems and endeavoring to solve new ideas.-Shoe Trade Journal.
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 turning a deaf ear to men.

\section*{Rouge \\ Rex \\ Shoes}

The Successful Merchant is a 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 fiully annicicaned your wants in first-class shoes, especially for the laboring man, wo be he farmer, mechanic or shop hand there is a Rouge Rex shoe espectiaily adapted to give him highly satisfactory service.

Carefully selected leathers and high grade workmanship are prodiseing trade winners in Rouge Rex shoes.

Defer ordering for fall until you have seen our line. Your mall onders for immediate delivery will have prompt and carefal attention.

\title{
Hirth-Krause Company
}

Shoe Manufacturers
Grand Rapids, Michigan

\section*{Red School House}

Shoes Mean
More Business


\section*{For Boys}

\section*{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.

\section*{Send for Catalog}

\section*{Watson=Plummer Shoe Co.}

230-232 Adams St.,
Chicago, III.

\footnotetext{
Factories Lacated at Dixan, III.
}

Fashions Dictate Styles and Demand in Footwear.
The influence of fashions in clothing do certainly decide the proportion of sales of footwear. In the women's footwear this is a more emphatic statement. Some grades of men's footwear vary with the texture and color of clothing fabrics and establish precedents which if followlowed up year after year usually act as a barometer of trade demand to the retailer that believes in signs. Fashions may be fickle and change from time to time, but at each succeeding season are becoming more and more settled, resulting in shoe fashions that are more staple and popular.
The desire to have footwear to harmonize or contrast with other wearing apparel is a trait strongly developed in women. The idea is to not purchase a costume to suit a particular style of shoes. Custom shoemaking nowadays can not furnish
any more variety and individuality than the well stocked retail storethat is, at a fair price. Eccentricities vidual costumes are gradually passing The influence of the clothing market upon the business of a shoe store is tailer must enlarge his horizon of son by considering what influence fashion will have upon his stocks. A large shoe buyer in New York to consult with several dress goods amine fashion plates, inspect dey goods papers and sum up all the im portant factors as to style prior to
making his purchases. The store he buys for is not an ultra fashionclined towards conservatism, yet he training to keep in touch with the fashion of the times through the me diums within his command. The
fashion trade papers of the country are upon his desk and he consults them as liberally as he does the Boot and Shoe Recorder.
There is always a market for bealltiful shoes, but they must be apropos Whe costumes worn by women cost the shoe trade a good deal of money because retailers and manufacturers have not gauged the life of in the school of experience the neces sity of keeping in touch with the fashions of the day are watchful fo cvitable for them to demand a hisher profit from the fancy style, because of the lottery attached to them. The retailer should do likewise. If he orders this fancy footwear he should have it in his window early and dispose of it as quickly as he can. Sta ples are conservative, but do not of
fer the variety, profit and rapidity o sale that a sprinkling of novelties is sure to actuate.

The returns that have come in to us from shoe retailers of the country
ing the Easter period. The tendency has been towards sensible footwear of a bread-and-butter standard with some indications of a sale of fancy shoes. If the favorable conditions that have resulted so far in spring business are continued, there are many possibilities of large supplementary spring and summer orders. Warm weather stimulates retail trade, and if estimated correctly will mean the sale of novelty footwear. The retailers are getting their hands on fair amount of cash and are sure to order summer goods more strongly than was anticipated a month ago. Some extremists even believe that in footwear. If the radical fashions in both clothing and headgear prevail in footwear, the orders for such styles will be sure to come. The variety of
shoes on the market is almost startling. It would seem as if no two women wished shoes alike. In the large cities this complexity of styles is necessary because of the intense mpetition between retailers within a comparatively small territory. It is gets the jump on the rest by having shoes that are harmonious with the demand prevailing. A few years past for the same style of footwear. The patterns were very much alike. Toindividuality marks footwear in fashion, everybody wanted gun metal pumps. When tans were in fashion everybody wanted tans. Now
the trade is distributed among patrs and fancy styles. A multitude trimmings, rosettes, braids and to-date store catering to the women's trade. Some retailers consider that and that popular demand for a great variety of shoes is beneficial to the aggregate sales of the store. Others play only a few staple lines. Between these two we get a happy medium. A styles, and materials can not have astidious woman decides to have certain type of fancy shoes and she hand, the retailer is under the necessity of straining a point in the fitting style or the shoe he has on that styles is up against the problem of cause of their desire to have door bething distinctive for summer wear.
The textile people are constantly offering new cloths for manufactur ers to make up into shoes. They and offer all sorts of inducements to the manufacturers to push cloth upof col They present a great variety colors in leather before manufacturers and retailers to counteract the trade in cloths. It is thus competition directed against the retailer and nore fory influence them to use more fancy and colored shoes. One
of the elements of chance, a mere
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 y 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.
The March purchases of cloth by the manufacturers mean a cloth summer. Whites will be strong as most authorities predicted some time past. Canvas shoes are being made in all them. 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 are selling strongly by re- about the top. This interests costailers in different sections of the high class pump manufacture to the of its rich finish, very similar to a terial are made chiefly in black and Boston gray.
Bead work, ornamental metal designs and sunbursts are used as embellishments on high grade ladies' twear. Some of the more elegant and of ornamentation on veloose women's trade are showing silver trimmings set with imitation diamonds, enamel inlays or chased pat-

\section*{MICHIGANSHOECOMPAMY}

TYLE ERVICE ATISFACTION

You get them in the MISHOCO SHOE

Made in all leathers for MEN, WOMEN AND BOYS
You should have them in stock-every pair will sell another pair

\section*{MICHIGAN SHOE CO., DETROIT}

Our BOSTON and BAY STATE RUBBER Stock is Complete

\section*{Four Kinds of Coupon Books}

Are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. Free samples on application.

TRADESMAN COMPANY, Girand Rapids, Mich.
intricate designs. A black suede
shoe was seen having a heavy ex- This latticed eyelet design
sharried out in a number of slippers tension sole, but fastened to the full shoe height by means of straps about two inches apart. Another novelty is cut in a street shoe with a wing tip with buttons down to the very point of the tip at the side of the shoe. The shoe also was cut entire!y in one piece on the inner side, the only seam being at the bottom lapping.
The decoration of shoes has become an important item in making stylish footwear. Fashion requires that the decoration of shoes match the trimmings of the gown. For in stance, the new cord and tassel ef fects on fall shoes are an adaptation of the tasselled girdle. Inlays are seen in several oxford lines. It is fashionable to have the inlays match the cloth of the gown.
Some retailers go to the extreme of trying to match the shoe trimmings to the trimmings of the gowns. Laces, or buttons, like those on the gown, are called for.
For the spring and summer trade wide ribbon laces are very muct ir fashion. The two strap button pump and the ankle strap pump are the most popular button fashions in summer low cuts. They ca!! for only a few buttons, however. The one and two eyelet ties are among the leading summer fashions, and these, with the regular oxfords, have revived trade in wide ribbon laces.
The short walking skirts of the winter will, in all probability, be used in the summer by the women who desire to be extremely stylish. Ties, oxfords and boots with elaborate trimmings will be demanded by them.
One of the high or fourteen strap boots that is shown in the fashionable shoe store has fancy stitching and is cut at a pitch that gives a new effect to a warm weather boot. It is worn by women desiring something exclusive and that may be worn with a short skirt. Long dresses never are in favor for every-day wear during the summer, and are used only for evening wear when patent leath ers or undressed pumps are worn.
Some of the samples shown in windows in the leading cities are as fol lows:
A patent leather oxford made on a new stage last with a regular tip and tiny perforations.
A one strap oxford, of patent leath er, with a very low vamp adorned with a jet ornament. The strap is fastened with a black button. It looks little and attractive.
An ankle strap tie, of patent leath er, with a tongue and ribbon bow ar rangement that gives the shoe the appearance of an ankle strap pump.
A two button oxford of paten Russia calf leather.
A Gibson tie of patent leather with a topping of black corkscrew cloth.
A dull calf ankle strap, seamless pump with a plain toe, a rainbow and a narrow rim of fine perforations along the top.
One new dress slipper of pink leather has four button-hole eyelets cut in the vamp, and the eyelets are filled in with a lattice work of silk
of different colors.
Handsome and expensive shoes of gold leather and of gold cloth. The cloth is woven of gold thread.
A blue slipper has a baby blue ribbon band about its top. The ribbon forms into a cluster rosette on the vamp. In the center of the rosette is a pearl.
A right and left strap effect is a new design in slipper making. Some of these right and left strap slippers are adorned with tassels. These and other patterns are shown in Russia calf, \(\tan\) kid, mat kid, black glazed kid, all grades of black calfskin, Boston gray, corkscrew cloth and the whole range of cloths.
One of the retailers in Boston has been making quite a special display of calfskins for men's footwear, and the sales for the last three weeks have been very encouraging. He got ahead of other retailers in the city He expects Boston gray calfskin to sell well right through the season. Prior to his ordering heavily on this novelty, he investigated the men's clothing market and found that gray was to be the prevailing color in men's clothing. Grays and tans are also good contrasts and many men who under other conditions would not purchase tans are doing so because of the tasteful combination.
In all probability the fight between the various fashions will mean the survival of the fittest in tans, colors and cloths for women's wear. Black has established itself as a staple and can not very well be altered. This is to be a pump season. The snug ankle and vamp fit achieved by manufacturers this season insure sales o pumps because of these qualities. Ankle straps are diminishing in popuarity in some locations. In others they are booming over all cuts and patterns. The patent and dull finished leathers will be used for street boots as will also suedes in black. Silk and satin shoes and pumps will in a measure displace colored suedes. Silk toppings are novelties that are very attractive and satin is used in shoes intended for dressy wear. Some styles are even made up in general dress goods, such as pongee and tussah in blue and black with fair possibilities of their being sold in fashionable shoe stores. Oxfords and sailor ties will be second in favor to pumps. Tans now are assured a ready sale.
Prior to last year, green shoes were almost an impossibility to sell, but from the demand expressed by men patrons they are likely to be sold in some sections of the country. From the foregoing exposition of styles, materials, trimmings, and leathers, it can be readily seen that fashion dictates the creation of footwear to please the taste of the wearer of costumes, whether they are designed to harmonize or contrast with the materials used. It will thus be seen that the retailer is twice protected in your ordering by keeping in touch with the demands of fashion in fabrics and texture of clothing.in fabrics and texture of
Boot and Shoe Recorder.

\section*{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

\section*{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.


One or Two Phases of Window Dis- window has either given us "the glad play.
The only business ever known to exist any length of time without window displays is a blind pig, and the average hardware merchant of to-day is not
stock. 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 hits below the belt. saw what I thought was an opportu\begin{tabular}{c|l} 
Vacation Unnecessary \\
Clean, bright goods arranged in an
\end{tabular} \(\begin{aligned} & \text { rity and got busy on a window. We } \\
& \text { rigged up a railroad. Snow sheds, em- }\end{aligned}\) attractive manner in a well washed bankments, bridges, telegraph lines, hardware window will cause that win- etc., were all there.
dow to sell as much merchandise as the average clerk. Of course, the office and in front a train dispatch window has a little the edge on the er laid out with a bottle of rye beside clerk if it is supplied with a good him. The train was a tangled mass, lighting system, for it can work over- and dolls with stretchers aided dontime and not play out, while the keys with carts in hauling mangled clerk, in order to retain his snap and forms of the poor wreck victims to a energy, must have a vacation once a hospital in the distance. On the other year. The fact that some of us give side of the window was a saloon namto the window's life. A well worked In the front of the window was window does not look anything like card reading, "Division X-Forty an over-worked clerk, although an two Wrecks in Thirty Days."
remind one of an excited clerk five orders behind.

Glad Hand
The window display is to the stor what a face is to a man. The A1-
mighty 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
the face
head-with
positive f

\section*{the blame}

Our credit man says one good look story. In his flash judgment ever man is either honest or crooked. Yo say flash judgment should not count Well, perhaps not, but that credi man draws a magnificent salary for the money he saves his firm every
year, and he is not wrong once in year, and he is not wrong once in
5.000 times. Credit men are merely experts on human nature, and the crook who breaks the harpoon off in one of these chaps is mighty clever. We are all, in a way, credit men to the stores with whom we deal. We see their window displays, make our flash judgment and either go on down the street or into the front door. The

Whe same time one in window foolishwion, "Tickets to Destruction."
band" or "a cold shoulder."
Our Experience.
Experience taught me a window display lesson a few years ago. I want to pass it along, as it taught a lesson in window dignity, and at ness. I was located in a town wher

We built a miniature dispatcher's im. The train was a tangled mass, ed the "Railway Rest" and a depot with a sign, "Tickets to Destruction." card reading, "Division X-Forty-
two 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 sidecal papers wrote editorials on it. The division superintendent asked us to take it out, but we thought it was a reflection has it run a week. Sober things has since taught me some not soak in then window that could It did not create any toy business, It did win us the ill will of a number of ranlway officials. It wasted our best window a week just at a most mportant season, and while we amused the crowd we lost some good customers. Since that time I have left the portraying of local events to the newspapers and used our show windows to better advantage.
Princess Waneta Still Sleeps

A small circus went into the hands ficersenvers last summer and the offing sold the freaks at auction. The ringmaster bid in the \(\$ 10,000 \mathrm{mummi}\) fied Egyptian Princess for \(\$ 2.25\) and stayed with us. A few days later I think the boys put up a job on the boss, for I was approached by our friend of the circus and asked to rent the mummy for a window display. I invited the man to a seat at my desk and it would have done your heart good to see his smile broaden as I
crowds. I thought we would proba 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

\section*{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.

\section*{Hand Separator Oil}
is free from gum and is anti-rust and anti-corrosive. Put up in \(1 / 2\), 1 and 5 gallon cans.

\section*{STANDARD OIL CO.}

GRAND RAPIDS, MICH.

\section*{CLARK-WEAVER CO.}

The Only Exclusive
Wholesale Hardware House
In Western Michigan
32 to 46 S . Ionia St.
Grand Rapids, Mich.

\section*{More School Desks?}


We can fill your order now, and give yo 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.
cerned "the Princess Waneta still sleeps beside the still water."

Hits Your Store as Well as Mine.
Another phase of window abuse is tinware automobiles, saw steamships, rope merry widows on the heads of stove pipe women, etc., etc. I am not going deeply into the subject at this time, but briefly. It will never send your prospective customer away with the impression firmly fixed in his mind that your store carries a most complete line of lanterns because you have used one for a tinware automobile headlight. It won't send him away thinking you keep everything that belongs if you have used stove pipe elbows as tires for that automobile.
He won't stroll thoughtfully down the street wondering how you stock such a fine line of gasoline stoves because you have one in that automobile. 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 as "the-little-village-cutup," but they will never gain for you the serious consideration you desire from your customers. As they look into the 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 window. Grass shears, hose nozzles, menders, reels, bibbs and lawn sprayers look well in a garden hose window. 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."

\section*{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 talked stove half a minute and then jumped to rim locks and then talked stove again until you jumped 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 competitors. They are both your friends, working for the same single purpose 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 in a receptive mood. The proper kind of a window display proves the
print was true and backs up the morn- nection with the city lines. The utening's reading with substance. The newspaper is the prominent citizen introducing the new Mr. Silent Salesman. The window display in turn silently makes your customer quainted with a wide-awake clerk and you know the rest.
An old Southern colonel visits at my desk occasionally and has often said to me, "Son, familiarity breeds contempt." I take off my hat to the colonel, and have found that the public will do the same to a deserving show window. Cut out the horse play. The crowd is always ready to cheer when the band strikes tp "Dixie" or the "Star Spangled Panner." It only grins when they play "Waltz Me Around Again, Wil-lie."-Assistant Manager in Iron AgeHardware.

One of the Pawnbroker's Tricks of the Trade.
The other day I was in a pawnshop on Canal street-I may add that the pawnbroker considers me his friend. 1 refuse to go on record. While 1 was talking with him a man entered and approaching the counter he pulled a five dollar gold piece from his pecket and pushed
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 premium on this particular coin. He did not know how much, but seeing that the pawnbroker had a lot of coins in his window, he took it for granted that this was a place where he might dispose 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
with this lucky gold piece. It would be foolish for him to buy it. He would be glad to have it ordinarily, but in this case he would have to re-
fuse. However, if the man wished to exchange it for a piece of jewelry, a nice chain, say, he had some \(\$ 12\) chains which could not be duplicat ed elsewhere in Grand Rapids. Ho about it? The man with the coin considered and finally decided that 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 interest ed 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. 35 . Just one of the tricks of the trade."
I let it go without comment. But

\section*{it is a true story.}

\section*{Outfit for Electrical Kitchen.} The kitchen range for electric cooking purposes consists of a hard wood table finished in Mission style, completely wired and ready for con-
nection with the city lines. The uten-
sils consist of a two quart meal cooker, a two quart teakettle, a three pint 15 cents.
Electric heat is superseding all oth er 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 advantages. 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 beat. Losses due to transmission of heat are eliminated. There are also increased production, improved product and decreased manufacturing cost.
Even the silk mills and tea driers of Far-away India recently sent
the United States for special electri-
cal heating devices. But the metal industries have made the most important showing. Pig iron is being smelted from the ores by electricity, steel is being refined. In the leather trades, clothing and textile manufactories, woodworking, paper industries tric 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
thing, but he really had a doubt as

\section*{Do You Make}

A Satisfactory Profit? would you take \(\$ 4,000\) for it? that they command a ready sale and a satisfactory price? 'Satisfactory Profit?'

There are several things to consider, a two quart teakettle, a three pint not incrence class of trade might criffee percolator, a seven inch frying would change and for the better pan, broiler, gridiron, oven, toaster Some people care most for credit, and a small water heater. and they so 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 it. With this type of water of trade. It is possible that the dirty heater, which is attached to the fau- store is the only one available.
cet, the opening of the tap turns on We think that even when competithe electricity and the water is heat- tion has not appeared, still cleanliness \(c d\) as fast as it is drawn, without d will be beneficial for it will create a gallons can be heated in this way for favorable reputation which will growThe 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.

\section*{Establlshed in 1373 \\ Best Equilpped Pirm in the State}

Steam and Water Heating Iron Pipe
Fittings and Brass Goods Electrical and Cias Fixtures Galvanized Iron Work

The Weatherly Co.
18 Pearl St. Girand Rapids. Mien.

\section*{Awnings}


Our specialty is Awninds for Stores and Residences. We make common pull-ap. chain and cog-gear roller awnings. Teats, Horse. Wagon. Machine and CHAS A COYE, Application

> CHAS A. COYE, INC.

11 Pearl St..
Grand Rapids, Mieh.

If you paid \(\$ 5,000\) for a house and lot and had a chance to sell 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

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

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.
Special Correspondence.
New York, April 9 -Spot coffee is about the dullest on record and the 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 improvement. It costs to hold coffee and it will not be pleasant to have thirty days more of such coffee weathr. Buyers seem determined to take the smallest amounts and there the matter rests. In store and afloat there are \(3.332,738\) bags. At the close Rio No. 7 is quoted at 85/6@83/4c. Mild grades are quiet, although some transactions have taken place in Maracaibos at full quotations.
There have been a few withdrawals in refined sugar on 4.95 c and 5.05 C quict. The American quotes 5.15 c for quict. The American quotes 5.15 C for
granulated and others 5.25 c , less 1 per
cent. cash.
The tea market is rather more quiet this week. Buyers and sellers seem to have different opinions as to values and both are waiting for something to turn up and meantime matters simply drift.
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 domestic, 5 @ \(53 / 8 \mathrm{c}\)
change. Supplies are not especially large, although there is no dearth of anything.
Cooler weather has improved the molasses market and, upon the whole, it 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 goods? On every side are moaning and groaning. While other food products are advancing the fact is that tually is a curiosity. In nothing is there any life and tomatoes which have been jogging along at something like \(621 / 2 \mathrm{c}\) for standard 3 s are hanging at about 60 c and no one scems 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 oi 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, \(321 / 2 @ 33 \mathrm{c} ;\) extras, 32 c ; held stock, 29@3Ic; imitation creamery 231/2@25c; factory,22@221/2@23c. Cheese is steady at \(171 / 2 @ 18 \mathrm{c}\) fo New York State full cream.
Eggs are doing better and at the close nearby stock is quoted at \(23^{1 / 2} @\) 25 c ; Western and Southern, 21@ \(21 \mathrm{t} / 2 \mathrm{c}\); Western select extras, 24c; regtlar pack, 23 c

The Salesman in the Grocery Store. What can be said of grocery salesmanship that can not be said of any other kind of salesmanship?
There are three dimensions to sol ids: length, breadth and thickness. It is a scientific rule and is a fixed prin-
ciple. It is universal. So, too, is fixed and determined the basic principle of salesmanship. A knowledge of the grocery business, a knowledge of customers and an intelligent application of that knowledge will make a good grocery salesman. That formula will make any kind of a good salesman. It does better than that.
Good salesmen make good business builders and business builders make our present day captains of industry. The query might be exhausted with a formula were it not for the element in business life which makes for greater or less commercial success-the element of personal equation; the geniality of approach, eith er native or trained or acquired; tact and presence. Probably more than any other business, the grocery business makes the greatest demand for tact The call for thought and energy is as great in handling a small sale as it is in handling one which means larg er rewards and greater business.
There are two elements to be con sidered in salesmanship: One is the business itself and the other is the salesman. In the first place no man should be in a business he does no respect. If he respects his business 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 are spent every year elevating the grocery business, the hardware business, the clothing business-every kind of business. Is the salesman keeping pace with the business?
In selecting a salesman I conside his mental grasp of the relative importance of things. He, not his busi ness, is the greatest thing of the mo ment. A salesman in the grocery line, or any line, should accomplish bis object with the least possible ap parent effort. Deference to the wish es of the customer is paramount. But salesman should never be slavish in his attentions. It is not demanded and it is bad taste to attempt to impress anyone who is trying to intellisently 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 bar gain and sale transaction and should be carried out in that way. You know the stock and he thinks he knows what he wants. His taste might be very bad. He might have 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 and himself.
As to the element of human nature which enters into consideration of salesmanship, that is the personal equation of the salesman. It takes many kinds of people to make up the world. Some people are quick and
others slow, some intelligent, some 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 people. 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 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.

\section*{Mayor Restricts Slaughtering.} No longer will Mason City, Ia
butchers be allowed to kill their poul butchers be allowed to kill their poul-
try, calves and sheep in try, 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 tion while the work of slaughtering was carried on in the rear of the shops. Notice was given the butche shops last Wednesday morning.

\section*{\begin{tabular}{ccc}
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\end{tabular} \\ A \\ 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.

\section*{Grand Rapids Show Case Co.}

Grand Rapids, Mich.
The Largest Manufacturers of Store Fixtures in the World

\section*{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

\section*{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.

\section*{Grand Rapids, Michigan}

Personal Reminiscences of Three Former Residents.

\section*{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 him. When the subject of his ex periment had placed his arms firmly against his sides, bending the elbows and extending the forearms in obe dience to the Colonel's instructions, the latter, standing in the rear, would lift the man bodily from the floor a easily as if he were a child.
While the erection of the great arch in preparation for the Centennial Fourth of July celebration was in progress a horse attached to a heavily loaded wagon entered Campau Square and stopped near the arch to kick away the flies that annoyed it. The weather was very hot and the indulgent driver was disposed to al low the poor animal freedom of action, so far as the good of the service would permit. Finally the tortured animal let fly a mighty kick, when its foot caught on the top of the dashboard. The efforts of the animal to free itself, aided by the driver, were unavailing. The beast failed when it tried to draw its load walking on three legs. Colonel Fox noticed the sad predicament of the horse and, going to its assistance, placed his powerful arms under its abdomen and lifted the animal to a height that enabled it to free its leg. A hundred bystanders applauded the act.
In his youth Colonel Fox followed
In his youth Colonel Fox followed carpentry and joinery. A favorite
occupation was the erection of winding staircases. He experienced a great deal of pride in his work during later years when he visited old buildings and examined the stairs he had erected many years previous. A fair sample of his mechanical skill and ability may be seen in the Rindge, Krekel \& Co. store on Canal street. This particular staircase has been in use more than fifty years. Colonel Fox loved a joke and was one of the famous story tellers of his day

The main store occupied by the Spring Dry Goods Company was erected by Crawford Brothers. Many years ago one David Miller acquired title to a piece of ground located near the center of Campau Square, as the outcome of a wager in a game of poker. Money was scarce in our pioneer era and gambling debts were not infrequently settled by transfers o 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 settlement of many debts resulting from sittings at the gambling table in that way. Miller engaged in the grocery trade and among his employes were two lively, energetic young men-Alfred Crawford and his chum and companion, named Strong. (The latter ran into an air hole while skating on the river below the Fulton street bridge in the winter of I866 and was drowned.) Crawford was a thrifty young man and when in 1867 Miller decided to retire A1fred Crawford called his brother Frank in from his father's farm in Plainfield and they bought the Miller
stock and grounds, afterward doing 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 the grounds and buildings necessary for the creation of Campau Square, the Crawford Brothers received a large share of the money paid for the property and used this to erect the building owned and occupied by the Spring Dry Goods Company. Upon the big shield that surmounts the cornice there formerly appeared the name "Crawford Block." Alfred Crawford is living in Los Angeles and is engaged in the grocery business on West Twenty-fourth street. The firm failed in Grand Rapids in 1873. The Crawford family was a large and prominent one in Grand Rapids before the war period, but only two brothers remain.
The late Edward M. Barnard wa the leader of the movement to or ganize the Reed's Lake region as a village corporation. He introluced the bill in the Legislature for that ptirpose in 1891 and when it passed and received the approval of the Governor he stated that it would be his task to make the village a part of the city of Grand Rapids two years later. Mr. Barnard was returned to the Legislature in 1893, but when he attempted to pass an annexation bill the villagers were so well satisfied with their government that they opposed the movement vigorously and Mr. Barnard reluctantly abandoned the project. Mr. Barnard was very active in pushing to its passage the bill which resulted in the extension of the city limits during 1891. His main argument was the necessity of closing up the road houses located in the territory subsequently added to the domain of the city. Several of these road houses were located on Cherry street near Lake avenue; others were on North Canal and South Division streets, Grandville avenue and other thoroughfares. These houses were the sources of a great deal of crime and disorder. Prize fights, dog fights, chicken "disputes," drunkenness, licentiousness, gambling, robbery and lesser crimes were of nightly occurrence. All were put out of business when the annexation bill passed and for the moral regeneration of the annexed territory great credit was due to Mr. Barnard. Arthur S. White.

\section*{Faithful To the End.}

A happily married woman who had
enjoyed thirty-three years of wedlock, and who was the grandmother of four beautiful little children, had an amusing old colored woman for cook.
One day when a box of especially beautiful Howers was left for the mistress the cook happened to be present and she said: "Yo' husband send you all the pretty flowers you gits, Missy?
"Certainly, my husband, mammy, proudly answered the lady.
"Glory!" exclaimed the cook, "he suttenly am holdin' out powahful
well!"

\section*{The Antiquity of the Dog.}

Evidence has been unearthed proving that domestic dogs, resembling more or less the dogs of to-day, existed in Europe not only during the age of iron and the age of bronze but even in that exceedingly remote time known as the Neolithic period, when man made his best tools of polished stone.
In South America also, according to the opinion of Rutimeyer and Woldrich, man had cultivated the Fear is the rock on which we split and hate is the shoal on which many a bark is stranded. When we are fearful the judgment is as unreliable as the compass of a ship whose hold is full of iron ore; when we hate we have unshipped the rudder and if we stop to meditate on what the gossips say we have allowed a hawser to befoul the screw. Elbert Hubbard.
The next man in a barber shop is always rough and ready. 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.

\section*{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

The Mayer Trade Mark
the goal.

GROWTH INCREASES INVESTMENT

\section*{But added telephones mean at once increased income.}

\section*{CITIZENS TELEPHONE COMPANY}

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

MORE THAN 10,460 TELEPHONES
In its Grand Rapids Exchange alone, and about 25,000 telephones in other exchanges in its system. It has already paid

FIFTY QUARTERLY DIVIDENDS
And its stock is a good investment. INVESTIGATE IT

\section*{Whatever May Be Your Wants}
as a buyer or a seller, a merchant or a manufacturer, a lawyer or a banker, a real estate agent or an owner, a hotel owner or a manager, a man wanting a job or a man having jobs for others, the place to make your wants known is in the Business Wants Department of the Michigan Tradesman.

\section*{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?

\section*{Do You Want To}

Sell farms or timber lands?
Sell industrial plants?
Sell manufacturing sites?
Sell water powers?
Sell your business?

\section*{Do You Want}

A clerk or a salesman?
A superintendent or an office manager?
An agency or a situation of any kind?
A partner with money?
A manager for your store?
Communities possessing advantages for factories and desiring to attract the attention of manufacturers and capitalists find this department especially effective. Banks, hotels and other businesses are using space regularly with excellent returns.

The Business Wants Department of the Michigan Tradesman is an advertising feature that is of interest to all readers for the news it contains-news in condensed classified form. It is a department of small advertisements that brings gratifying results. Rates, two cents per word for the first insertion and one cent per word for each subsequent consecutive insertion.


The Evolution of a Traveling Sales man.
Chapter I.
John Henry was born in Ohio at a very tender age. His mother claimed that he was the most remarkable infant of the century and his father also admitted it. His parents gathered nightly at his cribside to specu-
late on his future. His mother pointed to his head development, saying, "He shall follow the law." His father disagreed and claimed that he should be either a furniture mover or a sew
ing machine agent-basing his forme opinion on the rapidity and glee he (John Henry) derived in breaking his toys, and the latter on the young ster's volubility and tenacity of purpose. The child grew in stature and told, in support of her position, how John Henry agreed to skin his play mate's orange, accepting half the finished job as his fee. His father had
nothing to say, recognizing in the incident latent and unmistakable commercial tendencies.
red which po natural inclination toward barter and trade. One day when his mother was paring potatoes for supper John Henma, mamma, can I sell the wheels the baby buggy? It ain't doin' nobody no good up in the attic an'
Tad Brown wants some wheels for 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 deCaesar across the Rubicon the noble iness 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 bot thes and the supply and demand of tinioil in the neighborhood were a breath to his nostrils. His teacher his father curious. To despise boo knowledge is unwise; think not, gen tle reader, that we seek to exonerat 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 what made Dickens, John Wanamaker

\begin{abstract}
and Napoleon Roosevelt. So John
\end{abstract} Henry traded, swapped and bartered He found that a boy who owned a rabbit would trade it for a pigeon, when the attractiveness of owning such a bird was properly extolled. He found the people of his young ward without convictions, amenable and pliable. He came to know the thing he had-whether a mangy rabbit, disabled kite or a rusty knife-could be rendered resistless and desirable when properly and enthusiastically exploited. But one thing more he learned and mark this well, brother:
John Henry had long coveted goat owned by a lad in his class school. He decided to get possession said goat if it was within the realm of human endeavor, but his list of possessions did not contain anything he could hope to offer successfully in exchange, except-and his heart bea high at the thought-except, perhaps a bicycle. Now this bicycle was de crepit and incompetent-noisy, un safe and ancient-in fact, worthless as a bicycle, but excellent, though John Henry, as a medium of trade He shined and polished it and stop ped the leaks in the tires sufficiently to hold air for an hour or so. He lay in wait around the corner until he saw his victim (customer) approach driving his goat. Then mounting his wheel carefully he bore down upon
him. Warily he began to goats as a means of transportation compared with bicycles-especially such bicyctes as this one. He said things about that bicycle which were not borne out by facts. When the owner of the goat was in a proper解 hands and the bicycle found new owner. Now that bicycle would not stand the acid test. Like a tired soul weary of life, it collapsed in tire and seat and frame and the victim found he had been "stung." He at nce became wrathy and, consumed y a desire for revenge, sought out John Henry and asked reparation, but meeting first indifference and then John Henry his trimmings, took back his goat and departed.
John Henry's thoughts, as soon as he could think clearly again, were the philosophy of the situation see the philosophy of the situation. I
have brought this upon myself. I did not deliver the goods. The peoPle do not like to be fooled, P. T Parnum to the contrary notwith standing."
"Any business to-day?" queried his father that evening at supper.
"Not any that I'd care to advertise," replied John Henry, thought-
fully, and not at that time knowing the value of his lesson, he counted the day lost.

\section*{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 prospect" to the place where the old customer was waiting to hand you an order because he knew the house and finally land back at the hotel without even having tried to land the hard one? Did you ever neglect to get a line on a new customer's credit because you simply hated to do it? I mean, do you remember when you
used to evade the issue? don't do those things now because you have learned that those things
re easy if you go about them right.
But we'll go back to John Henry: He received a position,
"got a jub," with a paint firm, which we will call Black \& White, mainly because that's not the correct name windows, doors, ephone and the buzzers; and every evening to moisten a few hundred mall, gummed-one-side, lithographed portraits of George Washington, stick them to the upper right hand cor ners of so many letters and escort go, John Henry was fair-which is really considerably above the aver age. His rather large percentage o errors was largely counteracted by ter in the files. John Henry moved slowly up the pay roll by reason of the pressure from beneath and creation of oppor tunities incident to
prosperous business.

\section*{Chapter IV}

After three years with the firm John Henry knew how paint wa made, what went to make a good white enamel and how to illustrate selling talk on varnish with a via ontaining a bubble. One day he ap proached the sales manager with his first selling proposition-to sell his services to the company as a sales"Mr. Thomas, s," said he,
ould give me a territory I would be much obliged. No. 62 territory wil customer and prospect on it. I am easonably sure I can show a gain." There was a lot at stake. He was nervous but doing his best not to show it. desk, young man. You are forget ting 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.
"Mr. Thomas! I'm not-I mean, I do. Excuse me, Mr. Thomas, but I
do know the goods. Ask me some 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 reaon why."
He got the chance and no soldier ever started to war with a grimmer letermination or loftier aspirations and hopes than John Henry when e pulled out on the B. \& O. on a ertain Monday morning

\section*{Chapter V.}

John Henry was sitting in the ro inda of the Palace Hotel at Skin He had had an averHe could look back at it without flinching, for he had done the best he could, and no man can do more than that. The clerk handed him a wire; it was from the house and read, "Come in soon as possible. would nessage like that from the house, but they hadn't done their best. Once more John Henry stands in the sales manager's office, but he is right at
'John Henry, you are about to re ceive the reward, not of genius nor are going to be offered the salesmanagership of this company
'h, thank you," gasped John Henbadly flustered over this great unanticipated honor as when he stood on the same spot years ago, claiming that he could increase the business f No. 62. "I'm sure I don't deserve 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

\section*{HOMELIKE}

You will notice the differ ence in the cooking immediately. There are a dozen other things that suggest the word homelike at the

\author{
Hotel Livingston \\ Grand Rapids, Mich.
}

\section*{Hotel Cody \\ Grand Rapids, Mich.}
A. B. GARDNER, Mgr.

Many improvements have been made water have been put in all the rooms. Twenty new rooms have been added. many with private bath.
The lobby has been enlarged and beautifled, and the dining room moved o the ground floor.
\(\$ 2.50\) and \(\$ 3.00\). American same- \(\$ 2.00\) All meals 50 . American plan.
All meals 50c.
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 sais, we will leave John Henry to his new job. 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, "the house has honored me to-night 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, if only by comparison. To successhead 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 Cat Co. in dealing with the Pere Mar-
quette system, referred to at some quette system, referfed to at some
length in last week's paper, it is interesting to note that the Inter-State Commerce Commission has undersleeping 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
reducion in rates amounts to about 20 per cent. for lower berths and 30 to 40 per cent. for upper berths. S far as the Tradesman's knowledge goes, this is the first time the InterState Commerce Commission has un-
dertaken to say that a lower price should be charged for an upper berth than for a lower berth. Every travPullman schedule, but up to this time there has seemed to be no appeal.
If the Inter-State Commerce Commission can revise the prices fo 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 outragecusly high. For instance, the potato growers of Michigan receive this year
about io cents a bushel for their crop. The Pullman people and the Vanderbilt people are charging 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 10 cents a bushel of sixty pounds and 25 cents for six ounces of finished product is altogether great and ought to be regulated by law or by rule or by public opinion or by some other tribunal that will curb the av

No feeling is more delusive than that you are raising yourself by despising others.

\section*{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 ir 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. Strive to anticipate the wants
time 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 whic
is needed at a certain time has cash value that is worth looking aft
; 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 sit-
uation and trace out the source of

The Boys Behind the Counter. Benton Harbor-John Calkin employed at Herr's grocery, taking the position vacated by Hiram Allerton, the latter beginning his duties with the Benton Harbor Paper Co. Evart-Fred Flemming has leit
the employ of Davy \& Co. to go on the road for the Richardson Shoe Co., of Menominee. John Kenny has taken his place as manager of Davy \& Co.'s shoe department.
Mancelona-J. P. Holbrook, who has been manager of the Jess Wisler store at Wetzell for twenty years, is clerking for Gruber \& Co. Carson City-Dale Andrews has taken a position in W. A. Crabb's a situation in E. S. Brooks \& Son's grocery.
Ovid-Miss June Losey has accepted a position as clerk for Redfern \& Annis in their general store.
Portland-Guy Williams, ffor a number of years with the Ludwig store, has gone to Hillsdale, where he will be employed in a grocery store conducted by his brother-in-
law, George Beck.

Ionia-Will Smith succeeds Miss Kelleher as book-keeper for the Ionia Hardware Co.
Grand Rapids-Robert Jupson is now manager of the Beacon shoe store at the corner of Monroe and Ottawa streets.

\section*{Some Paint Sayings.}

Paint is like a dog-abuse ruins it. Treat it kindly and it is your faithful slave.

The time to cure a case of peeling s before the paint is applied.
Haste in "getting the job finished" s 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 ot expect to reap sugar cane. When ou use paint improperly you should ot expect good results.
Paint that will not peel when it ught to peel is not fit to paint with. Moisture under the paint is a thousand times worse than moisture 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

\section*{Eggs-Strictly fresh, 22c}

Live Poultry - Fowls, 20@201/2c;
ucks, 18@20c; old cocks, 13@14c eese, 15@16c; turkeys, I6@ 20c.
Beans - Pea, hand-picked, \$2.30 35 ; red kidney, hand-picked, \(\$ 3\); white kidney, hand-picked, \(\$ 2.75 @ 3\) marrow, \$2.90; medium, hand-picked, \$2. 35.

\section*{Potatoes- 25 c per bu.}

\section*{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 history. He first visited Saranac in
April, 1873, and on his first trip he sold W. G. Clark and G. A. Cotton a bill of goods. He has made this town regularly ever since and none of the firms which he has represented has ever lost a cent on bad debts in Saranac. In 1873 the principal merchants were W. G. Clark, G. A. Cot ton, E. B. Armstrong and G. W. Rog ers. S. A. Watt was clerking for Mr Cotton at that time. He says thaSaranac is one of his best towns, for he is always sure of good orders, and his home is sure of receiving pay for the same. Mr. Grant is the oldest traveling salesman in the State and on Monday his youngest son, Gilbert A., accompanied him, he representing another line of goods. The ald gentleman was schooling the young man, and if he can make as successful a salesman out of him as he is he will be a top notcher. Everybody is pleased to see Mr. Grant, for he is always jolly and has a good word for everyone, and you can always depend upon him and his goods.

\section*{Window Backgrounds.}

Materials without number have been used for show window backgrounds. And no matter what these materials may have been, nor how attractive and efficient they may have proved, in many cases the result has been that with the newness gone the tore management has tired of their appearance and adopted some other 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 velcomed.
We refer to a modern show window inished in the background and ceiling panels with what appears to be quar-ter-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. ven the window dividers are covred with the same material.
These covering papers simulating wood finish in a realistic way can be
had in the brown, green. black and ight oak imitations, and both in the The mater-salal and plain grain forms. The material can also be obtained in mahogany, birch bark, silver gray inish matt paper.
show window of this character can have a new background installed
as frequently as desired, and at an expense not exceeding \$8--Ipparel 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 doltar a minPermit him to work incessantIy 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 Igro.
Such is the magnitude of the beef industry. The annual report of the Department of Agriculture, issured 7 few days ago, indicates that there are \(96,658,000\) cattle in the country. At the estimated increase in population over the census of rgoo this proviter a cow or a bullock for every human inhabitant, adult or minor.
It is but natural that the citizen should manifest interest in vscerthining what becomes of this beef. It is his right to be informed that the source of his beefstealk is rapidty diminishing, that the number of cattle decreases on a ratio with the interease in population, that the great cartle 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 intol this thing we call "the cost of liv-ing."-Walter C. Howey in the Amer ican Review of Reviews.
Many think that faith is believins all they wish was so.
No man can rise above criticiem who fears censure.


Michlgan Board of Pharmacy.
resident-W. E. Collins, Owosso. President-W, E. Collins, Owosso. Secretary-John D. Muir. Grand Raplds. Other Members-Edw. J. Rodgers. Por Huron, and John J. Campbell, Plgeon.

\section*{Mlehlgan Retall Druggists' Assoclation.
President-C. A. Bugbee. Traverse City} President-C. A. Bugbee. Traverse City
First Vice-President-Fred Muskegon
Second Vice-President-C. H. Jongejan, Secretary-H
City. ids.
Michigan State Pharmaceutical Assocla-President-Edw. J. Rodgers, Port Huron. First Vice-President-J. E. Way. Jackson.
Second Vice-President-W. R. Hall.
Manistee. Manistee.
Third
Third Vice-President-O. A. Fanckboner. Grand Rapids.
Secretary-F. Fid

\section*{Calkins.}

\section*{Arbor.}

One Hundred and Forty-Five Additional Members.
Traverse City. April 9-I have been somewhat negligent in reporting new members of the Association and find that my last report was on January
IS. Since then we have recorded 145 more members, as per enclosed list, and they keep coming. Beside that is the encouragement we get through letters, enquiries, etc. At the meet-
ing in Grand Rapids one member said: "I am going to get twenty-five new members before Sept. t." As he
has already sent in sixteen, he is likely to "make good." Now, if eac member would get even one new
member we would soon rench the thousand
through our friends, the traveling men, and from other cources, the September will be the largest and best meeting ever held in the inter
ests of the drug trade of Michigan. Let every member plan from now to let the Kalamazoo brothers show yous what a good local organization
can do. They can show you all right
President Michigan Retail Druggists Association.
The list of new members is as fol lows:
M. R. Anson, Kalamazoo: Chas. F Abell, South Haven; Ross Armstrong, Constantine: D. T. Altenberg. North Star; Geo. W. Armes, Gaines: C. B.
Bidlack, Kalamazoo; Walter Briggs, Kalamazoo: C. P. Baker, Battle Creek; Baker-Jones Co., Battle Creek: Sid V. Bullock, Howard City: A. M. Pird, Milford: J. W. Bullock, Fenwick: J. L. Bucknell. Flint: F. D Baker, Flint: H. C. Blair, Albion; A H. Blankenhorn, Tackson; Allen W. Baker, Coloma: Chas. B. Branden burg. Benton Harbor: Henry J. Bernard, Berrien Springs: H. L. Bird,
lotte; Colman Drug Co., Kalamazoo; R. W. Cochran, Kalamazoo; A. E. Crippen, Brighton; H. C. Catterfeld, Saginaw; F. M. Colwell, Jackson; Geo. T. Chamberlain, Hartford; F. E. Curtis, Flint; E. E. Calkins, Ann Arbor; J. L. Congdon, Pentwater; R. L. Chamberlain, Hartford; H. W. Chase Muskegon; Campbell \& Darling, Lansing; S. H. Dunwell, Kalamazoo; J D. Dousett, Battle Creek; J. J. Dooley, Grand Rapids; D. J. DeMay, Jackson; W. A. Dehany, Detroit; F Dullam \& Son, Flint; Dolson Bros, Saginaw: O. B. Dunning \& Son, Vicksburg: A. J. Erwin, Battle Creek Fletcher, Grand Rapids; W. H. Fil bert. Saginaw; C. A. Fuhrman, Lawton: E. E. Faulkner, Grand Rapids; M. H. Groodale. Battle Creek; J. N Gustin, Marshall; M. E. Gambel, Kal amazoo; M. R Grover, Alma; T. S Glenn, West Branch: W. R. Gibbs, Three Rivers: E. B. Hamlyn, Battle Creek; Helmer \& Goodale. Battle Creek: Fred H. Holmes, Marine City H. R. Harrisson, Chicago;

Haan, Grand Rapids: Haggart's Phar nacy, Owosso: W. A. Hubbatd. Mid Jennings, Jones, Battle Creek; C. R edy. Kalamazoo: A. F. Knowles, Saginaw: B. F. Kinmont, Albion; R H. Killian, Ypsilanti: F. W. Kurtz, Jackson: Phillip Kephart, Berrien Springs: J. T. Logie. Grand Rapids; . H. Loeffler, Kalamazoo: I D Lyons, Kalamazoo: Ellis A Lake Constantine: A. F. Larmour, Battle Creek: H. G. Lewis, Jackson; M. E Luthur, Kalamazoo: W. S. Lawton Grand Rapids: F. N. Maus, Kalamazoo: J. W. Murphy. Battle Creek Geo. Mr. Mathews, Grand Rapids; Dr R. E, Moss. Pontiac; Albert Martin Mansfield, Otsego I. Madsen. Trufant: John T. Ma loney, Jackson: C. D. Murphy, Bat the Creek: D. C. Meserol, Jackson; E L. Moore, Albion: G. C. Merz, Mon roe: M. L. Moody, Lansing: C. R land, Hastings: L. V. Mulholland Scottville: H. H. Menery, Allegan; A 1. Morrow, Pellston: David Mc Donald. Kalamazoo: J. E. McEvoy Flint: Jno. J. McKlighan. Flint: K H. Nelson. Dowagiac; Chas Neindorf \& Son, Colon: W. S. Owen, Riv Wdate; Chas S. Osborne, Vandalia H. Peet. Battle Creek: C. A
Pendle. Bellevue: Hillsdale. H - D. Parrish, C. H. Patterson. Jackson: Paw Paw Drug Co., Paw Paw: F. W. R. Perry, Detroit: L. Perrigo \& Co., Allegan; B. W. Parliament, West Branch; C. G Putnam. Three Rivers; F. A. Rollins, Kalamazoo: W. W. Retwin, Kalamazoo; Vic Rousin, Big Rapids; S. W.

Rose, St. Joseph; Ashley B. Rice, Benton Harbor; Chas. G. Rhodes, Alma; L. G. Stuart, Kalamazoo; F. H. Scott, Battle Creek; R. F. Squires, Marine City; W. K. Schmidt Co., Grand Rapids; W. H. Sanderson, Detroit; Smith Bros., Ypsilanti; W. E. Stephens, Grand Rapids; E. C. Spens, Alpena; A. B. Shiffer, Lansing; W W. Slawson, Greenville; Smith \& Horn, Three Rivers; Arthur L. Sly White Pigeon; Jo Taggart, Algonac: A. E. Tomlinson, Saginaw; Trumble, Jackson; W. W. Todd, Jackson; Peter Torbeson, Cadillac; 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 fenders. Perhaps this is true; the city officials should know. Certainly 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" or ganizations are springing up like mushrooms. Either we are increasing in vice or humanity. Perhaps it is poverty and charity instead.

\section*{Adjust the Difficulties.}

How many good customers are lost to stores through some little mis understanding or imagined grievance? The customer may be right or he may be wrong, but in nine cases out of ten the whole matter can be ad justed amicably by a little explananation or perhaps some trifling concession on the part of the merchant.

Usually the customer has bought something that has not turned out as well as he thought it would and he thinks that he has been cheated.
White the merchant can not allow himself to be imposed upon, he must remember that he is in business to sell goods. A little judicious "jollying" may bring the customer back, but if this will not serve, give him what he asks for, providing it is not unreasonable.
After all. the great majority of people are innately honest, and would 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.

\section*{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 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 \(\qquad\)
Their One Regret
A theatrical manager delighted in taking a rise out of conceited or vain members of his company. "I see yot are getting on fairly well," he te marked. "Fairly? I am getting wery well, replied the hero of the play, proudly: "I played Hamlet fot the first time last night. You can sec 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." 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 89 years, was the first woman pharmacist in the world. She was 56 years old when she began the study and was graduated from the Philadel phia College of Pharmacy in 1883.

No man can make life joyous who does not himself enjoy life.

Muffled voices must be uncomfortable in warm weather.

\section*{WHOLESALE DRUG PRICE CURRENT}

\section*{Aceticum Acldum} Aceticum
Benzoicum
Boracie
Carbolicu Citricum
Hydrochior
Nitrocum Nitrocum
Oxalicum Phosphorium, dil. Salicylicum
Sulphuricum Sulphuricum
Tannicum
Tartaricum
Ammonla Aqua, 18 deg. Chrbonas
 Brown
Red
Yell

\section*{Cubebae 5}
Uniperus
Copai
Peru
Tera
Tolut

Ables
Cass
Cinc
Buon
Myri
Prun
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Sass
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\section*{ \\ PLAYBALL \\ We Are Agents for \\ Base Ball Goods}

Manufactured by
A. J. REACH \& CO., Philadelphia, Pa.

\section*{Balls, Bats}

Fielders' and Basemen's Mitts Gloves, Protectors
Catchers' Mitts and Masks
Please send us your order early while our stock is unbroken and complete

Hazeltine \& Perkins Drug Co. Grand Rapids, Mich.

\section*{LaBelle Moistener and Letter Sealer}

For Sealing Letters, Affixing Stamps and General Use

\author{
Simplest, cleanest and most convenient device of its kind on the market. \\ You can seal 2,000 letters an hour. Filled with wace it will last several days and is always ready. \\ Price. 75c Postpaid to Your Address
}

\section*{GROCERY PRICE CURRENT}

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are !iable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.
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Bluing
Broms
Broushes
Buter
Brushes
Butter
Candtes ......
Canned Goods
Carbon Oils
Catsup Catsup
Cereals
Cheese Gum Chtory
Chocolat
Clothes
Cocoa
Cocoanut
Cocoa Shee
Contis
Coffee
Confeetion
Crackers
Iream T

\section*{Orled Fruits \({ }^{\text {D }}\) \\ Farinaceous Goods}

Feed and Oysters
Flavoring Extracts
Fresh Meats
Gelatine
Grain Bags
Grains
Herbs
HIdes and Pelts
Jelly
Lleorice
Matches
Meat Extracts
Mince Meat
Meate Me
Molasses
M
Mustard


\section*{Tea
Tobacco \\ Vinegar \\ Wicking \\ Woodenw \\ Yeast Cukse}





\section*{Special Price Current}


Mica，tin boxes ．．
Paragon.

c．P．Bluing \(\begin{array}{lll}\text { Small size，} & \text { doz } & \text { Doz } \\ \text { Large size．} & 1 & \text { doz．} \\ \text { dox．} & 40 \\ \text { box．} & 75\end{array}\) CIGARS
Johnson Cigar Co．＇s Brand


El Portana Exening \({ }^{\text {E }}\)

－rocer C Perfection Pertectio
Londres Londres Grand Standard
Puritanos
Panatellas，Finas Panatellas，Fina
Panateellas Bock COCOANUT Baker＇s


70 5c pkgs，per case
70 bc pkgs，per case
8610 c pkgs．per case


\section*{Carcass}

Hincass
Lolns
Round
R
Chucks

> Loins
Dresed
> Boston Butt Shoulders Pork Trimminas Murton Carcass Lambs Spring Lambe


COFFEE
Roasted


\section*{White House， 1 DD White House，21b， 170
Excelsior， M \＆J，
Excelisior， M \＆ \(\mathrm{J}, ~ 21 \mathrm{~b}\) Tip Top，M
Royal Java} Royal Java and Mocha Java and Mocha Blend Boston Combination ．．．．．． Grocer Co．，Grond Rapids． Lee，Cady \＆Smart，
trolt；Symons Bros．
Co．， Saginaw；Brown，Davis a mark Durand \＆Co．，Bat－ mark Durand Flelbach
tle Creek；
Toledo．
FISHING TACKLE


Cotton Line
Made by
Tradesman Company
Grand Rapids，Mich．

\section*{Lowest}

Our catalogue is＂the world＇s lowest market＂ because we are the largest buyers of general merchandise in America．

And because our com－ paratively inexpensive method of selling， through a catalogue，re－ duces costs．

We sell to merchants only．

Ask for current cata－ logue．

\section*{Butler Brothers}

New York
Chicago St．Louis
Minneapolis

soak the night before．If you tad
MINUTE TAPIOCA you would be all right，because it doesn＇t need to taken from the，package it is ready to serve． Besides，the pudding is not gummy or lumpy 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 why MINUTE TAPIOCA is better than the otber
kind．The quality of the product is such that kine．The quality of the product is suct that
they in then for the suggestion．Don forget that you gain too．There＇s better than a
ordinary profit in it．Have you used Min ordinary profit in it．Have you used Minut
Tapioca in your own bome？Send us your job－ Tapioca in your own bome？send us your
ber＇s name and you＇ll get a package to try．Do you know what tapieca comes from and how i is made？When writing for the package ask or＂The Story oi Tapioca．It＇s iree 223 W ．Main St．

\section*{What Is the Good}

Of good printing？You can probably answer that in a minute when you com－ pare good printing with poor．You know the satisfaction of sending out printed matter that is neat，ship－shape and up－ to－date in appearance．You know how it impresses you when you receive it from some one else．It has the same effect on your customers．Let us show you what we can do by a judicious admixture of brains and type．Let us help you with your printing．

\section*{Tradesman Company Grand Rapids}

\section*{BUSINESS-WANTS DEPARTMENT}
duertisements inserted under this head for two cents apord the first irisertion and one cent a word for eseb subsequent cintinuous insertion. No charge less than 25 cents. Cash must accompany al: gaders.

BUSINESS CHANCES



A Successful Special Sale
Wia quickly convert your surplus


my plans will ara whe crowds and
make dalys saies climb to high HIL-,

\(\qquad\) woman, milinery, ready-to-wear gar-
ments and ladies furnishings. Up-to-
date county seat town in Michigan. Fruit
belt, old established and now doing fine belt, old established and now doing fine Exchange, Room 413, 134 Monrue 548
Chicago. For Sale- \(\$ 6,000\) hardware
implements; only hardware
ris, Ill.
Improved farm 14 miles west of Trav-
erse City to exchange for stock mer-
chandise. Address No. 546, care Trades-
man.
Worth \(\$ 1,000\) to any merchant. Model
form collection letters: ©et the money,
and retain the good will of the custom-
ers. Mailed for \(\$ 1\) Mercantile Agency,
Arthur, Iowa.
For Sale By owner, 165 acres 144
miles from Richmond, Va., 8 miles Pet-
ersbur, \(21 / 2\) 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 the property, good will and business of the interior finish factory, operated by them for many years, is offered for sale. Price and terms made known and al other fnformation

\begin{tabular}{|c|}
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Wanted-To correspond with parues light and water plant earning \(\$ 10.000\) net now, that can be doubled. F. H. Earl,
Chillicothe, III. \\
For Rent-In Milan, Mich., brick store 47x68, old-established, best store. Mod ern equipment, complete for genera 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 \(\$ 60,000\) here. Write A. E. Put
nam, Sigourney, Ia.
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\section*{We can either close you out or put on a sale
to build up your business at a protit for you.} Others sacritice your protits to get business We get the business and save the proftits. We would like to talk it over with you
G. B. JOHNS \& Co., Auctioneers \(\frac{\text { For Sale-Three practically new Bangs }}{\text { Detroit. Mich. }}\) combination show case and soda table,
with attached seats. Less than \(1 / 2\) origFor 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.
Money in Every Mail-Own business
like mine. No capital; no canvassing; no
merchandise to handle; legitimate. Ad-
dress, with stamp, J. L. Whatley, Toccoa,
Ga.
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. Ad-
dress Hazeltine \& Perkins Drug Co.,
Grand Rapids. Factory hands wanted. Carpenters for
cabinet and stair department. Cutters
and rippers for cutting department. Maand rippers for cutting department. Ma-
chine hands for sash department. Mould-
ing machine hands for ing machine hands for operating up to
date moulders. Address, stating wages date moulders. Address, stating wage
expected, Huttig Mfg. Co., Muscatin
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 REMEMBER ! it is your customers that really pay my com-
mission. John C. Gioos, Expert Auctioneer, mission. Union, Iowa.
For Sale-On account of poor health,
established millinery business in good
town with splendid farming district
town with splendid farming district.
Bargain if sold at once. Address Eliza-
beth Jones, Utica, Mieh.

Bakery business, established for twen-
ty years. Business at present \(\$ 15,000\)
yearly. Reason for selling, desirous of yearly. Reason for selling, desirous of
petiring. 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,
\(\begin{aligned} & \text { Mich. }\end{aligned}\)
\(\begin{aligned} & \text { For Sale-Manufacturing plant; paying } \\ & \text { proposition; desire to sell on account of }\end{aligned}\)
sickness. Address 213 Reed St., Mil-
sickness. Address 213 Reed St., Mil-
waukee, Wis.
Partner with \(\$ 300\) for half interest in improved 50 acre farm near Toronto,
Can. 219 McDougall St ., Windsor, Ont.
For Sale-Grocery and hardware stock For sale-Grocery and hardware stock
and fixtures about \(\$ 2,000\) Everything
new and up-ta-date. New new and up-to-date. New farming town
on railroad and river. Last year's sales on railroad and river. Last year's sales
about \(\$ 10,000\). Good reasons for selling.
Cash. Faye E. Wenzel, Edgetts, Mieh.
For Rent or Sale-Double store room in good little town. Two story brick and
stone. Fine trading point. Natural gas.
\(\qquad\)
To Exchange - Southern Wisconsin chandise. Adddress stock of good M. Guettel. \(\frac{\text { Market. Chicago. III. }}{\text { If you want to buy good farm in Michi- }}\) gan, write to the Real Estate Exchange,
McBride, Mich.


Your advertisement,
if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We
have testimonial let-
ters from thousands of
people whe mave bought, sold or exchanged properties as the direct result of ad-

7ertising in this paper

\section*{AN UNTIMELY WAIL.}

While the world and they that dwell therein have been priding themselves that at last things mundane have reached the point where they belong, a cry comes to us from the "Old Home," bewailing the degeneracy 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 o our hands. We are inferior to the
savage who made the flint implesavage who made the flint imple-
ments and who was keener of sight and hearing and could run faster than we can. Time has been when penmanship was one of the fine art
It is that no longer. We pound typewriter. What has become of th our grand olty our grandmothers? There
longer any such thing. The
folks are given up to the sewing machine. They knit no more. Many of them do not know how to knit an
the knitting-needle is recognized a curiosity or a relic sacred to the memory of our grandmothers. The vaded 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 him fame and fortune, is no longer considered the artist which he used
to be. Only a litle while ago there 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 fection it once had; and so all along the line the machine has come to tle by little, the skill of the individual has dwindled until the decadence of the race is plainly foreseen.
There may be much truth as wel as much reason in these sayings, but 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 shoe hands, he could not supply his in creasing customers. There was only one thing to be done and he did itinvented the machine; and if the ma with the untimely wail will improve the opportunity to go through a cer miles from this office he will sto wailing and conclude that the inven tion that displaces the shoemaker 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 all.

The fact is, the brain has transferred the skill, the handeraft, from the hand to the machine and the consumer, satisfied with this transfer, instead of wailing, rejoces 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
what the machine is doing for us we one of the solid men of that commushall still go right on using it, nev- nity. er thinking and never caring what becomes of our handeraft so long as the machine makes it a matter of inor not.

\section*{HOW DO THEY DO IT?}

In these strenuous times when the cost of living has become a matter of interest, if not of concern, how does it happen that Europe sends to us her paupers and they reach us with just money enough to keep them from be ing sent back, somewhere and somehow get a chance to go to work and at once not only begin to live but to save? In time they accumulate enough to go into some business, if they want to, and then, oftentimes, sell out, pack up and go back to the c!d home with money enough to keep them for the rest of their days. How do they do it? Generally nobody knows or cares; but just when the native born can not afford to eat all the meat he wants, to wear such clothes as he always has worn or to continue living at the place where h 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 him.

The real reason is because he is not ready and willing to do what the immigrant does. What that is needs no statement here. Each reader can compare for himself the differences. 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 worker earns his wages first and puts by 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, rue now as it ever has been, "Lands make the mountain; moments make the year." Bye and bye patience and plodding do their work and home 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 the old worn-out acres took on a new lease of life. The orchards under his encouragement renewed their youth and paid amply for the encouragement. The soil intelligently cared for yielded, not a hundredfold but enough to make it pay and "Jimmy," in a good house, with wife and children enough to satisfy the ex-President, is

How did he do it? One of his oldtime friends asked him that question one day and here is his answer: "I did it by keeping at work and saving my money and buying, when I did buy, only what I had to have to get along with." The reply is open to the implication that the failure today to make both ends meet is due to the fact that the present-day failures are the result of not following "Jimorthy example. A

\section*{ADVERTISING IS A BOON.}

\section*{An Eastern journal in an editor a} comment as to the present high cost of living suggests that one very important factor has been entirely over ooked and adds: "The millions upo millions of dollars expended annually in advertising every conceivable ar
ticle of wearing apparel, hordes o utensils 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 ult
mately out of the pockets of consumers.'
The statement is a true one, but ends just where the argument begins. Never before have the masses been o well dressed, so well equipped as home conveniences and comforts r so well fed as at present. Such conditions are, except in rare cases, con ducive to better ideas, morally, so vertising which has informed people as to essentials for their better living and better thinking has created demands for those helps to a higher life and this is well worth to them all
that it has or will cost.
In the old days corned beef, salt 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 mannfacturers
f myriads of aids to better living advertise, acquaint people with knowledge of what is available, th husband and father living in a city and earning from \$10 to \$15 per week can support his family better, can clothe them better, can provide bet er reading and more of it-and all without making a complete slave of "good old days."
But the advertising expense comes altimately from the consumer. The consumer voluntarily assumes this expense of his own free will because he demands the things which are advertised and he makes this demand because he knows he can get foods of greater purity and better nutritive
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 material, better made and better fitting than under old conditions. The 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 oi he most far reaching and permanenty helpful developments of modern civilization.

The Drug Market.
Opium and Morphine-Are steady. Quinine-Is unchanged.
Citric Acid-Is very firm and tend ing higher.
Cocaine - Has declined 20 c at ounce
Cod Liver Oil, Norwegian-Is very firm and tending higher
Glycerin - Is weak and tending lower.
Balsam Peru-Is very firm and advancing.

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 department, which has caused a scarcity and very high prices.
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!'


\section*{They Do Say=}

\section*{The McCaskey Credit Register System Does These Things}
- It eliminates book-keeping. (Copying and posting from one book to another.)
- It prevents forgotten charges.

I 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.
f Can you afford to be without it?

\section*{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 Bidg. Grand Rapids Office: 256 Sheldon St., Citizens Phone 9645

Agencies in all Principal Citles
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, youll be mighty certain that *W HITE HOUSE" IS really "gुoin" some"-and then "some MORE, In the meastime, take it on our "say-so," and put it where itll do some good.

\section*{Dwinell=Wright Co.}

\author{
Boston-Chicago
}


\section*{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 accopnts? 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.

Perbaps 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.```

