

## THE BABIES: They Comfort Us In Our Sorrows, Let Us Not Forget Them In Our Festivities



SAMUEL L. CLEMENS was among the distinguished persons called upon to deliver addresses at the banquet given at the Palmer House, Chicago, on the evening of Nov. 13, 1879, in honor of General U. S. Grant, who had reached Chicago the previous day from his old home at Galena.

The illustrious soldier had just returned from his triumphal journey around the world, and there had gathered on this occasion men who knew him at West Point, those who remembered him as a leather salesman, soldiers who had served with him during the Mexican and civil wars, as well as many of the most distinguished statesmen of the country.

The fifteenth and last regular toast at the banquet was "The Babies; they comfort us in our sorrows; let us not forget them in our festivities." The response was by Mr. Clemens (Mark Twain). He said:

"I like that. We have not all had the good fortune to be ladies. We have not been generals, nor poets, nor statesmen, but when the toasts work down to the babies, we stand on common grounds—[laughter]—for we have all been babies. [Laughter.] It is a shame that for a thousand years the world's banquets have utterly ignored the baby—[laughter]—as if he didn't amount to anything. [Laughter.]

"If you will stop and think a minute—if you will go back fifty or a hundred years to your early married life—[laughter]—and contemplate your first baby—you will remember that he amounted to a good deal, and even something over. [Laughter.]

"You soldiers all know that when that little fellow arrived at family headquarters you had to hand in your resignation. [Laughter.] He took entire command. You became his lackey—his mere body servant—[laughter]—and you had to stand around, too. [Laughter.] He was not a commander who made allowances for time, distance, weather or anything else. [Convulsive screams.] You had to execute his order whether it was possible or not—[roars]—and there was only one form of maneuver in his manual of tactics, and that was the double-quick. [Shouts.]

"He treated you with every sort of insolence and disrespect—[laughter]—and the bravest of you didn't dare to say a word. [Great laughter.] You could face the death storm of Donelson and Vicksburg, and give back blow for blow, but when he clawed your whiskers and pulled your hair and twisted your nose you had to take it. [Roars.]

"When the thunders of war were sounding in your ears you set your face toward the batteries and advanced with a steady tread, but when he turned on the terrors of his war whoop—[laughter]—you advanced in the other direction, and mighty glad of the chance, too. [Renewed laughter.] When he called for soothing syrup, did you venture to throw out any remarks about certain services being unbecoming an officer and a gentleman? [Boisterous laughter.] No. You got up and got it. [Great laughter.] If he ordered his pap bottle, and it was not warm, did you talk back? [Laughter.] Not you. [Renewed laughter.] You went to work and warmed it. [Shouts.] You even descended so far in your menial service as to take a suck at that warm, insipid stuff—[laughter]—just to see if it was right—three parts water and one of milk—[tumultuous laughter]—a touch of sugar to modify the colic—[laughter]—and a drop of peppermint to kill those immortal hiccoughs. [Roars.] I can taste that stuff now. [Laughter.]

"And how many things you learned as you went along! Sentimental young folks still take stock in that old saying that when the baby smiles it is because the angels are whispering to him. Very pretty, but too thin—simply wind on the stomach, my friends. [Shouts.] If the baby proposed to take a walk at his usual hour, 2

o'clock in the morning—[laughter]—didn't you rise promptly and remark with a mental addition which would not improve a Sunday school book much—[laughter]—that it was the very thing you were about to propose yourself? [Great roars.]

"Oh, you were under good discipline—[laughter]—and as you went faltering up and down the room in your undress uniform—[laughter]—you not only prattled baby talk, but even tuned up your martial voices and tried to sing 'Rock a-by Baby in the Tree Top,' for instance. [Great laughter.] What a spectacle for an Army of the Tennessee—[laughter]—and what an affliction for the neighbors, too, for it is not everybody within a mile around that likes military music at 3 in the morning. [Laughter.]

"And when you had been keeping this sort of thing up for two or three hours, and your little velvet-head intimated that nothing suited him like exercise and noise—[laughter]—what did you do? You simply went on until you dropped in the last ditch. [Laughter.]

"The idea that a baby doesn't amount to anything! Why, one baby is just a house and a front yard full by itself. [Laughter.] One baby can furnish more business than you and your Interior Department can attend to. [Laughter.] He is enterprise irrepressible, brimful of lawless activities. [Laughter.] Do what you please you can't make him stay on the reservation. [Great shouts.]

"Sufficient unto the day is one baby. [Laughter.] As long as you are in your right mind you never pray for twins—[laughter]—and there ain't any real difference between triplets and an insurrection. [Uproarious shouts.]

"Yes, it is high time for a toast to the masses, to recognize the importance of the babies. [Laughter.] Think what is in store for the present crop! Fifty years from now we shall all be dead. I trust—[laughter]—and then the flag, if it still survives, and let us hope it may, will be floating over a republic numbering 200,000,000 souls, according to the settled laws of our increase. Our present schooner of state—[laughter]—will have grown into a political Leviathan—a Great Eastern. The cradled babies of to-day will be on deck. Let them be well trained, for we are going to leave a big contract on their hands. [Laughter.]

"Among the three or four million cradles now rocking in the land are some which this nation would preserve for ages, as sacred things, if we could know which ones they are. In one of these cradles the unconscious Farragut of the future is at this moment teething—[laughter]—and putting in a world of dead earnest inarticulate but perfectly justifiable profanity over it, too. [Laughter.] In another the future renowned astronomer is blinking at the shining milky way with but a liquid interest—poor little chap!—and wondering what has become of the other one they call the wet nurse. [Shouts.] In another the future great historian is lying—and doubtless will continue to lie—[laughter]—until his earthly mission is ended. In another the future President is busying himself with no profounder problem than what the mischief has become of his hair so early—[laughter]—and in a mighty array of cradles there are now some 60,000 future office-seekers getting ready to furnish him occasion to grapple with that same old problem a second time.

"And in still one more cradle, somewhere under the flag, the future illustrious Commander-in-Chief of the American armies is so little burdened with his approaching grandeurs and responsibilities as to be giving his whole strategic mind at this moment to trying to find some way to get his big toe into his mouth—[laughter]—an achievement to which, meaning no disrespect, the illustrious guest of this evening turned his attention some fifty-six years ago, and if the child is but a prophecy of the man, there are mighty few who will doubt that he succeeded." [Laughter and applause.]



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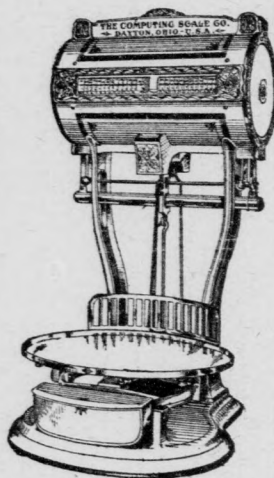


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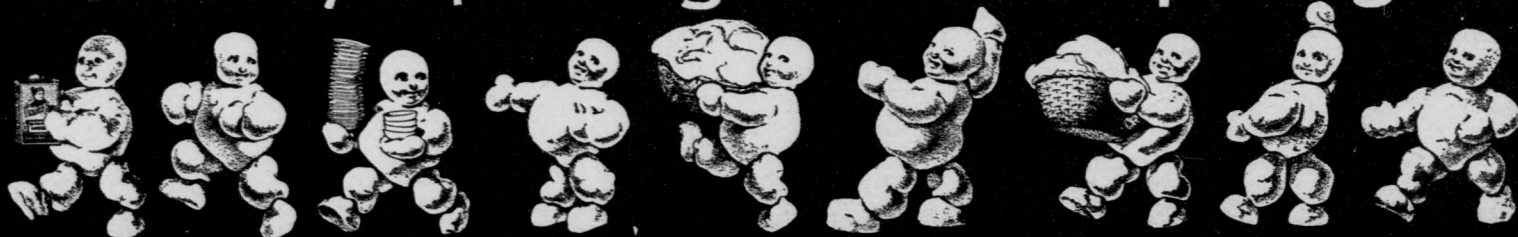
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# MICHIGAN TRADESMAN

Twenty-Seventh Year

GRAND RAPIDS, WEDNESDAY, APRIL 20, 1910

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## A FOOL'S JOB.

A man much in earnest uses short words and short sentences. Busy only with the main thought its expression never troubles him and, best of all, there is no doubt as to what he means. So when a certain citizen was up for discussion the other day and various opinions had been succinctly stated one man closed the talk with the remark that Robinson had a fool's job on his hand; he was trying "to baffle God!" There was a moment of silence and then the gathering scattered with a single rejoinder by one of them: "Yes, and there are too many Robinsons to-day at work on the same job."

Is there anything in this? Has humanity reached that point where certain specimens of it are ready to try conclusions with the Most High? Is the contest between good and evil, begun in Heaven and continued in Eden, if we can rely at all on Milton's story, to be carried on here and now between Good—it is God's name misspelled—and evil, which lacks only the d to make it stand for the complete idea; and is it possible that human presumption has gone so far as to believe that it can go on with the struggle in the devil's place and win? The question is as absurd as the idea behind it and yet that idea accounts remarkably for the wickedness going on in the world.

Aside from the exceptions that confirm the rule, there is no more generally conceded fact than that "murder will out" and that "the wages of sin is death," and yet the morning paper will be an unusual one if it does not give the account of more than one murder within the last twenty-four hours. These murderers are sure to be apprehended, condemned and punished—conditions that are sure to take place. Is the criminal laboring under the belief that he is so much keener than Cain and his followers as to outwit his pursuers and escape vengeance of the law and the brand upon his forehead that the Avenger placed there? Surely God is not mocked and he who tries to mock Him will sooner or later find out how he has blundered.

It does seem as if dishonesty should have found out by this time that the deed will be sure to result in disaster. The daily record of that crime puts it down in black and white that the end is detection and punishment, yet only a day or two ago the looting of the Western mail coach as a single instance only strengthens the idea that they who concocted and carried out the villainy are confident that this time the thieves will get away with the money scotfree. Therein lies the mistake. There will be a bit of oversight somewhere and one of these days the paper's glaring headlines will proclaim the fact that the robbers are caught; it turned out a fool's job after all; the Maker of the eighth commandment is not to be baffled and whoever undertakes to do that will know that the job and its carrying out were the work of a fool, with all the clumsy fingermarks of the fool to proclaim the fact.

Good and evil, God and devil, have been, are and always will be antagonists to the end of time and always with the same, the inevitable result; good in the end will prevail; and it is the task of humanity, recognizing that fact, so to favor the good as to reduce the number of these jobs to the minimum, so that even the fools will become wise enough to let them piously alone.

## AN OLD COMPLAINT.

What has been called Bourbonism is not confined to royalty or to the distinguished line of things from which has come its name—leaving nothing and remembering nothing. It seems to be centralized, that is all. The same old fact has been known from time uncounted and history finds here its best illustration—the abuse of power. That is what is turning the world to-day upside down. Men covet a position, work for it, win it, abuse it and down they go. It is supposable that in time the lesson would be learned that privilege, position or power abused is that thing lost. Mankind in such instances learns nothing and forgets nothing, and so dynasties rise and fall and the story sometimes written down passes into oblivion. Rome rose, wrought her own ruin and fell and her example has been faithfully followed in every undertaking that civilization knows.

Politically we see what is taking place. Party lines are loosening and for this one reason. Each party begins a needed existence. Wearily and worthily it works its way to the front. It wins and rejoices and, exulting in its strength, it becomes headstrong and willful and overbearing and then, abusing its privilege, down it goes. That is what Cannonism amounts to; that is what men mean when they denounce Aldrichism, and that is what the recent elec-

tions mean where in Republican strongholds Democratic candidates for public position have been elected. Abuse of power is sure to reap its merited reward and he who indulges in that abuse is sure to suffer the inevitable consequences.

Men engage in business and never, they tell us, for their health. Every energy of body and soul is bent, and properly so, for the attainment of commercial gain. Fair and earnest at first, they get on inch by inch and foot by foot and finally to the longed-for goal where the world widens. Now look out, and the warning is needed. Encroachment upon encroachment, advantage upon advantage are gained and kept and then on go the thumbscrews and lo! the beginning of the end. Dictation at once sets in. Markets are controlled and cornered. Monopoly becomes the end and aim of trade. Competition is overcome. Rebates are established. Men are pushed to the wall—as often over it—and then when endurance has reached its ultimate limit the worm turns. Hence the failure. Hence the remedial legislation. Hence the rebellion against the oppression and hence the revolution which leads to better things.

Politics and business do not cover all the instances existing to-day. They are more plentiful than blackberries, every one of them illustrating the same idea. We work for, we get, we abuse and tyranny and resistance follow. Consider the existing evil that comes first to mind. Trace it from its innocent beginning to its tragic end and the old fact comes boldly to the front: Somebody has won what he wanted, has enjoyed it, has abused it, has lost it and, remembering nothing and forgetting nothing, is ready for the next venture.

It is foolish to ask if men will ever learn. The only answer is they never do and whether it is politics or business or the other and the commoner concerns of life it will be found the same old story and its outcome, gaining, winning, abusing and losing. "It is a tale told signifying nothing."

## BIG ME.

Amusing but provoking is the scrap now waging in a Western town. The "City Beautiful" idea has been engaging the attention of the better part of the community and, although marked progress has been made, it has been slow work and up hill at that. The latest municipal triumph has been the banishment from the streets of billboards and sidewalk obstructions. The "give an inch and take an ell" policy had long prevailed and the ordinance that drove the apple stands and merchandise displays inside was looked upon in many instances as an infringement of individual rights. The ordinance, notwith-

standing, was carried and the improvement of the streets was proof enough that the city was right and that great progress had been made in the right direction by the enforcement of the order. As luck would have it, however, the "Big Me" of the city, whose large and prosperous bank is on a corner, of which he is President, in the face of the ordinance, wanted to put up a temporary sign over the sidewalk and, when the request was refused, he talked back and complainingly of narrow, contracted policies and declared that such measures, backed by people who have never done anything themselves and dislike to see anybody else succeed, would check the city's development and that's all there was to it.

In itself the whole affair amounts to nothing except that the general welfare must be higher than individual interest and the city, big or little, that does not carry out that idea is one that will stand still. That is not all, and here is where "Big Me" comes in. The ordinance was passed for the public good. That done, shall laws be made to apply to all people alike or must special privileges be granted in order that benefits of a liberal policy may be reaped? The banker says no, except in this instance where the prosperity of the bank means prosperity for the city; which is also the argument of the peanut vender located diagonally. Grant one his petition and the other can insist on his selfishness in every instance would assert itself and the city improvement society would take a backward step.

And that backward step will not be taken. "Big Me" is face to face with the lesson of his life. He is not the important man he thought he was. He is, after all, only one bank of many, his corner is but one of many corners and his bank is not the only one in the city. He knows, or he ought to know, that signs and fruit stands are so many business abuses; that he, like everybody else, must surrender his comforts and conveniences to the thrift of the town exactly as the gambling houses and the saloon must give up and clear out because the good of the community requires it. It is hard logic for the man who wants privileges because he is "Big Me," but it is convincing logic just the same. The special privilege business has gone by. It won't work. It is that that the whole country is in revolt against to-day and "Big Me" is finding out in a good, wholesome practical way that a liberal policy does not mean liberal gifts of public rights and property to private individuals and that he and the huckster will have to keep their nuisances out of the streets.



# SAVED THE BOARD.

## Letty Baxter in Behalf of Co-operative Effort.

Written for the Tradesman.

When the Weekagon Board of Commerce had reached the advanced age of six months and with but two of the meetings provided for in the constitution and by-laws showing any report of proceedings of the organization, Bethuel Hudson observed: "The business men of the town are all right on gettin' woke up once in awhile, but no good at ploddin' and peggin' away."

At this the Secretary, who was performing the duties of his office as a matter of glory, said: "They're a bunch of quitters; that's what they are."

These comments, overheard by two or three townsmen who happened to be trading in Hudson's general store when they were uttered, were not long in percolating through the various business establishments along the main street of the village, with the result that three members of the Board of Directors—that number being required by the rules and regulations—visited the Secretary and requested him to call a general meeting of the Board for the following evening.

"Of course I'll call it," said the Secretary, "but it won't do no good; they won't come out."

"I guess they'll come," said one of the directors, "if you tell 'em they's to be a discussion between D. Daniel Sheppard and the Hon. Linus Baxter on 'What Weekagon Needs.'"

The guess was a good one because Mr. Baxter was not only a pioneer but the wealthiest man in the place and a man who, although he owned the big mill in the town and was President of the leading bank and mainstay supporter of the largest church in the little village, had steadfastly refused to join or in any way recognize the Board of Commerce.

On the other hand, D. Daniel Sheppard was a native of an adjoining township who all through his youth had been known as "Dan." Brought up on a farm, a good worker, he had overturned his boyhood record by disappearing from Weekagon and reappearing after seven years' absence a college graduate and a lawyer who had been admitted to the bar and, worst of all, a chap who "parted his name in the middle."

Incidentally and in a somewhat suggested manner it had been the habit of the Weekagon people to suspect, almost believe, indeed, that as one of the townsmen put it: "He's a keener in business an' stands to make a lot more money."

Not only did every one of the eighty-four members of the Board of Commerce turn out for the meeting but—through the efforts of the Secretary and of D. Daniel Sheppard and two or three of his friends—about as many more citizens, not members of the Board, were on hand, as were twenty-five or thirty ladies, a majority of whom were young. The little meeting room of the Board being entirely inadequate the audience, up-

on the suggestion of the President—who had been busy over the telephone—adjourned to the Council Chamber on the second floor of the fire engine house and as the crowd moved up the street to the next square other people joined it so that when the discussion began it was before an audience of nearly 250 men and women—a very large crowd for Weekagon and almost unthinkable for a Board of Commerce event.

Calling the meeting to order the President expressed his pleasure over the interest shown upon the occasion, thanked those before him for their presence and added: "This meeting is for the sole purpose of promoting the civic, educational, industrial, commercial and social interests of our village and it is an open meeting. We will be very glad if any one here has any suggestions to offer or any questions to ask that we may hear from them freely." He then introduced "the Hon. Linus Baxter."

It was noticeable as the gentleman arose, addressing "Mr. President, ladies and gentlemen," that his eyes were directed in a surprised sort of way toward a group of five young ladies at the right and in front of the platform, and that his younger daughter, Letty, was one of the quintette, smiling, a bit coquettish and really pretty, even although she returned a respectful bow to the nod of recognition given her by her father.

Mr. Baxter was well groomed, rather impressive in his frock coat and by virtue of a set smile and more or less of the rubbing of palms together suggested the young superintendent of a Sunday school about to address the pupils upon some missionary appeal. His talk, however, was nothing of the sort. It consisted of a review of the peace, industry, thrift, economy and contentment of Weekagon during the administrations of Presidents Grant, Hayes, Garfield and Arthur "when, as a community, we believed in and relied upon each other implicitly and not once awoke to any abuse of our confidence and trust." He idealized the old town, "asleep but honest," drew pretty pictures of the intimate community relations, free from avarice, jealousy and scandalous gossip of things at home or abroad. "We had no railways, steam, trolley or third rail; we had a mail each way daily by stage coach, and we teamed our products out and our purchases in; we had no telephones, no electric lights, no airships—and we were happier, more contented and more prosperous than we are to-day." Then, for he was a forceful speaker when aroused, he made a spirited assault upon modern conditions, arguing that the people of to-day are "being civilized away out of and beyond the limits of civilization. We are transforming ourselves into a multitude of reckless, unscrupulous, hopeless, materialistic lunatics with pretense, envy, insincerity and vanity as our dominant characteristics. There is no such thing to-day as genuine, deep seated respect and affection for the old roof-tree and for the forefathers who did so much for us; we are, every one of us, large-

ly engaged in chasing up the moon." When the applause which greeted this summing up had subsided the audience heard: "Mr. President?" in a clear, sweet voice and to their astonishment they saw Letty Baxter upon her feet and when she had been recognized by the President they heard her apologize for the interruption and enquire: "May I put a question to the speaker?"

Mr. Baxter, very evidently delighted by his daughter's self-reliance and initiative—for she was the pride of his heart—readily nodded his acquiescence as the President by responding, "Certainly."

"May I ask the gentleman," said Letty, "if he intended any individual, personal reflection in his reference to the present day lack of respect and affection for our forefathers?" And the girl remained roguish and full of laughter while her father assured her that he was speaking generally; "not of any individual nor community specifically but of all of them as an entity."

"What Weekagon needs," continued the gentleman with a broad grin after the tumult caused by his daughter's enquiry was over, "is the development of a rational, conservative and sincere spirit of harmony in living up to an absolute practice of loyalty to our town and to ourselves. We do not need to run off after every new theory or notion evolved by some city or some association or committee somewhere else. We have everything we need right here at home—intelligent, upright men and women, a righteous citizenship, as prolific a territory surrounding us as can be desired, splendid industrial resources, good schools, plenty of churches, good newspapers and a climate which is not surpassed. What we need most to do is for each one of us, each for himself as well as for his fellow citizens, to live honestly and industriously, thriftily and with fairness to all and so with perfect fairness to our village and all of her interests."

As the little chamber shook with the clapping of hands and stamping of feet and before Mr. Baxter had taken his seat Miss Letty was again on her feet with her question of privilege and, being recognized, she asked:

"While I agree quite thoroughly with nearly everything you have said, permit me to ask what would Weekagon have done for electric lights had it not been for the coming of the electric railway from eighty miles away?"

The father winced even although smiling as he replied: "Well, we got along a good many years with kerosene, didn't we?"

"And why was it," she continued, "that you substituted an electric motor in your mill for the oil boiler and engine if not because, nearly sixty miles across the country, the Pentacit River Light & Power Co. brought better and cheaper power into our town?"

"Exactly," responded Mr. Baxter. "Just as I said. We have splendid industrial resources; we have them—have them now and do not need to go elsewhere for them."

"But we had to go outside to get

them," volunteered Letty as she took her seat amid shouts of laughter.

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"I shall have very little to say in response to the gentleman who has preceded me," said D. Daniel Sheppard after his introduction, "because much of what he has said and said so much better than I could possibly have attempted to present it—as I fully intended—leads me to suspect that somehow or other he had access to my manuscript before he delivered his address."

No one laughed more heartily at this time honored device of the habitual speechmaker than did Mr. Baxter so that Sheppard was greatly relieved by the manner in which he received the suggestion and this prompted him to continue: "I fully agree with the gentleman as to united, co-ordinate action upon the part of a community. The city or village which is unable to develop co-operative effort toward a common cause is most unfortunate."

Then the young man took issue as to the superior conditions existing twenty or thirty years ago by comparison with conditions to-day. "It is pleasant and natural for those who were in their prime many years ago to look back upon the friends, the homes, the old red schoolhouse and all that of those dear delightful days; but the purely sentimental in such reminiscences is not able to stand the test of to-day. We must, every community and every individual, keep going to-day or very shortly we will be unable to catch up: It is so in all of the trades, in every profession, in commerce and all the arts and sciences. Indeed, it is so in love affairs, in politics and in financial affairs."

"May I ask," enquired Miss Letty in a high, clear voice which everybody recognized and smiled at, "if the gentleman speaks from actual knowledge?"

"Thank you for the enquiry. I will reply," said Sheppard, "by asking you if you have any knowledge as to the whereabouts of the manuscript of my address which I loaned to you three days ago?"

Instantly the audience was in an uproar. Mr. Baxter threw his hands and arms into the air as he leaned back in his chair and shouted with laughter, while President Hudson hammered the table with a paper-weight and shouted, "The meeting will please come to order."

Meanwhile the four young ladies with Miss Baxter escorted that lady to the platform and she, with bewitchingly assumed formality, presented the folded manuscript to Sheppard, saying, "I think it has served its purpose admirably."

Then the father stepped to the front of the stage. The audience was ponderously silent—in a maze of wonder.

"Fellow citizens and friends," said Mr. Baxter, "I have been awakened from my sleep of thirty-five and forty years ago and the awakening has been caused by my friend, Mr. Sheppard, and my daughter. The entire proceeding upon this stage this evening, so far as Mr. Sheppard and myself are



concerned, was planned by my daughter. She practically dictated—from Mr. Sheppard's manuscript—the little talk I have given you. Her interruptions and questions were her own and unexpected by me. She dared me to say not only what I believed but to back my statements by what Mr. Sheppard believes."

"Yes—and pardon me," said Mr. Sheppard, interrupting Mr. Baxter, "and Miss Baxter dared me to let her see my manuscript and said if I did not I would be sorry—be made to 'look like thirty cents,' to use her exact words."

"And now let me tell my story, Mr. President," said Miss Letty as the audience once more lapsed into a condition of quiet attention. Then she told how her mother and herself had long felt that the husband and father should become a member and supporter of the Board of Commerce; that they had discussed the matter with the father and with friends, Mr. Sheppard among others. At last, the father consenting to join the Public Welfare Association, Mr. Sheppard and herself had plotted to make the father's first appearance as an advocate of co-operative effort one that would be of value to the organization—and so this joint discussion was arranged."

"Go on, Letty, tell it all," said the father, who stood at her side.

"No, let Daniel tell that," she urged.

Thereupon Mr. Sheppard merely observed: "I can add only that Mr. Baxter and his daughter, as well as myself, are so firmly loyal to our town and so strong in our faith as to the value of co-operative effort that at 5 o'clock next Saturday afternoon at Mr. Baxter's residence Miss Baxter is to honor me by becoming Mrs. Sheppard."

The Weekagon Board of Commerce was saved. Before the wedding forty-one new members were received into the organization and every one of the 125 members was present at the union of the happy pair.

Moreover, to-day, with a membership of over 200 men—a membership that works as well as pays its dues—the Weekagon Board of Commerce has wrought exceptional benefits upon the town, industrial, commercial, educational and social values far greater than are represented by the eight years of annual dues paid by the members since the day of the wedding.

L. F. Rand.

#### An Eye To Business.

H. G. Wells, the novelist, tells a story of a gentleman next to whom he once sat at a public dinner. The conversation had turned upon one of his own books and Mr. Wells had said something to the effect that "were there no self-seekers the world would be a very Utopia." This neighbor promptly observed, "I maintain that all water used for drinking and culinary purposes should be boiled at least an hour." "You are a physician, I presume?" suggested the novelist. "No, sir," was the unexpected reply, "I am a coal dealer."

#### State Convention of Gideons at Lansing.

Detroit, April 26—The Michigan Gideons elected the following officers for the ensuing year at their State convention at Lansing Saturday and Sunday, April 23 and 24:

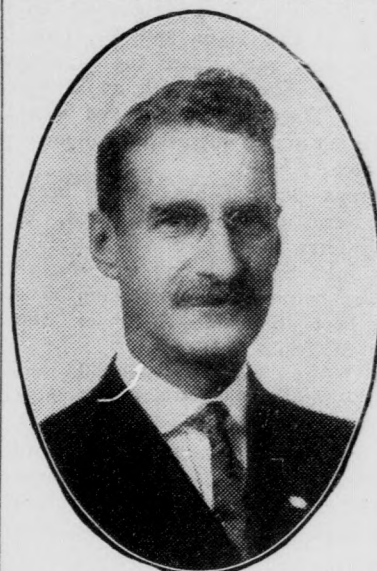
President—Gordon Z. Gage, Detroit.

Vice-President—L. Van Delinder, Lansing.

Secretary and Treasurer—Jacob J. Kinsey, Saginaw.

Chaplain and Field Secretary—W. S. Sly, Lansing.

The membership expressed their



A. B. T. Moore, National President

entire satisfaction with the management during the past year and put at the front to lead them again Messrs. Gage and Kinsey, to be aided by Messrs. Van Delinder and Sly.

During the convention \$131 was raised to place Bibles in Lansing hotels. The following were present and occupied these pulpits Sunday morning:

First Baptist—A. B. T. Moore, Ce-



Gordon C. Gage, State President

lar Rapids, and Aaron B. Gates, Detroit.

Central Methodist—Major Cole, Adrian, and Gordon Z. Gage, Detroit.

First Congregational—C. F. Louthain, Grand Rapids; T. A. Adams, Lansing, and L. D. Jones, Buchanan.

North M. E.—John Adams Sherick,

Grand Rapids, and F. W. Redfern, Lansing.

North Presbyterian—W. S. Sly, Lansing, and D. W. Johns, Grand Rapids.

South Baptist—N. P. Colling, Ypsilanti; W. Murich, Detroit, and Ray Blakman, Flint.

First Pro. M. E.—Jacob J. Kinsey, Saginaw; L. Van Delinder, Lansing, and A. Cameron, Kalamazoo.

First Presbyterian—L. E. Allison, Chicago, W. A. Spooner, Ithaca, and W. F. Parmelee, Kalamazoo.

Gideon wives were present as follows: Mrs. Jacob J. Kinsey, Mrs. Gordon Z. Gage, Mrs. F. H. Johnson, Mrs. C. F. Louthain, Mrs. W. A. Spooner, Mrs. L. Van Delinder and Mrs. T. Adams.

Brothers in attendance: W. G. Bancroft, Lansing, S. W. Severance, Lansing, F. W. Wiese, Greenville.

The convention will be long remembered as full of interest and the Spirit.

Aaron B. Gates.

#### What Other Michigan Cities Are Doing.

Written for the Tradesman.

"Boost for a Busier and Better Mecosta County" was the spirit shown at a meeting of the young business men and farmers held at Big Rapids April 20. It is planned to pull together for the development of the fruit and general farming interests of the county. A mass meeting will be held soon to inaugurate an advertising campaign.

Cadillac is also adopting the plan of interesting farmers in the lands of that vicinity. One of the city's influential lumbermen suggests that the city buy up 200,000 acres of land there and sell it on easy terms to colonists from Ohio, Indiana and other states.

Dowagiac and Eau Claire will be connected by electric road this year. The contract for grading and culverts has been awarded.

Frankfort anticipates a prosperous resort season. One of the lake transportation lines writes the Board of Trade that, beginning May 1, ten-ride family commutation tickets, Chicago to Frankfort, will be sold for \$30, a big reduction over the regular rate of \$5 per trip. Armour & Co. also promise to enlarge the canning factory at Frankfort, employing 300 hands.

Owosso has been promised new depots by the Grand Trunk and the Michigan Central railways. The State Railway Commission will meet there April 29 to learn if possible the needs of the city with reference to new stations.

Kalamazoo expects that the present census will show fully 40,000 people there, as compared with 24,404 in 1900.

A warehouse for storing agricultural tool handles exclusively, the largest of its kind in the world, is being built at Jackson. The building is of reinforced concrete, fireproof throughout, 80x150 feet, three stories.

Michigan is fringed with summer resorts. The Port Huron Association is mailing 20,000 booklets describing the charms of Lake Huron and the beautiful St. Clair River and 5,000 visitors are expected.

Pontiac is growing. One concern there recently let the contract to build 500 houses, which will rent from \$10 upwards. At least 200 of them are to be ready for occupancy this fall.

Almond Griffen.

#### Europeans Use All Cuts of Meats.

"Only 11 per cent. of the carcass nets me as much per pound as the live animal costs on the hoof," said a retail butcher the other day. If he was right, which seems probable, he must have been a poor critter. Not more than a third of the carcass retails for as much per pound as the whole carcass costs at wholesale, would have been nearer the mark, but even that is a poor showing to the butcher who is honestly striving to make a living without overcharging his customers. The trouble is that the American housewife too often has never learned to cook. When she was young she was either "in business" or devoted her life to pleasure, leaving her mother to prepare the meals and keep the house in order. Then she got married and with no initial preparation was faced with the problem of cooking dinners and practicing domestic economy which she never learned. A steak or chop, a rib-roast or a leg of lamb appealed to her because it was easy to prepare. Stews, entrees, ragouts, soups, substantial puddings, and the like, were beyond her ken. If she tried to cook them at all she succeeded so badly that she soon acquired a distaste for them and taught her husband to share it.

Up until recently this did not matter very much, for meat was plentiful and cheap and if she bought extravagantly and wasted much of what she bought the family income was sufficient to hide her deficiencies and all came right in the end. Now, however, she is faced with short supplies of meat and consequent high prices and is casting about for a way out of the dilemma. Germany and France met the same problem many years ago, and they met it by cooking. The housewife of Europe has long known the art of preparing tasty, nutritious dinners from what we in America are wont to dispose of as the "coarser" cuts of meat. Indeed, in many European households such dishes are actually preferred to chops and steaks. Consequently, the butcher has a real demand for all parts of the carcass and gets a good price for what he almost gives away in this country.

#### Unrecognized.

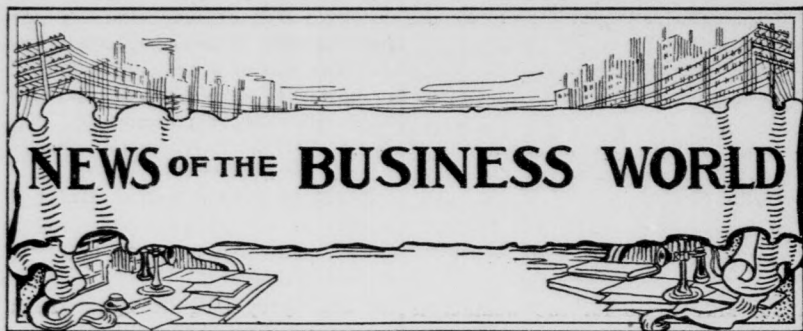
There came a knock at the door. The man of the house answered it. "Good morning, sir," said the caller. "Don't you want—" "I don't want anything!" snapped the man of the house, slamming the door in his face. "Ding these peddlers!"

It was a fateful mistake. The stranger had come to make him an offer for his house and lot, which he was trying to sell.

Opportunity had knocked at his door and had been repulsed.

The most harmless amusement is poisonous when it is the only food your heart gets.





#### Movements of Merchants.

Manton—R. W. Hitchcock has opened a jewelry store here.

Ishpeming—James R. Miners has engaged in the tailoring business.

Cadillac—R. C. Foster, of Detroit, will open a grocery store here shortly.

Big Rapids—John Ward succeeds Henry Doucette in the meat business.

Lansing—J. E. Wood, recently of DeWitt, has engaged in the furniture business.

Jackson—Maurice W. Jackson has opened a grocery store at 702 East Main street.

Grand Haven—James Bolt will engage in the grocery business here about May 1.

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

Stittsville—Naldo Yeomans has taken charge of Barney Stratton's grocery store here.

Jackson—Lewis & Clapp have closed out their stock of meats and retired from business.

Quincy—A. L. Lytle, for forty years in the hardware business here, has made an assignment.

Sparta—M. A. Hummell has sold his bakery to Mrs. Sarah Brown, who will continue the business under the same style.

Eaton Rapids—L. O. Hoxie, formerly of Fenton, has leased the Knapp building and will open a bazaar store about May 1.

Kalamazoo—C. W. Vanderbilt has opened a bakery and confectionery store here under the style of the Home bakery.

Jessie—DeCosta M. Putnam has sold his stock of general merchandise to George Jarvis, who took immediate possession.

Otsego—McAllister Bros., of Monterey, have purchased the grocery stock of L. J. Philo and taken immediate possession.

Kalamazoo—Saul Solomon has purchased the Daniel Aach dry goods and notion stock from Receiver Steven G. Earl for \$3,600.

Port Huron—David McTaggart & Co., book and stationery dealers, will open a branch store in Detroit under the management of Walter Wright.

Petoskey—The J. Greenberg bankrupt crockery stock was sold at trustee's sale, April 26, to Robert C. Ames, trustee and principal creditor.

Dighton—Allen Clark has sold his interest in the meat market here to his partner, James Curtice, who will continue the business under his own name.

Holland—W. W. Cushing, of Grand Rapids and C. E. Benedict, of Hast-

ings, have formed a copartnership and will open a bazaar store here shortly.

Buckley—Charles Dawson, druggist at this place, died Sunday at Manistee. The funeral took place Tuesday under the auspices of the Knights of Pythias.

Tecumseh—Kenneth Hay and Clarence Simmonds have formed a copartnership and purchased the confectionery stock and bakery of Fred Aldrich.

Quincy—The H. E. Lepper dry goods stock has been purchased by C. E. Wise, formerly of Coldwater, who will continue the business at the same location.

Saginaw—A. A. Smith has sold his grocery stock and fixtures to G. E. Marr, who will continue the business at the same location as a branch to his Union avenue store.

West Branch—The West Branch Co., Limited, has been incorporated with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in cash.

Ludington—Ambrose Knight, recently of Cleveland, Ohio, has purchased the jewelry stock of Cyrus Jarrette and will continue the business at the same location.

Grand Ledge—M. H. Maier has purchased the interest of his partner in the firm of Maier & Soper, harness dealers, and will continue the business under his own name.

Muskegon—The Muskegon Dock & Dredging Co. has been organized with an authorized capital stock of \$6,000, all of which has been subscribed and \$3,000 paid in in cash.

Muskegon—The L. O. Loveland & Co. drug stock has been purchased by J. L. Congdon, who will consolidate it with his own which he has moved here from Pentwater.

Hancock—Gusse & Rein, dealers in groceries and meats, have dissolved partnership, B. Gusse taking over the interest of his partner and continuing the business in his own name.

Muskegon—Otis E. Cutler has sold his grocery stock to A. H. Medena and Walter Bassett, who have formed a copartnership and will continue the business at the same location.

Saginaw—A new company has been organized under the style of the Abee Kraut Co. with an authorized capital stock of \$10,000, all of which has been subscribed and \$2,000 paid in in cash.

Detroit—The Home Furniture Co. has been incorporated with an authorized capital stock of \$6,000, of which \$3,000 has been subscribed, \$1,100 being paid in in cash and \$1,900 in property.

Hastings—F. O. Coates has purchased the interest of his partner

John De Vries, in the Hastings Restaurant & Baking Co. and will continue the business under the same style.

Bay City—The grocery firm of Baumgarten Bros. has been dissolved and will be succeeded by Baumgarten & Kelly, Charles Baumgarten selling his interest in the stock to J. H. Kelly.

Lansing—A new company has been organized under the style of the Longstreet Lumber Co., with an authorized capital stock of \$65,000, all of which has been subscribed, \$4,081.64 being paid in in cash and \$60,918.36 in property.

Freeland—W. E. Laur and O. A. Beach, of this place, and Mr. Laur, of Onaway, have leased the canning factory at Shepherd with an option to buy. They will put up baked beans at present and, if successful, will move the factory here.

Otsego—Fred Tubbs, of the hardware firm of Sherwood Bros. & Tubbs, has formed a copartnership with John S. Brock and will engage in the furniture and undertaking business here about May 1 under the style of Tubbs & Brock.

St. Johns—Noble Burnett, who has been employed by John C. Hicks in his dry goods store for several years, has made arrangements for the store in the Steel block, recently vacated by Harry E. Mack and expects to put in a stock of dry goods, in the near future.

Ionia—Louis H. Morgenthaler has taken over the interest of his late partner, Frank Williams, in the drug stock of Morgenthaler & Williams, thus becoming sole proprietor of the business with which he has been connected for more than thirty consecutive years.

Ludington—Frank Loppenthien has leased the building next to the Palmer House, where he will open a drug store between May 10 and 15. For several years Mr. Loppenthien has been in the West and Southwest, returning to this place from the City of Mexico the first of the year.

Wyandotte—Complaint has been filed by the J. B. Ford Co. in the Federal Court before Judge Swan protesting against a new schedule of freight rates on soda ash announced by the New York Central, the Michigan Central and the Lake Shore railroads, to go into effect May 1. The company asserts that the proposed rates are exorbitant and discriminative. It asks an injunction until the railroads can show cause for establishing the rates they propose, which it says would make its freight cost it \$30,000 more per year.

Calumet—Representatives of the Chicago Association of Commerce will visit this city and other Copper Country towns on Saturday, June 18, and will likely spend both Saturday and Sunday in this district. It has been proposed that the business men here meet in the near future for the purpose of appointing committees to confer with the business men of other towns of the district regarding the arranging for a fitting reception and entertainment for the expected visitors. The towns of the Copper Country do more business with Chicago

than with any other city in the country and Chicago jobbers consider the Copper Country one of their richest and best markets.

Cassopolis—Thomas W. Holmes, of Marcellus, has filed in the Circuit Court a bill for an accounting against James Detwilder. These two men formed a copartnership at Marcellus in October, 1908, and opened a grocery and meat business, each man putting in \$1,400 in money. They dissolved partnership by mutual consent on October 11, 1909, and the collections were in Detwilder's hands. Holmes claims that Detwilder never showed him the books or made any settlement with him and refuses to do so, and the suit is to effect a final settlement.

#### Manufacturing Matters.

Detroit—The Waccamaw Lumber Co. has increased its capital stock from \$1,000,000 to \$1,600,000.

Detroit—The Oldberg Manufacturing Co., manufacturer of mufflers, has increased its capital stock from \$10,000 to \$20,000.

Wacousta—The entire plant occupied by the Wacousta Milling Co. was destroyed by fire April 24. An estimate places the loss on the mill and contents at \$16,000, with \$2,000 insurance.

Mendon—James Nixon, who has operated the Carlisle Mills for several years, has purchased the property and will continue the manufacture of flour and mill stuffs under his own name.

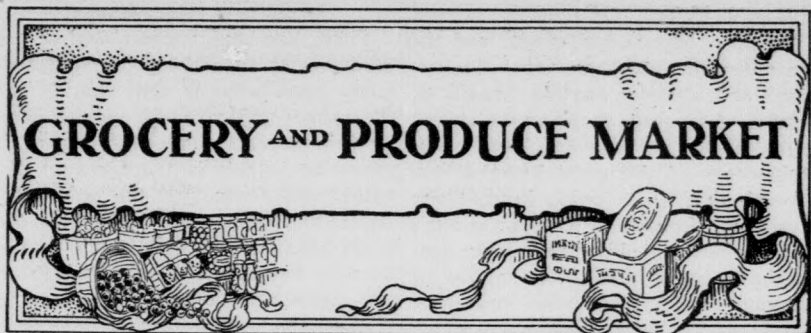
Detroit—The Detroit Carburetor Co. has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed, \$3,062.50 being paid in in cash and \$12,750 in property.

Marion—The Marion Wood Working Co. has engaged in business to manufacture lumber and lumber products. The new corporation is capitalized at \$4,000 common and \$2,000 preferred, of which \$3,000 has been subscribed and paid in in property.

Elsie—A Circuit Court jury recently gave C. E. Burr, G. Pershing and George P. Casler a verdict for \$193 against the individual stockholders of the defunct Elsie Cheese Co. This verdict opens the way for the several dozen creditors of the concern, who to all appearances had lost their claims, as the company is without assets.

Orion—The Universal Implement Co., financed by John Winter, of Detroit, will begin construction of its new factory here next week. The site will be on the land owned by Mr. Winter just north of the Electric Light & Power Co.'s plant. The factory will be a two-story brick pier and glass, with a frontage on Main street of about 105 feet and a width of 22 feet. Construction will be arranged so that a third story may be added if needed. The company will obtain power from the electric plant. The factory will put out the manufacture of implements in general, including potato planters, potato sorters, land rollers and possibly automobile parts. The factory will employ seventy-five to 100 men.





The Sintz-Wallin Co. has increased its capital stock from \$60,000 to \$90,000.

O. L. Heath has opened a grocery store at Sharon, having purchased the stock of the Judson Grocer Co.

The Doxtator Revolving Case Shelving Co. has changed its name to the Sanitary Revolving Case Co.

A new grocery store has been opened at Whitneyville by O. Fountain, the Judson Grocer Co. furnishing the stock.

R. A. Hall has engaged in the grocery business at Slocum Grove. The Judson Grocer Co. furnished the stock.

A new grocery store has been opened at Sand Lake by Alfred Giddings. The Worden Grocer Co. furnished the stock.

S. M. Frost has engaged in the grocery business at 1200 Fifth avenue. The stock was furnished by the Judson Grocer Co.

W. H. Trombley has opened a grocery store at Traverse City. The stock was furnished by the Lemon & Wheeler Company.

J. Whitefleet, of Ottawa Beach, has engaged in the grocery business at that place, purchasing his stock from the Worden Grocer Co.

E. B. Fick has engaged in the grocery business at Traverse City, having purchased his stock of the Lemon & Wheeler Company.

#### The Produce Market.

Asparagus—\$2 per crate for Illinois.

Beets—\$1.50 per bbl.

Butter—Elgin prices have declined 3c, in consequence of which local handlers have reduced their quotations to 29c for tubs and 29½c for prints; dairy ranges from 18@19c for packing stock to 23c for No. 1; process, 25@26c; oleo, 12@21c. The receipts are exhibiting better quality every day and will likely show an increase in volume in the near future. Storage butter is about exhausted and the bulk of the trade has gone to fresh goods. The market is healthy at the moment and as the season advances there will probably be further declines. The consumptive demand is about normal for the season.

Cabbage—Florida, \$4@4.25 per crate.

Cauliflower—\$1.50 per doz. for California.

Carrots—\$1.25 per bbl.

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

Cucumbers—Hothouse, \$1.25 per doz.

Eggs—The market is firm at a decline of 1c per dozen from a week ago. The receipts of fresh eggs are fairly liberal and the consumptive demand is good, also the speculative demand. The quality of the eggs now arriving is the finest of the year, and the outlook is for a continued steady to firm market until the storage season ends, which will be as soon as the weather settles warm. Local dealers are paying 19c f. o. b. shipping point, holding case count at 20c and carefully selected stock at 21c.

Egg Plant—\$1.75 per doz.

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

Green Peppers—\$3 per 6 basket crate from Florida.

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

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

Lettuce—Hothouse leaf, 12c per lb.; head, Southern stock, \$1.50 per hamper.

Onions—Texas Bermudas command \$1.75 per crate for yellow and \$1.85 per crate for white; home grown green, 15c per doz. bunches.

Oranges—Are moving very well at unchanged prices—\$3@3.50 per box for California Navels.

Pieplant—75c for 40 lb. box.

Potatoes—The market continues dull, as sellers are more numerous than buyers. Prices are nearly the same as last week, which is about as cheap as they can get. New potatoes are in good supply, but the demand is just moderate as the price is still around \$2@2.25 per bu. for Florida.

Poultry—Local dealers pay 16c for fowls and springs; 10c for old roosters; 15c for ducks; 8@10c for geese and 16@17c for turkeys.

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

Spinach—65c per bu. for home grown.

Strawberries—The supply is increasing daily, as well as the demand. Mississippi stock has declined to \$3@3.25 for 24 quarts. Louisiana stock commands \$2@2.25 for 24 pints.

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

Tomatoes—\$2.25 per 6 basket crate from Florida.

Turnips—50c per bu.

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

#### The Grocery Market.

Sugar—Refined grades are steady, unchanged and in light demand.

Tea—The market remains steady in tone, with no particular movement, the reason being possibly that holders are asking more than buyers will pay. As stocks are becoming reduced the holders will probably get their price. Japan cables that the season for picking is fully five days later than last year, which will bring the opening about May 1. So far the weather is favorable for the crop and good quality teas are expected. The local country trade is good and the demand runs to the better grades.

Coffee—Fine grades of Santos are firm and it would be impossible to obtain concessions even on a good round order. Java and Mocha are unchanged with a moderate demand. There is a light demand for Rio and ordinary grades of Santos. Mill grades are steadily maintained, but the demand is light.

Canned Goods—Some of the tomato packers say that they are selling below cost, but if this is the case the new pack is quite sure to be sold below cost, too, as futures are selling at about the same price as spot goods and are not selling very well at that. Corn is the article that is hard to get at and is selling for less than it should, but it is kept down by the cheapness of all other vegetables. Peas are selling very well and prices are unchanged. Asparagus is not moving very well, as the price on fresh is very reasonable. The market on canned fruit is about the same as for some time past. The decline on 2½ pound Hawaiian pineapple a short time ago is increasing the demand, as it can now be sold at retail for 25c. Nearly all other canned fruits are the same as the opening price of last fall, which is unusual, as there are some articles of the line that generally show quite an advance by this season of the year, but that is not the case this year and as the market is well supplied there is not likely to be an advance, at least not for some time. The demand for canned salmon is very good and as the picnic season will soon be here it is expected to increase. Supplies are not large here and the Coast packers are said to be nearly all cleaned up, except a few Pinks and Sockeyes. The opening price has not been made on 1910 domestic sardines, but it is expected that when it is made it will be higher than last year's. Oysters have begun to move some but prices remain the same as for some time past. Shrimp and lobsters are both moving slowly and prices are unchanged.

Dried Fruits—Apricots are easy and dull. Spot cots, except for immediate wants, do not look attractive in view of the fact that new fruit will be available for July shipment. As stated last week, a price of 8½c had been named for new choice apricots. Since that other packers have named ¼c less, and there is some expectation that even lower prices may be named, owing to the lack of export demand. Raisins are dull and weak, although there may be a slightly better feeling on account of the clean-

ing up of layer Valencias. Other dried fruits are dull and unchanged. Prunes are dull and unchanged. There is considerable pushing for sale in secondary markets at shaded prices, but very little disposition to buy. The Coast is about unchanged. Peaches are dull at ruling prices.

Syrups and Molasses—Glucose advanced 10 points this (Wednesday) morning and compound syrup advanced 1c in four scales. The demand for this syrup is quite light. Sugar syrup is wanted for export, at full prices, but not much for domestic consumption. Molasses is quiet and unchanged.

Spices—Prices abroad on most grades of pepper are higher than on the market here. The clove crop is short, as reported some time ago, with prices advancing. Ginger is also said to be a smaller yield than last season.

Rice—Prices remain about the same. Advices from the South are to the effect that the market is still quiet on the Atlantic Coast, but at New Orleans the demand is improving some and an advance of ¼@½c per pound on Japans is shown.

Cheese—Receipts of new have increased during the week and as a result the market declined 1c per pound. The consumptive demand is good considering prices. The quality of the cheese arriving is good. As new cheese improves and increases the market should show a slight decline. At present prices are about 2c above a year ago.

Starch—Muzzy bulk advanced 10c per 100 pounds to-day. Best, both lump and package, were also marked up to the same extent.

Provisions—Strong and advancing. The consumptive demand has been very seriously curtailed by the high prices, although it continues fair under the circumstances. Pure lard is barely steady at a decline of 1c per pound, due to the same cause. Compound is steady and unchanged. Barrel pork is in very slow sale at 50c per barrel decline. Dried beef and canned meats are unchanged.

Fish—Cod, hake and haddock are unchanged and in light demand. The season is practically over. Domestic sardines have advanced to \$2.70 f. o. b. for quarter oils, on account of the outlook for short pack. As reported last week, the future price is \$2.75. Demand for sardines is only fair. Imported sardines are quiet and unchanged. Spot salmon continues scarce and high. There is some selling from second hands at slightly below the market. No future prices have been made on future salmon as yet, but new Columbia River will open in three or four weeks. Inasmuch as spot goods are selling about 25c above last year's opening it is expected that the opening price will be about 10c above last year. Mackerel shows a light demand and an easier feeling. The week's market has been in the buyer's favor.

Howell—C. S. Line, recently of New London, Ohio, has opened a bazaar store here and also purchased the bazaar stock of the E. A. Bowman department store, which he will consolidate with his own.



## FULL JOY OF LIVING.

### Happiest People Are Those Who Enjoy Commonest Things.

We need to be reminded of the staple pleasures of existence. We are reaching ever out for new joys, strange excitements; yet after all the happiest people are those who enjoy the commonest things. Among day laborers and wage earners I find more "morning faces" than among millionaires and savants. Thirty thousand people were turned away from the theaters in New York one day, not finding room; millions of dollars stream over the mahogany bars of saloons for artificial stimulant; in music we strain for new effects; in fiction we seek interest in the awful mannikins which are offered to us in the pages of the modern novelist. Life is pleasanter than literature.

And first I note that all the bodily activities are so designed by Nature that their operation produces pleasure. I pass them over, simply observing that these humble offices of our common humanity have their share in the sum of our content.

But I may point out the pleasure of muscular exertion. If you will watch the school children at play you will see therein a certain exuberance; they act as if they were drunk; the zest of leaping, walking, screaming and laughing shows that Nature's cup is inebriating.

All work partakes of this pleasure. The woodman swinging his ax, the fisherman trolling his line, the house painter laying on his color, the morman driving his trolley car, the engineer at his cab window, all of these have a certain rich and stable joy in their work which tastes better and lasts longer than any fun to be found at the racetrack or in the ballroom.

Our senses are exquisite agents of our imaginations, none more than the sense of smell. In "Lorna Doone" the hero, John Ridd, after having been some time in London City, rides home and one night sleeps in a stable. Being a country bred boy he is hungry for his native circumstance, and with a touch of penetrating truth speaks of how good it was to smell the stable refuse! We may find it hard to realize that, but we can safely say that all the roses and violets in the boulevards of New York and all the powders and fragrance of beauty's toilet smell not half so good as the odor waves of steaming coffee and frying bacon in the nostrils of the myriads of healthy-hungry workers of mornings. And what a fathering, homey quality is in the first whiff of daddy's pipe as it floats in the air of the sitting room where the children gather after supper to get their lessons.

Then there is the air smell. I am a connoisseur in airs and distinctly know them all, from the soft, thick evenings of Pensacola and St. Augustine to the thin, exhilarating intoxication of the noons of Denver and Leadville. But of all airs the rarest, most life giving and tonic is that of a frosty, clear dawn in autumn in our Northern States. It penetrates us to the foot soles and sets every nerve atingle with vigor. Think now of the

millions of workers stepping out of the close atmosphere of their homes into these heavenly mornings and gulping great drafts of this imperial liquor. I seem to hear them break forth in praise to Him who made them and add a verse to Saint Francis' Canticle, singing:

"We thank Thee for our little sister, the Air, and the joy of her!"

I am a great drinker of water and do not see how any one could love wine more passionately. And I think often of the streams of blessedness that gush forth in all the houses of the city. One has but to turn the faucet and the white blood of the sky streams into his cup. Of all nonsense the practice of drinking prepared and imported waters seems to me to be the cap and crown. The street fountain appeals to me, and made germproof by health I partake of the communion with my fellow creatures from the iron cup attached to a chain at the public corner. There is no chemical fizz sold in the drug store so good, and the cup is as clean as the druggist's glass, both being merely rinsed.

Speaking of water, I wonder how many have ever learned the art of enjoying rain. Umbrellas are a disease of civilization. Go out some day when the heavens are gushing and feel the rain in your face, the drops caressing your hot cheeks like swarming baby fingers, the moisture percolating your clothes and creeping in to caress your skin, until you are soaked through and through and you at last attain unto that most delightful of all baths—the rain bath. As you push yourself against the buffeting gusts you feel that great Nature has found you and clasped you and baptised you her own. Then when you reach home and take a brisk rub down every physical sensibility within you comes to the surface and blooms.

Of the pleasures of the eye, books would be needed to record the sum of them. For there hang not in all the art galleries views so fine as are etched daily upon us all. The sun lies warm upon my floor, coming in through the south window. What shape and perfect lines, what colored shadows, what masterful technique in my little room here, all done by the Artist of artists and changing every minute! Through the window I see a bare tree lifting its strong, smooth arms to the sun; Corot nor Constable ever did anything like it. And then I have looked upon the ocean and the night sky—it is almost as if I had seen God and live! Yesterday, too, I saw a pretty girl, with eyes like lakes of the spirit world and such a budding mouth and warm, soft cheeks! The most beautiful thing Nature produces is a handsome girl just verging upon womanhood. And we can all look at her for nothing and without sin as the rose wonder of our human stock.

The strong, bemusing joy of the city is a common privilege of all. It is the fashion to curse cities, I know, and many writers who could not be tempted from New York describe the joys of the countryside. But I love to take a soul bath in this my humani-

ty as I thread the teeming streets. The noise, the hum of traffic and the roar of trains, the sharp cries of newsboys and hawkers, the shattered fragments of laughter and earnest speech that flit by me, the enfolding consciousness of the great heart of the crowd—it all goes to my head. There is a kind of pleasure in riding in one's automobile or behind one's own pair of bays, but I think it is not to be compared, for one who loves his kind, to the hearty democracy of a trolley ride, with the come and go of strange faces and the many tender glimpses of courtesy and forbearance.

I will not begin to number the forms of higher delight, intellectual and spiritual, but merely indicate that the vast shining ocean of human pleasure is common to us all. It is only when our spirits move away from the common lot and seek unusual or exclusive kinds of enjoyment that we find discontent. The arc of happiness in the day laborer coincides for nine-tenths of its extent with that of the President of a great college. Both eat, sleep, drink, wash, hear, see, smell and touch; both may know the love of wife and the dear responsibilities of children; both may work and rest, hope and pray; both may laugh and weep with fellow men; each has his obstacles, annoyances and limitations. And as for that portion of the President's arc which exceeds the hand worker's, while it refines his tastes, it adds to his unrest. For what did the wise king say?

"I communed with mine own heart, saying, Lo, I am come to great estate, and have gotten more wisdom than all they that have been before me; yea, my heart had great experience in wisdom and knowledge. And I perceived that this also is vexation of spirit. For in much wisdom is much grief; and he that increaseth knowledge increaseth sorrow."

The universe is set for the joy of all its creatures, including birds, kittens, street sweepers, college presidents and kings; and it is only from the inside of a man that there do issue forth the devils of care and worry. "A man," said Abraham Lincoln, "is about as happy as he has made up his mind to be." Frank Crane.

### The Pulse Watch.

There is now employed by physicians and nurses a watch, constructed on the "stop" principle, which indicates the number of pulse beats per minute.

A push-button is pressed at the beginning of the count and again at the twentieth pulsation, when the number of beats per minute is shown on a dial without the necessity for calculation. Still another push on the button brings the counter back to the starting point. In the ordinary method of taking the pulse the observer is obliged to do two things at the same time—i. e., to count the beats and to keep his eye on the second-hand of the watch. With the new watch only one operation is necessary—the counting of the pulsations up to twenty, when the push-button is pressed.

No man can be faithful to divine ideals who dodges daily duties.

### Dress and Saleswomen.

There has been a great deal of ink used and much white paper spattered lately upon what is and what is not the proper garb for the women who work in stores and business houses. It seems to us this is a subject wholly within the control of the women it affects and we can see no use for the great hullabaloo made about it by the outsider and even the employer. From our experience we have yet to see the saleswomen who are overly bedizened and appropriate the undue attention of the shopper. We are now speaking of saleswomen worthy of the name, the women who know they are members of a profession, not the hangers on and the experiments, and we are referring to the real shopper and not the gadder.

The complaint is made by some critics that many saleswomen seen upon the streets are mistaken for the daughters of millionaires on their way to a matinee. Bad taste is charged to the amount of jewelry, lace and silk they wear. This is interesting, certainly, but this type of the saleswoman it has not been our good fortune to meet very often. Where she has been met it has been found that she does not come under our category of the ambitious saleswoman but the girl or woman who works for spending money and dress money only and who is a detriment to the working body of any mercantile establishment.

One writer has gone so far as to suggest the passing of a general municipal law providing that working girls should wear plain attire. It is said that the essence of a law of this kind would result in helping the character and standing of the worker. Of course, such a suggestion is little short of ridiculous. We repeat that this is a matter for the saleswoman to settle and it is nobody's business. She is very well able to take care of the matter.

### A Test For Any Samson.

There is a theatrical manager in New York who, in his early days, piloted a small circus through the villages of the Middle West.

"At that time," he says, "I was featuring an Italian as 'Biancialli, the Strong Man from Rome.' One day traveling from Kansas City to Omaha in a day coach, the Strong Man and myself were seated just ahead of a tall man with side whiskers. Whether or not the man overheard our conversation, I am unable to say, but after a time he leaned over and tapped my companion on the shoulder, saying: 'Excuse me, sir, but are you not Biancialli, the Strong Man?'"

"Biancialli admitted the soft impeachment.

"Is it true that you can lift two and a half tons in harness?"

"Yes."

"Can you hold two men at arms' length?"

"I can."

"And put up 500 pounds with one arm?"

"Yes."

"Then," concluded the man with the side whiskers, "would you kindly raise this ear window for me?"



## GOOD COPY.

## Essential Small Advertisers Too Frequently Ignore.

Written for the Tradesman.

Retail merchants in the smaller cities and in villages who advertise loyally and regularly in their local papers overlook, it seems to me—and I have been identified a number of years with the advertising game—one vital factor, the matter of good copy. Of course, it is not to be expected that a retailer who, with the aid of one assistant—his wife, perhaps—does a business of a few thousand dollars a year can profitably invest many dollars in the services of a skilled advertisement writer, but any retailer who has a good territory, with ordinary possibilities for increasing his trade, can not, on the other hand, afford to refrain from an indulgence in advertising; and yielding to this he can not afford to be careless as to the text and style of the copy he sends to the newspapers in which his advertisements are to appear.

Thirty or forty years ago, when advertising was not an art, nearly anything in the way of announcement was thought sufficient. Even to-day there are too many men who think that any old thing will do; that they haven't the time to study over an advertisement and that "anyway, about all I need to tell is my name, my street and number and in a general way my line of business."

This is a very grave misconception of the purpose of advertising. A merchant may advertise in such a way until the cows come home without getting anywhere near value received. Another thing to be avoided is the coddling of a belief that you are just advertising to help the paper along.

The successful advertiser is the one who, appreciating at its best value the character and extent of the circulation of the paper in which he advertises, buys space of that paper because he is confident it will be a good investment. Inspired by that faith he realizes that it is up to him to provide copy which will justify his faith in the undertaking. He knows that each word in his advertisement and every inch of space occupied by it represent a certain amount of cash and so he studies and strives to get that cash back again with a reasonable percentage of profit thereon through the same source.

The chap who fails as an advertiser is the one who buys newspaper space and lets it go at that, indifferent as to what he provides to occupy the space; he forgets that good copy is the very genesis of good advertising and fails to recognize the fact that poor or careless copy is a reflection upon his own business ability, and an imposition upon the newspaper and its publisher.

Good copy does not necessarily mean that a man must be a skilled lexicographer or a compiler of dictionaries so much as that he shall know his existing trade and the trade which may be secured by a little effort and expense. He must have a keen, clear idea as to what his people need and will buy and, having

the goods, must let them know it. If he has special inducements, either as to quality, price or seasonableness, he must tell them as succinctly and definitely—that is to say, tell truthfully—exactly what he has and the exact prices at which they may be obtained.

Don't generalize in announcing special opportunities; don't grind, grind, grind in an effort to be funny, elaborate or "off" in your advertisements. State your facts simply and plainly and as forcibly as possible, without tautology and an overflow of adjectives.

Change your copy every day or every other day and, in the case of weekly papers, change your copy ever week. Bear in mind that it is quite possible to convey the same idea in various ways and always with equal force.

Max Wurfel.

## Likability Gift of the Gods.

Nothing happens without a cause. Back of every success there are reasons, whether we can find them or not. We say we can not "understand" such and such a success. That is because we are unable to find the reasons for it. But they are there just the same.

The youth who enlists in the world's army of workers believes that promotion from the ranks is simply a question of ability. If he is observant he soon finds that other qualities are more important.

Ability is good, exceptional ability is better, but likability is best. That is, for success—for success interpreted, as ninety men in 100 interpret it, in terms of money, position, influence.

An old Scotch proverb says: "It's braw to be bonny and weel liked." Lucky is the man who is gifted with likability.

Run over the list of your acquaintances. Here is A, sweating along as a book-keeper for Goldust Bros. He has unusual ability, is well educated, has all kinds of accomplishments and is well read and can talk, when in the mood, most entertainingly. So far as ability goes he has the credit man beaten a block. The credit man got his promotion because of his nice manners, his sunny disposition, and—yes, of course, his ability. A sticks where he is and will stick to the end of the chapter, because he is inclined to be grouchy, can't get along easily with others, is supersensitive and pessimistic.

Go through the records—as you know them—of your acquaintances and you'll find that the fellow who moves easily, buoyantly, apparently without effort, to the top, is one who has likability, natural or acquired.

The natural gift is best. Of all the hard things to acquire the hardest is likability. Egotism, sensitiveness, acute perception of the stupidity and hypocrisy of others—all these are barriers to progress in this art of arts, the acquisition of likability.

Although likability may be acquired, it is never quite the same as the natural gift. There is in the acquired character a lack of spontaneity—the appearance of effort can not always be concealed.

It is doubtful if the possessor of native likability really is aware of his priceless possession. The chances are that in his rapid advance to the front—boosted by his loving friends—he is under the delusion that it is his ability that is doing the work. Look around—it won't be hard for you to find instances of this.

Natural likability is not hard to analyze. Fundamentally it consists in perfect digestion, although there must be other things, such as animal spirits and hopefulness, together with a low degree of sensitiveness, of grouchiness, of critical faculty, of egotism.

The business man who is a gentleman in manners and speech has both hands ready to clutch success, but the fellow who is born with the gold spoon of likability in his mouth has a strangle hold on the fickle goddess.

Andrew Glasner.

## A Tobacco King Quits the Use of the Weed.

James B. Duke, "the tobacco king," who has become a multimillionaire, has sworn off smoking.

He used to smoke as many as twenty-five big black cigars a day, and used to chew tobacco in scrap form, but now he has forsworn everything. Despite the fact that the foundation of Mr. Duke's fortune came from the cigarette industry—and Virginia cigarettes at that—he has never been a confirmed user of the paper rolled butt of prejudice.

In days of yore Mr. Duke would sit at his great desk at 111 Fifth avenue, New York, and cloud the cigar smoke so thick that some people thought the building was on fire. He would sit from morning until night and content himself with a package of biscuit in his upper drawer on the left side. While chewing the biscuit he would shout off his orders in his usual authoritative tone, and some of the biscuit would find its way stomachward, but the greater part would be deposited in small morsels on his desk and on the floor.

Mr. Duke eats heavily at night, although he has cut out the champagne as well as the tobacco. His physicians informed him, that there was a deposit within his anatomy which gathered through excessive smoking. Mr. Duke stopped right off, although he was nervous for several weeks

thereafter and went home early in the afternoon.

Some of the other magnates in the tobacco trust have cut down their smoking also. Percival S. Hill, second in command to Mr. Duke, but the actual executive head in Mr. Duke's semi-retirement, used to be a heavy cigarette smoker. He has turned his back on the "coffin nail" entirely and confines his communion with "My Lady Nicotine" to three cigars a day.

## Get the Name Correct.

A grocery salesman, new in his territory, fell into the common error of mispronouncing a customer's name. "Good morning, Mr. Riddle," he said. "I represent a house you know very well and that knows you very well."

The grocer was mildly polite, but he grew reserved as the salesman continued to address him as Riddle. During the beginning of the conversation he had partly given an order, but changed his attitude somewhat abruptly and declared he needed nothing in the salesman's line. On going out, the latter overheard the correct pronunciation—"Ridell"—but the blunder could not be rectified. "Ridell" was the grocer's pet aversion. The new salesman had won lasting disfavor.

Another dealer was a rough-spoken man whose bark was worse than his bite. Salesmen who knew how to take him got along all right, and a tip would have sufficed. But the new salesman allowed himself to be bluffed and went away in despair.

Still another dealer had strong ideas on the subject of liquor and tobacco. Wise salesmen deported themselves accordingly. But often the new man permitted his Havana fumes to ascend the ascetic's nostrils.

All these things he learned by experience that was costly to his house. Yet the former salesman had gone through the same lessons and kept them to himself.

If a systematic record is kept of these personal essentials such embarrassments will be materially reduced when a new salesman goes out. The customers' list cards should bear a concise reflection of each customer. If necessary to secure this a sales manager may require a salesman to fill out a special blank at periodic intervals.—System.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.



# MICHIGAN TRADESMAN

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

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E. A. STOWE, Editor.

Wednesday, April 27, 1910

## ATTRACTING TRADE.

One of the surest magnets for attracting trade is cleanliness. This means cleanliness of person as well as apartments. The man who is attired in soiled clothes is not the one the discriminating buyer chooses to handle his food products. A wash-dish, soap and towel will quickly remove the odor of kerosene otherwise sure to cling after filling an oil can; but neglect of this will almost certainly leave a taint on your standing which will remain long after that of the oil has evaporated.

It may seem a little expensive to have the storeroom cleaned every morning; yet this is not too often if the best results are to be gained. A clean room is always more attractive to the better class of customers and they are the ones for whom you especially strive. If you are neat about the rooms, those who enter will, at least in a measure, share this feeling. The man who enters a filthy hovel is not half as particular about getting the dust from his feet as when about to enter a home of scrupulous neatness.

Keep the vegetables fresh and crisp. The man who exposes his lettuce and radishes in a sunny window, with no provision for supplying them with water, need not be disappointed if they wilt into a shapeless mass long before they are sold. If you have not the facilities for keeping them in good condition in the window put up a neat placard, telling what you have and the price and keep the goods in the background, where they can be supplied with water. Parties interested will be pleased at this extra care and will next time hunt you out rather than to buy a wilted mass shown in some other window. If the street is dusty this extra care will be more than ever appreciated.

The approach of the strawberry season renders this precaution doubly necessary. The fruit requires the utmost care in handling and any care which will prolong its firmness and exclude foreign substances is quite as beneficial to the dealer as to the consumer, while the latter is certain to value this; at least a lack of it will merit her disapproval and the

man across the street who has consideration for these details is sure to secure her patronage.

If you have a case of fresh salted peanuts it may be quite an attractive feature to place it near the door, where every one entering will see them and sample the goods. "That is the best way in the world to make sales," declares one who has tried it. It may make sales, but it will with another class react in an entirely different manner. Not only will they revolt against purchasing an article which is open to the hands of all but there will come a suspicion that the laxness may not be confined to the peanut case. Food products as a whole should be guarded from the hand of the public. It is not always a clean hand.

The glass case polished until it shines is to the fastidious more alluring than the open box, no matter how much of generosity may be apparent in the latter. The candy and other dainties will win in the end if the precaution which stands for neatness and cleanliness is kept in full view.

We may have ever so fine a stock of goods; if they are not properly presented their value depreciates. Articles of a practically indestructible nature may be shoved to the front and placed within reach of all. But there are other things which attract more when placed in the background. The communistic spirit does not appeal to the fastidious when food products are under consideration. Make the attractions for the sense of sight rather than for that of touch.

## THE VANISHING LINES.

To the plain, plodding American citizen who tries to mind his own business and is doing his best to be an upright straight party man the present conditions of political duty are bewildering. Party and the names of the parties do not seem to amount to anything. The man with his coat off who stands ready and willing to fight for his grand old party, his first and only love, is beginning to have misgivings. It seems somehow to have lost its bearings. It has always stood, so he has believed, for the best in morals and in religion, and here is a prosperous go-ahead city, priding itself as a leader in all that pertains to respectability and first-class citizenship, with a ex-gambler for a mayor, selected and elected in a Republican city, which is to all appearances fairly well satisfied with the shameful accomplishment. An Eastern city, notorious for its democracy, has been true to itself nominally and has elected a Democrat for a mayor who, while the city and the whole country for that matter shudders and hopes to bear with Christian resignation the inevitable consequences without a word, startles everybody by a course of official action that is making him the never-ending wonder and delight of friends and enemies, irrespective of political creed and influence. As a capsheaf to all this Milwaukee stands up in her place among her sister municipalities and announces that she has concluded to see what a socialist would do as the mayor of a city and has given him

the chance of his life. Of course, he took it; and, while every living soul on the planet is grappling with his prejudices, the socialist in the mayor's chair has entered upon his job, after proclaiming the fact that he is no blackguard Republican and no unsavory Democrat, and his one aim and purpose as mayor is to make Milwaukee one of the best, if not the best, city to live in in the United States. Then, as if he were a master of finance and not a socialist, he begins by appointing a commissioner of public works at \$6,000 a year to perform the labors hitherto done by three commissioners at \$6,000 each, with no more regard for the welfare of the unemployed two than if they had never been; and then, as if he were sure of having done the right thing, in three other cases he consolidates two or more offices into one. At this rate, it is to be hoped that Milwaukee will get all of the socialist she wants.

There we have it and we must take our choice. What shall it be? The lines are vanishing and we take our pick. An ex-gambler, a renegade Democrat, a socialist. Is it any wonder that the man with the vote in his hands hesitates and is it any wonder that with the vanishing of the lines he decides that he has a mind of his own and votes according to his own sweet will?

## ROOSEVELT IN PARIS.

"No nobler lesson of civic duty ever fell from human lips," is the terse, direct comment—a comment that is immune from qualification or modification—of the Paris Journal upon Colonel Roosevelt's lecture in the Sorbonne; on the same topic and with kindred fervor The Temps appeals to France to accept and act in accord with "the advice of an honest man whose deeds and life during thirty years qualify him to speak," while the Journal Des Debats clinches the verdict with: "Roosevelt's simple and energetic language is that of Hercules, armed, not with a club but with a broom at the door of the Augean stables."

Thus from day to day ever since the Colonel ended his hunt in Africa there has come to the people of the United States confirmation as to the accuracy, clearness and fairness of the public opinion that has developed in this country relative to our distinguished representative now in Europe.

There comes to us also in these expressions convincing evidence that after all human nature at its best is about the same anywhere and in spite of nationality, language or environment. We may be densely ignorant as to National ambitions, governmental policies and political methods in Europe, and our across-the-sea brothers may entertain exaggerated and not always fair views as to American theories and National practices, but when we listen to discussions of the fundamentals of correct life, honest aims and upright habits and results in domestic, civic, religious and business circles we all know when the speaker strikes twelve.

In this sense and because Colonel

Roosevelt is everywhere received as the ideal American citizen, typical of our best citizenship, of the best citizenship possible to attain, he is become the world's best citizen—a distinction which, reflected to the most remote and isolated corner of our land, bestows its benediction upon every citizen of the United States of America.

## THE PRICE OF EXACTNESS.

We are taught to look upon exactness as one of the cardinal virtues, yet when carried to excess it becomes quite the reverse from a popular point of view. "Accuracy," says one, "is the twin brother of honesty." Yet we have seen people so painfully accurate that their honesty was at once written with a question mark.

Recently two small children entered a store together, each wishing to buy a penny's worth of candy. The one laid his coin on the counter and received three or four hard pieces of candy. The same amount of sweets was laid out for the second lad; but after several unsuccessful efforts to produce his money, he decided that it was lost. "Give me back the candy," replied the vender. And heedless of the disappointed look he carefully restored the sweets to the jar.

There are two ways of looking at the incident. Doubtless he had been "worked" by children; yet this boy was not one who would stoop to any strategy. He was thoroughly honest and went in fully confident that he had the money to make the purchase. Again, the man might have had an idea of teaching him thorough business methods; but his own reputation for the exactness which takes the half pennies invariably to his own side scarcely warranted such an interpretation.

To the looker-on it seemed a bit of unpardonable stinginess. And one of his regular customers quietly slipped a coin into the hand of the crest-fallen lad, telling him to "go across the street and get his candy." More, he told the story, to which others added similar observances and the symposium left an impression anything but favorable for Mr. Blank.

Exactness may be abused. Be accurate, but not too accurate in your own behalf. It may save you pennies while it takes from you self-respect and the respect of the community.

A Frenchman has invented a bed in which it is said the sleeper is sure to sleep and to awake at any time the rousing attachment is set for a noise. It is to all appearances an ordinary bed, but the weight of the body upon it sets clockwork in motion, thus operating a music box which gives forth soothing melodies. The lullabies which it plays are supposed to induce sleep. By means of a dial at the head of the bed the person who occupies it fixes an alarm for the next morning. This produces, when the hour arrives, discordant sounds, to which the person in bed must pay heed, because failure to rise within five minutes after the noise has begun will cause the bottom of the bed to fall out.



**LABOR WAR IN GERMANY.**

If early predictions are verified Germany appears to be entering upon one of the greatest labor wars in her history. The crisis, which has been imminent for several weeks, has now occurred by the locking out of some 200,000 or more workmen in the building trades by the Building Employers' Association. Unless the trouble can be adjusted soon—and the prospect for an amicable settlement does not appear encouraging—the idle workmen will be increased by many hundreds of thousands in industries allied to the building trades, and very possibly in others not so intimately related. The lockout is the result of the workmen refusing promptly and almost unanimously the demand of the employers that the various unions should agree to an entirely new form of contract. This contract provided that the men should no longer object to piecework, that uniform conditions of labor should prevail throughout the empire and that there should be a general system of labor exchanges organized and controlled by the employers alone. The employers presented these demands as an ultimatum which must be accepted or the workmen would be locked out. Both the employers and employees have been preparing for a struggle and each apparently is resolved upon a fight to the death.

The employers justify their demand by alleging that the workmen for several years have been pursuing a policy of forcing higher wages and shorter hours by bringing about isolated strikes in several places, thus securing advantages which they would be unable to obtain through concerted general action. They contend that now the employers must make a united stand against the employees. Back of the building trades employers in this struggle is said to be the General Employers' Organization, which includes representatives of every German industry, and it is said this organization will supply the sinews of war so long as the lockout continues. About one-tenth of the building employers have refused to join in the lockout and these are being strictly boycotted by the others and by dealers and manufacturers of building materials. It is the purpose to compel the employers not now joining in the lockout to do so or to drive them out of business.

As for the workmen, they are more perfectly organized in Germany than in any other country and their treasures are in a condition to withstand a rather prolonged struggle. Under the unions' plan of campaign no money will be paid locked out workmen during the first two weeks. Upon all men remaining at work during the strike an assessment proportioned to the wages of each will be levied, to be paid into the fund for those made idle by the lockout. Another feature of the campaign—and one entirely unusual in the history of labor disputes, and especially so in Germany, where one is told beer is looked upon as an essential part of the daily life of the workman—is that total abstinence from all intoxicants is enjoined upon all union men so long as the

struggle continues. The Imperial Minister of the Interior sought to avert the crisis and now that he has failed it will be of the highest interest to observe the attitude which so autocratic a government as that of Germany will take in the conflict. But whatever the outcome of the contest between the employers and workmen, it would seem that the conditions that provoke it must give renewed impetus to the already rapid growth of Socialism in Germany.

**TIMELY TIPS.**

It is to your interest to have your goods rightly handled after they leave your store. There are many errors which might be easily guarded against by the timely tip. While it requires tact to tell the housewife some of these necessary things without giving offense, yet it may, in most instances, be so done that she will be grateful for the information.

Every butcher knows that by hanging his meat so that the air can circulate freely he prolongs its usefulness many hours. Yet the average housewife does just the reverse. Shutting it up carefully in a crock with a close-fitting cover to keep out flies and heat, she believes she has done her duty and is indignant that it speedily taints.

Honey is placed in the cellar as the most legitimate place for keeping it cool if there is no refrigerator. This is really the worst place that could be found—the refrigerator being next. It readily absorbs moisture and becomes thin and watery, besides absorbing any foreign odor. A cool, dry room is the proper place for it. If ants annoy, draw a chalk line around it or scatter tansy leaves. A certain remedy is to put it on a table, each leg of which stands in a small dish of water. Ants can not reach it if the table does not touch the wall.

Tell the housewife who is too remote from town to get fresh crackers every day that when they become moist the crispness may be quickly restored by placing them in the oven for a short time.

Warn her that at this season the safest place for raisins or dried fruit after the package is opened is in a can with a tight fitting cover or a paper sack kept tied. Remind her that the tin can, especially containing tomatoes, must be emptied as soon as it is opened. The admittance of air causes the tin to corrode at once. These are but a few of the "kinks" known to the trade which will help the consumer.

**THE LIFE PARTNERSHIP.**

No sane business man will consent to a partnership in which he is a dead head, knowing nothing of the machinery of the business, simply drawing from the profits as his needs dictate. Yet this is often the condition of "the other half" whose mission is simply to run the affairs of the house.

You may be tired when night comes; weary of anything which savors of business. Your wife may have no natural fondness for finances or the details of your work, yet it is only fair to yourself, to her and to

your children that she understand in a general way the workings of the plant upon which she is dependent for her daily bread. Life is too uncertain for one person to hold the only key to the business. Too many families, when bereft of the leader, are embarrassed by ignorance of matters and are speedily victims of some mercenary person who is always ready to help(?) on such occasions.

A rich oil man was suddenly taken ill and died. His wife, who had lived in a shanty and uncomplainingly struggled with poverty in helping to make the home, now found herself left with a much greater problem to solve. She was lacking in the education necessary to carry on the business left her. But, undaunted, she at once enrolled in a business college, took a complete course and has made the investments of her husband yield to her own manipulations ten, twenty and in some instances a hundred-fold. All this was possible because she had means. But not every woman is so left that she can take up a complete business education. The next best thing is familiarity with the general situation. Of course she can not be expected to know the details, but as a safeguard and protection it is only business to so familiarize her with your business—and hers—that should a crisis come she may have a fair showing.

**THE CONTEST FOR DOLLARS.**

It has been affirmed that the human race is but a contest for dollars. How much or how little this is true depends very much upon the individual. And in proportion to his verification of the statement rests his own power to increase his happiness or to cause it to dwindle. The man who works for money shrivels into a dwarf; the one who works for what it will accomplish may become a giant in the commercial or industrial field.

You can all point to one or more who pride themselves as successful because they have amassed a large sum of money. Yet when you come to the attempt of naming some act which they have done for the community you are lost. They have not made any one better nor happier because they were in the world and when they leave it they would gladly take all that they have with them if it were possible. It is simply a case of "Me and my wife and my family," and no more.

The form of helping a community may not be that which we are wont

to regard as benevolent. There may be no formal presentation, no endowment. The advantages which permit one to help himself are even more pronounced. The man who builds up a business which is a credit to himself, who brings bargains to the door of the man who can not go out to hunt them, who displays improved stock, who builds up a taste for superior articles—that man may be as much a factor in helping his fellow men as the one who gives thousands outright.

The contest for dollars should gather together for a purpose. Whether this purpose be to build up a trade, or establish a library, or endow a college, the aim is a worthy one, and no one need be ashamed to be caught scrambling for the coins. Without money this world would be in a sorry plight. Properly applied it is the lever which moves the world.

Mrs. Eliza Flagg Young, superintendent of schools in Chicago, holds that the elements of algebra are useless except for the few who intend to go on with mathematics, and that as soon as the pupils get enough money to cause them to think about interest and discount, they will learn to compute them quickly enough. She has secured the adoption of a resolution by the school board dropping algebra and some parts of arithmetic, such as compound interest and banking. Mrs. Young says the main things are a thorough mastery of the elementary processes, and a careful cultivation of common sense in attacking ordinary arithmetical problems. Expertness is not so important as the ability to think the whole matter out clearly and check the result infallibly. Dexterity in special kinds of operations will soon come from actual work if the fundamentals are soundly laid.

The Canadian government has decided to enlarge its mint and go into the coinage business more extensively than ever before. Canada has never produced any coin except silver of minor denominations, but will soon issue \$5 gold pieces and silver dollars. They will have the same metal value as similar coins of the United States, but it is doubtful if the bulky silver dollars will prove any more popular there than here. The average citizen is about the same the world over, and when he knows that the paper promises to pay are "just as good" as the metal itself he prefers bills to either gold or silver.

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## OPENED AT DAWN.

Programme Repeated Every Week  
Day Morning.

It was dawn. A single figure appeared in a deserted downtown street whistling in loud, bird-like notes as he advanced through the purple mist of morning. He stopped before a certain closed door among the many along the way, took from his pocket a key that unfolded like a jack knife, inserted it, and, as the door opened, there came into the street a great hot blast of air heavily laden with the blended odors of stale beer, stale cigar smoke, cocktail bitters, lemons, mint, dry oil from the floor linoleum and toilet room disinfectant.

The saloon porter—for that's who it was—disappeared through the interior darkness. There were the clanking of brass cuspidors being piled one above the other; the rattle of buckets, broom and mop handles; a jet of water resounded on a bucket bottom; the porter, hatless and coatless, began the day's duties by mopping the floor and soon the smeli of steaming suds united with the many other odors, all in a grand rush to the street.

The screen door spring creaked and a seedy little man in thin-soled shoes appeared. With a quick step he pattered to the rail and gave several husky bark-like coughs. The porter looked up from his mopping, wiped his hands on his trousers' sides and went behind the bar. The little man nodded. The porter set out THE bottle and glasses, the little man poured out a "rimmer," raised it with trembling caution, downed it with one backward toss of his head, which wagged from side to side as the liquor touched his palate, and a tremendous shudder descended his fragile frame, which ceased in a series of nasal convulsions as he lowered the glass and blindly reached for the water. After a long, deep breath the little man laid down a dime, which the porter did NOT put in the register drawer. Wiping his mouth on the back of his hand, he pattered out of the door.

The porter had just resumed his mopping when the screen door creaked again; but this time he merely looked up, for the newcomer walked directly behind the bar, rolled his hat up in his coat, placed them in one of the many little cupboards under the bar, opened a drawer directly above it, with a corner gnawed out by the rats, untangled a comb from a string that attached a key to a billet of wood and arranged some very thin, black, vaseline shining, strap-like locks over the top of his very small, peaked, bald head. Examining his fingers, which, in size and color, suggested Bologna sausages, he picked a lemon knife from under the bar and began manicuring his nails—the smallest as large as a teaspoon bowl. His own toilet complete he began that of the bar, which consisted of taking the glasses, one by one, from the back bar, polishing each with a towel and placing them temporarily on the front bar.

The screen door gave a prolonged creak, and a young man in well-made

clothes and soiled linen stood just inside surveying the interior and its operations. He elevated his nose and instinctively turned his head towards the fresh air as the many odors met him. He braved them, though, walked over to the bar with a weak-kneed tread, leaned against the railing, unfolded a morning paper, glanced over the headlines and attempted to fix his heavy glassy eyes on the body type.

The bartender smiled—a half-pitying smile—and asked if he would have something. The young man moaned softly, looked down and, with a trembling hand, scratched a bit of yellow of an egg that had lodged on one of his coat buttons. The bartender suggested a nice "Martini." The young man gave another soft moan, took a sack of granulated tobacco from his side coat pocket, a cigarette paper from another side coat pocket, smoothed the wrinkles and blew on its edge, tremblingly opened the sack, poured the paper full of tobacco after forming it into a little trough, drew the puckering strings into his teeth with a very long parched tongue after much unsteady wagging of that member, closed the sack, tremblingly rolled the tobacco, sealed it by again extending his long parched tongue, placed the finished product between his teeth, lighted it, blew a great cloud of smoke over the bar, brushed off the tobacco crumbs lodged in the wrinkles of his vest and then there were a few feeble pulsations of conversation: "Sin is luring," said the young man. "By sin I mean a breach of the laws of Nature—never gives what it promises—lures you and then lets you down with a bump."

"Oh, I think you'll feel better after a little whisky and absinthe," interrupted the bartender.

The young man nodded and moaned again feebly, the decoction was set before him, he downed it and opened the inside page of the paper, reading more headlines, awaiting for the stimulant to percolate his system. The body type became more and more distinct, he waded through several news items and with some animation called to the bartender to "shoot up" another.

By this time the porter had reached the front door with his mopping and then numberless dirty rivulets raced over the stone sidewalk, running into each other and around one another, all in seeming emulation to first reach the gutter, leaving their path strewn with cotton mop ravelings, swollen cigar butts, lemon rinds, corks, burned matches and Bologna skins from the day before free lunch. The porter took them up, again wiped hands on his trousers' sides, took a general survey of the sky and streets, smiled at the Polish scrub-woman next door, who looked at him, grinned, remarked something in her own tongue to another scrub-woman next to that, which resulted in a peal of laughter from the latter, and the porter, having no defense, gathered his implements and went inside.

The screen door creaked again. An Italian entered carrying a basket covered with a wrinkled and cracked oil-

cloth. Leaving the day's supply of lemons and oranges he departed.

Next came the milkman, dressed in a leather coat, carrying an unlighted cigar butt between his teeth and a dented can in his hand.

The mint gardener, the lunch meat man, the pretzel man, the bread man, the morning paper boy, all followed in quick succession.

There was a lull. The porter came in with a napkin covered tray containing the bartender's breakfast from a neighboring restaurant. The young man in the well-made clothes and soiled linen had just imbibed his fourth whisky and absinthe and was beginning to "take notice." He observed the bartender despatching each item of the meal placed before him. The cereal and cream, the bacon, the eggs fried soft and "lookin' up," the coffee and even the burned and black potatoes fried heavy in grease. The young man at last folded his paper and started out with the remark that he guessed he would go over and at least see if he couldn't "worry down" an egg.

A gaunt figure of a man entered by the rear door, in wet rubber boots, and a buggy apron covered the front of his legs—a carriage washer in a neighboring livery stable. He carried a half-gallon fruit can with a jagged top hammered down to a smooth rim, which he deposited on the bar and held up a nickel with one of his pink, water wrinkled hands. With his foaming can he departed with a passing word to the porter, who was shaving up a block of ice in a wash tub.

A very fat clerk from the china store next door came in, laid down a dime, nodded to the bartender, who broke an egg in a tall glass, picked a bit of shell out with a long handled spoon, poured it full of beer and set it before the fat clerk, who swallowed it at a gulp and a final drain and wiped his mouth on the back of his hand as he rushed out.

Some stoop shouldered young men in faded clothes, broken shoes and home-made shirts came in one by one, selected morning papers from the front of the bar and took seats at the tables in the rear. The porter remarked something about "boarders" to the bartender and concluded it was about time to get lunch. The stoop shouldered young men looked up from their papers and followed him with their eyes as he went behind the screen, and soon the odors of freshly cut Bologna and bread and onions and the steam from stewing meat filled the air.

A group of portly men sauntered in—contractors interspersed with a politician or two. The first at the bar snapped down a silver dollar and ordered whisky. Some of the others consulted their watches, but all agreed it was about their time and nodded repetition. With that finished, another round was ordered—then another. The conversation grew louder and louder. Others joined them. Suddenly the rattle of a dice box was heard. The morning sun shone through the front window, over the screen and glistened among the newly polished glasses on the back bar.

Lunch was ready. More men came in. There were an almost continual ring of the cash register bell; the rapping on the bar of those impatient to be served; the hum of the many voices; occasional hoarse laughs; the clinking of glasses; the rattle of plates and forks on the lunch counter. The room filled with fresh blue cigar smoke—the saloon was awake.

David Gibson.

## Ten New Commandments.

A woman in Cairo, Ill., recently threatened to sue for a divorce. Her husband promised to be good. He signed the following ten commandments of his wife's making, which were filed with a notary public:

I am thy love, thy wife; thou shalt have no other love but me.

Thou shalt not take unto thy heart any stenographer nor any other love pirate.

Thou shalt not promise to love me in vain.

Remember thou come home on the Sabbath. Six days mayest thou wander, but not at nights; nor the seventh day, which is the day of thy wife's.

Honor thy mother-in-law, that thy days may be long in the land of love.

Thou shalt not carry a latch key.

Thou shalt not return to thy happy home at 3 o'clock in the morning. The doors will be bolted if thou dost.

Thou shalt not grumble at thy lot.

Thou shalt not object to buttoning my gowns; nay, even if they be 500-button dresses.

Thou shalt not covet the sweet temper of thy neighbor's wife.

Mrs. Frederick L. Douglas, of Macon, Ga., recently attracted attention by the unusual features of a connubial contract existing between her and her husband. She promised to live within her husband's allowance, and not to want an automobile; she agreed to restrict her light reading to two novels a week; she gave her word to pursue serious study under her husband's direction; she consented not to gad and shop about every day in the week; not to play bridge more than three times in seven days; not to imitate actresses in attire or manner, and not to threaten to go home to mamma more than once a month.

## Putting Ants To Work.

In Burmah and the Far East they have a curious fashion of setting ants to work. Sandalwood, as we know, is worth its weight in silver, but it is only the hard heart of the wood that is fragrant and valuable. This precious portion is overlaid by a soft and worthless layer, which forms two-thirds of the trunk of the tree. When a tree is felled and cut into suitable lengths the loggers just let it lie. Then the ants, attracted by the sweetness of the wood, attack the chunks. Within a few weeks the little insects have finished their work and the valuable heart of the wood is freed of its worthless sappy covering and becomes a valuable article of commerce.

Some hope to cure the tiger of biting by filling his teeth with gold.



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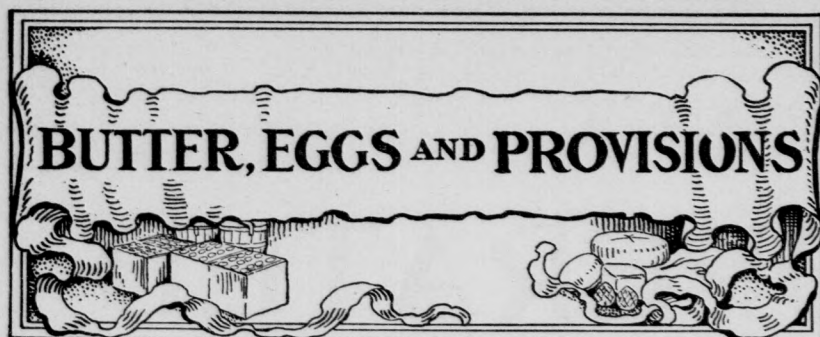
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### Side Lights on Dairy Markets in New York.

"Just take enough space in your 'gossip column' to tell the butter-makers that the time has come for them to reduce the amount of coloring matter that they are using in their butter," remarked a prominent operator. "The season this year is so early that the cows are already getting a bite of grass and this gives more color to the butter. Several lots in the past week were too highly colored, and unless the matter is given attention at once we shall have so much of this over colored stock on our hands that we shall not know what to do with it. Emphasize the fact that the best trade in New York wants light colored butter. I do not mean by that chalk white—although a few customers like such—but a delicate, light straw shade that has life in it. Such lots suit almost everyone. Now and then a buyer has trade for goods with more color, but this is the exception. You can not make these points too strong, and now is the time for the buttermakers to get busy."

"Accidents happen in the best regulated families," is a familiar expression that is full of meaning; and some strange things occasionally happen in some of the best families. Some two weeks ago I was asked to look at a shipment of butter that arrived that day from a Western creamery—one of the best that comes to this market. The color was simply dreadful. Talk about barber poles, why, they are not in it with the appearance of that butter. We bored tub after tub and the trier showed a layer of very light color and then a layer or roll of almost red butter—enough coloring in it to taste decidedly bad. What would otherwise have been a fine product was ruined for table use and the whole shipment sold as packing stock at a loss of 10 cents a pound. Several experts studied over the problem, and the conclusion was that the buttermaker forgot to put the coloring in the cream before churning, and he discovered his mistake after the butter came. Effort was then made to color the butter, but it did not mix in satisfactorily and the entire churning, which was a good size one, was very seriously damaged.

I am inclined to think that there are a lot of new buttermakers in the creameries this spring, and some of them are not up to the best methods of packing their butter. Some of the defects that result from neglect or lack of knowledge are not serious, but they contribute to the appearance of

the stock, and if the price is not affected a sale may be interfered with. One of the things that need attention is the proper lining of the tubs with parchment. Not infrequently I see a lot where the paper has been folded over so much on the bottom that no paper shows on the sides. No one would know that the tub was lined unless the butter was turned out. Others put the linen cap cloth on top before folding over the paper and if a lot does not sell readily and has to be shown several times the edges of the paper become torn and the appearance is unfavorable. This latter complaint is so frequent that I want to call special attention to it. After the tub is well filled the paper lining should be folded over the butter about two inches, and then the linen cap cloth put on. This permits drawing back the cloth so that the butter can be bored without disturbing the paper. Keep constantly in mind the fact that a handsome appearance counts a great deal in almost any market.

While the skim cheese industry of New York State has lost some of the markets it once supplied, the nearby outlets are broadening rather than diminishing, a fragment of the Southern trade still remains and it seems to us that the industry is one which merits greater attention from our State educational forces. The great need of educational work in the industry is made apparent by the very irregular condition and value of the skim cheese offering for sale here, an irregularity in which the varying amounts of fat left in the different lots of cheese often play a minor part. We have heard of a number of lots of light skims put away last summer and fall which deteriorated so badly that they eventually sold at about half their original value. Then, too, much of the winter and spring make has suffered seriously by mistakes in manufacture which could have been easily avoided. There is a good profit in good quality skim cheese and when sold legitimately they enjoy a steady and active demand; but on soft, spongy, defective stuff which has been so common on our markets this season there is little profit for anybody, with often heavy losses for manufacturer and holder. There is no reason why the present uncertainty of the keeping quality of our skim cheese should exist nor why they should not be more generally made to carry and cure as well as our full cream cheese. Ignorance of proper methods of manufacture and market demands seems to be at the bottom of most of the defects. It is by

no means uncommon to see a factory which, in its effort to incorporate water, is reducing the value of its product 3 to 5 cents a pound for the sake of a slight increase in yield. Further we know of a number of factories which have lost heavily by the adoption of the soaked curd system.

It looks to us as if the subject of skim cheese manufacture merits more attention in our dairy schools and experiment stations. A comprehensive bulletin on the subject would be in order.

A mistake was made in figuring up the total of butter in cold storage last Saturday. By adding in the holdings of the new Terminal warehouse the amount given was put down as tubs, when they were only pounds, and the stock was made about 8,000 tubs more than it really was. The corrected statement is as follows: Total amount in three warehouses 29,925 tubs, against 38,868 tubs the week previous, a reduction for the week of 8,743 tubs. For the corresponding week last year the total stock was 28,289 tubs, an increase for this year of 1,630 tubs. As our receipts are running light this week there is likely to be heavy draft on the storage stock and holders are now counting on cleaning up quite closely by the

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first of May. Our current receipts for two weeks past have not been more than half enough to supply the average consumption.

One of our largest Western butter receivers has been in New York nearly all the week operating on the market there, and it is an open secret here that he is selling creamery which he had stored in Boston and New York at a nice margin of profit. Some people are of the opinion that Boston jobbers are losing an opportunity of buying stock now which in a short time they will not be able to get at within 1 to 2 cents of present rates here. We give this as the general talk of the market, without committing ourselves one way or the other. There is liable to be a very light pinch before long.

Speaking about the egg situation with Mr. Lee, of the Cloverdale Company, he said he had not bought a case of eggs for storage because he considered the price altogether too high for a safe investment. He is buying freely for current consumption, but his stores are not distributing near so many eggs as they would were the cost a couple of cents lower. There will be no scarcity of eggs, taking the whole country through, and he believes that there will be cheaper eggs later on, but now is the time to give the people a chance to consume the product when they are most palatable and when there is such a heavy surplus coming in. Our receipts are now running considerably ahead of a year ago, and stocks are piling up rapidly in the cold storage warehouses. "It is anything but a healthy condition, in my estimation, and I am thinking somebody will come to grief later on in the season."

A good many complaints of quality are being heard, especially as to the eggs arriving from Southerly sections, many of which are showing defects incident to warm weather and some lots considerably more loss than is usual at this season. Many of the Southern will no longer pass muster as firsts and have to go as seconds at more or less concession. Recent weather in the West has, however, been colder—in some sections unseasonably so—and there seems reason to expect that we shall continue to find qualities from that section for some time to come that will compare favorably in quality with the earlier April packings. Reports of egg receipts at leading centers indicate that the height of production, taking the country as a whole, was reached last week, but no radical decrease can be expected in the near future. Poultry collectors have been getting light supplies, the high price of eggs having undoubtedly induced farmers to hang on to their laying poultry as long as production is at all free.

Be the kind of man who awakens in the morning with joy over the advent of another day for achievement, who retires at night leaving something of accomplishment behind to show for the day's work.

#### Ruling on Oleo Packing.

The Commissioner of Internal Revenue has made public a letter in which he ruled that cartons of enameled fiber board containers of two, three and five pounds' capacity for backing uncolored oleomargarine solely inside original packages come within the scope of the former regulations made upon this matter. In addition the Commissioner says: "I am also of the opinion that crates made of wood and sufficiently durable come within the definition of 'wooden packages' as prescribed by the law for packing oleomargarine, provided such crates are so constructed that the end frames are entirely closed by a board or boards of necessary thickness, nailed from the inside, or by solid end boards to which are attached slats, the tax-paid stamp and caution label to be affixed to one end and the manufacturer's brand, the gross tare and net weights stenciled on the opposite end, while the word 'oleomargarine' shall be stenciled or branded on the middle slat of each side of such crate. The cartons as herein described may be packed by the manufacturer in these crates, with cardboard between the cartons and the walls of the crate for additional protection, and all sales by wholesale dealers shall be in the original unbroken packages or crates containing not less than ten pounds, while all sales by retail dealers shall be from said original packages and the cartons are not to be removed until bargained for and sold."

#### Volume of the Poultry Business.

The market value of dead chickens and table eggs consumed each year in the United States is \$650,000,000, and if the value of standard bred poultry and eggs sold annually is added to the market products the total value of a year's poultry business exceeds one billion dollars.

Every member of the big American family puts \$12 a year into the pockets of the poultrymen. Of this amount the men and women who grow the chickens and feed the layers receive the big end—the other fellows—the corner grocers, the commission merchants and the packers take what is left.

We have a much greater business than we receive credit for. Twelve dollars a year from every man, woman and child in America is contributed to our friends. Where is there another business worth as much, or that brings as much money to deserving people as does our business? There are immense trusts which create millionaires for a hobby; there are financial institutions which make rich men of the favored few who came in on the ground floor, but there is no business which helps Tom Jones pay his taxes, his grocery bills and buy Christmas presents for his children, to the same extent as does the poultry business.

#### Duck Farms Wanted West.

It is strange that there are not more large duck farms in the Mid-Western and Western States, says Commercial Poultry. Duck breeding on a large scale has proved most

profitable in the East, in spite of the fact that most of the feed has to be shipped from the Mid-Western States. It seems to us that some enterprising fellow could make a good bunch of money if he would go into the duck business somewhere in this Western country and help to supply Chicago and the other large markets with the edible and luscious meat of the duck.

#### Butchers Must Observe New Law.

Effective on July 1, an order has been issued by the Indiana State Board of Health that bakers, butchers and meat dealers must comply with the pure food laws. The butchers and meat dealers have been notified to keep all meat in refrigerators, or to protect by glass, wood or metal cases all that part of the stock displayed for sale. Whole carcasses may be left outside of the refrigerators only when covered with curtains of cloth or other similar material. The meat dealer may keep on the meat block only such parts of the carcass as are necessary to the expeditious conduct of his business.

#### To Regulate Poultry Shipments.

A bill has been introduced in Congress by Representative Mann giving the Inter-State Commerce Commission authority to make rules to regulate poultry shipments. The design of the bill is to prevent the crowding of live poultry cars so that there will be plenty of room in cages for the poultry to stand upright. Provision will be made for the introduction of sufficient air and also provision for food and water every twenty-four hours. Penalties for violating any of the provisions of the rules will consist of fines ranging from \$100 to \$300.

Rocks in our way are just Heaven saying, "Climb up higher."

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## Experience of One Woman in Combatting the Saloon.

Written for the Tradesman.

Misery is the word that covers the conditions best and this was one of those instances where it needed considerable stretching to give anywhere near a fair idea of the fact. You see, she was a thoroughbred, well born and brought up, and when she married Winstead Willard everybody in her social world pronounced the match all that could be desired from every point of view. There was money enough on both sides for a great deal more than comfort. A long line of most worthy ancestry was behind them both. Winstead was manly and muscular and Susan Gray was "by far the loveliest girl in town," and so when they walked down the aisle and out of the church man and wife, it was a generally conceded fact that they had a promising future before them and that they were worthy of it. They traveled and they honeymooned to their hearts' content and then settling down as "old folks" life in earnest began for them.

It sometimes takes a good while and this was one of them. At first it was rumored that Willard was not attending strictly to business. He had too many strings to his bow and business wasn't taking the lead with him. It looked too much as if he wanted to be "a good fellow" and was willing to make sacrifices for that. Then there was a lull and the young man went home early one day to report that the house was too exacting for him. So for awhile there was a long interim when with nothing to do he was lounging about the house or somewhere else—one of the worst places in the world for an idler. Then "his folks and hers," not liking the condition of things, bestirred themselves, a position was found for the man and he started in again with high hopes that now the turn in the lane had come and with that little experience he possibly needed he'd keep away from the shoals and off the rocks and he guessed he'd come out all right; but we all know what that sort of talk amounts to. Once he was back in business his dear friends came back, too, and slowly but surely the commercial sails began to flap and the wind died down and it was easy to see drifting had set in or was going to.

That's the way things looked to Mrs. Willard, whose experience had taught her something and before the trouble began she made up her mind to see if anything could be done about it. She went straight to Father Willard and began:

"I'm sorry as I can be to say it, but Willard has begun again and unless something can be done at once he's going to be without a position and we are going to have a lounge on our hands. The fact is, Father Willard, Winstead is getting to be dissipated. He goes with his 'set' and that set smokes and drinks and carouses and I see every indication that the end is not far off. He is not

keeping up his end of the yoke and it won't be long before he comes home discharged. I have done and am doing all I can to ward off and prevent, but he listens to me less and less. His fondness for whisky is stronger than it is for his family and unless your family and mine can find some way to prevent there are only ruin and misery ahead. What is to be done? What can we do?"

A hard, angry, determined expression flashed into the old man's face. "I'll tell you," he said, "what I'd do and at once. He's my son and all that, but Win is disgracing the whole of us. Just leave him. If he wants to go to the devil—is determined to go—let him. You take the children and come to me. If you rather go to your father's go and I'll see to it that you are provided for. I told Win when we got this last position with Davis & Johns that that was the last; I'd reached my limit and that if he didn't make good he had only himself to blame. I'd got through. Now you give him a good straight talk and I'll give him another and it may make him realize that this sort of business has got to stop."

"But, Father, you must see that I can't leave him. He is my husband, the father of my children, the head of my family, and leaving him would only make a bad matter worse. If home and wife and children can not save him nothing can."

"True, and if he isn't saved and he goes down he drags home and wife down with him. Now if he's made up his mind that he will go down, let him go. According to my notion it's better for one to sink instead of four. Pretty cold-blooded talk, but this sort o' thing has reached its limit and if the worst has got to come let's have it now."

He found, however, that while his charming daughter-in-law listened to him she not only did not heed but gave him every assurance that she had no intention of so doing. He knew as well as she that Win's drinking was his only fault. Keep liquor away from him and there was no better man on the footstool. Take away the saloon and he was all right. Everybody knew that. Then why not take the saloon away? Oh, that she were a man, she'd see if the pestholes of the town were to go on tainting and poisoning and destroying whatever came into their murderous atmosphere. So the interview ended and things went on as everybody knew they would go on. The man had to give up his place, the running down at the heels began and had it not been for what both families contributed to their support the black sheep's wife and children would have found the road they were traveling a rocky one indeed. "Of course we are taken care of," Mrs. Susie once confided to her sympathizing mother, "but the pity of it and the shame of it! To see Win lying around all day doing nothing and worst of all contented to do nothing is the hardest thing to bear, and he, the acknowledged peer of the city's brightest business men, tied to a whisky bottle—my husband!"

So the time dragged its slow length

along, the man, Winstead, sinking lower and lower into worthlessness and nothingness and his little pale-faced wife bearing with the heroism of a major the humiliation and shame which her good-for-nothing husband heaped upon her. This she bore with patience, but when one day he staggered home, cross and ugly, and she saved herself from abuse only by leaving him alone, she began to recall what Father Willard had said one day and to ponder it in her heart. Leave Win? Never. "Forsaking all others keep thee only unto him so long as ye both shall live" was what she promised. That was all there was to that; but at that same interview she remembered wishing she were a man so that she might see whether she and her children were to stand tamely by and see the saloon, the greatest curse on earth, drown her husband in drink and finally send him to the graveyard, the scorn of those who knew him and loved him. Why was it necessary to be a man to put a stop to that kind of killing? It was not a question of sex, but simply a matter of soul-saving. That conclusion reached she sat down to think it over, and she did not do either a great while. She had suffered too much; now she'd see! "God helps those who help themselves." The lions in Pilgrim's way were chained, those that Daniel found in the den never harmed him, and wasn't it true that 19-year-old David, heaven-helped, killed his lion?

There was a quiet but a very decided woman who went in and out of the Winstead Willard home for several days after that. She found her father at home and after a little talk with him asked her mother to join them. They were soon made to see things as they looked to her. An hour after she rapped at her minister's study door and the interview with him was a long one and a profitable one. He said encouraging things which it did her soul good to hear. Father Willard's was her next stopping place and when she left the house he came with her, leaving her at her own door. The heads of the two fathers-in-law got together that same night and the two went to the rectory, where it was soon seen that three are not necessarily a crowd. In this instance it was an earnest and a very lively one. They planned and they wrote down names, and when

that fateful meeting was over, radiating from that little study were ideas which included the whole city and were intended to fire with a single purpose the hope implanted in one devoted woman's heart.

For the few days that followed there were not only stirring but exciting times in that university town. Men never known before to trouble themselves about the city's business beyond the vote on election day were out earnestly talking now with this man and later on with that one. There were gatherings at night where men met and discussed the situation. The wets took the alarm and with the owners of the beer barrels behind them resorted to every scheme, fair or foul, to carry the coming election and finally both sides determined to make one grand rally on the night before election.

The unusual feature, however, after the excitement began was the appearance on the streets of the best women of the city. They came sometimes in groups, sometimes singly.

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# CRYSTAL DOMINO SUGAR

## 2 lb AND 5 lb SEALED BOXES!

2 lb BOXES—60 IN CASE (120 lbs)  
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**BEST SUGAR FOR  
TEA AND COFFEE!**



but they came with a purpose and if they in their earnestness may be quoted they never left their man until they "nailed him." Foremost among these determined souls was Mrs. Winstead Willard. At first there was an inclination to discountenance her efforts. Was it exactly womanly thus to enter upon the discussion of such a question at the street gatherings, to stop men on their rounds of business with the zeal of the Ancient Mariner and detain them until they were "nailed," to go into their places of business and insist on being heard? One might as well talk to the wind. Instead of restraining it incited and the woman with society's best in her train worked as they only work who are sure of their cause and are resolved that it shall prevail.

The grand rally of the "drys" was to be made in the auditorium and long before the appointed hour the vast hall was filled to overflowing. The platform was honored by the city's best men and women. The head of the University was the chairman and advancing to the desk he said:

"Ladies, gentlemen, fellow citizens, time, occasion and circumstance have made this gathering the most important in the city's history. We are met for the discussion of human interests that extend to the very throne of God. I will call upon the Reverend Doctor Armatage to invoke the divine blessing." That was the beginning and then with a candor and an earnestness for which the President of the University was known he spoke of the relationship existing between the institution and the state, the college and the home and how closely and intimately the good work and the good name of the one depended upon the hopes and the high ideals of the other, and how as the two labored unremittingly and devotedly for the attainment of the same end so the purposes of both were sure of achievement. "It would be easy for me from my point of view to state how the home and the school are interfered with by this, the greatest curse of humanity, but it is more important for this great gathering to hear what it was that has so aroused this city to the fierce determination of crushing out for a long series of years at least the saloon and its always baneful influence. I am going to ask Mrs. Winstead Willard to take my place at this desk and tell us that part of the story of her life. Mrs. Willard, you see a crowded audience of eager listeners."

If there is such a thing as a silence that can only be felt it existed then and there. For an instant she yielded a little to an almost overwhelming reluctance and then she advanced to the desk to be greeted by a cheer which only such an audience as that can give. When quiet at last prevailed—at last, for the hearty greeting broke out again and again—clear and sweet that musical voice proclaimed its mission to that household of sympathizers. "My story is not unknown to you: For fifteen years the saloon has done its best to wreck my home and to kill my husband. For

fifteen years I have struggled single-handed with a power far stronger than mine. When the strife began it found me the mistress of a prosperous home, the happy mother of children and the center of a large circle of devoted friends. Today I am a poor weak woman, houseless and homeless except the wretchedness which for these long years I could not give up. When prosperity went I did not care much for I still had my husband and I still hoped to reclaim him. When want came I was confident that I could meet its demand and I could have if the saloon had not fought me; but when I saw that that was a force which my strength was unequal to, that my husband must be sacrificed or it must be crushed, I determined for everything that life holds dear to drive this pestilence from the city, and I have done what I could do to accomplish it. To-morrow we shall know the result and if there are wives and mothers here, suffering in want and misery and shame as I have suffered for fifteen wearisome years, let me implore them and the men who love them to free this city to-morrow from the want and the woe and the ruin that is worse than death—the single aim the saloon is working for. In God's dear name give me back my husband, give me back my home, give me back what the saloon has wrenched from me and give me hope and happiness once more by your votes to-morrow."

For a minute that auditorium vacant had never been more quiet and then—well, the vote next day was so overwhelmingly "dry" that the most ardent saloonist voluntarily gave up beaten.

Richard Malcolm Strong.

#### Wave Theory of Light in Disfavor.

In these days of demolition it is not surprising to know that even the wave theory of light is falling into disfavor. Sir J. J. Thomson, the renowned English physicist, shows that the recent theories of light differ from the wave theory. The fact upon which stress has been laid for supposing that light had had a kind of constitution had reference to the effect of ultra violet light on positive electric surfaces. On light falling on these surfaces particles flew off, and the peculiarity was that the speed at which these particles flew off was quite independent of the intensity of the light.

If the light was taken to a distance the number of the particles that flow off would be much reduced, but their speed would be much the same. Further it was supposed that light consisted of separate bundles of lines of magnetic force. It was only when the electrical properties of light were considered that we are almost driven to consider light in accordance with the optical effect. The idea that light is bound up in bundles has been carried forward with considerable elaboration and estimates have been given of the amount of energy in the bundles.

The endeavor always counts more for one's happiness than the success.

#### Pitfall for Old Salaried Man.

It is not the old age bugaboo that should haunt the salaried man just slipping over the half century mark. It is catching the fever to go into business for himself that he should try to avoid. The man who always has worked for another, and has drawn a salary instead of profits gets this fever sooner or later.

If it does not get him earlier, it's mighty certain to get him when he has started on his second "half century." Up to this time he likely has gone along drawing his weekly salary, pleased and satisfied when at regular intervals it has been increased. Then when he has left the first fifty years behind he takes a closer squint at the future. He ends up by wishing that years ago he'd made the break and gone into a business of his own. Mentally he figures the profits he would have drawn for himself in place of helping some other man to get them.

Then in frantic haste he decides it is not too late yet. He eagerly begins casting around for an opportunity to invest his savings in some business undertaking of his own. As a general rule in this case his choice of a business is one that his many years in the employ of another have unfitted him for. For instance, if he has always held an indoor position he'll probably decide when he gets the personal profit fever to spend his remaining days as a farmer.

He pictures himself as a landowner, monarch of his own domain. The idea of not being bound by regular hours appeals to the man who for years has had to face a time clock every time he entered or left the office. He reads the high market prices of farm produce as listed in the daily papers and is convinced that from now on his forte will be farming.

He does not stop to consider that his years of desk work have not given him the training necessary to running a modern farm, or if he does he won't admit it being true in his case. He forgets that modern competitive farming methods require a knowledge of the most approved methods if you would do your farming on a money making basis. Nor will he take cognizance of the fact that his years of desk work have destroyed whatever natural talents he may have had for a farmer's life.

This man, when he bucks up against the real proposition as he finds it, loses all his enthusiasm. He generally makes a flat failure of it and comes back to the city glad to find a berth in his old office if possible.

Others who have not this back-to-the-farm "bug" usually decide that a nice little store of some sort will be the thing for their money. These men will go into any sort of business without the slightest knowledge or training necessary to run profitably any store, whether it be a corner grocery or a little candy shop.

Typical of this sort of venture is the case of a middle aged Swede, who for years had worked in the office of a West Side milk company. He had raised a family of four children and in addition had managed to save a fairly respectable bank account. When the "business for himself" fever struck him he bartered with the owner of a grocery store on the Northwest Side. Had he known anything about such dealings he would have seen that the stock was run down and that the general appearance of the store showed that trade must have been on the decline. However, he was so enthusiastic over getting into business for himself that he bought the store, or its contents, knowing that the building had been leased from May on by another man. This meant that inside of a few months he would have to find another location and move his stock and fixtures. He found that the old trade of the place had dropped almost entirely away and because of his inexperience he could not build it up again.

Result, the \$700 he had invested in the stock and fixtures is gone and expenses are eating into the rest of his savings. All that he has to show at present for his venture is a depleted stock of groceries and the prospect of disposing of them if possible. Otherwise, he will have to move into another store and make a fresh start. Now this man is not different from the average salary worker. He simply got the idea of going into business for himself and followed it out without taking an invoice of his own qualifications. He did not stop to reason that he lacked business training other than the little gained in his office work. Nor did he realize that he was past the age where mere enthusiasm can build up a business the nature of which was almost foreign to him.

He is just one among many going through the same experience every day. When the idea that it is not too late for them to leave their salaried jobs and go into businesses of their own strikes them they are in a fair way to run wild. They generally give a pretty fair example of the faithful old family horse running away and the results in both cases are usually attended by disaster.

Dean Halliday.

#### GROWTH INCREASES INVESTMENT

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#### CITIZENS TELEPHONE COMPANY

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

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INVESTIGATE IT





## CLOTHING

### Interesting Incidents in the Life of Clothing Salesmen.

A clothing salesman told me this story:

"I have been chasing trunks for a long time, but last season I got into the worst scrape of all my life on the road. I was a little pushed for time, so I wrote one of my irregular country customers that I would not be able to go to his town, but that I would pay his expenses if he would come in and meet me at Spokane.

"When he showed up, he had brought along his wife; and his wife rolled a young baby into my sample room. It was a pretty little kid, and struck me as being the best-natured little chap I had ever seen. Of course, you know that to jolly up my customer a little I had to get on the good side of the wife, and the best way to do this was to play with the baby. After I had danced the little fellow around for a while, I put him back into the buggy and supposed that I was going to get down to business. But the father said he thought he would be in town for a week or so and that he thought he would go out and find a boarding house.

"As we were talking, a friend of mine dropped in. He directed my customer to a boarding house, and then, just for fun, said: 'Why don't you leave the baby here with us while you're making arrangements. Mr. Percy has lots of children at home, and he knows how to take care of them all right.' Imagine how I felt when my country friends fell in with the shoe man's suggestion!

"Both of us got along first rate with the baby for a while. I really enjoyed it until my friend left me to go down the street, and a customer I was expecting came in. I thought the baby would get along all right by himself, and so I started to show customer No. 2 my line of goods. But the little chap had been spoiled by too much of my coddling and wouldn't stand for being left alone. At first he gave a little whimper. I rolled him for a minute or two with one hand and ran the other over a line of cheviots and told my customer how good they were; but the very minute I let go of the buggy, out broke the kid again. I repeated this performance two or three times, but whenever I let go the buggy handle the baby yelled. In a few minutes he was going it good and strong, and I had to take him out and bounce him up and down. Now, you can imagine just how hard it is to pacify a baby and sell a bill of clothing. Try it if you don't. I soon began to walk the floor to keep the kid from howling, and presently I decided I would rather keep that child quiet than sell a bill of goods. Finally, customer No. 2 went out, saying he would see me the next morning; and there I

was left all alone with the baby again.

"I tried to ring a bell and get a chambermaid to take care of him, but the bell was broken. Then I began to sing all the songs I knew and kept it up until I nearly wore out my throat. It seemed as if the baby's mother never would come back, but I had the happy satisfaction of knowing, though, that the baby's mother and father would certainly have to come back and get the little fellow, and I felt sure of getting a good bill of goods.

"Well, what do you think happened? After two hours the mother came back and got the baby and I never saw her husband again! A competitor of mine had 'swiped' him as he came in the hotel office and sold him his bill of goods.

A clothing man told me, not long ago, of a little trick he once worked on a Minnesota merchant.

"When I was up in Saint Paul on my last trip," said he, "a country merchant—what a 'yokel' he was!—came in to meet me. He had written my house he wanted to see their line. But when he reached the hotel another clothing man grabbed him and got him to say he would look at his line after he had seen mine. When he came into my room, I could see something was wrong. I could not get him to lay out a single garment. When a merchant begins to put samples aside, you've got him sure. After a while, he said: 'Well, I want to knock around a little; I'll be in to see you after dinner.'

"I am expecting you to dine with me," said I. 'It's after eleven now; you won't have time to go around any. You'd better wait until this afternoon.' I smelt a mouse, as there were other clothing men in town; so I knew I must hold him. But he was hard to entertain. He wouldn't smoke and wouldn't drink—anything but lemonade. Deliver me from the merchant who is on the water wagon or won't even take a cigar! He's hard to get next to. After we finished our lemonade, I brought out my family photographs and kept him listening to me tell how bright my children were—until noon.

"When we finished luncheon I suggested that we go up and do our business, as I wanted to leave town as soon as I could. Then he told me he felt he ought to look at another line before buying and that he had promised another man he would look at his line.

"Had I 'bucked' on that proposition it would have knocked me out, so I said: 'To be sure you should. I certainly do not wish you to buy my goods unless they please you better than any you will see. We claim we are doing business on a more economical scale than any concern in the country. We know this, and I shall be only too glad to have you look at other goods; then you will be better satisfied with ours. I'll take pleasure even in introducing you to several clothing men right here in the house.'

"This line of talk struck ten.

My yokel friend said: 'Well, you talk square and I want to buy of you. I like a man who thinks lots of his family, anyway; I've got a big family myself—seven children—baby's just a month old and a fine boy. But I promised my partner I'd look around if I had a chance, and I think I ought to keep my word with him.'

"Luckily there was another salesman from my firm in town and opened up that same day in the hotel. I sent for him, never letting my yokel friend get away from me a foot. I saw the other man, at whose line my friend wished to look, sitting in the office; but I knew he would obey the rule of the road and not come up to the merchant until I had let him go.

"My partner was a deuce of a long time coming. I listened to episodes in the lives of all of those seven children. I took down notes on good remedies for whooping cough, croup, measles, and all the ills that flesh is heir to—and thanked Heaven we had struck that subject! Finally my partner, Sam, came. As he drew near I gave him the wink, and, introducing my friend to him, said: 'Now, Mr. Anderson is in town to buy clothing. I have shown him my line, but he feels he ought to look around. May-

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

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In Long Pants  
and  
Knicker Pants

Now Is the Time  
to  
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PERFECTION

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be I haven't all the patterns he wants, and if I can get only a part of the order there is no one I'd rather see get the other than you. Whatever the result, you'll bring Mr. Anderson to my room, 112, when you get through. Show him thoroughly. I'm in no hurry.'

"I let Sam entertain Anderson until I knew my competitor was out of the way. Then I sent a note up to him. In due time he brought the merchant down and soon excused himself.

"That's a mighty nice fellow," said Anderson, 'but my! his goods are dear. Why, his suits are two to three dollars higher than yours. You'll certainly get my bill. I told my partner I believed your house would be all right to buy from.'

A vital point in this day of competition, and one not infrequently wholly disregarded by concerns, is the necessity of selling a good product instead of a poor but attractive-looking one, when others are putting a meritorious article on the market. Failure to consider this factor proved disastrous for a retail firm.

The firm did not realize what a dangerous matter it is to trifle with the quality of the goods it puts on the market. It believed that if it sold a line of goods that were good to look at the buyers would be as well satisfied as if what they had bought were serviceable and lasting. The firm sought only to make a good profit on the trade. And to do this it put an inferior product on sale. This policy shut out one of the best lines, and to secure an adequate outlet in that city, the manufacturer of this line decided to build up a competing firm by co-operation.

The new store came in with new methods. It opened a campaign against the old one that almost swept it off its feet at the beginning. It went after the best trade in a hurry. The firm advertised direct to the trade. It obtained more capital, the lines it carried were increased and the other modern business policies were continued, and within two years it had the trade of the town, while the other concern, to quote a local newspaper, "gradually faded away until the sheriff came."—Charles N. Crewdson in *Clothier and Furnisher*.

#### A Salesman Must Have Courage.

Ever notice the way some salesmen take instructions? The self-reliant, courageous man is not content with half a message, and will not say he understands instructions which are not clear. He will not cut his instructor short nor interrupt with a frequent "Yes, I know," "I understand fully," when he really doesn't know nor understand. Those are the expressions of the weaker brethren who haven't strength of mind usually to say a thing is not clear when their superior seems to think it should be plain. The truth is they are overborne by a superior will. It has happened that for some time such a man will appear to better advantage than the other—until he "falls down" through making some big mistake.

Then the error is charged up to his carelessness instead of his weakness of mind and lack of courage. He is the man who is constantly depending upon strokes of good luck to carry him through. He wants to avoid thinking about things as they might be and turn his attention to conquering the world as it is now. He thinks the world has treated him pretty well in the past and that should be a good indication of how it will treat him in the future. He never stops to think that if he would get better treatment he must aim to alter himself and not the world.

There is no place in the selling of goods for weak minds. Salesmanship is largely a battle of wills, and the stronger will generally prevails. A bold front is necessary to compel respectful attention. To be a successful salesman a man wants to hold himself and his mission in high esteem. There is no excuse for a salesman to assume the attitude or bearing of humble submission, to go about apparently shamefaced with an excuse-me-for-being-here kind of an air. And yet because so many do this there is more or less of the feeling among salesmen that they are like "dumb driven cattle" at the mercy of circumstances and that their lot in life is merely "a trust to chance" and "fickle Fortune" sort of an existence. Remember that esteem begets esteem, that by respecting yourself and your position, whatever it may be, you win the respect of others. And a bold front is necessary to compel respectful attention. Are you master or mastered? If in the latter class strive to get into the former. The salesman who allows the customer to get the upper hand looks like some prospective employee being pumped by an employer. Of course, it is necessary to answer questions civilly, but he who stands on the defensive too much usually gets the worst of the transaction. Aim to build on the solid, enduring foundations of laborious effort and accurate, trustworthy work. Learn to have the courage to say you do not understand, if such is the case, and get your instructions right and then execute them intelligently, thinking. At all times be master of yourself. And one good way to come to feel that you are is to possess a good savings account. It will save a deal of worry and enable you to perform your tasks in the proper spirit and courageously.

#### How It Happened.

Dinks—Who was that sporty chap in the high hat and diamonds that spoke to you outside?

Winks—Don't you know him? Why, he's a spring poet.

Dinks—Spring poet? Mean to say a spring poet can sport a tall hat and diamonds?

Winks—Sure thing! He wrote a poem on a wagon spring and the manufacturers are paying him an opera singer's salary.

It is always safe to go where you can help another.

Crooks are made by trying to dodge around duties.

#### The Work of Business Men in Civic Improvement.

Written for the Tradesman.

The progress made in recent years in many lines of betterment in the conditions of municipal life is so great that we are prone to congratulation on the assumption that we have really achieved the major share of change from the "each for himself" to "each for the good of the community." Unquestionably, there is a great change already accomplished, but this bears such a proportion to the possibilities yet before us that we must recognize that we are still in the earliest dawn.

The problem of civic government even is still a problem. In recent years several towns and cities in this country, such as Des Moines and Galveston, have been experimenting with the commission plan, and for a time it looked as though some of these experiments were likely to develop a solution. The outlook in this direction, in the light of recent experience, is not so promising. It is being discovered that there is human nature even in commissions and, where this is narrow and selfish, no plan yet devised will serve to neutralize the baneful influence. There is more of promise in the fact that in some communities there is in progress such an awakening of public sentiment that many business men of brains are coming to recognize the duty of taking active part in civic betterment as opportunity offers.

In Grand Rapids we have our share of such men. Thus for many years Heman G. Barlow has been giving the benefit of his ripe business experience and his energy to the development of our city park system. While possible that the line of Mr. Barlow's activity is determined somewhat by personal inclination, there is significance in the fact that he has taken up the work in which there was the greatest opportunity for him, in the accomplishment of results in civic betterment. Nor is Mr. Barlow alone along this line. The list of those taking the lead in the campaign for pure water, for sanitation in all other directions, as well as for improved educational and material civic betterment, is not short. It may be discouraging to some that we have such an affront upon decency in our mayoralty incubus, but even this apparent calamity is bound to react in good in that among those of business strength and public spirit it will come the ones to make an overturning in the City Hall.

The dawn of civic improvement is in evidence in the awakening of public spirit in business men. Doubtless the progress in general education in the ways of better living, in sanitation, in better and more beautiful construction, co-operation and all that goes to make up civic refinement is doing vastly much, but there is more of immediate promise in the fact that business men of virile purpose are turning their energies and unselfish exertion into the direction of public good. W. N. Fuller.

The man who is satisfied to follow the crowd never gets to the front.

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

**Sawyer's** 50 Years the People's Choice.

**CRYSTAL**

See that Top  **Blue.**

For the Laundry.

**DOUBLE STRENGTH.**

Sold in Sifting Top Boxes.

Sawyer's Crystal Blue gives a beautiful tint and restores the color to linen, laces and goods that are worn and faded.

*It goes twice as far as other Blues.*

**Sawyer Crystal Blue Co.**  
88 Broad Street,  
**BOSTON - MASS.**

#### IF YOU CAN GET Better Light

with a lamp that uses Less Than Half the Current

what can you afford to pay for the new lamp?



#### The G.E. Tungsten

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

**Grand Rapids-Muskegon Power Co.**

Grand Rapids, Mich.

City Phone 4261

Bell Main 4277



## DEALS AND IDEALS.

## Side Lights on the Life of the Retail Dealer.\*

There is a question with which the dealer has to deal, and a serious problem it is, too: the problem of advertising. Thirty years ago there was a small store in Pittsburg, started originally as a new and second-hand store. Its annual sales a few years ago had attained the billion mark. Its success has been phenomenal within the past fifteen years, due very largely to the unique methods of its advertising men. Some of its ways have been startling. Three or four years ago the store offered a prize for the largest pumpkin grown upon the roofs of Pittsburg houses. At one time several hundred small balloons were launched from the roof of the store building, and to these balloons were attached tickets bearing numbers; corresponding tickets and numbers were placed on certain articles of furniture in the store, and the finder of the number on a piece of furniture in the store was presented with the piece of furniture as a gift. This method reminds me of the dealer in North Carolina who happened to be at a sawmill one morning when the boiler let go. The next day's paper contained his advertisement. It read, "John Smith, who went up in the boiler explosion yesterday, is back in town and is prepared to sell all kinds of household furniture at lower prices than ever." One of the largest time-payment houses in this State used for years single-column advertisements eight to ten inches long. Each advertisement was headed with a cut of a dresser, a davenport or couch or iron bed or any other article it was desired to exploit, and following this cut was a neatly worded advertisement which appeared as a personal talk by the store to its prospective patrons. This was inexpensive and effective. This store rarely used the Sunday papers, confining its advertising to the week-day issues, and in spite of the fact that competitors multiplied around it, spending thousands of dollars for advertising where this store spent hundreds, it did a successful business and has held the same. But there is danger also of too little advertising and stereotyped methods. If a store is located on a suburban street car line, street cars can be used to good advantage. Billboards favorably located will also bring good returns. In all this there should be the constant effort for originality and effectiveness. This desire for originality must not be carried too far, however, perhaps not as far as our friend, Mr. Beecham, the pillmaker, carried his. He made a present of a new set of hymn books to a church and the first Sunday after they were received the number of the hymn was announced and the congregation arose to sing and found these words:

Hark the herald angels sing,  
Beecham's Pills are just the thing;  
Fair and lowly, meek and mild,  
Two for man and one for child.

A part of advertising is the manner in which the dealer treats his cus-

tomers. Let him follow the safe rule of the great Marshall Field store in Chicago. The rule of that store is that the customer is always right. No matter how exasperating or unreasonable he may be, satisfy him and please him. Thereby you will be fulfilling the scriptures by heaping coals of fire upon his head and incidentally holding his trade and getting his money. It is a cheering sign of promise under our present profit system, when men in the same line of business, battling for trade in the fierce strife of our competitive system, can and do get together to exchange ideas and formulate plans which will work out for the benefit of their competitors as well as themselves. Although economic evolution is slowly but surely eliminating the traveling salesman and the retail dealer, although co-operation will inevitably supersede competition, although the time will come when we shall have learned how to produce for use and not for profit, nevertheless, under present day conditions, both the traveling salesman and the retail dealer fill a necessary niche and perform a necessary service in our system of production. And so we may discuss briefly some phases of its relation to his business and to the public, which as a merchant he must assume, and right here let me pay a deserved tribute to the furniture dealers of Ohio. In a ripe experience covering almost a quarter of a century it has been my privilege to visit the dealers in nearly every town of a population of 3,000 and upwards, and as a class no body of merchants excels them in character and average ability. To my knowledge, in all that time, no one has strayed so far from the narrow paths of rectitude as to be classed as an undesirable citizen. Not one has stolen a franchise, bribed a judge, rode on a pass, made up a tariff schedule K, passed any false weights on sugar, shoplifted a mine or embezzled an acre of timberland. On the contrary, they are useful citizens in the respective communities, serving on school boards and town councils, on boards of trade, chambers of commerce and other civic organizations. They have their troubles and their problems and to solve the one and lessen the other is the object of this organization. One of the first problems is inferior merchandise. It is growing less every year. The semi-annual expositions at Grand Rapids, Chicago and New York have done a great deal to improve the quality of all grades and kinds of furniture. About twenty years ago I carried, in connection with several other lines, a line of cheap chairs made in the East. I sold a bill of these chairs to an old German customer of mine over in Indiana. I shall never forget the first time I called on him after he had received the chairs. As I entered the door he greeted me with a smile and said, "Say, Veelock, you know dose Pentzsylvania chairs vot you solt me. Say, vot dit you finish dose mit, tobacco juice?" To-day that same factory is turning out a quality of goods which is as far superior to its output of twenty years ago as a

fine quartered oak dresser is superior to the old fifteenth century maple ones we used to have some years ago. And there have been improvements all along the line in the manufacture of articles of furniture. Examine a catalogue or a set of blueprints of a factory line for the season of 1910 and compare it with the catalogue or blueprints of the line made twenty years ago, and you will be amazed at the progress which has been made. And so this problem of inferior merchandise is rapidly solving itself. How shall the dealers deal with trade-marks or advertising brands of furniture? We may be treading on dangerous ground. The problem is yet a small one, but the indications are it will grow very rapidly. As a manufacturer I would encourage the exploitation of the trade-mark on furniture which I was advertising; as a retailer I would paste over it the name of the store from which the article was sold. As a general proposition the retail dealer must be like the young man who went into a trance and remained unconscious for several days. His friends thought that he was dead and were preparing to bury him, when he woke up. In discussing the incident with a friend a few days later the young man said, "I knew all the time I was unconscious I was not dead, because I was hungry and my feet were cold." "Why, how does that prove anything?" said his friend. He replied, "Don't you see, if I was in Heaven I know I would not be hungry, and if I was in the other place I am sure my feet would not have been cold." The dealer must have hunger for improvement in every line of his business and he must not acquire cold feet at the progress he is making. An earnest desire to succeed and a willingness to work for that success must permeate all the ideals of the retail dealers. What about his ideals? What are his ideals, what ought they to be? Did you read those words in Everybody's Magazine for January? "Business is simply making a good living and this world a better place to live in." It is the best game in the world. The man who doesn't enjoy his life work has missed the whole point of living. The man who does not see that to do his work honestly and well, however humble his place is, is to enjoy the

sum of human happiness and comfort is losing the richest reward of his labor. We are so apt to wait for opportunities that appear in the distance and neglect the door that stands ajar immediately before us. There was a citizen of Toledo, a business man, who, through all the sordid influences of our modern commercial life, kept his ideals of social service fresh and clean. He made a success of his business. He was well rated in Bradstreet's, but what is of more importance, he made a success of his life. He initiated that economic truth, that before our inalienable rights as catalogued in the Declaration of Independence (life, liberty and the pursuit of happiness), there is a primary right upon which all those others depend, the right to work. He emphasized with all the force of his fine nature the greatest curse of present day civilization, forced unemployment. He denounced, as we all ought to denounce, that disgraceful, almost criminal, spectacle, in any times, good or bad, of strong, able-bodied men, anxious and willing to work, but unable to find suitable employment. And when he lay upon what proved to be his deathbed what finer tribute was ever paid to any citizen of Ohio than the fact that prayers for his recovery and speedy restoration to health were offered up at the Salvation Army barracks, in Roman Catholic cathedrals, in Jewish synagogues and in the Protestant churches of all denominations? The only ideal a man needs in his business, the only way he can insure its success and his own happiness is by this degree of social service. He is true to God who is true to man. Wherever wrong is done, who makes but the humblest kneel or weakest suffer, that wrong is done to us, and they are slaves most base whose love of right is for themselves alone and not for all mankind.

## A Distant Prospect.

"And you say you love me?"

"Devotedly!"

"With the cost of living as high as it is?"

"Indeed I do, and when the cost of living is less I will prove my love by making you my wife."

The man who wins is the man who holds on just a little longer than he thinks he can.

## Klingman's

## Summer and Cottage Furniture: An Inviting Exposition

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

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

## Klingman's Sample Furniture Co.

Ionis, Fountain and Division Sts.

Entrance to retail store 76 N. Ionis St.

\*Address delivered at the sixth annual banquet of the Ohio Retail Furniture Dealers' Association by O. K. Wheelock.



## SHE LEFT TOWN.

## How John Perry Outwitted a Professional Blackmailer.

Written for the Tradesman.

In the year 1878 the Grand Rapids Democrat was owned by General A. A. Stevens and Colonel I. E. Messmore. General Stevens endorsed the firm's notes and Colonel Messmore wrote editorials, each rendering to the publication in the manner stated his full capacity as a newspaper man. Messmore's editorials were more vigorous than rational and were read for amusement rather than for the instruction they contained. Messmore practiced law during the daytime and penned editorials at night, concluding his work usually in time to obtain the last "nightcap" dispensed by George Woodbury or Billy Clifton at Sweet's Hotel. Messmore's clients occasionally called upon him at his sanctum in the Democrat office. They were a queer lot, to say the least. A bright young local editor occupied a room adjoining the editorial apartments of Messmore during the year mentioned and not infrequently overheard conversations between the Colonel and his clients. He always spoke in loud tones and seldom took the precaution to close the door opening into the local room.

A woman named Harrington was not an infrequent caller upon the editor, usually arriving shortly after 11 o'clock p. m.

John Perry held the office of Chief of Police during the year 1878. He was an efficient officer and in later years served the county ably and well as a deputy sheriff. One morning in the month of October of the year mentioned he met the city editor of the Democrat and remarked: "A very good friend of yours and mine is in trouble."

"What's his name?" the newspaper writer asked.

Mr. Perry gave the name of a prominent banker.

"What is the nature of the trouble?" the newspaper man questioned.

A prominent attorney, formerly holding the office of Lieutenant Governor, living in a neighboring city, had called upon the banker, it seems, representing a woman and demanded the payment of \$10,000 as a consideration for withholding the filing of a complaint in a suit in court against him, alleging seduction and the failure to fulfill a promise of marriage. The conversation continued as follows:

"What is the woman's name?"

"Harrington. She occupies rooms in the Island company's building and presumably carries on the business of dressmaking."

"Tell our friend not to give her or her representative a cent. The woman is a blackmailer."

"How do you know that?"

"By overhearing conversations between the woman and her attorney. She has extorted money from a State official at Lansing; from a business man at Flint and is now trying to bleed the pocket of a hotelkeeper at Ionia. By the way, how deeply is our friend involved in this matter?"

"The attorney declares that he has witnesses to prove that the banker was seen ascending the staircase leading to the rooms of Mrs. Harrington. You would defy this woman?"

"I certainly would."

"I will so advise our friend."

The banker called his attorney into the case and, while he hemmed and hawed and threw dust into the eyes of the blackmailer's representative, for the purpose of gaining time, Chief Perry proceeded to put another woman into the case.

One day there appeared at the Harrington rooms a modest little lady who desired to learn the dressmaker's art. She would pay liberally for instruction and so favorably impressed the Harrington woman that she not only entered into an agreement to teach the caller her art but offered to share her rooms and board with her. This attractive proposition was accepted and the pair soon became warm(?) friends. Little by little Mrs. Harrington revealed the illegitimate practices she had indulged in to obtain money and, greatly to her pleasure, her guest approved of the same. Chief Perry was informed from time to time of the progress of the affairs of the women and one day when the guest was left alone for several hours she ransacked the trunk and secret apartments of the owner and, securing a package of incriminating letters written by a number of business men, she locked the doors and departed.

When Mrs. Harrington returned she was invited to call at the office of Chief Perry. She responded promptly when Mr. Perry pointed to a package of letters lying on a shelf in his safe and remarked that the climate of Grand Rapids would not be conducive to the health of his caller if she should be found to be a resident of the city thirty-six hours later.

The woman acted upon the suggestion and the banker heard nothing more of her or her attorney.

Ten days later a statement appeared in the newspapers that the hotelkeeper of Ionia had disposed of certain property he possessed, receiving \$16,000 for the same, and had started for the Pacific Coast to remain permanently.

A month later, near the midnight hour, the city editor of the Democrat was disturbed in his work by the rustle of silks in the apartment of his chief. The Colonel was gushingly delighted with the appearance of his client and the pair spent an hour very pleasantly. Discretion was thrown aside and the woman declared that she had found the former Ionian in the West and had made him disgorge \$9,000.

The horses attached to a hack standing outside stamped the pavement impatiently, but when called into action they drew the woman to the Union depot and a midnight train carried her away from the city.

Arthur S. White.

## Flour from Beets.

A Belgian farmer, after lengthy experiments, recently announced that he had succeeded in making flour

from beets, excellent not only as feed for horses, but notably for use in making fine pastry. This discovery means large profits for the districts round Magdeburg and Posen, Germany, where the beet is cultivated to such an extent that five hundred steamploughs representing approximately forty-seven thousand horse-power are used by the farmers.

It is folly to try deaf mutes as servants; they won't answer.

Child, Hulswit & Company  
BANKERSMunicipal and Corporation  
Bonds

City, County, Township, School  
and Irrigation Issues

## Special Department

Dealing in Bank Stocks and  
Industrial Securities of Western  
Michigan.

Long Distance Telephones:  
Citizens 4367 Bell Main 424  
Ground Floor Ottawa Street Entrance

Michigan Trust Building  
Grand Rapids

GRAND RAPIDS  
FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

General Investment Co.  
Stocks, Bonds, Real Estate and  
Loans  
Citz. 5275. 225-6 Houseman Bldg.  
GRAND RAPIDS

Kent State Bank  
Grand Rapids, Mich.

Capital . . . \$500,000  
Surplus and Profits . . . 180,000

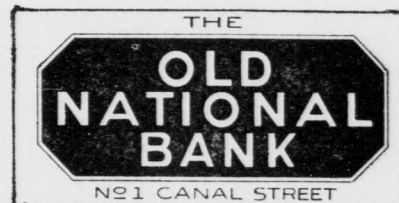
Deposits  
5½ Million Dollars

HENRY IDEMA . . . President  
J. A. COVODE . . . Vice President  
J. A. S. VERDIER . . . Cashier

3½ %  
Paid on Certificates

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

Capital  
\$800,000



Surplus  
\$500,000

## Banking by Mail is a Success

A large number of our "out of town" customers find it very satisfactory

THE NATIONAL  
CITY BANK  
GRAND RAPIDS

WE CAN PAY YOU

3% to 3½ %

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

49 Years of Business Success

Capital, Surplus and Profits \$812,000

All Business Confidential

We Make a Specialty of Accounts of Banks and Bankers

## The Grand Rapids National Bank

Corner Monroe and Ottawa Sts.

DUDLEY E. WATERS, Pres. and Cashier  
CHAS. S. HAZELTINE, V. Pres. JOHN L. BENJAMIN, Asst. Cashier  
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We Solicit Accounts of Banks and Individuals



## THE TELEPHONE FOOL

## Has Cost Many a Good Fellow His Position.

Written for the Tradesman.

Don't you do it, Gertrude, or Estella, or Gladys, or Irene, or Imogen, or whatever your name is. Don't you do it. Don't run to the telephone every ten minutes and call up Elbert, or Harold, or Earle, or Aubry, or whatever his name is. Don't you do it. You stick to your knitting and let the little fair-haired fellow you are expecting to make a pie-piece of for the remainder of your life call you up—in case he wants to. But don't you go and call him up. If you do, you may lose your pie-piece, and Harold, or Eugene, or whatever his name is, may lose his job.

I'll tell you why, if you'll promise never to mention it: When Eugene has a frantic desire to pay for your shirtwaists and things for the remainder of your days, he wants most of his conversations with you when he is within reaching distance. Do you see the point? And when he is not within reaching distance he wants to exercise his faculties in getting enough money together to buy furniture for a four-room flat on the un-easy payment plan. There you are.

Perhaps I never should have thought of putting all this Solomon into print if I hadn't come across Joshua Dodd on the street car the other day. When I first knew Joshua Dodd he was struggling to acquire enough money, all at one time, to buy a marriage license, a frame to put the preacher's certificate in and two both-way tickets to Howard City. He had relatives at Howard City, so he thought that would be a fine place to spend his honeymoon. This in spite of the well-known fact that Jimmie Haskins writes up all honeymoon trips remorselessly in his newspaper.

Joshua was saving up money for all these things when he came to work at Perkins' shoe store, where I was employed just for the novelty of finding out how long it would take me to learn the difference between a pair of patent-leather pumps and a bunch of shoestrings. Joshua was a good clerk. He could sell goods with the best of them. He was honest, too, and people had discovered it, so he had a little personal patronage of his own. When Joshua came in one Monday morning and went to work I wondered why he had left the good job up at the Blake department store, where he was next to the head of the shoe department.

I soon found out about that. Joshua was on the silk carpet up in front selling shoes to a pretty blonde from the high-up precinct of the Fourth Ward when the telephone rang. The book-keeper lifted the receiver and called out:

"Mr. Joshua Dodd!"

I thought that Joshua looked as if he had been shot in the ribs with a load of bird shot—not fatally injured, but annoyed considerably. He went to the telephone, after asking permission of his customer, and something like this followed:

"Never too busy when you—"

Then he listened a moment.

"Why, of course. Glad you called me up."

A long silence followed.

"The blue suit? Why, anything looks well on—"

The other clerks began to snicker.

"Oh, yes, early. If anything goes wrong, call —"

The customer waited a long time. She smiled. She would have been a dunce not to know that it was a love-talk going on over the telephone. I have no doubt she imagined the little bees out on the wire gathering the honey that was slipping out of the transmitter at the other end. The boss began to get nervous and Joshua saw it. So he rang off and went back to the blonde girl from the Fourth Ward.

From that time on Joshua was haunted by that telephone. He looked at it with terror in his eyes morning, noon and night. He was afraid of it.

As a usual thing Joshua Dodd was called to the telephone at 9 o'clock every morning. He used to stand right there so he would be sure to get the call. Then he would be called at irregular intervals all day. You never knew when Joshua's lovey-dovey was going to nestle down to the telephone for a good long chat with him.

I guess Joshua was afraid he'd lose Clellie. He never said a word back to her when she called him three times an hour. I reckon she thought he was paid a salary for standing at that telephone listening to her voice. Joshua was a profitable man to have about the store, and so the boss put up with a lot of foolishness from him.

Some of our business friends used to address the store like this: "If Joshua Dodd is not using the phone I'd like to talk with the manager." If Clellie hadn't had Joshua snared proper she would have lost him right there. However, the boss felt sorry for him and let it go on. He knew that Joshua trembled at the sound of his name, yet hadn't the nerve to tell Clellie to cut it out or go and snare another pie-piece.

The telephone has knocked many a wedding because silly girls could not refrain from calling up Charley and telling him all about nothing in seventeen thousand words. Many a lover has become so exasperated at being haunted by the telephone that he has left both his job and his lady-love.

Also, many a promising business deal has been spoiled by the two frequent use of the telephone. It is easy to take down the receiver and talk a lot of half-digested ideas into the transmitter. Now, it is not half-digested ideas that go in business. When a man talks business he must pick his words and say them forcefully and stand by them. That is business. The telephone fool does not seem to know this.

It is exasperating to have any one call on the telephone just for the sake of a little chin-chin. It may be your sweetheart, your wife, your chum, your business associate. Never mind. If it is not business it has no place in the office during business

hours. Many a good deal, many an advantageous business chance, many a friendship, has been lost because of the telephone fool. There is the telephone nuisance who talks a lot of nonsense with business, but he can be endured. He only delays business, does not block it.

When a young man has to answer a lot of lovey questions before a roomful of associates, it makes him mad, and the girl is prying herself away from her meal ticket. When a man is called to the telephone every half hour to listen to the alleged thoughts of some acquaintance on a pending business deal he has a right to get hot.

When a book-keeper is halfway down a long column of figures it naturally makes him angry to be called to the telephone, but when the person at the other end wants only to talk with him about a party they went to, or are going to attend, or a boat ride on the river, or a picnic to John Ball Park, the only wonder is that he does not chew the receiver up right there. I have seen accountants mad enough to do even that.

Many a business man engages a telephone clerk at a salary of \$12 per week just to choke off the telephone fool. When the bell rings the clerk asks who it is, what is wanted. Many a time the person at the other end is "Me," and wants to talk with a subordinate down on the next floor. No, the clerk can not call the person. It is against the rules. Then the clerk is going to lose her job, because the person at the other end of the line has a pull with the boss! It is safe to state right here that no telephone fool has a pull with any one.

People say things through the telephone they would not dare say to the face. Many a rank business proposition has been made by telephone, many a sweet girl has gone away from the telephone with tears of rage and indignation in her eyes. The telephone talker has the power, fool as he is, to do a great deal of mischief.

But it was only the sweetheart proposition that worried Joshua. If it had been a creditor dunning him by telephone he could have stood for it. If it had been anybody but Clellie he would have shut them off quick. Clellie did not know that her meal ticket as represented by Joshua Dodd was going into total eclipse. She invited him to parties and picnics, and to little dinners for which he was to pay, and to moonlight rides and to Sunday excursions which she never would have had the nerve to mention to his face.

And Joshua Dodd took it all down until Clellie called him up five times between 10 and 11 o'clock one busy morning. The last time he went to the telephone the book-keeper heard this:

"No; I'm busy; ring off."

You could almost hear the ring of that receiver, but Joshua held it close. "I'm too busy. If you want to talk with me call me up after business hours."

The clerks stood about in silent

awe, watching the worm that had turned. It would have been worth something to hear what Joshua was getting over the wire:

"All right. Send the truck to my rooms. Good day!"

That was the end of it. Joshua Dodd seemed to take on flesh after that. The fair Clellie had hocus-pocused herself out of the best fellow there was in the store, and that is saying a great deal, for I was there myself in those days.

So, when I met Joshua Dodd on a street car, the other day, I asked him about Miss Clellie. The subject did not interest him. He said she was a pretty good sort of a girl, but it was a pity she was such a little pig and so foolish.

Honest, if Cupid could have heard the man talk he would have pierced him with the largest dart in his quiver. But, then, Dan Cupid might have learned a thing or two right then and there. What's the use of his going about the country shooting darts when he permits girls who are engaged to run to the telephone every five minutes and take up the time of the lucky man for an hour—or the time of his employer?

I read somewhere the other day that men like to hunt, that it is the hunting instinct that sets them to courting. Perhaps that is why they buck when they are themselves hunted by the ones they would otherwise be breaking their necks to get!

Alfred B. Tozer.

## She Wanted To Know.

She was a middle-aged woman, but for a while she was shy of tackling the man with the newspaper in the street car. Then she drew a long breath, braced up and asked:

"Will you kindly tell me if there is any news from Paris?"

"I haven't come across any, ma'am," was the kind reply.

"The last time I heard anything Paris was being flooded from the Seine, or the Seeny, or whatever you call it. Did the raging waters finally subside?"

"Oh, yes."

"And they got rid of them?"

"Oh, yes."

"And anyone can walk around the city now?"

"Assuredly, ma'am."

"You must excuse my many questions, but you see I am personally interested."

"So? Friends there, perhaps?"

"N-o-o, but my daughter is going out to-night to visit an old couple who are stone deaf and she wants something to talk about to interest them. It's so hard to find something new, you know, since President McKinley was assassinated."

## Reforming Reform.

"Do you believe in reformed spelling?"

"No other kind goes out of my office."

"So glad you approve of our simplified method."

"But I don't. My typewriter seems to. It's her spelling I reform."

He who takes his own time generally takes other people's, too.



Halftones  
Etchings  
Wood-cuts  
Electrotypes



Illustration for  
all  
Purposes



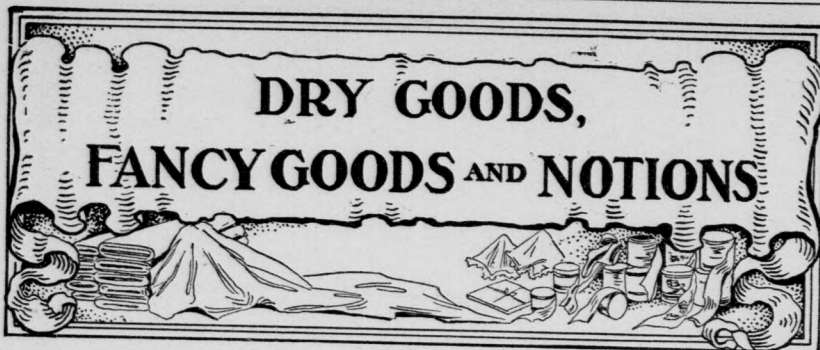
*Booklets and Catalogues*



Tradesman Company

Grand Rapids, Mich.





### Most Troublesome Problem of the Department Store.

A prospective mother-in-law, living in a Connecticut town about fifty miles away from New York City, ordered recently for her daughter's wedding an elaborate cake to be made to order by one of the big department stores.

The cake was made in due time and sent by express some days before the date set for the wedding. On the day before the wedding, however, the following telegram was delivered at the bureau of complaints in the store:

"Where is cake? Wire!"

Consternation reigned for a few moments in the complaint bureau. The customer had a charge account each month; she was a good friend of the house and the loss of her patronage meant a great deal.

Quick action on the telephone between the store and the express company's office and a speedy investigation by the latter of its "undelivered packages" located the missing cake in a town some twenty-five miles from its proper destination, where it had found its way through some mistake in the address.

Immediately an investigator was sent after the cake, and he then took care to deliver the cake personally, together with a note from the firm expressing regret for the delay and best wishes for the happy couple.

Thus, by tact and quick action, the management of a department store can often bridge over an awkward situation.

But it is not always that mistakes have such a happy ending.

Failure to deliver goods on time is a continual source of complaints. A turkey delivered on the day after Thanksgiving has, so far as the original intention for which the purchase was made is concerned, about as much value as a chimney in summer. Affability won't go very far with a woman who has been obliged, through the blunder of some store, to serve on the National holiday delicatessen ham to her guests instead of turkey.

Keeping women customers satisfied is one of the most troublesome problems of department store management. The trouble arises from two sources: first, in righting the wrongs that are complained of, and, second, in searching out and correcting those abuses that are not reported.

To handle successfully a business representing tens of thousands of women customers daily is a delicate task. Aside from the sensitive, quick-to-be-offended, nervous dispositions of many women, the compli-

cated nature of the business often of itself produces unavoidable mistakes.

As one store Superintendent said: "A tired and cross salesperson may give our business train such a jolt that a good customer will be thrown off the car."

The time was when the law put it right straight up to the customer to look out for himself, to rely solely upon his own wits in every commercial transaction.

The other fellow could trick, defraud, deceive, and, so long as he kept within certain bounds, the law would not indict him for making a fool of another man.

It was always a case of "do unto others as others would do unto you—but do it first!"

A premium was set upon sharp-dealing and chicanery in business, and a rogue could take refuge every time behind the following decision delivered in a leading case by the King's Own Court: "The prosecutor might have measured the liquor before he accepted it and it was his own indolence and carelessness if he did not. Therefore common prudence might have guarded him against suffering any inconvenience by the defendant's offering him any less than he had contracted for. The prisoner is discharged."

Those were good old days for thrifty salesmen. No fear of the law restrained their activities, their profits, unlike the one-price system of today, were most often shaped by the prosperous, or otherwise, appearance of their customers and without any reference to current market values.

Did he refund money on unsatisfactory purchases?

Not on your life!

It was actually as much as one's crown was worth to appear dissatisfied with any purchase, much less to look to get back the purchase money. But conditions eventually changed.

By degrees it dawned upon our doughty old tradesmen that business did not consist in merely one sale of exorbitant profit. They realized with increasing dismay that once "stung" a patron refused to come back to be "stung" a second time. The old Biblical admonition about turning the other cheek was utterly disregarded.

The boot is now on the other leg.

Instead of the customer taking any chances on an unsatisfactory purchaser, all the risk is shouldered by the retailer. The customer is not only guarded against unsatisfactory purchases, but the broad liberality of most big stores nowadays protects her against even a change of her own mind.

If, a week or a month after having purchased, say, a painting, rug, piano, or coffee-mill, a woman finds her original liking for the article waning, she may return it to the store where it was purchased and have her account credited with its original cost, or receive a credit memorandum valid for either cash or merchandise.

Such liberality often breeds abuse. The chief adjuster in a big store tells an interesting story of how he smoothed out a customer's unreasonable expectation without loss to the store and at the same time to the perfect satisfaction of the customer.

Mrs. A. had bought a Kirmansha rug in February of last year. In October she sent it in with a demand that we take it back—moths had all but ruined it.

### Costs Little—Saves You Much

Protect your business against worthless accounts by using  
**COMMERCIAL CREDIT CO., LTD., Reports**  
MICHIGAN OFFICES: Murray Building, Grand Rapids; Majestic Building, Detroit; Mason Block, Muskegon.

### We are manufacturers of Trimmed and Untrimmed Hats

For Ladies, Misses and Children

**Corl, Knott & Co., Ltd.**

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

Grand Rapids, Mich.

### Below find a few special prices on Black Mercerized and Sateen Shirts:

Lot No. 1—Mercerized Cloth, 200 dozen at \$3.50.

Lot No. 2—Sateen, 500 dozen at \$4.50.

Lot No. 3—100 dozen at \$6.00.

Lot No. 4—100 dozen at \$8.00.

These are all 10 per cent. under present values.

Sample dozens sent on application.

### P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

P. S.—We close Saturday afternoons at 1 o'clock.



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-to-date retail counter.



This Woven Label Trade Mark on Every Garment is the Only Sure Guarantee of Wright's Genuine Goods

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

**Wright's Health Underwear Co.**

75 Franklin Street

New York City



Indirect enquiries brought out the fact that she had spent most of the summer in Wisconsin. Her silver had gone into a safety deposit vault, her furs into cold storage, but she had made no provision to protect her rugs.

It developed that most of her carpets were English or domestic weaves, practically immune from moths, and that she had not known that her beautiful new Kirmansha stood in any danger from the winged pests. She blamed herself. But she blamed us, too—and it was evident that she expected us to make good a loss entirely out of our power to prevent.

Sympathy I was willing to give her. To take back the rug was out of the question. It required all the tact and salesmanship I possessed to bring her to see the thing from our standpoint.

"If you had bought a fur coat in February, Mrs. A. —," I suggested, "and you found moths in it eight months later you wouldn't blame us, would you?"

"Oh, no," she conceded, "but furs are different."

It was my job to convince her that the cases were analagous, holding one card in reserve. When I had secured the admission I wanted, I led her up to the rug section, where, in the repair room, an Armeian expert was restoring the lost beauties of carpets damaged by careless usage. I was depending on her relief at discovering that her Kirmansha could be repaired to complete her reconciliation.

I was not disappointed. Examination of Mrs. A.'s rug showed that it was not hopelessly damaged. She was delighted to learn it could be restored and did not even propose that the house bear part of the expense of repairing it.

A frequent source of loss to big stores is the desire which many women have to enjoy the temporary use of merchandise without paying anything for it.

The bureaus of adjustment and complaints of every large store unearth daily scores of little tricks and devices by which women strive to avoid paying for such merchandise as they may require only temporarily.

It is no uncommon occurrence for women, even of means, to have sent to their homes "on approval" eight or ten high-grade rugs, or a piece or two of furniture, which, instead of being taken advantage of to afford the family a convenient opportunity of selecting the preferred pattern or style, are used solely to add a finishing touch to the house for some social event. A day or two, or a week, following the occasion the rugs, or the furniture, are all returned to the store with some meager explanation to the effect that they are not "quite what was wanted."

The cases where shoppers order, also "on approval," costly suits, furs or hats which are worn once at some society function and then returned as "unsatisfactory" are too numerous to even excite comment among the attaches of the adjustment or complaint desk.

A department store has to contend with three classes of women: (1) honest and reasonable women, (2) honest and unreasonable women, (3) dishonest women. The last class fortunately are very rare. The complaint of an honest and reasonable woman is always remedied immediately. That is in the better class of stores. There are certain stores which may not always be quite ready to refund purchase money, but, as a rule, most stores will exchange unsatisfactory merchandise. Even an honest and unreasonable complaint will be remedied in many stores.

Why?

Because the average store management, while it is seldom blind to the abuses heaped upon the "return if not satisfactory" privilege and knows that it itself is often "easy," knows also that in nine cases out of ten customers are honest and complaints legitimate. It will, therefore, even remedy unreasonable complaints where it can be done without entailing too great a loss upon the store.

Delivery of cut glass, china and plaster and marble figurines is attended with much breakage—not because they are carelessly packed, but because the boxes are awkwardly opened. Even scrupulous honesty can persuade itself that the blame for such breakage attaches to the house because of the difficulty experienced in safely unpacking them.

It is such cases of honest, although mostly unreasonable, complaints that the adjuster must exercise his keenest tact and judgment. The following story, told recently by an old department store man, explains one of the little subterfuges which big stores resort to to bring around unreasonable customers to a reasonable way of thinking.

The adjuster who handles this class of claims served an apprenticeship as a packer; and he can determine from the condition of the broken article the manner in which it came to grief. Sometimes a tool slips through a thin board or a clumsy hatchet does the damage. Whenever it is not evident that the breakage occurred by careless handling while still packed, the customer is called in and the true manner of the accident dramatized for her. Often the dramatization is enough, and she admits that she or a servant was to blame for the accident and the claim is dropped or compromised advantageously.

This adjuster called me down one morning to witness the demonstration of how a huge cut-glass punch-bowl had not been wrecked. Mrs. B—, who made the claim, insisted that at opening the stout wooden box she had found the bowl in fragments, apparently the result of a fall. Sending for a defective pressed glass bowl of about the same size and pattern which he had noticed in another department, he conducted Mrs. B— and me to the packing room in the basement. There before her eyes and subject to her approval the pressed glass bowl was packed exactly as the cut-glass bowl had been. Then in a little room off the department he rehearsed the accident.

"Now, madame," he said, "I'm going to drop this box from my arms just as you think the cut glass bowl was dropped. If it breaks in anything like the same manner we will replace the bowl. You shall be the judge." She nodded assent.

Thump! The thing was heavy and the floor concrete. He lifted it, laid his ear to the box as he jogged it up and down. No clink, although even I expected it. Again he dropped it on a different face, with the same result. The third time it landed on one corner.

Opened, the bowl was found intact. Mrs. B— was silent.

"I think," the adjuster suggested diffidently, "that a cut glass bowl, to be broken like this one, would have to be dropped on a hard-wood floor. Could we ask you, Mrs. B—, to enquire of your maid if that wasn't the way the accident occurred? Naturally, she would try to conceal the thing at first."

"Yes, I'll ask," Mrs. B— agreed, although half an hour before she had emphasized the fact that she was present at the opening.

That was all. The claim was not pressed further and Mrs. B—'s bill was settled as usual.

"You took a good deal of risk," I told the adjuster as the elevator carried us up.

"Not a bit," he said. "I tried that pressed glass bowl three times yesterday in exactly the same way and found I could not break it."

The same adjuster tells another of his experiences.

Rare as they are, exceptions to the general rule of honesty occur often enough to keep the adjuster—as well as the credit man—always on the alert. Usually the deliberate swindler is sufficiently subtle to prepare his case with minute attention to details and often can bring circumstantial evidence to bolster up his claims.

Witness one instance:

Just before Christmas a woman was sent up to me by a department head to lodge a complaint which he could not adjust himself.

She was a stenographer, she told me, employed by a reputable concern—she named it—since her arrival in the city, three months before. Ten days previous she had bought, for cash, a new outfit at the store, a \$30 walking suit, with shoes and gloves to match. The suit needed alterations, so she had ordered it delivered at her house with the shoes. The gloves she had taken with her.

"Here they are," she said, stripping one of them off. It was a good make and our name was stamped in the usual place.

Neither shoes nor suit had been delivered, she declared. Failing to receive them within a week, she had called up the suit department to ask the reason. To her surprise, no one seemed to know anything about her clothes and she had been asked to come in and help straighten out the tangle. She had pointed out to the department head a duplicate of the suit she had purchased and the saleswoman who had taken the order. The

## SPECIAL OFFER UNTIL SOLD

We are closing out at old prices following jackets and overalls. These are the well made, perfect fitting "Empire" kind. Styles and quantities are:

15 dozen No. 1365 Blue striped duck jackets, assorted,	
34 x 44 @.....	\$4 50
7 dozen No. 1475 Blue striped duck jackets, assorted,	
34 x 44 @.....	4 75
15 dozen No. 1185 Khaki jackets, assorted, 34 x 44 @..	4 50
6 dozen No. 1325 Black drill jackets, assorted, 33 x 44 @	4 50
8 dozen No. 1205 Blue denim, 240 weight, engineers' jackets with brass ring buttons, assorted, 34 x 44 @	6 00
15 dozen No. 185 Khaki bibs, assorted, 32 x 40 @.....	4 50
4 dozen No. 205 Blue denim bib overalls, engineers' style, brass buttons, match 1205 jackets, 32 x 42 @	6 00
8 dozen No. 335 Cottonade stripe duck bibs, assorted, 32 x 40 @.....	4 87½
9 dozen No. 302 Salt and pepper pant overalls, assorted, 32 x 40 @ .....	6 00
12 dozen No. 202 Blue denim pant overalls, brass buttons, match 1205 jackets, assorted, 32 x 42 @.....	6 00

Mail orders receive prompt and careful attention

**Grand Rapids Dry Goods Co.**

Exclusively Wholesale

Grand Rapids, Mich.

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



saleswoman could not recall her—nothing wonderful in a rush season—nor could the missing suit be found in the department or the fitting rooms.

"Your shoes were delivered?" I asked.

"No," she answered, "I have not looked up the shoes yet—the suit was worth four or five times as much as they were, so I came straight to you."

"If you'll give me your duplicate sales slips," I said, "I'll look both suit and shoes up for you and report to you by telephone this afternoon."

"My sales slips?" she questioned. "Oh, you mean the ticket I carried around from room to room, when I bought the things. The clerk in the glove department kept that."

"No, that was a purchase ticket," I said, very glad to know that we would have an additional way of tracing the transactions.

I explained that I wanted the duplicate sales slips made out by each of the three clerks she dealt with.

"I didn't keep those," she admitted candidly. "I didn't think I needed receipts in a store like this."

As a reflection of public confidence in the company, this was cheerful. But it gave no clue to the facts I wanted. In the end I had to be content with the personal information she had volunteered already, her address and the date of her purchases.

One of my assistants spent the better part of two days examining our records, trying to find where that thirty-dollar suit and missing shoes had gone. The triplicate record of each sale made is preserved for reference, but we could find none which deal with the girl's three purchases. The purchase ticket she had alluded to was not on file, and there was no break in the serial numbers, as there was none in the serial numbers of the sales slips in the three departments involved.

When we can not find records of our own we turn to our neighbors none of them could we find trace of a suit or a hat which had failed to make connections with its owner. It really seemed as though the stenographer's circumstantial tale was an invention.

I sent her a brief note asking her to come in. I told her exactly what we had done to trace her purchases, enlarging on the triple check we kept on every transaction and showing her how at least two of the three clerks serving her had had no possible motive for suppressing their records for they had received no money. For even although I was convinced that she had attempted a fraud, I must make no accusation, direct or implied.

"There's only one thing left," I explained, drawing a pad up to me. "You said, when you were here first, that you could describe the suit and shoes exactly. I'll take your description of each. Then we'll go down to the suit department. If our stock-book shows we've had such a gown for sale within the last six months

we'll replace both that and the shoes."

I pinned her down to exact details, material, linings, trimmings, cut, a dozen particulars about the suit and the shoes. She hesitated more than once. I repeated the descriptions to her, made some final emendations and escorted her to the elevators.

As a car stopped her face blanched. She turned to me, fright in her eyes: "I'll—I'll not get off—at the suit floor," she gasped. "Maybe I was mistaken. Please let the matter drop."

An illustration of how one store can gain and another lose a good customer is recalled to me in the visit, the other day, of a lady whose patronage we had been for a long time trying to get. We were aware that she spent several hundred dollars a year for her goods and her trade was an item that was not to be considered trifling. She had been trading for several years at the store of a nearby competitor and had only at intervals and for trifling purchases, come to our store. This time, however, she made several large purchases and informed the head of the department that she was desirous of continuing her business dealings with us if she could get the proper satisfaction and the courtesy due her. She then divulged the secret of her change. It seems that in making a small purchase at a bargain counter, in the other store, she had picked out an unsatisfactory article and returning it to the lady clerk, the next day, asked for an exchange slip which would give her the privilege of taking anything else up to the amount of her first purchase. The clerk was new and unacquainted with the customer and the importance of courtesy alike, and snapped back that it was not customary to exchange bargains. The lady tried to explain, but was unsuccessful because the clerk turned her back and insolently referred her to the floorwalker. He in turn respectfully sought out the department manager, who, quickly recognizing her, offered to exchange the gloves without further parleying, but the damage was done. She neither wanted the gloves changed nor did she want to continue business with a firm that was so apparently indiscriminate in its selection of clerks. We had gained a good customer to the misfortune of our competitor.

That the average American woman is generally honest and reasonable, the big stores have found.

She appreciates the vast possibilities for errors, delays and misunderstandings which exist in an establishment employing thousands of persons and doing a business that runs into the millions of dollars each year. Appeals to her sense of reason or generosity are seldom made in vain.

But these big stores must go further than merely evincing a disposition to do the right thing. The disposition should find expression in effective acts.

Every complaint should be taken up and vigorously traced down to

the root of the trouble. When reasonable, money should be refunded without a murmur. Goods should be exchanged and credit slips issued with cheerfulness.

The necessary red tape of the complaint bureau should be kept as far as possible in the background. The essence of the activities of the complaint clerk should be cordiality.

The customer has suffered a grievance while shopping in some particular store, and whether the fault lies with that store or not, hospitality and good business principles demand that not only should the wrong of which she complains be righted, but that she be courteously treated and her outraged feelings effectively mollified.

Courtesy, cordiality, generosity—these, then, are the tools with which to handle American women.

Alphonsus P. Haire.

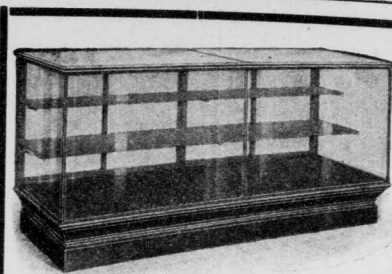
#### Obliging.

They were a very young and obviously bride and bridegroomish couple. On entering the tea shop the maid tactfully led them to a little side room chanced to be unoccupied.

Tea was ordered and served. As the waitress was leaving the room the young man discovered an important fault in the service.

"Oh, waitress," he said, "may we have a spoon?"

"Oh, yes," said the girl. "I won't come back for ten minutes, and I quite think you will be able to have the room all to yourselves."



## 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.

**Grand Rapids Show  
Case Co.**  
Grand Rapids, Mich.

**The Largest Manufacturers of  
Store Fixtures in the World**



**LOWNEY'S  
COCOA and  
CHOCOLATE**

For Drinking and Baking



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

**The Walter M. Lowney Company**  
BOSTON

## FIREWORKS

We are **Headquarters** as usual

Our stock this year is unusually well assorted and we have specialized on **Sane Fireworks**

**TOWN DISPLAYS FURNISHED**

**PUTNAM FACTORY, National Candy Co.**  
GRAND RAPIDS, MICH.



### Suitable Choice of Clothes for the Woman at 50.

If 40 is "the childhood of old age" 50 must be the girlhood. In any case this saying gives much comfort and some freedom to the woman at 50 in the choice of her clothes. The dressing of an "elderly young person" is nowadays more influenced by the question of avoirdupois than that of years. As far as the present fashions and materials go they are admirably adapted to the older woman, and, indeed, the question of age sets no limit whatever on her selection of materials. The older woman of today may wear either muslin or brocade or run the gauntlet between either with a feeling of confidence in their appropriateness to her needs. She is no longer restricted to grenadine, moire and silk.

Colors have more to do with the suitability of a material to the woman at 50 than the material. To put it as gently as possible, it must be admitted that as women grow older complexions must be consulted and that women can not afford to be reckless in their selection of colors. A bright, strong color can seldom be worn with any degree of becomingness by an elderly woman, whereas as long as she keeps to the low, subdued shades she is comparatively safe. Indeed, a touch of some soft, warm coloring is generally to be recommended for her clothes, although the prevailing belief is that a somberness of color is absolutely required when probably many things in a woman's personal appearance ill accord with the idea.

Pale blue, the soft shades of ashes of roses, all shades of gray, the light and deeper ecru shades, all shades of purple from the deep royal to the pale mauve, and the darker, richer shades of red bordering on maroon are all colors which are becoming to the vast majority of older women.

#### Appearance Depends on Details.

It is in the little points of dress that the success of the older woman's appearance really depends. Such things as the arrangement of the neck and the waist line are telling points in her toilet. The waist line, above all others, is a troublesome point in a woman's dress, particularly in the case of a woman who is stout, and it is one which for some reason or other is often finished in a slipshod manner that ruins an otherwise nice looking dress. Now, by the woman with a generous sized waist, a belt, such as worn by younger women with slimmer waists, should never be used, as it accentuates the worst points of her figure.

The plaited skirt, which seems to have superseded all others in favor, is not a good model for the stout woman to follow, and especially is it not altogether practical for summer gowns of thin materials which may be worn for a season without laundering, but adaptations of the plaited skirt especially suited for the elderly woman have been made. In these skirts the plaits are wide, shallow, flatly stitched and not so numerous in number as those on the skirts of her young daughters and granddaughters; then, again, these

skirts are plaited only in the center of the front and back, simulating a panel effect.

It would seem hard, indeed, to say that the shirtwaist suit, which seems to fit into all corners of a woman's needs, must be left out of the elderly woman's wardrobe, and this need not be the case if she will but make a few concessions. Nothing can be more useful or more neat in appearance for such a suit than satin foulard, challie or one of the many thin summer materials in cotton goods and in the mercerized fabrics. In these the skirts should be made simply, the idea being to create a long, graceful line by means of vertical trimmings of appliqued bands of plain silk, or a material in contrast to that of the gown, or by insertions of lace let in to give a panel effect at the sides and front. The bodice should be made with a short basque with postilion ends, or with loose fitting jacket fronts and a short inner vest of a lighter material. The size of the sleeves should be graded according to their becomingness to the woman for whom the gown is intended.

#### Plaited Bodices for Summer.

A still simpler way to make morning bodices for summer gowns is to have them plaited in box plaits from an inch and a half to four inches in width, both back and front, the plaits extending below the waist line some three inches, forming tablike ends, the bodice proper ending at the waist line and a girdle of ribbon running beneath the plaits and fastening at the left side front. This arrangement is a compromise between the blouse and basque and a rather happy solution for summer wash dresses.

Most attractive for wear on warm summer days are the black and white, mauve and white, and gray and white lawns, and also the black and white swiss muslins. The prettiest way to fashion these gowns is to have the skirts gored and trimmed with ruffles or flounces of various widths. The ruffles may be put on in flat bands simulating tucks. When flounces are employed they are sometimes formed of alternate bands of the material and lace insertion, and, in the case of a figured or flowered lawn, the flounce is made of a plain lawn, or vice versa. The bodices of these gowns are made over linings of batiste or lawn and only boned when necessary.

Most women at 50 or over require some trimming in the backs of their dresses. Crushed girdles of some soft goods, preferably silk, cut on the bias, may be arranged becomingly to the figure. They should be made quite narrow, ending in a point in front and gradually widening in the back, where they are held up by means of whalebones, a "V" shape opening occurring in the middle of the back of the girdle so that the base of the girdle only meets; from this point two small jabot postilion ends fall over the skirt. A girdle may be made to look smart with small steel or rhinestone buttons at each side of the opening of the center back. This style of girdle is a becoming one and could be worn

with different dresses by either a slender or a stout woman.

#### Back Postilion Shaped.

Another becoming arrangement is a combination of the postilion back and the loose, semi-fitting, stole trimmed front. In such a bodice the back is postilion shaped, the sides and front are tight fitting and falling loosely from the bust line is a straight stole shaped piece of the trimming or of the dress itself. This stole piece should fall from two to three inches below the waist line. It gives a long line in front and a loose fit without the blouse pouched look which is apt to accentuate the size of a stout figure. And, by the way, speaking of this pouched look, as far as possible it is much better to arrange the looseness of all waists by means of small, well cut darts to give the necessary loose look instead of bunches of gathers where the material is heavy.

In coats and wraps the three-quarter length is, without any question, the most suitable. Both of these garments are cut in the semi-fitting shape. The wraps are looser in cut than the coats. Coats of three-quarter length in the plainer, simpler, tailor-made garments have the plain coat shaped sleeve, the wraps on the paletot order having the more fancifully cut sleeves in several variations of the bell and bat shaped sleeves. The paletot coats in lightweight woolen goods, silks and in the new Shantung pongs are really almost indispensable garments, besides being most becoming and suited to too many occasions to designate.

The question of millinery is an important and often a vexatious one. The choice, of course, lies between two styles, the bonnet and the toque. The woman who wears her hair full may wear becomingly a wide style of toque. A few years ago a bonnet with strings was considered the only correct one for the woman who was no longer young. This idea, however, has been quite given up, and the toques are now considered not only more becoming but more comfortable as well. They are worn rather over the face than otherwise and are made with soft face or Jrape trimmings to bring a soft, becoming fullness near the face. One of the prettiest and most becoming of all toques for a middle aged woman is

one composed entirely of flowers and foliage, of course in a soft tint of coloring. Such a hat may be worn with almost any costume and looks especially well when worn with an all black gown. Edith Harlow.

## BUICKS LEAD CARS \$1,000 AND UP

BUICK MOTOR COMPANY  
Louis and Ottawa Sts. Grand Rapids Branch

### MOTOR DELIVERY

*McIntyre*

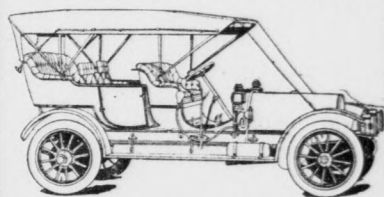
Catalog 182

Auburn, Ind.

## THE 1910 FRANKLIN CARS

Are More Beautiful, Simple and Sensible than Ever Before

Air Cooled, Light Weight, Easy Riding



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

7 Passengers, \$3750.00

Other Models \$1750.00 to \$5000.00

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

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

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

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

Catalogue on request.

ADAMS & HART

West Michigan Distributors

47-49 No. Division St.



## Tanglefoot

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

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

Terpeneless

High Class

## Lemon and Vanilla

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

FOOTE & JENKS, Jackson, Mich.



## RELIC OF A PAST AGE.

## Making Special Prices To Meet Competition.

Written for the Tradesman.

Tradesman readers certainly are an extra bright and intelligent lot; yet it is safe to assume that even among this picked company there is not a single one so shrewd and level-headed, having so sure a sense of mercantile wisdom and expediency and possessing such unerring judgment, that he never commits any business follies. We all are foolish at times, and the worst of it is that past lapses never render us immune from present and future attacks.

But there is one piece of foolishness so old, so worn out and exploded, whose utter and entire fatuity has been proved such countless numbers of times, that every man of brains and ability ought to cut it out at once and forever.

This is reducing the marked price of an article in order to meet real or alleged competition and make a particular sale.

The practice of throwing off something from the price first asked, when found necessary to do so in order to consummate a deal, belongs with certain other outgrown methods of a past age. Probably it always was a mistake. Certainly it is one now. It is no longer to be found in the best stores nor employed by the most progressive merchants. Many fairly successful men have allowed and still allow this archaic practice in their places of business, but whatever their success, it is achieved in spite of it, not because of it.

Like many another ghost of the past, the throwing off custom is a hard one to down. It materializes in unexpected places.

A lady who was out shopping had been commissioned by her sister to see what was being shown in women's suits and coats at the various stores she visited. At one place, after showing the lines they had to offer and telling her the prices, the saleslady as a parting inducement for her return remarked earnestly: "Now remember, no matter what may be offered you elsewhere, come right back to this store; we can make prices to meet any competition." At another place the very gentlemanly salesman, who, in justice it should be said, was a forceful and persuasive talker and by no means a beginner in the art of selling goods, said to her when she was about to go: "Don't fail to bring your sister in; if she wants a suit we shall not let a little matter like the price stand in the way."

Did these instances occur at some little country crossroads store, so remote from the large centers of trade that the employment of methods considerably behind the times could occasion no surprise? By no means. The place was a progressive Michigan city, whose every resident would go right up in the air at any insinuation that they and their town were not strictly up to date in commercial matters as well as in every other respect. It is probably true that even in the very largest cities in the State the practice of throwing off something

from the price has not been discarded so completely but that many examples similar to those given could readily be gathered.

That it pleases the average customer and often is a powerful lever, in the closing of a deal, to be made to feel that he or she is getting a thing for less than it is actually worth, and less than it seemed at first might have to be paid; that as an appropriate tribute and concession to his or her unusual shrewdness and acumen, a special reduction has been offered that is not granted to others; that in this particular instance the very shortest price known to the trade is being made, a figure that is a little inside the very inside; that other customers are paying this suave dealer his profits, but with this patron he is well satisfied to get back the original cost of the article without thought of pecuniary gain—that all this tickles the vanity of the customer and gives him the pleasing feeling that in laying out his money he is securing the extreme limit of value, there is no denying.

Away back in the hoary past, when our prehistoric ancestors of the stone age bartered with one another in the way of celts and axes, doubtless many a one of the more knowing discovered that a little drop from the original value asked hastened the closing of a deal and left the other party to it with a broad smile upon his savage features. Later on, when one nomad made a swap with another, his simple soul was mightily rejoiced if he could get possession of the coveted horse belonging to the other fellow by giving up a thinner cow or a scrubber camel than the one at first demanded in exchange.

So the price reduction practice has been handed down from most ancient times, and like many another old, old custom, while fundamentally erroneous, at least as applied to modern conditions, presents to superficial observation certain specious advantages which serve to keep it in vogue.

For instance, a customer wants a pair of shoes. He is unwilling to pay \$4 for the pair that pleases him, but by a little feeling of the state of his mind and pocketbook it is ascertained that he will quite cheerfully pay \$3.75. Now while \$4 may not be too high a price, \$3.75 allows some profit, and it is very natural to reason that it is better to take the lower price than lose the sale. If there were only one customer and one sale this might be entirely correct. But there are others, a fact that is soon borne in wofully on the two-or-more-prices merchant.

It has been said that "a man will talk about a good bargain all day; a woman will talk about it all night." If you give a customer a special price you can not depend upon his keeping the matter a secret. It is bound to get out. And nothing destroys confidence in a dealer's honesty and dependableness faster than the knowledge which in one way or another is always very rapidly disseminated, that the price asked will often be reduced rather than lose a sale.

At the first intimation that prices will be altered to meet competition

the shrewd buyer quickly comes to the conclusion that the marked prices are not as low as they could reasonably be made; that the goods in that store are marked high to start with, so as to allow for reductions. To some extent this usually is the case, but whether true or not in a given instance, the public mind is sure to regard it as true.

Comparison of prices by different purchasers is going on constantly. No merchant can hope to stop it, nor, if he is conducting his business on legitimate lines, would it be desirable for him to do so if he could. If his goods are right and his prices are right the more comparison the better.

But comparison makes sure trouble for the more-than-one-price man. Suppose three ladies in the same neighborhood each buy a \$25 spring suit. One does no haggling and pays the full price. The second asks if \$25 is "the very best they can do," and gets hers for \$23.50. The third is a bargain hunter from way back and, after repeated attempts, threats to buy elsewhere and glowing accounts of wonderful values that others are giving, carries off her suit for \$22. They meet, tell one another frankly what they have paid and discuss matters. The lady who paid the full price without cavil or question feels that she was deliberately swindled. The second thinks she was "done up" to some extent, while the third, although pluming herself on securing the best deal of the three, falls to wondering whether she couldn't have gotten her suit for \$21 if she had hung for it; and in her secret heart comes to believe that no one of their suits is any better than those that are offered at the strictly one-price store farther down the street for \$20 even.

In every store where it is known that reductions may possibly be secured for the asking, there are constantly recurring scenes of chaffering and haggling, which, witnessed by all the customers present, are the natural causes and forerunners of more just such questionable exhibitions of unbusinesslike methods.

When, from its being along in the season, or their getting out of style, or for other reason, it is best to mark goods down in price, let it be done without delay, and let the cut be sharp enough to move them. But all this should be attended to before

## Hot Graham Muffins

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

## Wizard Graham Flour

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

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



## Crescent Flour

## Solves the Problem

Just bear in mind, Mr. Grocer, that the flour question never bothers the house that handles "Crescent."

No trouble in supplying the most particular trade—and no trouble to get new customers started to using it.

Crescent flour is just so good that the first trial sack convinces the housewife, and each succeeding sack keeps her convinced—and satisfied.

It's the flour grocers are pushing. If you've never sold Crescent flour, write us for prices and other information.

VOIGT MILLING CO.  
GRAND RAPIDS, MICH.



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

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

## New Perfection

"The Faultless Flour"

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

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



the goods are shown to customers, the prices as reduced should be marked in plain figures and offered to all customers alike, and they should be strictly adhered to. All remnants and soiled and damaged goods should, so far as possible, have the bargain prices attached before they are placed on sale. If any concessions in price are to be made for buying goods in quantity, let them be definitely determined upon and the advantage of purchasing in large lots be allowed every patron, not confined to a few special favorites.

Every really low price, every extra good value in your store, that is thrown right out open to everybody serves as the best possible kind of an advertisement. But a price reduced at the time for the purpose of forcing a particular sale serves rather to make public the dealer's perfidy.

One strong point of an inflexible one-price system is that it puts the whole selling force, big and little, on an equality. The privilege of making special prices is never granted indiscriminately. Bankruptcy would surely result if it were. It must be reserved to the proprietor and a very few of the older and more experienced clerks. This places every subordinate at a disadvantage. What is more humiliating to the salesperson, when he or she has tried hard to make a sale at the marked price, than to be asked by the customer to take the matter to the proprietor or an older clerk, who graciously allows the triumphant customer a substantial reduction? This kind of thing demoralizes patrons and clerks alike.

The mail order houses boldly put out their printed prices and stick to them. Only by uniformly pursuing the same methods can you successfully compete with them, not by spasmodically meeting their prices on a few leaders they may be offering.

As was remarked at the beginning, we all are bound to make some blunders; but whatever errors we commit, let them at least have some freshness and novelty for their extenuation. Let us keep free from the mercantile sin of yielding to special pressure and dropping on our established prices, a trade trick which was old when Noah was a baby. Quillo.

#### Be Your Own Employer.

When you get a job, just think of yourself as actually starting out in business for yourself, as really working for yourself. Get as much salary as you can, but remember that that is a very small part of the consideration. You have actually gotten an opportunity to get right into the heart of the great activities of a large concern, an opportunity to drink in, through your eyes and your ears, knowledge wherever you go in the establishment, knowledge that will be invaluable to you in the future.

Resolve that you will call upon all of your resourcefulness, your inventiveness, your ingenuity, to devise new and better ways of doing things; and you will be surprised to see how quickly you will attract the attention of those above you.—The Booster.

#### Some New Things in This Season's Cravatings.

Seldom does one hear to-day the complaint that ingenuity has been exhausted in connection with cravat patterns and color combinations. The reason is not far to seek. Stripes are gradually making way for figures and the latter take on the appearance of decided newness after so long an absence. Perhaps, too, the designers have taken up their task with fresh interest.

Whatever the cause, the showings supposed to mark a channel in which the manufacturers will follow are now as distinctive and original in design and treatment as the offerings of any season for a decade.

Not a striped pattern appeared in a recent handsome window display. It was not a case of purposely choosing figured specimens. To the contrary, the best shops generously contribute what they consider their finest examples for this purpose and in no case was a stripe included.

Plain grounds, too, are few. All-over effects have a conspicuous place. The weaves cover the entire range, with a great many combinations.

In colors it is difficult to find a particular trend. Spring, not summer, cravatings are of the heavier silks. With the lighter silks for summer comes a preponderance of the pastel tints, with lavender a particular favorite.

Nor is there noticeable any definite departure with respect to shapes. The folded-in four-in-hand is everywhere leading, and the more expensive the cravat the sturdier the weave and the broader the ends. Some of the ends measure twelve inches across. Of course to some it seems like a waste of good material because the luxury of it does not show. But your man of means looks at it rather from the

angle of personal satisfaction in the knowledge of wearing the best. And with those who order freely of such materials as we mention the matter of expense is not seriously considered.

Just as a side-light on this disregard of cost by the patrons of the exclusive shops, we find it not unusual for a man to designate what he wants from the displays and merely glance at the bill afterward. One visitor recently passed before two cases of cravats, making hurried selections, and was handed a statement for \$136 worth of four-in-hands. Another chose twenty-four silk undersuits at a sitting at an average of fifty dollars each, a total of \$1,200. But you must know that someone must be careless-like when you consider the rents paid for some of the shops and their heavy expenses in going abroad frequently in quest of the new.

They are doing well with the stock ties for evening wear. These we have described. They come now in white for ceremonious usage, as well as black, to accompany the evening jacket. Some manufacturers, by the way, are now supplying them to the trade. In the shops thus far displaying them they are made only on order. Although some have bands broad enough to almost completely cover the collar—which must be of the lap-front style for good effect—the majority are now just wide enough to show above the coat. Thus far, to be sure, they are a fad for the particular. Just why the majority of cravat manufacturers have declined to touch them is hard to understand in the light of frequent letters from merchants enquiring where they may be ordered.

Ties are regarded as likely to figure largely the coming summer for

two reasons: Many men are wearing high-cut waistcoats which conceal most of a four-in-hand; and the new wide shapes in ties, two and a quarter inches at the ends, have made a distinct appeal to the better trade. Further, recent novelties in custom shirts include many plain bosoms with fancy center pleats, made so expressly for summer wear with ties. To the popular trade the inch and three-quarter ties are most acceptable.

Velvet four-in-hands appeared in a high-class shop's window the past month. They have not made a notable bid for favor in the past, but they are likely to sooner or later. One ought to be dressed smartly in every detail to affect them, for they savor of the extreme. The current colors are purple, green and grey.

In the manufactured tub lines for summer one finds an old idea in new treatment, namely, that of having the part at the knot differ from the ends. They differ both in color and in pattern. Pale tints of blue, green, grey and tan are in the forefront. Some with colored grounds have center panels in self and contrasting shades. Two specially approved effects are salmon spots on grey and purple on green.

A new concern in the cravat industry has adopted unusual methods in the preparation of its line. For instance, a technical expert has evolved a lot of new weaves, which will have to be named because they can not come under any commonly known classification. There is to be a special effort by this concern on a line to sell at retail at a dollar.—Haberdasher.

An appropriate present for a miser would be a chest protector.

Women who wear tight shoes usually have narrow soles.

# You have had calls for HAND SAPOLIO

If you filled them, all's well; if you didn't, your rival got the order, and may get the customer's entire trade.

HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain.  
Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.



## SOME STRANGE SIGHTS

## The Observing Traveler Sees in Continental Europe.

On board S. S. Yorck, March 30—One sees many strange things when visiting foreign lands—those which are peculiar to the particular country in which he is visiting—and since many have been noted by us we thought it might be interesting to give some of them in this letter:

Never were we impressed with the immensity of distance so much as when we took the North German Lloyd S. S. Yorck at Naples and learned that four months were taken in making a round trip for this line of boats, running from Bremen, Germany, to Yokohama, Japan. Just think of a regular trip so extended as to be able to make it only three times annually, and only then do you get an idea of the immense distance separating these places.

Thirty-eight thousand Italians departed from their native land for the port of New York during the month of February. As we saw them lined up for passage on one of the ocean steamships lying at the dock of Naples, the great number of men forming this long snake-like line extending back and forth across the waiting room and out into the street, we were made to understand how such a vast number could be realized in the sailing for one month from one country alone.

We learned that the government is making it as difficult as possible for these people to obtain passports (in order that they may properly leave) as emigration is fast depopulating the country. Of course, as is well known, the high wages in the United States, in contrast with the low ones received here (60 cents a day), is the reason for this large exodus.

Labor is so scarce and laborers are so many that when a position is open and becomes known there are so many applicants that an advertisement, as we term it, is never inserted for fear of a plethora of people gathering so as to make it a veritable nuisance, not only for a day but several weeks to come. Many men are not only willing to work for a mere pittance but will accept a position without salary if it is one that will afford them tips and, if an especially good one because of this feature, we were told that the successful applicant would be the one who would pay the most for the position. Employees who have served one year's time are considered as permanent fixtures with the firm who employs them and employers must get rid of them sooner if they do not want to be responsible.

School teachers who have served districts so capably as to maintain the position for three successive years are entitled to their salaries ever afterward, even although they are not wanted in the service.

Business shops in Italy are small, being only about 15x20 feet in dimensions. This admits of many stores and gives more people an opportunity to gain a livelihood and, strange to say, is an idea descending

directly from the people of ancient days who were here in commercial lines. This is conclusively proven by the Pompeian excavations. The many streets that have here been uncovered are shown to have had the same sized shops; the stone bases for the fronts of the buildings having grooves in them in a systematic manner where went the sliding shutters for enclosure are plainly to be seen. The same fact is proven in the Roman Forum, but not to such a large extent, for this interesting field has been the scene of pillage for centuries, until recently when the Roman government has not only put a stop to it but has enclosed it with a fence and is guarding it quite sacredly; and well can it do it, even from a financial standpoint, as there is no doubt that thousands of visitors and much the larger majority of those who visit Rome come because of this wonderfully interesting historic field being located here.

Much evidence of poverty exists in this land and of business being done on the most meager scales. Shoe cobblers illustrate this fact in the strongest kind of manner. Most of those who have separate shops (if they can be so designated properly) have practically what can be called "holes in the wall." Some appropriate one corner of the main living room for their family, and this might be 10x15 feet in size; but the exclusive shop is about 4x6 feet in size, so that but one customer can get in at a time. During the bright days you can always find the cobbler appropriating a portion of the sidewalk that he may be the more comfortable at his work. A number of other lines of business are done in this same manner and demonstrate how hard it is for the many people here to gain a livelihood.

In Palermo, Sicily, we saw the strangest thing of all that will illustrate this fact, for not only was the sidewalk appropriated but whole side streets were used in the conducting of some lines of business. For instance, we saw one street, two blocks in length, that was given up to the manufacture of hemp twine. Three persons, usually two women and one man, had coils of flax about them and in the space of about 100 feet, while they were walking backward with their fingers loosening the fiber and twirling it into a cord, a boy at the farther end was turning a crudely constructed machine having one large wheel, which in its revolution would strike against the cords and combine them into one larger that would be about the size of our No. 18 B. Another boy would move this length over near the building and with a piece of woven wire in his hand he would moisten the entire length, by running it through this wetted wire mat held in his hand firmly, when the various strands seemed to be cemented together. This process was repeated over and over again, not only by those we closely watched, but by other families up and down this street and also another one emanating from it.

In another part of the city, just off from the main avenue, two streets

were used for the manufacture of chairs. Whole families could be seen working at this industry, the men splitting and sawing the wood, the boys and girls painting and staining, while the women were caning bottoms. The streets upon which this work was being done were so narrow that they were entirely given up to it; indeed, the workmen could reach across and touch each other.

The natives of these ancient cities all live on the narrow streets and this is particularly noticeable all through the land of Italy, also in Northern Africa, where the Algerian dwells. These people not only live in a peculiar manner but are very odd in their dress, as seen upon the street. The men wear a cloaklike looking garment loosely wrapped about them, one end being swung over the shoulder, and the fez for a cap, which looks as though some loosely wound cloth had been caught together, while their feet, if covered, have sandals upon them, the bare legs showing halfway up to the knees. The women have a loosely thrown covering over their shoulders which falls below their waists, but not low enough so but that their bag-like trousers can be seen, fastened at the bottom by means of a shir string. Their faces are covered with a thin kind of cloth, just enough opening being made for the eyes to be seen, and the head is covered with the same kind of white cloth. Algiers is fast becoming a French city and has already been transformed, for the most part, into a metropolitan city. It presents a wonderfully fine appearance as it is seen from the boat as one enters the harbor. The native quarters are now limited to a rather narrow section at the right of the harbor, running back upon the heights of the mountain that is back of the city and can be plainly discerned on account of the strange style of architecture employed in the construction of the buildings. They are quite in contrast with the Italian native, for his is built of stone and ever remains the same in appearance, while the Alge-

rian builds a narrow story and a half structure painted white.

The Mosque is plainly visible, lying well towards the water's edge, and, with its pure white and domed-shaped roof looming above all the surrounding buildings, looks very handsome. We witnessed the strange form of worship of this people and were reminded that, although strange to us, many thousands use this means to appease the inner longing of mankind to show homage to their Maker.

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

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

## "MORGAN"

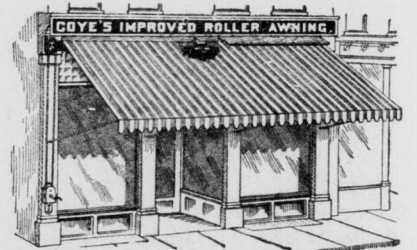
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Sweet Juice Hard Cider  
Boiled Cider and Vinegar

See Grocery Price Current

**John C. Morgan Co.**  
Traverse City, Mich.

## Awnings



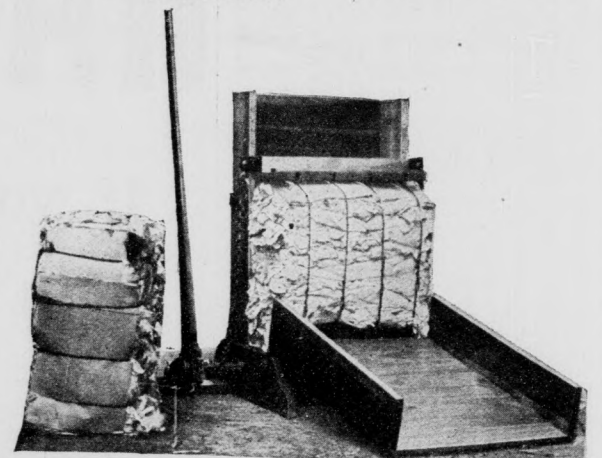
Our specialty is Awnings for Stores and Residences. We make common pull-up, chain and cog-gear roller awnings. Tents, Horse, Wagon, Machine and Stack Covers. Catalogue on Application.

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

## New Invention Just Out

Something to Make Every Pound of Your Waste Paper Bring You Good Dollars

The  
Handy  
Press



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

**Handy Press Co.**

263 So. Ionia St.

Grand Rapids, Mich.



The fish market of these seaport cities is a sight to behold, owing to the great variety of the finny tribe, species that are difficult to classify as fish, but which are sold for food and in many cases, although uninviting in appearance, are staple articles of food with this people. We had the great pleasure of paying a visit to the Naples Aquaria, and varieties of the inhabitants of the deep were seen of which we had never heard, the most peculiar ones, perhaps, being the jelly fish. Many kinds of this species were to be seen, but two deserve particular mention, both of which are peculiar to the waters here and are short-lived, about ten days being as long as they can be kept alive after having been taken from their native element.

One variety looks like a parachute and as it rests at the top of the jar in which it is kept, taking in the air, one can easily imagine that some balloon has lost its lower appendage and that it is resting here beneath the water. It sinks slowly to the bottom and, when attempting to rise again, the inflated part is drawn in and then rapidly distended, enabling this strange creature to rise and fall and move about at will. Another of this species is a still stranger object, it being in the form of a long ribbon with ring center. As it lies at the surface it may be seen breathing and each pulsation seems to send out from the center, along the lower side of the ribbon, a beautifully colored streak of a sort of iridescent hue. This species are said to be very

poisonous and live by drawing into their coils small fish which are literally squeezed to death and slowly absorbed.

A very amusing fact was learned from an English pharmacist who has recently opened a store in Naples: He had just received a consignment of soap having his imprint and was anxious before offering it for sale to learn whether it would lather freely in sea water. Consequently, his errand boy was sent to the Mediterranean, only two blocks away, for a small pail of water. After waiting a long time and suspecting his boy was lingering to play he set out to find his whereabouts. Not being able to find him, and upon enquiry of workmen, he learned that his boy had been arrested and it would be necessary for him to go to the jail to find him, which he did and discovered there for the first time that it is a misdemeanor to take water from the Sea, the government holding it to be its property and that a theft had been committed. Explanations had to be made, of course, showing entire ignorance of such a law and that the boy was in no sense to blame, when a release was granted him.

In a Sicilian village where the revenues were short in meeting the necessary expenses of the corporation, improvements were desired and, as taxes were already so high as not to admit of any increase, other means were sought to find a way to raise the necessary funds. The village was enclosed by a wall having but one

gate, at which a toll was collected, and it was argued by a member of the Council that another gate could be cut through the wall so that the toll would be doubled. The Council concurred unanimously and another gate was ordered made.

A murder may be committed in open daylight in the midst of a crowded street in some Italian towns, and when the officer arrives to make an arrest not a person can be found who will admit he saw the murder committed; yet he will say he was present, but saw nothing of it, so we were told that it is practically impossible to get a conviction for most of the foul deeds perpetrated here.

Other odd things, which can properly be termed minor items, may be mentioned, as oranges being sold by the street merchant by peeling them for the customer. This is done so that the merchant may retain the peel, which has a market value.

In a tannery we witnessed the powdering of hemlock bark by means of a horse driven by a boy going around a platform about four feet high, upon which the bark was spread and over which an immense millstone was rolling. At the side a boy would occasionally brush the powder that fell down the slanting sides into a groove made to catch it.

Cacti of the variety having the broad leaves are planted extensively in Sicily for fences, and in many cases where low stone fences were already made they were planted on top by means of a broken blade of

the plant being set in a small portion of earth put upon the wall. When once these get in a growing condition a barrier that is practically impregnable to animals is formed. Stone fences are built with a cement top in which a deep groove has been purposely made. These may be seen along the railroads quite frequently and enable the gardner or owner of a fruit farm to conduct water to the various fields he owns and may desire to irrigate.

Goats are plentiful in Switzerland and southward and flocks of them may be seen being driven through the streets in early morn or evening, and they are not particular where they walk either, as a goodly portion of the sidewalk is taken up by them. One evening while walking out from Naples over five hundred were seen by us in flocks of a dozen to fifty. They were being driven home to be milked. Strange sights meet your eyes on some of the narrow streets here, where this animal is such an important factor to the household. The goat is driven to some centrally located corner and the owner, usually a woman, may be seen milking into the cups and dishes her customers bring to get their milk supply. Occasionally a cow is seen having this same operation performed upon her at the street corner, but 90 per cent. of the poor class of people drink goat's milk.

On the streets of Genoa in Piazza Nunziata, one of the principal public places, may be seen on any morning of the week, Sundays included,

# Highest Grade Canned Goods

PACKED BY

## W. R. Roach & Co., Hart, Mich.

We operate three model plants, including the largest and best-equipped pea packing plant in the world.

Peas packed fresh from the field by automatic continuous machinery, under perfect sanitary conditions. All water used is from artesian wells. Skilled helpers, expert processors

—all under personal observation of experienced packers—give to the

## HART BRANDS OF FRUITS AND VEGETABLES

Distinctive character and make them TRADE WINNERS AND TRADE HOLDERS

Send for Catalogue.

Ask Your Jobber for Hart Brands.

## W. R. ROACH & CO., Hart, Mich.

Factories at HART, KENT and LEXINGTON—All Model Plants.

Judson Grocer Co., Distributors, Grand Rapids, Mich.



the street literally lined with sellers of vegetables, who come at 6 and remain until 10 o'clock, at which hour the street has to be cleared and cleaned.

Sixteen yoke of oxen, being driven by as many men, were seen plowing in one field recently. The oxen have very long horns and as they are hitched to the one-handle plows used one caught an idea that prevailing customs here are of the ancient type. In fact, a considerable portion of the ground of the smaller farms here is spaded, the laborers, many in number, being now employed at this job of turning the sod under by this process. Four and five horse teams are seen drawing the heavily loaded two wheel carts which are sometimes 20 feet in length. Skill is required in loading this strange wagon having wheels  $6\frac{1}{2}$  feet in diameter and a platform extending over the first horse hitched to it.

Donkeys no larger than Shetland ponies may be seen drawing carts loaded with boxes and barrels, so that the load reminds one of the fairy picture showing the snail drawing the little girl in her doll cart.

We saw a queer looking team on the streets of Rome—a horse hitched between a cow and a donkey, the three making a team that pulled an immense load of bundled twigs.

A strange sight greets one as a village having a body of water near is approached, for here can be seen scores of women busy doing their washing as they kneel by the side of a large stone upon which the rubbing is done. Within the larger cities public lavatories are provided for the women to do their laundry. Narrow side streets, three and four blocks in length, may be seen strung with lines from third and fourth story windows on most any day of the week.

Pieces of rope, one and a half inches in diameter, may be seen hanging in a coil on fronts of tobacco and cigar stores with a lighted end protruding for smokers' convenience.

Custom here seems to demand that gentlemen lift their hats to one another. If a priest, followed by an attendant carrying the sacrament, is observed passing on the street every man, wherever he may be, is seen to lift his hat.

A funeral procession, which we witnessed several times, appeared very queer to us. When the poor are buried all mourners walk directly back of the hearse, which is at the head of the procession, with a carriage following containing the priest and attendant. Then comes a band of music, with the rear brought up by men carrying the flowers. In one procession in Naples eighteen mammoth flower designs six feet or more in height were being carried, each requiring the services of two men.

Several were seen where those immediately following the hearse wore masks, either white or black, covering the face, except eye holes. One of these, in addition, had the novelty of each of six masked men, together with the priest who preceded, carrying a lighted torch, which

was a paper cleverly twisted in yard lengths.

Perhaps the strangest church service we attended was one held in Amsterdam, Holland. As soon as the church service started not only were the front doors locked but the iron gates also in the fence surrounding the church. No means of ingress save a side entrance is left for late comers. The sermon appeared to be divided into three sections, and a collection was taken up between the first and second, as also between the second and third, and when we passed out the same collectors stood at the door, baskets in hand, to receive the third. Most everybody present, children included, seemed to give as each opportunity was offered them.

Chas. M. Smith.

#### An Upright Retailer Chases a Crooked Debtor.

Written for the Tradesman.

One morning recently a prominent Grand Rapids attorney, on his way down to his office, was decidedly startled as he was about to pass a long-established retail grocery store and meat market to see a citizen whom he knew forcibly ejected from the store to the sidewalk and to note that the propelling power had been the proprietor of the establishment.

Then the person who had so summarily been dismissed turned and shouted: "Oh, you tightwad, you cheap skate! I'll—"

What he might have threatened is not known because the merchant rushed out on the sidewalk and a very forceful example of assault and battery was prevented only because the lawyer intercepted the grocer with: "Don't do it; you don't want to get into court." Then, to the angry party who had made the hasty exit, he added: "You would better go about your business. Settle this matter, whatever it is, some other way."

With "You can bet all you've got that I will settle it," the man who had applied the epithets picked up his hat and walked away. Enquiry on the part of the lawyer revealed this situation:

The grocer had been supplying the man he had put into the street with groceries and provisions for many months. At the outset the customer had paid cash but, little by little, now and then a charge, he had finally run up a bill of about \$18 and this debt, in spite of repeated statements mailed and five or six attempts to collect, remained unpaid. At last the grocer had mailed another statement, accompanied by the warning that unless it was paid within a week a collection by legal process would be attempted.

This communication caused the clash that had been witnessed and checked by the lawyer. "It wasn't strictly a professional thing for a member of the bar to do," said the attorney in speaking of the matter, "according to the popular estimate as to lawyers, but I have traded with that merchant nearly fifteen years and I know he is straight. More than that—and here is the valuable fact in the case—I know he is not penurious."

Thereupon the following facts were revealed. The merchant in question is a plodder. He began business in a small way nearly twenty years ago and slowly but surely he has built up a business which is second to none of its kind in the city. A man of unassuming manner and simple habits, his sole aim, seemingly, is to give good advice and render value received every time. He provides generously for his family; his home life is ideal; he is a constant and liberal supporter of his church and is everywhere accepted as an upright merchant and an honorable citizen.

"Now, look you," continued the attorney, "a man who does not pay his bills calls him names and threatens. What of it? I happen to know, not in a professional way, however, that that merchant during the past ten or twelve years has practically supported an invalid brother who is forced to live in Colorado, and that just now he is putting a nephew, son of his widowed sister-in-law, through the Boston School of Technology. I would be willing to wager that that 'tightwad' and 'cheap-skate' expends in the ways I have indicated and in other generous practices at least a thousand dollars a year."

C. H. Seymour.

The world can get along just as well without the aid of any particular individual in it, but every man ought to be so in love with his own particular task that he feels he can do it just a little better than anybody else.

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

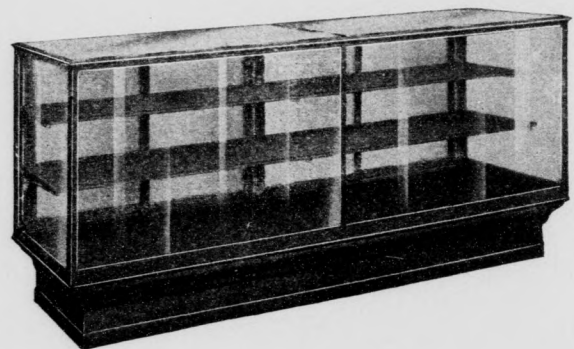
In the matter of John W. Hubbell and Leon E. Thompson and Hubbell & Thompson, a copartnership, bankrupts, notice is hereby given that the assets of the said bankrupt copartnership, consisting of and appraised as follows, dry goods, notions and ladies' clothing, \$3,142.30; men's clothing and furnishings, \$1,950.34; shoes and rubbers, \$1,533.69; groceries, \$557.81; furniture and fixtures, \$295.83; book accounts and notes, \$649.18, will be offered by me for sale at public auction to the highest bidder, according to the order of said court, on Tuesday, May 3d, 1910, at 1:30 p. m. of said day, at the store of said bankrupt copartnership in the village of Manton, Wexford county, Michigan. The sale will be subject to confirmation by the court. An itemized inventory of said assets may be seen at the Manton State Bank, Manton, Michigan, at the office of the Receiver, with Burnham, Stoepel & Co., Detroit, Michigan, and at the offices of Peter Doran, 307 Fourth National Bank building, and Hon. Kirk E. Wicks, Referee in Bankruptcy, Houseman building, Grand Rapids, Mich.

Dated April 19, 1910.

George A. Corwin, Receiver,  
Detroit, Mich.

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

## Our General Store Special



This is the most popular case we have ever offered  
the general store trade

WRITE FOR OUR NEW CATALOG  
JUST OUT

WILMARTH SHOW CASE CO.

936 Jefferson Ave.

Grand Rapids, Mich.

Downtown Show Room, 58 S. Ionia St.

40 Broadway, Detroit, Mich.



### Advantages of Federated Boards of Trade.

Grand Rapids, April 25—It strikes me as remarkable that any man engaged in commercial organization work needs to be given reasons why a membership in the National Association of Commercial Executives will be valuable to him and to his Association. We can see how organization men not located in New York and Pennsylvania, which up to two years ago embraced practically the entire membership of the new National Association, would not be particularly interested in the doings of the "Association of Commercial Executives" as it was then called.

But, during the last two years, the Association has spread out over the entire land (and some water), including in its membership, as it does, H. P. Wood, Secretary of the Honolulu Chamber of Commerce. On the east, Boston is represented by Secretary John L. Sewall, of the "Boston-1915" movement; while on the south we have Messrs. E. H. Hyman, of Montgomery, and John B. Carrington, of San Antonio.

When the announcement of the Rochester meeting reached me last fall, with an advance programme, I immediately perceived the splendid opportunity for acquiring a lot of ideas at small expense. At the next meeting of our Executive Committee I placed the matter before them, and they were enthusiastic, advising me to go to Rochester before the end of the Industrial Exposition, which immediately preceded the convention of the National Association of Commercial Executives, and absorb all the inspiration and ideas possible.

That visit will never be regretted by any of us. By going a little early I not only secured valuable data concerning the Industrial Exposition but I found out all about how Rochester secured its large convention hall and how the city did a number of other things.

I also began to lay wires for securing the next convention of the N. A. C. E. for Grand Rapids, for it stood to reason it could not help but do any city a tremendous amount of good to have a large gathering of "live wires," men of ideas, from all over the country, right in our midst and giving us the benefit of their brains and experience.

While every moment of every session of the Rochester meeting was full of instruction, all of the set papers being well worth going to hear, those portions of the programme given up to informal discussions gave an opportunity to post up on a whole lot of things that I wanted to learn. Under the heading of "Secretaries' Troubles," and all secretaries have numberless troubles, every man there had a chance to find out how the other secretaries (and presidents) had taken care of difficult and embarrassing situations. Those who are engaged in organization work know just what it means to have twelve or fifteen hundred bosses; for if the organization is a live one every member is one of the bosses, and the more lively and effective the committees are the more prone they become

to monopolize the time of the secretary and his staff.

It takes all kinds of tact and resourcefulness, as well as energy, for a secretary who actually accomplishes things to get along with the entire membership. And there is nothing strange about this. My statement is no indication of unreasonableness on the part of the membership, for I would not give a snap for any commercial association the committees of which were not so busy and ambitious that they did make it hard work for the secretary.

But it is not the trouble and worry of the general process that should be allowed to become the result. It is the refuse as distinguished from the desired product of the machine. The more saleable product one can get out of the factory and the less refuse the more successful is that factory, and so with an organization. No one knows it all.

The President of the greatest organization on the face of the earth can come to the convention of the National Association of Commercial Executives, to be held in Grand Rapids next summer or fall (the Executive Committee has not yet decided which), and learn more than enough to match up with the inconvenience and expense of the trip. On top of that he will perhaps be in position to say that he has given up some of his wisdom for the benefit of other communities and other individuals.

Almost every day we have requests from commercial organizations in other cities asking the co-operation of the Grand Rapids Board of Trade in this, that or the other thing; and we get all kinds of enquiries as to the methods of our Grand Rapids organization—for we are not so modest as not to be very proud of the fact that our organization is a live one, which accomplishes well whatever it undertakes when accomplishment is possible.

Only one member has resigned from the N. A. C. E. during the past year. He gave no good reason for leaving us save that the Executive Committee of his Chamber could not see what he could get out of it. The very next day after his resignation came I received a long letter from him accompanied by a set of resolutions which his Board of Directors had adopted. And we were asked to assist that city, which I will not name, by adopting a similar set of resolutions. And yet the Executive Committee for which that Secretary was doing correspondence begrudged a five dollar membership in an organization from many of the members of which he is now asking co-operation.

There was one suggestion concerning relations between shippers and transportation companies which I acquired at the Rochester meeting which will prove immensely valuable to Grand Rapids, and I came home with all sorts of thoughts which have assisted me continually. On the other hand, I had had actual experience in several enterprises of importance, where many of the other executives had not, and I was very glad to tell them of how certain things could be most easily accom-

plished. The questions I refer to, which would take too long to describe, could be discussed by all concerned without loss to any of the cities represented.

But to get to the question of membership work, concerning which you asked me to write: As in all organizations where the members can not be furnished with photographs of the amount of their dues actually coming back to their pocketbooks, I have found that campaigning is necessary. True, there are quite a number of enterprising gentlemen who have come willingly and gladly and their names appear in the list at the end of this article. I am now engaged in writing a series of letters to a list of prospective members.

Where necessary the other members of the Executive Committee will be asked to follow such letters up with arguments of their own, and after that if the "prospects" still remain uninterested we shall call on any or, if necessary, all of our membership to help gather in the obstreperous ones. In other words, not only will the Executive Committee get after the lost one, but they will enlist the services of the ninety and nine and ask them to help cause him to see the light. The following are the most recent additions to the membership of the National Association of Commercial Executives:

New York City—S. Cristy Mead, Secretary Merchants' Association of New York.

Atlanta—Samuel C. Dobbs, President Associated Advertisers Clubs of America.

Sherbrooke (Quebec)—C. O. Palmer, Secretary-Treasurer Board of Trade.

Chicago—John M. Glenn, Secretary Illinois Manufacturers' Association.

Chicago—Elmer S. Batterson, Secretary Municipal Service League.

St. Louis—E. J. Troy, Secretary Missouri Manufacturers' Association.

St. Louis—Thomas L. Cannon, Secretary-Manager Conventions Bureau of the Business Men's League.

St. Louis—W. T. Saunders, Secretary Business Men's League.

Milwaukee—F. A. Cannon, Secretary Citizens' Business League.

San Antonio—John B. Carrington, Secretary Chamber of Commerce.

Ithaca—C. E. Westervelt, Secretary Business Men's Association.

Kalamazoo—Joseph D. Clement, Secretary Commercial Club.

Battle Creek—John I. Gibson, Secretary Industrial Association.

Chicago—Lewis D. Sampson, editor Town Development.

Grand Rapids—Heber A. Knott, President Board of Trade.

Ionia—F. A. Bunnell, Secretary Board of Trade.

Seattle—C. B. Yandell, Secretary Chamber of Commerce.

Trenton—C. Arthur Metzger, Secretary Chamber of Commerce.

London (Ontario)—H. T. Reason, Vice-President London Board of Trade.

Hamilton (Ontario)—Charles A. Murton, Secretary "Greater Hamilton" Movement.

Oklahoma City—A. W. McKeand,

Secretary Oklahoma City Chamber of Commerce.

Cleveland—Munson A. Havens, Secretary Cleveland Chamber of Commerce.

Chicago—Frank W. Zingg, Assistant Secretary Convention Bureau Chicago Association of Commerce.

Clarence A. Cotton, Secretary Board of Trade.

### Women Pearl Divers of Japan.

The pearl divers of Japan are the women. Along the coast of the bay of Ago and the bay of Gokasho the 13 and 14 year old girls, after they have finished their primary school work, go to sea and learn to dive. They are in the water and learn to swim almost from babyhood and they spend most of their time in the water except in the coldest season, from the end of December to the beginning of February. Even during this most inclement of seasons they sometimes dive for pearls. They wear a special dress, white underwear, and the hair twisted up into a hard knot. The eyes are protected by glasses to prevent the entrance of water. Tubs are suspended from the waist.

A boat in command of a man is assigned to every five to ten women divers to carry them to and from the fishing grounds. When the divers arrive on the grounds they leap into the water at once and begin to gather oysters at the bottom. The oysters are dropped into the tubs suspended from their waists. When these vessels are filled the divers are raised to the surface and jump into the boats. They dive to a depth of from five to thirty fathoms without any special apparatus and retain their breath while remaining under water from one to three minutes. Their ages vary from 13 to 40 years, and between 25 to 35 they are at their prime.



## THE BEST

You Want the Best

## Peacock Brand

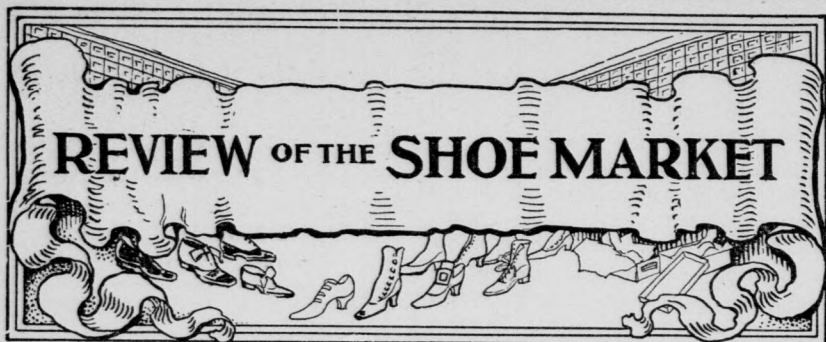
Leaf Lard and Special  
Mild-Cured Hams and Bacon  
Are the Best

The Lard being absolutely  
Pure Leaf

The Hams and Bacon are from  
dairy-fed selected pigs, mild-  
cured by the "Peacock" process;  
given a light smoke, they be-  
come the most delicious morsel  
to the palate.

For sale only by the leading  
dealers.





### Value of an Understudy as a Business Safeguard.

The destinies of your business are sailing on perilous seas unless you have an anchor to the windward. In a recent talk with an old retailer who had rounded out almost a half century of business success, he lamented the fact that of the houses that were in business fifty years ago only a very, very few now exist. Many of these houses, now a decade dead, were large and substantial and gave tokens of a life of usefulness to the community and continuance for many years, and yet, after the passage of fifty years there are but three of the old shoe stores left.

He lamented the fact and said that the reason was the proprietors did not confide in their employees nor give to any one the necessary training and authority to conduct their business during illness or absence or after death. With the first mix-up or accident the business was left in chaos and the departure of the proprietor who was essential to the straightening out of the matter placed the business in jeopardy, and as a result caused its dissolution at a time when all indications were that it could have existed for years had there been someone who understood the management of the business.

The idea was so well conveyed by the retailer that it may be held up as a moral to all retailers who think they stand securely with the reins in their own hand, and are loath to give up any authority and have firm conviction that they can swing the business alone for years to come. This feeling is erroneous and the quicker the man who has made a successful career realizes his responsibility to the business, to his family and to his posterity the sooner he will see the merits of confiding the details of his business to an understudy. The climax may not come. The safeguard is always there.

If there is no one to step into a breach, there is apt to be serious loss—loss that might have been prevented by confidence in the ability of an understudy to cope with the situation. The successful men of today who have not learned to let up on detail usually injure their health and ability by personally attending to the mass of small matters that might be well taken care of by an assistant. To this cause alone may be attributed the death of H. H. Harriman, who would always have his finger on the railroad pulse of the country. Business-headiness is shown by the man who knows details, can work them out if need be,

but knows better than to make the attempt. He believes in trained assistants upon whom the responsibility can be thrown with no fear of his own authority being lessened.

It is a vital mistake for the retailer who has been developing his clerk into buying and managing to belittle the importance of such a safeguard to business as his clerk has become through close application. The proprietor's time may be better devoted to bigger interests and should not be absorbed by petty detail and yet he should keep in close touch with everything, even if he does not do it with his own hands. It is a long-headed policy to shift these superfluous details on to the hands of clerks. They feel an added interest in the doings of the store with every increased responsibility. It is a mere matter of capacity, for a man can not do more than a certain amount of work and keep his health up to the standard.

Having no one trained to do your work would seem the height of folly if you depend upon your own presence at the store or office to give the proper attention to the business of the day. When you consider the possibilities of sudden accidents, motor catastrophes, railroad casualties and a hundred and one ills of the flesh—it is enough to make you suddenly jump when you read this and say, "What are they going to do without me? I wouldn't carry the cares of the details of a to-morrow entirely upon my shoulders unless I felt perfectly sure that Providence would care for them for me in case I was absent."

Time is a great leveler and things do pass away—but the chances are nine out of ten that they pass away prematurely.

Do you love your work? Then you revel in the doing of details and turn out daily double the amount of detail work that you ought to do. The day is coming when your desires and capacities for work will be lessened. This is positive. The law of general averages has decided that. Do you love authority? Then the faculty of holding a responsible position with the dictatorship of a business proprietor is sure to come into your work and you guard your executive duties so that your importance will not be lessened. Then you are of the type of employer who talks most of being overdriven or of the inferiority of all employees and of the impossibility of anyone filling your shoes. To put it mildly you are "tooting your own horn in a crumbling Hall of Fame."

If every element of store manage-



## The Race of Success Runs on Time

Napoleon said: "I beat the Austrians because they did not know the value of five minutes."

Several thousand alert progressive shoe dealers have already placed their orders for the

### Bertsch Shoe



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

If you are not one of that number you owe it to your good judgment and your business acumen to see this line—our salesmen are out—one of them will call on you, but to expedite matters—to get the samples of this line before you in good season, that your goods may reach you on time—let us have a request for the samples today.

Herold-Bertsch Shoe Co.

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



## The Standard Quality Line

Every shoe we make and every shoe we sell possess the merit of being the best in their kind and class. We have been over four decades in the business and know both shoe-construction and the shoe market. We offer for your inspection a line of footwear that's complete from baby shoes to boots, every item of which is **standard quality** in its grade and price.

Coming from us, this is what we would be expected to say. But proof can easily be had. Look our line over. Try out a few numbers. That will show you more than mere words what we can do to make your business better in the way of the right kind of good shoes at right prices.

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



ment is suddenly placed on a man without warning it is a pretty sure conclusion that unless he is a hundred point man he will not be able to swing the task. Opportunity and necessity usually produce the man in the conduct of states and empires, and likewise in the small businesses, but in the crisis there are sure to be apprehension and great anxiety. Then again the state has its thousands of men to step into the breach whereas the store has its one. If the clerk is found incompetent to take the business over the perilous times it is best to find this out during the days when he is serving his apprenticeship—when he is an understudy.

Get a good assistant, win his loyalty and the better work accomplished will reflect on the good management of the head of the house rather than on the skill of the assistant. If you doubt your own capacity for successfully doing the whole of the executive work then the assistant is of double value. If in your own work you get results without perceptible strain make allowances for the slower assistant who is giving careful attention to every detail of his work and yet who can not accomplish the volume of work that you can.

The intelligent proprietor is the one that realizes that efficiency in an understudy is both possible and probable. It is a comfort to him to have a man on the job in case he desires to take a business trip of long duration. He has the pleasure of knowing that the man left behind will not use his authority wrongly but will do the best in his power to make the business go on as it has gone on in the past. Sharing responsibility is not lessened responsibility. It is instead developing an understudy to that point wherein he can take the reins in his hands himself and conduct the business as the principal would do.

Often the clever, competent son taken into his father's business would be better fitted to be confided in than a clerk. Instead the father usually tries to find another occupation for his son upon the completion of his education. One of the fundamental causes of failure in Americans is that upon completing their college careers they absolutely do not know what business they intend to embark upon. Their prior education has fitted them for nothing in particular, and usually social life has diminished their efficiency in any line of business.

Someone has said that a million intelligent American boys are looking around wondering how to begin life's work. They want to start something. They want to support themselves and they want to do it quickly. They do not want to lose any time and want to go up the stairs of success two and three at a time. Haste and impatience are shown as much in the shoe business as in any other line. American impatience, that part of it that demands instant service in the retail stores, increases the expense of a store materially. Customers expect efficient clerks,

trained in their business, and also a number of them, because no purchaser has any time to spare. It is quick fitting or none at all.

Unless some authority is given to a clerk outside of the simple function of filling shelves and fitting feet, he is sure to be dissatisfied. Even the most mediocre type of "order clerk" finds a stimulus in having a little bit of executive work to do. The difference between an order clerk and salesman is measured by the discipline of the store. If a clerk sells to the patron only those shoes and styles that the patron asks for he is an order clerk of the cheapest grade. If, however, he sells those shoes that are on the shelves and convinces the customer that the shoes are the correct ones for him to wear then he is indeed a salesman. The test of retail shoe salesmanship is: "How many customers leave the store with a package of shoes?"

The tendency of the proprietor to belittle the work of his clerks is noted everywhere. If an efficient clerk accomplishes more than a son or a favorite clerk, take it philosophically and consider yourself fortunate. Worth need not fear jealousy or a rival. Merit can not be downed by either. Opportunity will find the man whether it be in your store or in your competitor's. The competent clerk should be trained to buy, decorate the windows, order in advance and spend the proprietor's money judiciously. He is on the road to success and to the success of your store as long as you keep him in the harness of doing advance work together with his routine labor.

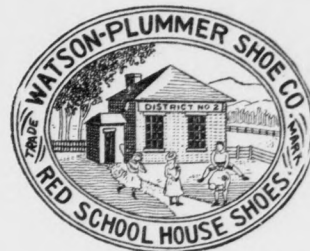
The retail shoe store offers as many opportunities to its salesmen as any other branch of business. Many of the buyers who are sent to the Boston market each season to purchase the entire stocks for the advance season's sales have developed from positions of clerks. Upon them rests the success of the store or department. Their salaries are in proportion and their success is indisputable. It is not a matter of years, for some of the brightest buyers that visit the market are young in age. One large store recently promoted a clerk to full charge of a department and in preparation for his taking over the managership he was sent on a three months' educational tour of the large stores of the country, so that he might have every possible advantage to help him in the development of his department.

The clerk's work is dignified work if he does it faithfully. He becomes supervisor of certain details which he endeavors to do correctly. He looks upon his work as a sort of intellectual training ground on which he is to develop his faculties. The clerk understands human beings and how to deal with them successfully. As this is a story of the understudy the following is apropos:

The proprietor of an Indianapolis store who had been developing an assistant took him out for a car ride one summer afternoon. He sat in the middle of the car and asked the clerk to look at the people seated opposite and to give him an idea

## Red School House

### Shoes Mean More Business



### For Boys

### For Girls

Red School House shoes are **Stylish, Comfortable and Long Enduring**, and merchants who sell them do the **Largest School Shoe Business in Their Community**. Parents watch their children's shoes very closely and they usually buy their own shoes of the merchant who saves them school shoe money—not only do **Red School House Shoes** bring the children's business to your store, but the shoe money of their parents, too. Better get in line this fall. **Do Not Place Any Fall Orders Until You See The Red School House Line.**

Send for Catalog

## Watson-Plummer Shoe Co.

230-232 Adams St.,

Chicago, Ill.

Factories Located at Dixon, Ill.

## 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 if you will carefully examine same you will find that we have fully anticipated your wants in first-class shoes, especially for the laboring man, for be he farmer, mechanic or shop hand there is a Rouge Rex shoe especially adapted to give him highly satisfactory service.

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

Defer ordering for fall until you have seen our line. Your mail orders for immediate delivery will have prompt and careful attention.

## Hirth-Krause Company

Shoe Manufacturers

Grand Rapids, Michigan



just what methods he would use in trying to sell each one a pair of shoes. The proprietor said no more and left it to the clerk to give his story. The first man inspected was a fat, good-natured fellow, and the clerk immediately said: "I would sell him style 674, Aristo cap, patent leather blucher, \$4, with size about 9 D." He then took a glance at a crabbed old maid and recited a similar story. He took into consideration the idiosyncrasies and peculiarities of the imaginary customer—the child, the youth, the miss or the granddad—and with each he gave his ideas of how he should fit the customer. It was a lesson in physiological contact with an imaginary trade. It was an opportunity to develop the clerk's faculties through first appearances.

In actual selling the elements of persuasion and explanation come in. The clerk must train himself to say just enough to the customer and not too much. The one word too much spoils a sale. There is nothing more common than for the clerk who has shown ability, patience and fidelity to be selected as an assistant to the boss. If you have a clerk that is above the average let him see that he has a career ahead of him. Just because a man is a clerk is no reason that he should pass all his lifetime as a clerk. Many men go into the army without becoming captains and colonels. An assistant or understudy becomes keen, able and hard-working if he is given half a chance. If he has any of the qualities of intelligence, patience or perseverance he can take the reins at any time. Bad management will not come if he has a complete grasp of the affairs.

The retail store is a place for learning business. If the understudy is energetic he can develop business to a greater extent because he is the twin horse that is pulling the load. Two ideas are better than one and he should be in a position to furnish a new idea now and then. The understudy in a retail shoe store who has not a keen perception of what the future means to a progressive business is worse than no understudy at all. The future should be thought of by everyone. Understudy means future. He is the emergency of the present and the necessity of the future. If you have a clerk who has been fifteen, twenty or twenty-five years or more in your store, and who knows all the people within a radius of fifty miles or so, he should be a good clerk, and yet if he is nothing more than a clerk after all of these years, there is something wrong with him or with his system of living. There is nothing disgraceful in the fact that he is still a clerk, but if he has shown such business capacity as to remain a competent clerk for this length of time, there must be something wrong in his make-up from the fact that he has nothing of his own to show for his labor in the store. If, however, the proprietor has given additional authority to the clerk so that he has become much more valuable and an executive salesman, his life has not been wasted.

There are men who are serenely

happy and satisfied with the work that they are doing as clerks, but they are few. I know of a clerk that has been forty-six years a fitter and seller of shoes and he is thoroughly satisfied. A statement of such facts is not alluring to the average American clerk, and yet it is well to know what the future has in store for a retail salesman, be he satisfied with his present condition or ambitious for something better.

It is the wise retailer who knows how to stimulate the natural ambitions of a clerk by increasing his responsibilities. Jealousy of the dealer of his understudy is foolishness. The pettiness of mere authority destroys smooth running business. The time will surely come when the retailer will bitterly regret the fact that he has not been more trusting of his employes and more longheaded in seeing that his welfare is dependable upon their best efforts.

To the clerk the one best quality is tenacity. Stick-to-it-iveness should be his cardinal virtue and with this virtue he is sure to win out, become an assistant or understudy and a factor in industrial life even at the cost of many years of training and waiting.

To the retailer, develop an assistant, an honest, capable understudy who keeps in touch with your business, and in your relations with him remember, "mere label counts for nothing, importance lies in contents."—Boot and Shoe Recorder.

#### Keeping Clippings in a Letter File.

Perhaps a year ago a business man read of a good office system, a sales scheme, or a new process of manufacture. To-day he needs one of those methods in his business, but he has forgotten it and has mislaid the clipping. What is needed is an efficient and easily cared for clipping system. It is a simple problem to list and file clippings from trade journals, magazines and newspapers. An ordinary vertical correspondence file and a card index are all that are usually required. As the clippings increase in number another drawer may be added. 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-14 in which folder the clippings may be found. This file number would indicate that the clippings were in the fourteenth folder in the drawer marked B.

The advantage of filing these clippings in a letter file lies in the fact that not only almost any size of clippings can be preserved, but pictures and drawings as well.—Shoe Trade Journal.

A man soon gets tired of his religion when he does not work at it.

It is a good deal easier to seem fit to die than to be fit to live with.

#### How Rubber Is Cured.

Rubber reaches the market in almost every possible shape and color. In most cases the queer names in the market reports are mostly descriptive. Thin, pale crepe, for instance, arrives in strips, generally about four feet long and eight to twelve inches wide. It varies in thickness from one-sixteenth to one-half an inch and has a roughish surface, from which the name crepe is derived. This rubber is pale yellow in color, and when held up to the light is quite transparent, which proves its purity and accounts for the very high price obtainable therefor. The so-called sheet rubber is similar to crepe, but slightly thicker and not so transparent. It is prepared in a different manner and, unlike crepe, must be put through the washing-mills before it can be used.

Hard, fine Para is prepared by native labor of the Amazon by dipping a so-called paddle in the rubber and then holding it in the smoke of a fire, which hardens the coating of milk. The paddle is then dipped for a second coating and again smoked, and so on until quite a large biscuit, generally weighing about sixty pounds, has been built up. The operator with a knife then splits the biscuit down one side in order to remove it from the paddle. Rubber so prepared contains a large proportion of moisture, but is stronger than any of the plantation rubbers.

From the Congo come large supplies of clean, black rubber, coagulated originally in large blocks and then cut up into small cubes to permit it to dry and ripen. The Congo also ships rubber in reddish sausages collected directly from the tree, the reddish appearance being caused by small portions of the bark adhering.

The Gold Coast ships rubber prepared by the natives digging a trough in the earth and running the latex into it. In time the mass in the trough coagulates from the outside, forms a hard skin and finally becomes hard throughout. But this kind of rubber holds the moisture which was originally in the latex and therefore such lumps often contain 50 per cent. of water. On the Ivory Coast, the French Sudan, and in the Sierra Leone neighborhood the natives collect rubber from the same trees, but give a great deal more pains to the preparation. The resulting product is

known as "Sierra Leone niggers" or "konakry." This rubber is in large balls, consisting of strips carefully wound together, varying in size from that of an orange to that of a man's head. The rolling process is done while the strips are fresh, and they become one compact ball. Rubber treated thus is of a reddish color, for which reason the balls are known as "red niggers."

#### In the Customer's Interest.

"A point that is frequently lost sight of upon the part of the one who is making a sale," said a retailer the other day, "is the important one, that in order to bring the sale to a successful conclusion it is necessary to make the customer realize that the article that is offered will be of benefit to him, and that it will be a little better than some other article at the same price. I say this is important and that it is often overlooked because I have rather followed the thing out.

"We all know that the first thing we think of when we go to buy anything is, 'How much will this thing benefit me?' and what is true of ourselves is naturally true of anyone to whom we are trying to make a sale. As to the fact that this important thing is frequently overlooked, a little observation will demonstrate that many salespeople are more or less listless, or if not that are of the opinion that their only object is to show the goods that customers may call for.

"But this is not all that is needed to create a good salesman. Of course, to go contrary to the wishes of a customer is not good policy, but to put one's self in the place of the customer and realize why he should want the particular article that he asks for and realize the advantages of that particular article for that particular purpose and then speak accordingly is good salesmanship and a sort that will be found when practiced to increase the amount of sales made to a wonderful extent."—Boot and Shoe Recorder.

The Best Work Shoes Bear  
The Mayer Trade Mark

## MICHIGAN SHOE COMPANY

STYLE  
SERVICE  
SATISFACTION

You get them in the  
MISHOCO SHOE

Made in all leathers for  
MEN, WOMEN AND BOYS

You should have them in stock—every pair will  
sell another pair

MICHIGAN SHOE CO., DETROIT

Our BOSTON and BAY STATE RUBBER Stock is Complete



## SIX NEW BANKS.

## Gradual Growth of Michigan's Banking Interests.

The State Bank Commissioner has compiled the statements of the State banks showing conditions on March 29, and his report shows an increase of \$518,431 in commercial deposits and of \$5,037,680 in savings deposits since Jan. 31, and an increase in the total deposits of \$29,615,400 compared with a year ago. These figures ought to be studied carefully by those who are thinking of going West or to Canada or to the Southwest in search of fortune. The figures indicate that Michigan is prosperous, that the people are making more than they spend, that for more and more of them the rainy day is losing its terror. Nearly \$30,000,000 in a year is a nice lusty surplus. It is equivalent approximately to \$10 apiece all around, and any state that can make such a showing is a tolerably good state to live and do business in, alike for those who have means and for those who must work.

Since Jan. 1 six new banks have organized, located respectively at Grand Haven, Baraga, Lansing, Hesperia, Garden and Berlin. Lansing is among the sizable cities of the State and so is Grand Haven, and Baraga has a population of over 1,000, but the three other towns are in the 500 population class. The banks are getting closer to the people. They are being established in all the villages and small towns—in places where a few years ago the people would not have known what to do with a bank if they had one. The increase in the number of banks is especially noticeable in the prosperous farming and fruit growing districts and in many instances the farmers themselves furnish a large share of the capital and are depended upon to bring in the deposits and do most of the borrowing. The farmers have their free mail delivery and their telephones and now they are adding banks to their list of city comforts and conveniences.

Two of the city banks the past week have been advertising high grade timber and irrigation bonds for sale. This does not mean that these banks have taken up the purchase and sale of investment securities as a side line to their regular business. The fact is the banks took in these bonds when the demand for money was light, when it was either to make such investments or keep the money idle in the vaults. There is now a strong demand for money and the banks are letting these bonds go that they may be in a position to meet the demands of business. Part of this demand for funds is from the up-State banks that carry balances here. They are calling in their reserves and finance the farmers in their season's operations. The need for this aid is said to be especially strong in the potato districts. Many of the growers put their potatoes in pits last fall hoping for better prices in the spring. Instead of better prices there came a big slump and it is necessary to draw on

the banks for aid to get in a new crop.

Dudley E. Waters, of the Grand Rapids National, took a lively interest in the dog show last week. He helped the organization known as the Butterflies in getting it up, and during its progress he was one of the strongest "barkers" in its behalf. This recalls that there has never been a dog show in this city in which Mr. Waters has not taken an interest. The first attempt at anything in this line was at the West Michigan State Fair when it occupied Comstock Park the first time. That was way back in '83. Sherwood Hall got it up as an interesting feature. Mr. Waters was among the exhibitors and he remembers to this day how proud he was to receive a prize. He has been an exhibitor at all the shows that have since been given. He does not confine his interest to dogs, however. He is also fond of chickens and is one of the most reliable patrons of the poultry shows that are given here annually.

Clay H. Hollister has a fine Boston terrier and E. D. Conger a high grade Dalmatian, but neither made an entry. Wm. H. Anderson exhibited his handsome Scotch collie and won a prize. The bankers, however, do not run much to dogs, but the show last week may stimulate their interest. Jas. R. Wylie is said to have a fancy for a Scotch collie and Henry Idema's preference is said to be for an Airedale, but as yet neither has made an investment.

## Great Things Accomplished by Business Men.

While hard-headed and keen-eyed business men are not usually given credit for great deeds of impulse or emotion, either good or bad, it is interesting to note that most of the good and great things which are really accomplished in the world are accomplished by business men. It is, perhaps, because they are so much more able than others—able to accomplish things and bring them about.

It may be said that they do what they do not through sentiment but for the good of business. Even if we admit this, does not the good of business appeal to the good of everybody? If business is good, does it not follow that everybody benefits by that condition? The great banking interests of the world brought the war between Japan and Russia to a close and not the somewhat hysterical universal peace promoters. The motive of the latter class was good, but it was not practical.

A war between Germany and England was prevented once, we are told, by the action of bankers. Such a motive—to propagate peace and make things financially prosperous—is what we regard as a first-class one, and that is the motive which governs our business men.—Oregon Tradesman.

One of the worst things about exposing the wolves is that the sheep will turn and try to rend you.

# Michigan, Ohio And Indiana Merchants

have money to pay for what they want. They have customers with as great a purchasing power per capita as any other state. Are you getting all the business you want? The Tradesman can "put you next" to more possible buyers than any other medium published. The dealers of Michigan, Ohio and Indiana

## Have The Money

and they are willing to spend it. If you want it, put your advertisement in the Tradesman and tell your story. If it is a good one and your goods have merit, our subscribers are ready to buy. We can not sell your goods, but we can introduce you to our people, then it is up to you. We can help you. Use the Tradesman, use it right, and you can not fall down on results. Give us a chance.





### Random Reflections of a Successful Hardware Dealer.

"Yes," remarked the hardware merchant, meditatively, "the clothing business is the best proposition I know of. You go to a tailor to see about having a suit made, and perhaps what you fancy will cost you \$35. You naturally want to look around a little before deciding, and in the next tailor's establishment you will see, among others, a piece which appears to be identical with the first one. Upon enquiring the cost of a suit you are told that the price will be \$40.

"Then you remark, in an apologetic sort of a way, that you saw a piece of goods in another shop which appeared to you just the same, and that the price was only \$35 for the suit. The salesman then bluffs you down, pointing out the superiority of his goods in weave, firmness of texture, wearing qualities, coloring, etc., and you can not gainsay him, as you are unfamiliar with the different qualities of cloths.

"On the other hand," the merchant continued, "no man has difficulty in determining the value of a hand saw or a nail hammer," mentioning well known manufacturers' brands, "or a keg of nails."

"There also must be," said the pilgrim, "lots of money in ready made clothing. I recently bought a suit of clothes from a reliable concern for \$15 which had been marked down from \$25."

"Yes, there is," replied the merchant. "I learned from a friend that a clothing store in an adjoining state always marked suits \$25 that cost \$13, and those that cost \$17.50 to \$18 were sold for \$35, and he got cash for every sale, even if it was nothing more than a collar button. When he has a mark-down sale he can knock off 25 per cent. from the selling price and still make enough money to pay his running expenses and have something over."

In a reminiscent mood the merchant referred to an Utopian dream he had sometimes indulged in of turning his business into a strictly cash one. "But," he said, "I have come to the conclusion that with a general stock of hardware a cash business can not be done."

The conversation then turned upon the numberless calls upon his time and energy in looking after the details of his business. "I could get a good man," the merchant said, "at \$35 or \$40 a week, who would relieve me of much detail, and doubtless increase my business, but not in proportion to the increased expense.

"My business has increased each year," he continued, "some years more than others, for I have kept right after it and pushed it along. If a business does not show an increase every year it will fall behind, because margins are being cut closer and closer every year and volume of business has to be depended upon to keep up profits."

"Do you include store fixtures in your annual inventory at a depreciated value each year?" he was asked.

"I did so for two or three years," he replied; "but I found that in ten years I would have no representation of fixture value on my inventory. In case of loss by fire I claim I should get what it would cost to replace them, so I include them in inventory and deduct them when figuring my profit or loss.

"No, there is no money in figuring on builders' hardware; from 10 to 15 per cent. is all we can usually get out of it, and I only figure on a job when I can not help it. Doing my best, I have never been able to get my expenses below 18 per cent. on my sales.

"Screen wire cloth, binder twine and almost all staple goods are now controlled by trusts," complained the merchant, "so that competition is almost entirely eliminated and a shrewd buyer has little advantage over a poor one. We can sometimes figure around and do a little better than the trust prices, but not often.

"Of course, I feel that I must buy some of the new goods that are brought out," explained the merchant. "I want my customers to regard this store as up to date, so if they want something new they can find it here or at least can get information about it. There are, however, comparatively few new things for which there is any continued demand.

"If we do take up some new things, especially those of manufacturers advertising in the monthly magazines, who refer enquiries from people in our territory to us, we always follow them up closely by letter and printed matter or make personal call. Our records, however, show that not 10 per cent. of the people who write to manufacturers for catalogues have a real desire to buy the goods."—Iron Age-Hardware.

### Business Habits.

Many men make the mistake of confining business habits to business hours. Do you know that it is a splendid privilege to be able to acquire business habits?

A well regulated store is a business college conducted on a practical ba-

sis. Its specialty is imbuing its men with "business habits" and watching them acted out.

In college we have a recitation. In the store we have the real thing. The professor corrects the one. The manager corrects the other. But the point is to carry this habit outside of the store. Let your trained business habits apply to home life, social life, church life, political life.

Some day you'll be a councilman maybe or a vestryman or an important chairman. That is where your business training will help you and where you must put it to use.

W. E. Sweeney.

Many a business man has gone to pieces on the rocks because he was lacking in sand.

## Mica Axle Grease

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

## Hand Separator Oil

is free from gum and is anti-rust and anti-corrosive. Put up in 1/2, 1 and 5 gallon cans.

**STANDARD OIL CO.**  
GRAND RAPIDS, MICH.

## CLARK-WEAVER CO.

The Only Exclusive  
Wholesale Hardware House  
In Western Michigan

32 to 46 S. Ionia St.

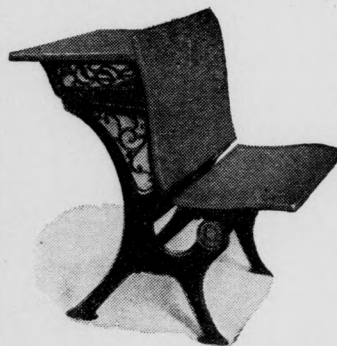
Grand Rapids, Mich.

**FOSTER, STEVENS & CO.**

Grand Rapids, Mich.

Exclusive Agents for Michigan. Write for Catalog.

## More School Desks?



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

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

We can also ship immediately:

**Teachers' Desks and Chairs**  
**Office Desks and Tables**  
**Bookcases Blackboards**  
**Globes Maps**

Our Prices Are the Lowest

We keep up the quality and guarantee satisfaction.

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

**American Seating Company**

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA



### Active vs. Passive Policy in Going After Customers.

Some dealers have a theory that it is bad policy to urge a customer to buy when in their store. Such slogans as, "Our salesmen never ask you to buy anything," "Come in and look over our stock, whether you intend to purchase or not," are adopted, and the whole atmosphere of the store is, "If you don't see what you want ask for it."

Now, this passive policy might have been all right when competition had not developed to the point to which it now has, and when there were not the thousand and one demands upon the customer's purchasing power that exist to-day. Successful businesses have no doubt been built along those lines, but the fact that these ventures proved successful was, to our mind, in spite of the methods employed than because of them.

The whole theory of passive selling is wrong, and the dealer to-day who realizes this, and who adopts the active, get-up-and-get method is bound to win.

Under the passive policy a woman comes into your store to purchase a pair of scissors. After the sale has been made she walks out of your store. Figure the profit for yourself.

On the other hand, suppose the clerk who made the sale had pleasantly suggested that his customer look at some new refrigerators just received, or a new kind of range, or even some small household article of less importance from a profit standpoint.

Even if no further sale had been made, two things at least would have been accomplished:

That store would have been impressed upon the customer's mind as the place to buy refrigerators, ranges or whatever the article might be and the customer would have had a sub-conscious feeling that her trade was appreciated, and that that particular store had an interest in her beyond the mere profit on that one sale.

Stop for a second and consider whether your store gets its share of your own customer's business. Why should your customer go to your competitor for a new stove when she has been your customer for years, and when you handle stoves the equal in all respects to his? Probably because your competitor, by some one of the many forms of salesmanship, interested her in his stoves.

This may have been accomplished through newspaper advertising, circularizing, window display, or personal solicitation, but the fact remains that you should have so treated your customer that she would have gone to your store first, simply because she "always trades there."

In carrying out the active policy of selling goods to your customers it is a good plan to notify your clerks from day to day as to anything new received and as to articles which you handle and which are being extensively advertised by the manufacturer.

Why not take full advantage of a

manufacturer's national campaign? If the manufacturer is willing to spend his money to send people in your store to buy the article he manufactures, there is everything to gain and nothing to lose in closely and eagerly co-operating with him.

The profit on advertised articles is usually such as warrants the full support of a dealer and there is no question that goods well advertised are practically half sold.

The policy of selling your goods can be developed to a high degree of perfection and, as your sales increase under this policy, if it is pursued rightly and intelligently, you will notice gratifying returns in the fact that your customers will be your customers, and not only your customers but satisfied customers.

Julian O. Knox.

### Briquets Make Excellent Fuel.

The briquetting industry is a feature of our fuel question which is becoming important. Recent Geological Survey tests showed wonderful efficiency with briquets, as compared with the best mined coal, and also that under certain conditions they produce less smoke than coal. Germany manufactures 15,000,000 tons of briquets annually and she and other continental countries use the briquet extensively on railroads and for domestic purposes. In this country the cheapness of raw coal has operated against the use of the briquet, but as its superiority becomes better known it will take its proper place as a fuel.

In sixteen complete test trips on the Atlantic Coast Line Railroad, made under the supervision of the Government engineers, with briquets in comparison with run of mine coal, the former proved superior in every respect. The average of briquet fuel consumed was less and the number of miles run was greatly in favor of the briquets. They burned completely, with little smoke and no clinkers. In these tests 172,700 pounds of coal were consumed in running 10,912 car miles, as against 161,980 pounds of briquets in running 12,896 car miles. Stated another way, the running of each car mile consumed 15.8 pounds of coal, as against 12.5 pounds of briquets. With the briquet substituted for coal on all American railroad engines, this would mean a saving of 30,000,000 tons of coal annually.

The cost of laying down the finished briquet is a little over \$1 a ton, and a dozen or more factories are now in successful operation in the United States. Ordinary briquets require from 4 to 7 per cent. of pitch or some other "binder," which is the principal item in cost; but the Geological Survey has recently installed a huge machine for producing briquets of lignite coal by simple pressure without the use of a binder. This machine is capable of exerting a pressure of 28,000 pounds to the square inch and has demonstrated that successful briquetting can be accomplished without the use of a binder.

The man who halted on third base to congratulate himself failed to make a home run.

### The Characteristic Thrift of the French.

The American family that goes to Paris to live, under the delusion that its expenses will be less there than in New York, is somewhat surprised to find that eggs, butter and many other common articles of diet sell for about the same price in the two cities. Then, how can the living be cheaper, exclusive of rent? It is not, if you do your cooking as you do it at home. But for the Frenchwoman it is cheaper because she has learned to dispense with the element of waste.

The French housewife is the most thrifty and economical manager of household affairs in the world. She could give points to the American housewife that would cut her bills down from one-third to one-half. Even the Agricultural Department took lessons from the French housewife before it published its little pamphlet on how to cut down the cost of living by more economical methods of cookery. An expert visited Paris in the interests of the department and took copious notes of how to make a shinbone last a week without going into cold storage and how to make rich soups out of nothing.

Here is what he found, although this is not reported in so many words in the pamphlet: The French housewife keeps the pot-au-feu always simmering on the back of the stove and into this pot go all the scraps from the kitchen and diningroom table. Not a crumb of bread, not a piece of bone, not a scrap of meat, not a fruit nor vegetable nor peelings thereof are wasted. Everything goes into the pot-au-feu. Then, when the bones are recovered from the pot they are burned to get the lime for the canaries. The vegetables that will not go into soup are spiced and turned into various dishes whose virtues are not always known to visitors.

### Checkmating the Cutter.

The latest suggestion for putting a stop to the price cutting of proprietary articles is that Parliament should be asked to pass a measure rendering it illegal to advertise price main-

tained goods at "cut" rates, and empowering any aggrieved trader to bring an action for damages against those who offend in this way. Unfortunately most members of Parliament and the vast majority of their constituents are not concerned with retail trading, but are presumably in favor, rather than otherwise, of the tactics of the "smart" man who is kind enough to let the public have goods for less money than they can be obtained elsewhere.

Those who want another prohibitive act of Parliament forget that manufacturers have already the power to insure their products being retailed at whatever figure they choose to fix. All that is wanted is sufficient determination on the part of the makers to compel retailers to respect their wishes. This can be done by requiring the wholesaler to sign an agreement not to supply articles below a certain price, and by insisting that he, in his turn, shall bind the retailer to observe specified conditions.—Ironmonger.

## Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and Everything of Metal



### TRADE WINNERS

Pop Corn Poppers, Peanut Roasters and Combination Machines.

MANY STYLES. Satisfaction Guaranteed. Send for Catalog.

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

Established in 1873

Best Equipped Firm in the State

Steam and Water Heating Iron Pipe

Fittings and Brass Goods Electrical and Gas Fixtures Galvanized Iron Work

The Weatherly Co.

18 Pearl St. Grand Rapids, Mich.

## Do You Make A Satisfactory Profit?

If you paid \$5,000 for a house and lot and had a chance to sell it, would you take \$4,000 for it?

Not likely—you would want to make something on the deal, you would want to make a profit that would pay you for your trouble, your time, your expense, and, incidentally, add a little to your bank account.

Every time you sell a Trunk, Suit Case or Bag do you make enough so as to add a little to your bank account—do you make a profit that is consistent with good business principles—are your goods of such quality that they command a ready sale and a satisfactory price?

Why tamper with inferior goods when it's most easy to buy the "tried and proved" kind at prices that will enable you to make this "Satisfactory Profit?"

It will take you but a minute to ask for our catalog of Trunks, Suit Cases and Bags. Won't you do it NOW before you forget it?

**BROWN & SEHLER CO, Grand Rapids, Mich.**



## FORMING A NEW FIRM.

## How the Partners Came to Appreciate Each Other.

Written for the Tradesman.

Not so very long ago, it was quite the thing to have a clerk sleep in the store. Then police protection wasn't so efficient as now, and merchants didn't believe in banks as they do at the present time.

It was usually the youngest clerk who lodged in a room back of the salesroom or in an apartment over it. He closed the store at night, after the boss left and opened it at an early hour in the morning. When customers began coming he had the store all swept out and the floor sprinkled.

Years ago merchants might do business without patronizing a bank, without advertising in the local newspaper, without taking the dead flies out of the front windows for months at a time, but they never, never would open up for business without having the store floor liberally sprinkled.

It was Tommy who slept in Green's back room that summer. Tommy was raw product from the country. He was freckled and red-headed, but he had ambitions. When he left the plow he declared he was going to own a store himself some day, and he did his best at Green's to make the prophecy come true.

Tommy went to bed at 10 every night and arose at 4. He had been used to doing that in the country. Besides, he figured that if a boy could earn a store of his own in ten years by working ten hours a day, he could earn one in about seven years by working fifteen hours a day most of the time. He was a cheerful fellow, and everybody in town liked him, everybody except Jimmy, who worked in the shoe store next door.

The back yards of the grocery where Tommy presided and the shoe store which Jimmie honored with his presence were separated only by a four-foot board fence. Tommy and Jimmie quarreled plenty, and the proprietors of the establishments often threatened to fire them if they didn't quit making the atmosphere of the back yards smell so much like matches. The boys were eventually to become partners, but there were to be doings before their names appeared on one signboard.

One morning Jimmy awoke from a troubled sleep over the shoe store. He had been dreaming that an elephant shod with steel was giving a double shuffle down in the back yard. He tumbled out of bed and went to the rear window. There was Tommy, up early, as usual, pounding boxes apart and saving the nails. Jimmy was mad, for it was very early and he was sleepy.

"Say, there," he said to Tommy, "when you get them boxes dissected, suppose you come up here and pull the nails out of the floor. You don't seem to be making noise enough down there."

"I suppose," said Tommy, "that you've got an idea I'm a Chinese orchestra playing in a beer garden. Go

back to bed and sleep off your cigarettes."

"A Chinese orchestra," said Jimmy, "wouldn't make a noise like that. Besides, you look like a farmer that's gone wrong in the cupolo. Do you have to get them nails out before the boss will lead you up to the feed trough?"

Jimmy found a brick he had laid aside for just such an occasion and fired it at the red-headed lad down in the yard. It struck a crock of pickles and the odor of vinegar arose on the summer air.

"I'm doing this as an investment," replied Tommy. "I'm thinking of building a brick store here, and I'm collecting bricks. If you'll throw a little more to the right, you won't interfere with the grocery stock."

Jimmy found another brick in a chair at the head of his bed and shot it out at Tommy. It went wide of its mark and Tommy picked it up and laid it with the other brick.

"Throw 'em gently," he said. "You are cracking 'em."

Jimmy heaved a third brick which knocked the hammer out of Tommy's hand and broke a pane of glass in the store house window.

"You're all right as a pitcher," observed Tommy, "only you'd want the wide, wide world to pitch in. Suppose you come down here and throw craps with the kids in the alley."

The next brick struck Tommy on the arm and bounded off and struck another window.

"Say," said Tommy, "if you can't swim get up on the clock shelf. I'm going to turn a stream of water into that window in about a minute. You haven't forgotten how to climb since they caught you wild in the woods, have you?"

"Oh, that's all right," replied Jimmie. "I can climb, all right, and I've got to get up on a trunk to get my gun, anyway, so you may as well let 'er come. If you have any water left, you might use a little of it on the dirty mug I see sticking out under that red mop. You must have root-ed hard for feed this morning to get a snout like that."

Tommy dodged bricks while he got the hose and turned on the water at the hydrant. Jimmy had no idea he would really turn water into the window, so he leaned out and made faces at him.

"If you think I'm goin' to wash your room every morning," said Tommy, as he pointed the hose heavenward, "you're off your beat. Anyway, I'm not going to do it unless you pay for the water."

"All right," replied Jimmy. "I'll pay for the water, all right, all the water you send up here. There is a payment in advance now."

The brick took Tommy on the side of the head and almost keeled him over.

"I'll send up a receipt!" cried Tommy, and up it went.

The strong stream from the hose broke the glass in the hastily-lowered sash and made the room look as if a spring freshet had been that way.

Jimmy sat down on the edge of the bed and watched the water creep over toward his feet and soak through

the floor. He knew there would be doings in the store below in short order.

Presently, when there was about a foot of water on the floor, the stream stopped and Jimmy waded through the mess and leaned out of the window.

"Come on up here an' go fishin'," he said.

"Nothin' but bullheads up there," replied Tommy.

Jimmy found a pail and launched about two gallons of water on the red head below him, just over the fence.

"I've got to get this water out of here before the boss comes," he said. "We've got something besides waders in stock downstairs."

"I'll go and get a blotting pad," said Tommy, "and take it up for you. Any time you want a room made sanitary just send a note to me on the top side of a brick. I'll be right along with the hose."

Jimmy had a few more bricks and he lost no time in unloading them in the back yard of the grocery.

"Here," yelled a man who was passing along the alley in the guise of a night watchman, "what are you boys doing there?"

Just then a brick came within about an inch of the night watchman's nose. He broke for cover instantly.

"Never mind a little thing like that," said Tommy. "That's Jimmy. He's just tossin' a few things out of the room to make way for the water I've been putting up there."

The watchman climbed over the

## Coffee Ranch Coffee

Roasted the Day You Order It

A 20c Retailer 14c

A 25c Retailer 16c

A 30c Retailer 18c

A 35c Retailer 23c

J. T. WATKINS

Coffee Importer and Roaster  
LANSING, MICH.WHY  
should you  
recommendit?  
Just read  
this and  
you'll see.MINUTE GELATINE  
(PLAIN)

is made of the purest gelatine that can be bought. A jelly made from it is the clearest and firmest possible. You don't have to soak it like other kinds. It dissolves in less than a minute in boiling water or milk. Each package has four envelopes, each of which holds just enough to make a pint of jelly. This changes guess work to a certainty. A regular package makes a full half-gallon. No standard package makes any more. We refund the purchase price to any dissatisfied customer. You sell it at two packages for 25¢ and make 36% on the cost. Doesn't all this answer your question?

If you want to try MINUTE GELATINE (PLAIN) yourself, we'll send you a package free. Give us your jobber's name and the package is yours.

MINUTE TAPIOCA CO.,  
223 W. Main St., Orange, Mass.

Are You  
In Earnest

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

## Michigan Tradesman

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

Grand Rapids, Michigan



alley fence and looked up at the window.

"You come down here," he cried to Jimmy. "You're pinched for assaulting an officer in the discharge of his duty."

"All right," said Jimmie, and he doused a pail of water on the policeman.

There was a ladder leaning against the grocery and the watchman got it and put it up to the window where Jimmy was. Tommy looked on with a grin.

When the policeman got about halfway up the ladder Jimmy looked out of the window and motioned to his old antagonist. Tommy understood. Two boys will fight each other when there is no one else to fight, but as soon as a policeman breaks into the scrap they are likely to quit fighting each other and mix with him.

So when Jimmy motioned to Tommy, Tommy turned the hose on the watchman. The watchman changed his mind about going up the ladder and thought it best to get down to the ground as soon as possible. He descended alertly, for there was Jimmy in the window with another brick.

The watchman did not catch Tommy, for the hose and the stream of water were in the way. After a time he went to a telephone and turned a riot call in to the police station. When the one patrol wagon of the town dashed up the alley Tommy and Jimmy were clearing the water out of Jimmy's room and getting ready to scrub the store below.

The youngsters looked so innocent that the policeman—who was not as wet as the watchman who had turned in the riot call—laughed and went back to the station. Then Jimmy sat down on the edge of the counter and looked at Tommy.

"Geel!" he said. "You've got the nerve!"

"You've got a few yourself," replied Tommy.

"Any kid that will turn water on a copper is good enough for me to associate with," said Jimmy. "Say, but that was a corker!"

"Any boy that flings jokes with his bricks," said Tommy, "is good enough for me to take into partnership."

So the firm of Tommy & Jimmy was formed right there. They had no store, but when they did get one those names went over the door. But it delayed the business start—paying for the damages caused by their getting well acquainted with each other!

Alfred B. Tozer.

#### The Witty Chauffeur.

"They are ready chaps, these taxi-drivers," said Senator Depew at a dinner in Washington. "One of them, inspired, no doubt, by the tip I'd given him, said to me affably the other day:

"I just had an old lady from the country for a fare, sir. She asked me when she got out what was the proper name for the driver of a taxicab. I said to her, said I:

"Taxidermist, ma'am."

"Then the driver gave a loud laugh, winked, and added:

"I was stuffin' her, you see, sir."

#### NEW YORK MARKET.

##### Special Features of the Grocery and Produce Trade.

###### Special Correspondence.

New York, April 23—Rio coffees are mighty dull on the spot market and the outlook is about as depressing—and distressing—as it has been for a long time. Santos are pretty well sustained, but even on this grade it is said that some concession in dating is being made to attract buyers. However, as a rule, Santos are pretty well maintained, owing to the fact that before new coffee arrives there will be a big shortage here and to the further fact that the outlook now is for a small crop—say 8,500,000 bags. This is, perhaps, a bull estimate. Roasters are taking only the smallest quantities, and the general aspect of things seems to be in keeping with dullness reported in other lines. Mild coffees show no greater activity than do Brazilian sorts. In store and afloat there are of Brazilian coffee 3,191,055 bags, against 3,699,433 bags at the same time last year. At the close Rio No. 7 is quoted in an invoice way at 8½¢@8½¢.

The little business done in refined sugar this week has been almost altogether in the way of withdrawals on previous contract and new transactions have been conspicuous by their absence. The prevailing rate with all refiners is 5.15¢. With warmer weather this article should rapidly take on more activity.

In Formosa and green teas it is said there has been a fair amount of line business and quotations are pretty well sustained, but, so far as the rest of the market is concerned, sluggishness prevails and sales are of the smallest possible amounts. Perhaps the dullest sorts at the moment are low grade Congous.

There has been more enquiry and, in fact, sales of rice have been more frequent this week than for some time. The situation South is reported as showing improvement and this seems to be reflected here. Good to prime domestic, 4½¢@5¢.

Spices are quiet, so far as actual sales are concerned, but, as a rule, quotations are well sustained, without any change of note.

The market for molasses is at least as good as could be expected, but that is not saying very much, as the season is growing old. Good to prime centrifugal is unchanged at 26¢@30¢. Syrups are in fair demand for export, with domestic trade moderate. Fancy, 27¢@30¢.

Canned goods are dull. This is not sent as a news item, but the phrase is stereotyped and saves trouble. There has been in former years something doing by this time in futures, but this season not a soul seems interested either in futures or spots. It is reported that quite a good many tomatoes, 3s, have been sold in cans that show some disfigurement at 60¢@62½¢ delivered here. And some full standards have sold at the latter figure, but, of course, holders are not anxious to dispose of stock at this figure. Corn and peas are both dull and the whole situation savors of neglect.

Butter has declined under the influence of larger arrivals and creamery special is not quoted at over 30¢@30½¢; extras, 29½¢; held creamery, extras, 29¢; firsts, 27¢@28¢; imitation creamery, 23½¢@25¢; factory, firsts, 23¢; seconds, 22¢@22½¢.

Cheese, old, full cream, 17½¢, with a fairly good demand. New cheese is now receiving more attention and is worth about 13½¢.

Eggs are in liberal supply, but are largely being placed in storage. Western selected extras, 23½¢; regular pack, 22½¢ and so on down to 19½¢.

#### The Food Value of Chestnuts.

The fruit of the chestnut tree is nearly as valuable as bread and more valuable than potatoes for dietetic purposes. Two pounds of chestnuts contain 118 grammes of starch and eight of fat.

The annual production of chestnuts in France is over 3,000,000 quintals of 220 pounds. That means food for many workmen. But the hide-tanners keep the product from the food market by buying it in large quantities for use in their business. Producers make more profit by selling their chestnuts for tanning than by disposing of them for food.



## Whatever May Be Your Wants

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

#### Do You Want To

- Buy a stock of merchandise?
- Buy a store building?
- Buy a hotel or a farm?
- Buy stocks, bonds or other securities?

#### Do You Want To

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

#### Do You Want

- A clerk or a salesman?
- A superintendent or an office manager?
- An agency or a situation of any kind?
- A partner with money?
- A manager for your store?

Communities possessing advantages for factories and desiring to attract the attention of manufacturers and capitalists find this department especially effective. Banks, hotels and other businesses are using space regularly with excellent returns.

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

## Jennings' Flavoring Extracts

### Terpeneless Lemon Mexican Vanilla



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

See Price Current





### Inside Information Regarding the Pullman Company.

[The following article on the inside history of the Pullman Company was written by Lynn Haines for the American Magazine before the Inter-State Commerce Commission handed down its decision in the rate cases submitted to that tribunal. As is well known, the Inter-State Commerce Commission held that the Pullman Company must reduce its rates and that it must make a lower charge for upper berths than for lower berths. The article is exceptionally interesting in that it evinces a remarkable insight in the unparalleled growth of the company and the enormous profits it is making.]

At last all the facts regarding the Pullman Sleeping Car Company have been dragged out into open daylight. They make most illuminating reading; they exhibit to the vision of the long-suffering American people one of the most unique members of the entire modern family of monopolies.

There is no other trust quite like the Pullman Sleeping Car Company. Most monopolies regard the "citadel of protection" as a place where all may assemble around the fireside at Thanksgiving and Christmas. But the Pullman Company never has to refer to the tariff as "Father."

Nor has it needed a Cannon or Aldrich to bestow the privileges of the people; it has thriven without political assistance, or land grants, or franchises. It has also succeeded in quite a remarkable way in growing to a robust maturity without attracting any of the sunshine of publicity, without investigations, without being investigated by inquisitive legislators and with a minimum of taxation.

On the other hand, no other trust in the whole predatory family has perhaps made quite such a record of plethoric profits as the Pullman Company.

For more than a decade it has had an annual return of 500 per cent. on the money actually invested.

Eighteen million six hundred and three thousand and sixty-seven persons patronized Robert T. Lincoln's "growing concern" during 1908. Practically all of these people participated in a common experience. Grudgingly, as a rule, each placed from two to twenty dollars in the palm of the Pullman Company and then sought solace in sleep. They were travelers and sleep brought rest and forgetfulness of time and distance—with at least two striking exceptions:

At least two men—in Minneapolis—never bought a berth without wondering why it cost so much. Neither ever laddered his way to a loft in

the limited without sensing the injustice that compelled the same price for an upper as for a lower. Neither ever tipped ajar the portals of Ethiopian courtesy without the feeling that the porter's portion, at least sufficient to insure a little alacrity and an occasional smile, should assume the shape of salary from his employer. After such considerations as these, instead of sleep, the economic phases of the situation would intrude far into the night. There were hours and weeks and years of this and then the story starts:

George S. Loftus, complainant, and James Manahan, attorney, began an investigation of the Pullman monopoly before the Inter-State Commerce Commission in August, 1907. In the beginning it applied only to the rates between Minneapolis, St. Paul and Chicago. Later the complaint was amended to include the sleeping car business of the entire country. The first hearing was held in St. Paul in November, 1907. After adjourned sessions of the Commission, extending over nearly two years, the enquiry was concluded at Washington in June of last year. The decision is still pending.

The cases were based upon two important questions:

1. Is the same rate for an upper as for a lower berth in a sleeping car a discrimination?

2. Are the standard rates as enforced generally by the Pullman Company and the railroads operating sleeping cars unreasonable?

The Pullman Company objected to the investigation on the ground that the Inter-State Commerce Commission had no right to adjust the controversy, the complainant taking the other position that sleeping cars are common carriers and subject to the same regulation as railroads. But the question of jurisdiction does not concern this discussion. A few fundamental facts in connection with the monopoly, as disclosed in the course of the enquiry, are all that I shall attempt to suggest:

It should be kept in mind that the Pullman Company is a dual institution. It manufactures sleeping cars and it operates sleeping cars. The two departments are distinct—separate in all respects save ownership and management. The manufacturing side is not a monopoly. It builds and repairs cars in competition with several similar enterprises. The almost unprecedented profits of the Pullman Company come from the operation of sleeping cars. There we meet unmitigated monopoly and dividends by the million.

The Pullman Company began busi-

ness forty years ago with a capital of \$100,000. A careful study of its fiscal history shows that, without the addition of more capital, the assets of the operating department have increased to approximately \$80,000,000. It is true that a net amount of \$28,000,000 additional cash was put into the business since its inception, but none of that can be said to have gone into sleeping cars or their equipment. The fine Pullman building in Chicago and the several manufacturing plants of the company at Pullman and elsewhere cost all of that and more. The 4,700 odd sleepers now owned by the concern, representing, according to their own estimate, some eighty millions, are the result of profits in excess of regular dividends that came from the original investment of \$100,000.

An analysis of the annual statements of the company shows, and an examination of its books of account will demonstrate, that under the present rates a standard sleeper will, during its natural life, from its own earnings, pay all its operating expenses and ordinary repairs, return to the company its own cost of construction and build not less than three cars more of the same type.

The great growth of the sleeping car family is not unlike rabbit genealogy. A hare is a prodigious performer as to progeny. So is a Pullman palace car. The rabbit race increases according to a regular geometric progression. The mother raises rabbits; then she and her rabbits raise rabbits; next the mother and her rabbits and her rabbits' rabbits raise more rabbits; and so on until the descendants number thousands.

Striking an average for the forty years of Pullman experience a standard sleeper costs \$15,000. The average net yearly income for each car has amounted to something like \$5,000. The company had about six cars when it began business. As the business is conducted now, these cars yielded profits in excess of dividends the first year of their use sufficient to create two more sleepers. The second year eight cars would produce a surplus sufficient to build two and two-thirds more cars. The third year ten cars would yield in profits enough to build three and one-third more cars, giving sixteen sleepers to begin the fourth year. Thus did the number grow into nearly 5,000, and a value of \$80,000,000.

As the assets of the company have grown in this way, the surplus being used to create new cars, new capital stock has been issued and distributed among the stockholders without bringing more money into the business. Since the concern was founded in 1867 the capital stock has increased from \$100,000 to \$100,000,000. Except for an issue of \$20,000,000 of new stock ten years ago, which was employed to take over the only competing concern, the Wagner Company, and about \$35,000,000 put in in cash, one-fifth of which was returned to stockholders in addition to dividends, the difference between one hundred thousand and one hundred million has accrued from surplus profits.

During the ten years 1899 to 1908 inclusive total dividends were paid to stockholders amounting to \$51,665,848. It is interesting to relate these millions of profit to the original investment. Deducting an annual dividend return of 10 per cent. on the \$28,000,000 invested in the Pullman building and the manufacturing department, or \$2,800,000 for that decade, and a 10 per cent. dividend on the \$20,000,000 of stock issued to buy the Wagner concern for the same period, or \$2,000,000, we still have \$46,865,848 of dividends for ten years, which would represent nearly 500 per cent. of profit on the original \$100,000 of capital stock.

In view of these facts it can not be disputed that the Pullman Company is very rich and very profitable. Nor can it be denied that it is almost all-powerful in its industrial field. In its operation of sleeping cars the concern piloted by Abraham Lincoln's son practically monopolizes the business of the American continent.

Only four railroads, the Great Northern, the Chicago, Milwaukee and St. Paul, the Soo System, and the New York, New Haven and Hartford, operate their own sleeping cars. All the others obtain sleeping cars from the Pullman Company under contracts which bring to that monopoly about \$7,000 a year (gross) for each car. If the sale of berths does not equal that amount the railroads are obliged to make up the deficiency. If the total receipts from the sale of berths on a sleeper exceed \$7,000 a year, that excess goes to the monopoly. It is the real original "heads I win, tails you lose" proposition.

A question naturally arises: If the operation of sleeping cars is so profitable, why do not all the railroads own their own cars? Why is

## Good Sunday Reading

We recommend that you read our Sunday dinner menu card next Sunday. It makes excellent Sunday reading. Dinner 5:30.

**Hotel Livingston**  
Grand Rapids, Mich.

## Hotel Cody

Grand Rapids, Mich.  
A. B. GARDNER, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms. Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan. All meals 50c.



the Pullman Company able to maintain its monopoly? There are four answers, the first two being largely irrelevant and untrue:

1. Some have supposed it was because the Pullman Company controlled the patents for all sleeping cars; which is not the reason.

2. Others have concluded that it was because the stockholders of the Pullman Company were largely officers of railroads and that they as traffic managers for the railroads made contracts with their own sleeping car company which were conducive to its own monopolistic welfare. But even that alluring theory will hardly stand the test.

3. Railroads are practically compelled to yield to the demands of the Pullman Company, since no single system could afford to own a sufficient number of cars for its own use at all seasons. Travel so fluctuates that a number of cars adequate for one month would necessitate the owning of a large number of cars that would be idle at other times. The Pullman Company is so extensive in its territory and operations that it is able to meet this condition with the minimum of unused sleepers. When traffic is heavy in one direction, or over one railroad, it is invariably correspondingly light in some other direction. With every abnormal movement North or West there is less travel East or South, and vice versa. By shifting cars wherever there is an extra demand the monopoly is able to keep almost all of its sleepers constantly employed, whereas a railroad would be compelled to own more sleeping car equipment to meet unusual situations than could be used at ordinary times.

4. There is another reason why the railroads do not interfere with the monopoly: They pick up a lot of easy money by permitting the Pullman Company to own and operate the cars they run over their lines. The Pullman Company equips each sleeper and pays porter and conductor. All the railroad does is to move the sleeper. And they get as much out of passengers from this source as they do when they use the cars owned, equipped, manned and kept in repair at their own expense.

To illustrate: During 1908 18,603,067 persons paid for berths. The average night run is about 400 miles. At two cents a mile each of these eighteen and a half million brought the railroads eight dollars, for which they furnished no seat nor anything save light, heat and motive power. Last year the railroads under contract with the Pullman Company received about \$150,000,000 in regular mileage fares from Pullman patrons, which cost them many millions less than it did to handle the same amount of business with their day coaches. That suggests why the concern in question is able to maintain its monstrous monopoly without molestation from the railroads. The contracts between them are mutually expedient and profitable.

The Pullman Company attempted to establish a defense against the charge of unreasonable profits by an obvious padding of its "repairs and

maintenance" fund. It admits that the gross earning from each standard sleeper amounts to about \$7,000 a year; but the net returns from this average earning are conveniently and substantially lessened by the claim that it costs annually \$1,908.05 to operate each car and \$2,426.05 to keep it in repair.

There is a very extraordinary difference between these figures and those submitted by the Great Northern, one of the railroads that owns and operates its own sleepers. The Auditor of the Great Northern testified that it cost that system approximately \$1,550 per year to operate a standard sleeper and \$350 a year to keep the average car in repair.

This great monopoly may not have moved into some "twilight zone" to escape rightful regulation, but its system of book-keeping seems adapted to that end. The average life of a standard sleeper, according to the testimony of Pullman experts, is twenty years. Two decades after it is built a car is theoretically relegated into junk and the company has a depreciation fund adequate to replace this died-of-old-age equipment. But there is undisputable evidence that the money thus set aside for "depreciation" is not employed for that purpose. Wornout cars are practically replaced from the "repairs and maintenance" fund. That is why that fund is so abnormally large as to lead the public and authorities to believe that the company's net income is not unreasonable. In addition to keeping a car in good repair during its natural life, when it approaches the period for disposal as junk it is "shopped" and around the old frame and the old name there is built what amounts to practically a new car. This "repairing" of old cars into new, even after they have passed the allotted score of years, is what brings that fund up to \$2,426.05 a year for the average car. That amount not only keeps a car up to the highest state of excellence and efficiency, but it also prolongs its life indefinitely, although the depreciation fund is intended to provide an entirely new car every twenty years.

In his final argument before the Inter-State Commerce Commission Gustavus S. Fernald, counsel for the Pullman Company, cited an "analogous" case: He inferred that since a sleeping room in a good hotel costs about the same as his concern charges for a berth, the prevailing price could hardly be called unreasonable. Mr. Fernald did not intend to be humorous, but Mr. Manahan's mathematics made him so. The latter had paid \$4.50 for a berth from Chicago to Washington, which berth had represented a space six feet long, three feet wide and three feet high, or approximately fifty cubic feet. Applied to the average room in a hotel 10x12x16, the same rate would make the room cost \$40 a day.

The porter presents an interesting if not an economic phase of the subject. On the standard sleeper he draws the magnificent salary of twenty-five dollars per month. The company inventories the contents of each car as it begins and completes each

trip, and what is missing—combs, brushes, linen, and so forth—is charged against the porter's "salary."

It might not be impertinent to suggest in this connection that the Pullman Company is not contributing very substantially to a solution of the race problem. It employs several thousand negroes and, instead of tending to stimulate thrift and integrity, under existing conditions a porter's position might be likened rather to a school that teaches begging and graft.

Two vital facts have been incontrovertibly established by this Loftus-Manahan investigation: 1. The Pullman Company has no competition to affect its prices and comparatively little rivalry in its field of operation, which includes a continent.

2. Prevailing prices for sleeping car accommodations are so profitable that they have yielded more than adequate dividends and also added, through surplus profits, nearly one hundred millions to the business.

The fight for the regulation of this monstrous public service corporation is now nicely started; it should result in a substantial reduction in rates. The Pullman Company has thus far been able to maintain its monopoly without much attention to government; if it is forced into a political alliance with the railroads, "the corrupters of courts and kings," it may require many years to bring about equity in its relations with the public.

#### The Traveling Salesman.

Said one buyer: "The average salesman is being educated to the fact that the buyer has something else to do besides entertain him. There are not near so many of the persistent kind as there used to be; those who think they have the only line of goods of the kind, and that you should buy of them whether you need the goods or not."

Still, a salesman should have faith in his goods, and back them up against those of any one else. He soon learns which of his wares are superior to those of his competitors, and it is his business to eloquently tell of those, letting the other fellow talk about his own.

An old salesman in a talk to a lot of beginners, made use of the following terse suggestions: "Talk business to the buyer the moment you get a chance at him. If you feel that you must unburden your soul to him about the weather, the North Pole, the tariff, or the descent of man, wait until you have booked your order—and don't do it then, unless he asks you to; and I don't see him asking once in a thousand calls. You see, this plan saves his time and yours, makes him like you, and open the way to a warm welcome when you come again."

Here is a tribute to the salesman who fills the bill, as outlined by a buyer of many years of suffering: "Some salesmen who call on me are always hopeful, optimistic, and apparently happy. Their entrance is like a ray of sunshine in November, the warmth of which quickly pervades the atmosphere of the store,

bringing light to the eye, smiles to the cheek, and encouragement to the souls of all present."

Another buyer takes a philosophic and rather original view of the calls of his traveling friends:

"From an economic standpoint, the traveling salesman is rather an expensive luxury. Say that we have an average of ten calls a day from them. Estimating that each receives a salary, counting expenses, of fifteen dollars a day, and assuming that their visit to us comprises their efforts of the day, would amount to one hundred and fifty dollars; we are very free to admit that we would prefer to have a check for that amount than to have their visits, no matter how delightful they may be."

#### How Large Are the Waves?

Dr. Vaughan Cornish has tried for years to get exact observations of the actual size attained by waves under different conditions. In Lake Geneva the extreme height is 9 feet, the length of the wave being 46 statute miles. On Lake Superior waves as high as 22½ feet had been measured, with a wave length of 300 feet, though on large inclosed seas like the Mediterranean or the still larger semi-enclosed China sea it was not found that the increase in the size of the waves went on so rapidly, although they were a little larger. The interfering cause was that they were reaching the limit of the size of the atmospheric depressions, which caused the strong winds that produced the waves.

The next considerable increase in the size of the waves was when they passed from the inclosed seas to the oceans. In the Atlantic ocean waves about 42 feet in length frequently recurred during strong gales in any positions not less than 600 nautical miles from the windward shore. The statements about waves 80 to 100 feet high encountered by modern Atlantic liners are not thought to be exaggerated.

#### Butter Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, April 27—Creamery, fresh, 26¢@29¢; dairy, fresh, 22¢@25¢; poor to common, 20¢@22¢.

Eggs—Strictly fresh, 21½¢.

Dressed Poultry—Iced fowls, 20¢; iced turkeys, 20¢@22¢; iced old cocks, 15¢.

Live Poultry — Fowls, 20¢@21¢; ducks, 20¢@21¢; old cocks, 14¢@15¢; geese, 15¢@16¢; turkeys, 16¢@20¢.

Beans — Pea, hand-picked, \$2.25@2.30; red kidney, hand-picked, \$3@3.10; white kidney, hand-picked, \$2.75@3; marrow, \$2.85@2.90; medium, hand-picked, \$2.25@2.30.

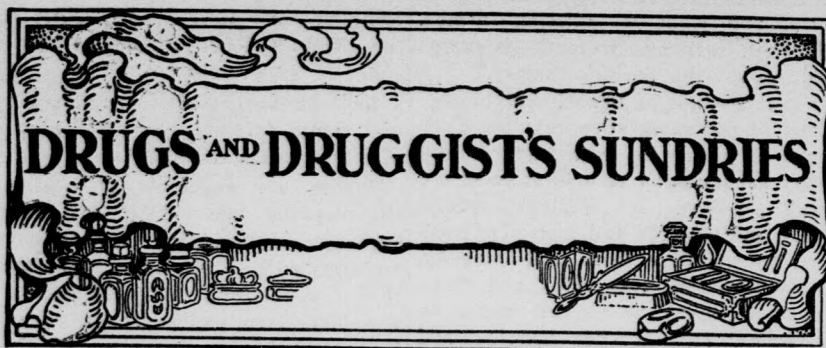
Potatoes—30¢ per bu.

Rea & Witzig.

Geo. T. Williams (Judson Grocer Co.) is taking a two weeks' vacation in Washington and New York. His territory is being covered in the meantime by W. F. Blake.

A store of unpracticed piety in the heart soon paralyzes it.





**Michigan Board of Pharmacy.**  
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### The Controversy Over Nomenclature and Synonyms.

It has been an amusing thing to me to note the various attitudes assumed by people toward the question of synonyms as sub-titles for articles recognized by the United States Pharmacopoeia.

It seems to be a matter for which the question as to whose ox is gored is accepted as evidence. For the eighth revision certain names which are not only synonyms, but so far as public use and understanding are concerned are original names, were refused admission on the sole ground that they were commercial names, arbitrarily coined for trade purposes.

The question naturally arises, What is a synonym? In a way, the question is easily settled: Two or more words which have exactly the same meaning are synonyms, but here again there is a complication. Sulphuric acid is the synonym for oil of vitriol and not for the thing itself. This seems like splitting a hair, but it is not. The oil of vitriol of the early chemists was of variable nature, owing to the fact that it contained impurities, etc., and varying proportions of water. It was obtained by its discoverer by a destructive distillation of green vitriol, and because it had an oily consistence and possessed more active properties than its source it was thought to be what we of to-day would call the active principle of green vitriol; the residue in the retort, ferric oxide, occupying in the minds of the distillers the same position as the modern "dregs" remaining in the still after the removal of the oil of peppermint, wintergreen and the like.

On the other hand, sulphuric acid, as we understand the term to-day, is not of variable constitution, and certain limits are fixed for it by the various pharmacopoeias. It is not an oil at all and it has nothing to do with green or any other kind of vit-

riol. Sulphuric acid is, however, one kind of oil of vitriol and the term is used by the public generally to indicate that fact, and without any idea of specifying conditions of purity, strength or any other qualification whatever.

The fact that chemists have found it necessary to insist upon a more precise definition for sulphuric acid than the alchemists required for their crude product does not alter the other fact that sulphuric acid is the synonym for oil of vitriol and that the present pharmacopoeial order, giving oil of vitriol as the synonym, is wrong.

Furthermore, the definite chemical, sulphuric acid, is not the same thing as the indefinite one, oil of vitriol.

Is this another case of hair splitting?

The meaning of any word is not fixed by the act of legislature, the dicta of the learned or by the use of the word by any restricted body of men, but by the common consent of the common people that such word shall mean thus and so. It can not be so fixed by the citizens of a certain locality and can only be the result of the common consent of those of all localities combined. Of course this does not apply to words of a scientific or technical nature, which are only used in special fields, but only to those with which the people as a mass are concerned and have use for in their daily life.

For reasons to which it is not needed to call attention here pharmacopoeias are written in a dead language, not subject to the changes of modern life, and it goes without saying that such works are not calculated for the use of the common people, but only for the use of the specially educated. It should also go without saying that no terms of the common language should be included in such works, except possibly in a table of names which have been used to some extent as vulgar synonyms of the things mentioned in the pharmacopoeia proper.

The proposition that synonyms should be given in connection with the official names, so that the general public may be gradually educated to finally drop the vulgar names, is of too much hair-of-the-dog nature to be taken seriously and would indicate that those who make that proposition have an idea that after a time the pharmacopoeia will be found alongside of the family Bible in every household.

I am well aware that the proposition that the synonyms given for the Latin names be simply translations of the Latin into English has been

made, but I can see no advantage in doing unnecessary work for people who will receive no benefit from the work. If a person's knowledge of pharmacy does not extend even to a comprehension of the official names of the pharmacopoeia, he is surely not to be trusted with the handling of the things named. In addition to this there are things, such as many of the modern chemicals, for which no English translation can be made.

Sooner or later the present method of trying to serve God and Mammon will have to be dropped. The revisers of pharmacopoeias will have to cut loose from either science or the common man. The makers of some of the new remedies have seen the handwriting on the wall and, as they are more interested in the common man than in the exceptional one, have coined names for their products which can be pronounced without fear of lockjaw. It is a fascinating idea to so name a chemical that its very name will indicate its chemical constitution, but to what does that lead?

A certain manufacturer turns out a new product and its discoverer tells him that it is *Orthoethyloxanamonobenzoylamidochinoline*. The manufacturer's chemist has done the square thing by his employer. He has gone back to the great-grandfather of his child, given all the intermarriages and the whole family history, but the man of business can not see any interest in that for the public. The day of foreign titles of nobility has gone by and it is "Alice for short," for him. He calls the stuff "Analgen." He has given it a name which will enable the doctor to write a prescription for it without being obliged to get up early in the morning and wear out a couple of lead pencils in putting it on paper; besides, the druggist can read it and understand it without being compelled to check the preparation off syllable by syllable.

The revisers of the last pharmacopoeia were already up against it and were obliged to fly in the face of academics, for instance, in the case of sulphonmethane, which is a condensation product, made by elliding diethyl and dimethyl. This matter of nomenclature is a big thing and the matter of synonyms is wrapped up in the same package.

What are we going to do about it?  
J. Winchell Forbes.

### The Drug Market.

Opium—Is steady.  
Morphine—Is unchanged.  
Quinine—Is unchanged.  
Citric Acid—Is very firm at the late advance.  
Alcohol—Has declined.  
Lycopodium—Is lower.  
Balsam Peru—Has advanced.  
Cube Berries—Are well maintained at the high price.  
Juniper Berries—Are slightly lower.  
Asafoetida—Continues high.  
Orris Root—Is very firm and tending higher.  
Oil Cubebs—Is higher in sympathy with the berries.

To be guided by the senses alone is as though one should let the compass steer the ship.

### Weather Thermometers That Change Color.

Cobalt salts have the property of changing from blue to pink as they absorb moisture, so that in dry weather paper or fabrics dyed with a solution of chloride or nitrate cobalt will acquire a blue tint, but as the atmosphere becomes damp the paper or fabric changes to a pink color. The same reaction is witnessed in writing done with the so-called "sympathetic ink," made from a solution of chloride of cobalt. A solution of this salt is almost colorless and writing traced with it is invisible on white paper. But if the paper be warmed the compound gives up the water which it has been holding in chemical combination, the deep anhydrous chloride of cobalt is produced and the writing is very plainly seen. The writing disappears again as the paper cools, because enough water is absorbed from the air to cause the reformation of the colorless hydrated compound.

Here are some formulas for window pane barometers which may prove helpful:

1. Chloride of cobalt, 1; gelatine, 10; water, 100.
2. Chloride of copper, 1; gelatine, 10; water, 100.
3. Chloride of cobalt, 1; gelatine, 20; water, 200 parts; nickel oxide,  $\frac{3}{4}$ , chloride,  $\frac{1}{4}$ . The variations of color will indicate the probable weather. In damp states of the atmosphere the glass will be almost colorless, but in dry weather No. 1 will assume a blue, No. 2 a yellow and No. 3 a green tint.

### Ownership of the Prescription.

The ownership of prescriptions has been a matter for perennial discussion and it is not yet settled. We do not know of any law which compels the pharmacist to return the prescription, either to the doctor or to the patient. Some states require that upon all sales of whisky by prescription the druggist must keep the prescription on file for inspection. The North Carolina law directs that the pharmacist shall retain all prescriptions of whatever character. We shall be pleased to open our columns to a discussion of this matter, although we know that there will be just as many varieties of opinions as there are correspondents.

### The Most Dangerous Cargo.

Lime is said to be the most dangerous cargo with which a vessel may be intrusted, for when it catches fire, which it not infrequently does, despite the greatest precautions against the admission of water into the hold, it is practically impossible to extinguish it. The only method possessing any value whatever in this event is to stop every crack of the hold with soap, so that no air may reach the lime. But often this will not stop the fire, which will burn for weeks, until the vessel at last sinks beneath the waves. When a vessel loaded with lime takes fire it is sure death to go below.

The man who lives by the Golden Rule never has to talk to his friends about his piety.



## WHOLESALE DRUG PRICE CURRENT

Aceticum	60	8	Copaiba	1 75	85	Scilla	50	55	Macis	65	70	Salacin	4 50	4 75	Oils		
Benzoicum, Ger.	70	75	Cubebae	3 20	3 40	Scilla Co.	50	50	Magnesia, Sulph.	3	5	Sanguis Drac's	40	50	Lard, extra	bbl. gal.	
Boracic	10	12	Erigeron	2 35	2 50	Tolutan	50	50	Magnesia, Sulph. bbl	1 1/4	1 1/4	Sapo, G	15	15	Lard, No. 1	35	40
Carbolicum	16	20	Evechthitos	1 00	1 10		50	50	Mannia S. F.	75	85	Sapo, M	10	12	Linseed, pure raw	80	85
Citricum	42	46	Gaultheria	4 80	5 00	Prunus virg	50	50				Sapo, W	13 1/2	16	Linseed, boiled	81	86
Hydrochlor	3	5	Geranium	1 00	1 05	Zingiber	50	50	Menthol	3 15	3 35		20	22	Neat's-foot, w str	65	70
Nitrosum	8	10	Gossypii Sem gal	70	75				Morphia, SP&W	3 55	3 80	Seidlitz Mixture	20	22	Turpentine, bbl.	66 1/2	70
Oxalicum	14	15	Hedeoma	2 50	2 75	Aloes	60	60	Morphia, SNYQ	3 55	3 80	Sinapis	18	18	Turpentine, less	67	
Phosphoricum, dil.	44	47	Junipera	40	1 20	Aloes & Myrrh.	60	60	Morphia, Mal.	3 55	3 80	Sinapis, opt.	30	30	Whale, winter	70	76
Salicylicum	1 1/2	1 5	Lavendula	90	3 60	Anconitum Nap'sF	50	50				Snuff, Maccaboy,	40	51	Paints	bbl. L.	
Sulphuricum	75	85	Lemons	1 15	1 25	Anconitum Nap'sR	50	50	Moschus Canton	40	40	De Voes	51	51	Green, Paris	21	26
Tannicum	38	40	Mentha Piper	2 25	2 50		50	50	Myristica, No. 1	25	40	Snuff, S'h DeVos's	51	51	Green, Peninsular	13	16
Tartaricum			Mentha Verid	2 75	3 00	Arnica	50	50	Nux Vomica po 15	25	40	Soda, Boras	5 1/2	10	Lead, red	7 1/2	8
			Morruhae, gal.	2 00	2 50	Asafoetida	50	50	P D Co.	1 00	1 00	Soda et Pot's Tart	25	28	Lead, white	7 1/2	16
			Myricia	3 00	3 50	Atrope Belladonna	50	50	Picis Liq N N 1/2	2 00	2 00	Soda, Carb	1 1/2	2	Ochre, yel Ber 1 1/2	2	2
			Olive	1 00	3 00	Aurant Cortex	50	50	Picis Liq qts	1 00	1 00	Soda, Bi-Carb	3	5	Ochre, yel Mars 1 1/2	2	2
			Picis Liquida	10	12	Barosma	50	50	Picis Liq pints	60	60	Soda, Ash	3 1/2	4	Putty, commer'l	2 1/2	2 1/2
			Picis Liquida gal.	40	40	Benzoin	50	50	Pil Hydrarg po 80	30	30	Soda, Sulphas	2	2	Putty, strict pr 2 1/2	2 1/2	2 1/2
			Ricina	94	1 00	Benzoin Co.	50	50	Piper Alba po 35	30	30	Spts. Cologne	2 60	2 60	Red Venetian	1 1/2	2
			Rosae oz.	6 50	7 00	Cantharides	50	50	Piper Nigra po 22	13	13	Spts. Ether Co.	50	55	Shaker Prep'd	1 25	1 35
			Rosmarini	1 00	1 00	Capsicum	50	50	Pix Burgum	12	15	Spts. Myrcia	2 50	2 50	Vermillion, Eng.	75	80
			Sabina	90	1 00	Cardamon	50	50	Plumbi Acet	12	15	Spts. Vini Rect bbl	4	4	Vermillion Prime		
			Santal	4 50	5 00	Cardamon Co.	50	50	Pulvis Ip'cet Opil 1	30	31	Spts. Vini Rect 1/2 b	4	4	American	13	13
			Sassafras	85	90	Cassia Acutifol	50	50	Pyrenthrum, bxs. H	75	75	Spts. Vini R't 10 gl	4	4	Whiting Gilders'	1	1
			Sinapis, ess. oz.	40	45	Cassia Acutifol Co	50	50	& P D Co. doz.	75	75	Spts. Vini R't 5 gl	4	4	Whit'g Paris Am'r	1	1
			Succini	40	45	Castor	50	50	Pyrenthrum, pv.	20	25	Strychnia, Crysl' 1	10	1 30	Whit'g Paris Eng.	1	1
			Thyme	40	45	Catechu	50	50	Quassia	8	10	Sulphur Subl	2 1/2	4	Whit'g Paris	1	1
			Thyme, opt.	1 60	2 00	Cinchona	50	50	Quina, N. Y.	17	20	Sulphur, Roll	2 1/2	3 1/2	cliff	1	1
			Theobromas	15	20	Cinchona Co.	50	50	Quina, S. Ger.	17	27	Tamarinds	8	10	Whiting, white S'n	1	1
			Tigilil	90	1 00	Columbia	50	50	Quina, S. P & W	17	27	Terebenth Venice	28	30	Varnishes		
						Cubebae	50	50				Thebromae	40	45	Extra Turp	1 60	1 70
						Digitalis	50	50							No. 1 Turp Coach	1 10	1 20
						Ergot	50	50									
						Ferri Chloridum	35	35									
						Gentian	50	50									
						Gentian Co.	50	50									
						Guaiac	50	50									
						Guaiac ammon	50	50									
						Hyoscyamus	50	50									
						Iodine	75	75									
						Iodine, colorless	75	75									
						Kino	50	50									
						Lobelia	50	50									
						Myrrh	50	50									
						Nux Vomica	50	50									
						Opil	1 25	1 25									
						Opil, camphorated	1 00	1 00									
						Opil, deodorized	2 00	2 00									
						Quassia	50	50									
						Rhatany	50	50									
						Rhei	50	50									
						Sanguinaria	50	50									
						Serpentaria	50	50									
						Stromonium	50	50									
						Tolutan	50	50									
						Valerian	50	50									
						Veratrum Veride	50	50									
						Zingiber	50	50									



## GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

## ADVANCED

## DECLINED

## Index to Markets

## By Columns

12 oz. ovals 2 doz. box. 30		Cove, 2lb. 1.55 @ 1.75		Cove, 1lb., oval 1.20		Plums 1.00 @ 2.50		Peas 90 @ 1.25		Marrowfat 90 @ 1.25		Early June 95 @ 1.25		Early June Sifted 1 15 @ 1.80		Peaches 90 @ 1.25		Pie No. 10 size can pie 3 @ 3.00		Grated Pineapple 1 85 @ 2.50		Sliced 95 @ 2.40		Pumpkin 85		Good 90		Fancy 1.00		Gallon 2.50		Raspberries Standard @		Sainon Col'a River, talls 2 00 @ 2.10		Col'a River, flats 2 25 @ 2.75		Red Alaska 1 45 @ 1.60		Pink Alaska 90 @ 1.00		Sardines Domestic, 1/4s 3 1/4 @ 4		Domestic, 1/2s 1 @ 5		Domestic, 3/4 Mus. 6 1/2 @ 9		California, 1/4s .11 @ 14		California, 1/2s .17 @ 24		French, 1/4s .7 @ 14		French, 1/2s .18 @ 23		Shrimps Standard 90 @ 1.40		Succotash 85		Fair 1.00		Good 1 25 @ 1.40		Fancy Strawberries Standard		Tomatoes Good 95 @ 1.10		Fair 85 @ 90		Fancy @ 1.40		Gallons @ 2.50		CARBON OILS Perfection @ 10 1/2		Water White @ 10		D. S. Gasoline @ 13 1/2		Gas Machine @ 24		Deodor'd Nap'a @ 12 1/2		Cylinder 29 @ 34 1/2		Engine 16 @ 22		Black, winter 8 1/4 @ 10		CEREALS Breakfast Foods		Bordeau Flakes, 36 1lb. 2.50		Cream of Wheat, 36 2lb. 4.50		Egg-O-See, 36 pkgs. 2.85		Excell-o-Flakes, 36 lb. 4.50		Excell-o, large pkgs. 4.50		Force, 36 2lb. 4.50		Grape Nuts, 2 doz. 2.70		Malta Ceres, 24 1lb. 2.40		Malta Vita, 36 1lb. 2.85		Mapl-Flake, 24 1lb. 2.70		Pillsbury's Vitos, 3 dz. 4.25		Ralston Health Food 36 2lb. 4.50		Sunlight Flakes, 36 1lb. 2.85		Sunlight Flakes, 20 1lb. 4.00		Kellogg's Toasted Corn Flakes, 36 pkgs in cs. 2.80		Vigor, 36 pkgs. 2.75		Volgt Cream Flakes 2.80		Zest, 20 2lb. 4.10		Zest, 36 small pkgs. 2.75		Rolled Oats Rolled Avena, bbls. 5.00		Steel Cut, 100 lb. sks. 2.75		Monarch, bbl. 4.70		Monarch, 90 lb. sacks 2.25		Quaker, 18 Regular 1.45		Quaker, 20 Family 4.00		Cracked Wheat Bulk 3 1/4		24 2lb. packages 2.50		CATSUP Columbia, 25 pts. 4.15		Snider's pints 2.35		Snider's 1/2 pints 1.35		CHEESE Acme @ 15 1/2		Gem @ 18		Jersey @ 16		Riverside @ 16 1/2		Springdale @ 17 1/2		Warner's @ 16		Brick @ 15		Leiden @ 15		Limburger @ 18		Pineapple 40 @ 60		Sap Sago @ 20		Swiss, domestic @ 13		Mushrooms 20		Hotels 20		Buttons 35	
Ammonia 1		Axle Grease 1		Baked Beans 1		Bath Brick 1		Bluing 1		Brooms 1		Brushes 1		Butter Color 1		Candles 1		Canned Goods 1		Carbon Oils 2		Catsup 2		Cereals 2		Cheese 2		Chewing Gum 2		Chicory 2		Chocolate 2		Clothes Lines 2		Cocoa 2		Cocoanut 2		Cocoa Shells 2		Coffee 2		Confections 11		Crackers 2		Cream Tartar 4		Dried Fruits 4		Farinaceous Goods 5		Feed 5		Fish and Oysters 10		Fishing Tackle 5		Flavoring Extracts 5		Flour 5		Fresh Meats 5		Gelatine 5		Grain Bags 5		Grains 5		Herbs 6		Hides and Pelts 10		Jelly 6		Licorice 6		Matches 6		Meat Extracts 6		Mince Meat 6		Molasses 6		Mustard 6		Nuts 11		Olives 6		Pipes 6		Pickles 6		Playing Cards 6		Potash 6		Provisions 6		Rice 7		Salad Dressing 7		Saleratus 7		Sal Soda 7		Salt 7		Salt Fish 7		Seeds 7		Shoe Blacking 7		Snuff 7		Soap 8		Soda 8		Soups 8		Spices 8		Starch 8		Syrups 8		Tea 8		Tobacco 8		Twine 8		Vinegar 9		Wicking 9		Woodenware 9		Wrapping Paper 10		Yeast Cake 10																																	
1 lb. wood boxes, 4 doz. 3.00		1 lb. tin boxes, 3 doz. 2.35		3 1/2 lb. tin boxes, 2 doz. 4.25		10 lb. pails, per doz. 6.00		15 lb. pails, per doz. 7.20		25 lb. pails, per doz. 12.00		1 lb. can, per doz. 90		2 lb. can, per doz. 1.40		3 lb. can, per doz. 1.80		American 75		English 85		6 oz. ovals 3 doz. box 40		16 oz. round 2 doz. box 75		Sawyer's Pepper Box Per Gross		No. 3, 3 doz. wood bxs 4.00		No. 5, 3 doz. wood bxs 7.00		Sawyer Crystal Bag		Blue 4.00		No. 1 Carpet 4 sew .50		No. 2 Carpet 4 sew .45		No. 3 Carpet 3 sew .425		No. 4 Carpet 3 sew .40		Parlor Gem 5.00		Common Whisk 1.40		Fancy Whisk 1.50		Warehouse 5.25		Solid Back, 8 in. 75		Solid Back, 11 in. 95		Pointed Ends 85		No. 3 90		No. 2 .125		No. 1 .175		No. 8 1.00		No. 7 1.30		No. 4 1.70		No. 3 1.90		W. R. & Co.'s 25c size 2.00		W. R. & Co.'s 50c size 4.00		Paraffine, 6s 8		Paraffine, 12s 8 1/2		Wicking 20		3 lb. Standards @ 1.00		Gallon 2.75 @ 3.00		2 lb. Blackberries 1 25 @ 1.75		Standards gallons @ 4.50		Baked 85 @ 1.30		Red Kidney 85 @ 95		String 70 @ 1.15		Wax 75 @ 1.25		Standard 1.35		Gallon 6.25		2 lb. cans, spiced 1.90		Little Neck, 1 lb. 1.00 @ 1.25		Little Neck, 2 lb. @ 1.50		Clam Bouillon		Burnham's 1/2 pt. 2.25		Burnham's pts. 3.75		Burnham's qts. 7.50		Red Standards @ 1.40		White @ 1.40		Fair 75 @ 8		Good 1.00 @ 1.10		Fancy 1.45		Sur Extra Fine 22		Extra Fine 19		Fine 15		Moyen 11		Standard 1.75		Hominy 85		Lobster 2.25		Mustard, 1 lb. 1.80		Mustard, 2 lb. 1.80		Soused, 1 1/2 lb. 1.80		Soused, 2 lb. 2.75		Tomato, 1 lb. 1.50		Tomato, 2 lb. 2.80		Mushrooms 20		Hotels 20		Buttons 35																									
1 lb. tin boxes, 3 doz. 2.35		3 1/2 lb. tin boxes, 2 doz. 4.25		10 lb. pails, per doz. 6.00		15 lb. pails, per doz. 7.20		25 lb. pails, per doz. 12.00		1 lb. can, per doz. 90		2 lb. can, per doz. 1.40		3 lb. can, per doz. 1.80		American 75		English 85		6 oz. ovals 3 doz. box 40		16 oz. round 2 doz. box 75		Sawyer's Pepper Box Per Gross		No. 3, 3 doz. wood bxs 4.00		No. 5, 3 doz. wood bxs 7.00		Sawyer Crystal Bag		Blue 4.00		No. 1 Carpet 4 sew .50		No. 2 Carpet 4 sew .45		No. 3 Carpet 3 sew .425		No. 4 Carpet 3 sew .40		Parlor Gem 5.00		Common Whisk 1.40		Fancy Whisk 1.50		Warehouse 5.25		Solid Back, 8 in. 75		Solid Back, 11 in. 95		Pointed Ends 85		No. 3 90		No. 2 .125		No. 1 .175		No. 8 1.00		No. 7 1.30		No. 4 1.70		No. 3 1.90		W. R. & Co.'s 25c size 2.00		W. R. & Co.'s 50c size 4.00		Paraffine, 6s 8		Paraffine, 12s 8 1/2		Wicking 20		3 lb. Standards @ 1.00		Gallon 2.75 @ 3.00		2 lb. Blackberries 1 25 @ 1.75		Standards gallons @ 4.50		Baked 85 @ 1.30		Red Kidney 85 @ 95		String 70 @ 1.15		Wax 75 @ 1.25		Standard 1.35		Gallon 6.25		2 lb. cans, spiced 1.90		Little Neck, 1 lb. 1.00 @ 1.25		Little Neck, 2 lb. @ 1.50		Clam Bouillon		Burnham's 1/2 pt. 2.25		Burnham's pts. 3.75		Burnham's qts. 7.50		Red Standards @ 1.40		White @ 1.40		Fair 75 @ 8		Good 1.00 @ 1.10		Fancy 1.45		Sur Extra Fine 22		Extra Fine 19		Fine 15		Moyen 11		Standard 1.75		Hominy 85		Lobster 2.25		Mustard, 1 lb. 1.80		Mustard, 2 lb. 1.80		Soused, 1 1/2 lb. 1.80		Soused, 2 lb. 2.75		Tomato, 1 lb. 1.50		Tomato, 2 lb. 2.80		Mushrooms 20		Hotels 20		Buttons 35																											
1 lb. tin boxes, 3 doz. 2.35		3 1/2 lb. tin boxes, 2 doz. 4.25		10 lb. pails, per doz. 6.00		15 lb. pails, per doz. 7.20		25 lb. pails, per doz. 12.00		1 lb. can, per doz. 90		2 lb. can, per doz. 1.40		3 lb. can, per doz. 1.80		American 75		English 85		6 oz. ovals 3 doz. box 40		16 oz. round 2 doz. box 75		Sawyer's Pepper Box Per Gross		No. 3, 3 doz. wood bxs 4.00		No. 5, 3 doz. wood bxs 7.00		Sawyer Crystal Bag		Blue 4.00		No. 1 Carpet 4 sew .50		No. 2 Carpet 4 sew .45		No. 3 Carpet 3 sew .425		No. 4 Carpet 3 sew .40		Parlor Gem 5.00		Common Whisk 1.40		Fancy Whisk 1.50		Warehouse 5.25		Solid Back, 8 in. 75		Solid Back, 11 in. 95		Pointed Ends 85		No. 3 90		No. 2 .125		No. 1 .175		No. 8 1.00		No. 7 1.30		No. 4 1.70		No. 3 1.90		W. R. & Co.'s 25c size 2.00		W. R. & Co.'s 50c size 4.00		Paraffine, 6s 8		Paraffine, 12s 8 1/2		Wicking 20		3 lb. Standards @ 1.00		Gallon 2.75 @ 3.00		2 lb. Blackberries 1 25 @ 1.75		Standards gallons @ 4.50		Baked 85 @ 1.30		Red Kidney 85 @ 95		String 70 @ 1.15		Wax 75 @ 1.25		Standard 1.35		Gallon 6.25		2 lb. cans, spiced 1.90		Little Neck, 1 lb. 1.00 @ 1.25		Little Neck, 2 lb. @ 1.50		Clam Bouillon		Burnham's 1/2 pt. 2.25		Burnham's pts. 3.75		Burnham's qts. 7.50		Red Standards @ 1.40		White @ 1.40		Fair 75 @ 8		Good 1.00 @ 1.10		Fancy 1.45		Sur Extra Fine 22		Extra Fine 19		Fine 15		Moyen 11		Standard 1.75		Hominy 85		Lobster 2.25		Mustard, 1 lb. 1.80		Mustard, 2 lb. 1.80		Soused, 1 1/2 lb. 1.80		Soused, 2 lb. 2.75		Tomato, 1 lb. 1.50		Tomato, 2 lb. 2.80		Mushrooms 20		Hotels 20		Buttons 35																											

Hippodrome Bar 10		Honey Block Cake 14		Honey Cake, N. B. C. 12		Honey Fingers, As. Ice 12		Honey Jumbles, Iced 12		Honey Flake 12 1/2		Honey Lasses 10		Household Cookies 8		Household Cookies Iced 9		Iced Honey Crumpets 10		Imperial 9		Jersey Lunch 9		Jubilee Mixed 10		Kream Klips 25		Ladle 9		Lemon Gems 10		Lemon Biscuit Square 8		Lemon Fruit Square 12 1/2		Lemon Wafer 17		Lemona 9		Mary Ann 9		Marshmallow Walnuts 16		Molasses Cakes 18		Molasses Cakes, Iced 9		Molasses Fruit Cookies 11		Mottled Square 10		Nabob Jumbles 14		Oatmeal Crackers 9		Orange Gems 9		Penny Assorted 9		Peanut Gems 9		Pretzels, Hand Md. 9		Pretzelettes, Hand Md. 9		Pretzelettes, Mac. Md. 8		Raisin Cookies 10		Revere, Assorted 14		Rosalle 9		Rube 9		Scalloped Gems 10		Scotch Cookies 10		Snow Creams 16		Spiced Currant Cake 10		Sugar Fingers 12		Sultana Fruit Biscuit 16		Spiced Ginger Cake 9		Spiced Ginger Cake Icd 10		Sugar Cakes 9		Sugar Squares, large or small 9		Sunnyside Jumbles 10		Superba 8		Sponge Lady Fingers 25		Sugar Crimp 9		Vanilla Wafers 17		Victors 12		Waverly 10		In-er Seal Goods per doz.		Albert Biscuit 1.00		Animals 1.00		Arrowroot Biscuit 1.00		Baronet Biscuit 1.00		Brenner's Butter 1.00		Wafers 1.00		Cameo Biscuit 1.50		Cheese Sandwich 1.00		Chocolate Wafers 1.00		Cocoanut Dainties 1.00		Faust Oyster 1.00		Fig Newton 1.00		Five O'clock Tea 1.00		Frotana 1.00		Ginger Snaps, N. B. C. 1.00		Graham Crackers, Red Label 1.00		Lemon Snaps 50		Marshmallow Dainties 1.00		Oatmeal Crackers 1.00		Old Time Sugar Cook. 1.00		Oval Salt Biscuit 1.00		Oysterettes 50		Pretzelettes, Hd. Md. 1.00		Royal Toast 1.00		Saltine Biscuit 1.00		Saratoga Flakes 1.50		Social Tea Biscuit 1.00		Soda Craks, N. B. C. 1.00		Soda Crackers, Select 1.00		S S Butter Crackers 1.50		Sultana Fruit Biscuit 1.50		Uneeda Biscuit 50		Uneeda Jinjer Wayfer 1.00		Uneeda Lunch Biscuit 50		Vanilla Wafers 1.00		Water Thin Biscuit 1.00		Zu Zu Ginger Snaps 50		Zwieback 1.00		In Special Tin Packages. Per doz.		Festino 2.50		Nabisco, 25c 2.50		Nabisco, 10c 1.00		Champagne Wafer 2.50		Chocolate Tokens 2.50		Per tin in bulk.		Sorbetto 1.00		Nabisco 1.75		Amoskeag, 100 in bale 19		Amoskeag, less than 19 1/2		GRAIN AND FLOUR Wheat Red 1.12		White 1.11		Winter Wheat Flour Local Brands 6.19		Patents 5.60		Straight 5.10		Second Straight 4.70		Clear 4.00		Flour in barrels, 25c per barrel additional.		Lemon & Wheeler Co. 5.50		Big Wonder 1/4s cloth 5.50		Big Wonder 1/4s cloth 5.50		Worden Grocer Co.'s Brand 5.60		Quaker, paper 5.60		Quaker, cloth 5.80		Wykes & Co. 5.40		Eclipse 5.40	
100-125 2 1/2 lb. boxes 4.40		90-100 25 lb. boxes 4.40		80-90 25 lb. boxes 4.40		70-80 25 lb. boxes 4.40		60-70 25 lb. boxes 4.40		50-60 25 lb. boxes 4.40		40-50 25 lb. boxes 4.40		30-40 25 lb. boxes 4.40		4c less in 50 lb. cases		Dried Lima 5 1/2		Med. Hand Pk'd 2.50		Brown Holland 2.90		Farina 24 1 lb. packages 1.50		Bulk, per 100 lb. 8.50		Hominy Flake, 50 lb. sack 1.00		Pearl, 100 lb. sack 2.45		Pearl, 200 lb. sack 4.40		Maccaroni and Vermicelli Domestic, 10 lb. box. 90		Imported, 25 lb. box. 2.50		Pearl Barley Common 8.00		Chester 8.00		Empire 8.50		Peas Green, Wisconsin, bu. 2.10		Green, Scotch, bu. 2.10		Split, lb. 64		Sage East India 8		German, sacks 8		German, broken pkg. 8		Tapioca Flake, 110 lb. sacks 4		Pearl, 130 lb. sacks 4 1/2		Pearl, 24 lb. pkgs. 7 1/2		FLAVORING EXTRACTS Fote & Jenks Coleman Brand		Lemon No. 2 Terpenoleous 1.75		No. 3 Terpenoleous 1.75		No. 4 Terpenoleous 1.75		Vanilla No. 2 High Class 1.20		No. 4 High Class 2.00		No. 8 High Class 4.00		Jaxon Brand		Vanilla 2 oz. Full Measure 2.10		4 oz. Full Measure 4.00		8 oz. Full Measure 8.00		Lemon 2 oz. Full Measure 1.35		4 oz. Full Measure 2.40		8 oz. Full Measure 4.50		Jennings D. C. Brand Terpenoleous Ext. Lemon		No. 2 Panel 75		No. 4 Panel 1.50		No. 6 Panel 3.00		Taper Panel 1.50		2 oz. Full Measure 1.25		4 oz. Full Measure 2.00		Jennings D. C. Brand Extract Vanilla		No. 2 Panel 1.25		No. 4 Panel 3.00		No. 6 Panel 5.50		Taper Panel 3.00		1 oz. Full Measure 90		2 oz. Full Measure 1.80		4 oz. Full Measure 3.50		No. 2 Assorted Flavors 1.00		GRAIN BAGS Amoskeag, 100 in bale 19		Amoskeag, less than 19 1/2		GRAIN AND FLOUR Wheat Red 1.12		White 1.11		Winter Wheat Flour Local Brands 6.19		Patents 5.60		Straight 5.10		Second Straight 4.70		Clear 4.00		Flour in barrels, 25c per barrel additional.		Lemon & Wheeler Co. 5.50		Big Wonder 1/4s cloth 5.50		Big Wonder 1/4s cloth 5.50		Worden Grocer Co.'s Brand 5.60		Quaker, paper 5.60		Quaker, cloth 5.80		Wykes & Co. 5.40		Eclipse 5.40																																																																																					
100-125 2 1/2 lb. boxes 4.40		90-100 25 lb. boxes 4.40		80-90 25 lb. boxes 4.40		70-80 25 lb. boxes 4.40		60-70 25 lb. boxes 4.40		50-60 25 lb. boxes 4.40		40-50 25 lb. boxes 4.40		30-40 25 lb. boxes 4.40		4c less in 50 lb. cases		Dried Lima 5 1/2		Med. Hand Pk'd 2.50		Brown Holland 2.90		Farina 24 1 lb. packages 1.50		Bulk, per 100 lb. 8.50		Hominy Flake, 50 lb. sack 1.00		Pearl, 100 lb. sack 2.45		Pearl, 200 lb. sack 4.40		Maccaroni and Vermicelli Domestic, 10 lb. box. 90		Imported, 25 lb. box. 2.50		Pearl Barley Common 8.00		Chester 8.00		Empire 8.50		Peas Green, Wisconsin, bu. 2.10		Green, Scotch, bu. 2.10		Split, lb. 64		Sage East India 8		German, sacks 8		German, broken pkg. 8		Tapioca Flake, 110 lb. sacks 4		Pearl, 130 lb. sacks 4 1/2		Pearl, 24 lb. pkgs. 7 1/2		FLAVORING EXTRACTS Fote & Jenks Coleman Brand		Lemon No. 2 Terpenoleous 1.75		No. 3 Terpenoleous 1.75		No. 4 Terpenoleous 1.75		Vanilla No. 2 High Class 1.20		No. 4 High Class 2.00		No. 8 High Class 4.00		Jaxon Brand		Vanilla 2 oz. Full Measure 2.10		4 oz. Full Measure 4.00		8 oz. Full Measure 8.00		Lemon 2 oz. Full Measure 1.35		4 oz. Full Measure 2.40		8 oz. Full Measure 4.50		Jennings D. C. Brand Terpenoleous Ext. Lemon		No. 2 Panel 75		No. 4 Panel 1.50		No. 6 Panel 3.00		Taper Panel 1.50		2 oz. Full Measure 1.25		4 oz. Full Measure 2.00		Jennings D. C. Brand Extract Vanilla		No. 2 Panel 1.25		No. 4 Panel 3.00		No. 6 Panel 5.50		Taper Panel 3.00		1 oz. Full Measure 90		2 oz. Full Measure 1.80		4 oz. Full Measure 3.50		No. 2 Assorted Flavors 1.00		GRAIN BAGS Amoskeag, 100 in bale 19		Amoskeag, less than 19 1/2		GRAIN AND FLOUR Wheat Red 1.12		White 1.11		Winter Wheat Flour Local Brands 6.19		Patents 5.60		Straight 5.10		Second Straight 4.70		Clear 4.00		Flour in barrels, 25c per barrel additional.		Lemon & Wheeler Co. 5.50		Big Wonder 1/4s cloth 5.50		Big Wonder 1/4s cloth 5.50		Worden Grocer Co.'s Brand 5.60		Quaker, paper 5.60		Quaker, cloth 5.80		Wykes & Co. 5.40		Eclipse 5.40																																																																																					
100-125 2 1/2 lb. boxes 4.40		90-100 25 lb. boxes 4.40		80-90 25 lb. boxes 4.40		70-80 25 lb. boxes 4.40		60-70 25 lb. boxes 4.40		50-60 25 lb. boxes 4.40		40-50 25 lb. boxes 4.40		30-40 25 lb. boxes 4.40		4c less in 50 lb. cases		Dried Lima 5 1/																																																																																																																																																																																																																															



6	7	8	9	10	11
<b>Kansas Hard Wheat Flour</b> Judson Grocer Co. Fanchon, 1/2s cloth 6 20 Lemon & Wheeler Co. White Star, 1/2s cloth 5 95 White Star, 1/2s cloth 5 85 White Star, 1/2s cloth 5 75 Grand Rtpids Grain & Milling Co. Brands. Purity, Patent 5 70 Wizard, Flour 5 60 Wizard, Graham 5 50 Wizard, Corn Meal 4 00 Wizard, Buckwheat 4 00 Rye 4 50 <b>Spring Wheat Flour</b> Roy Baker's Brand Golden Horn, family 5 95 Golden Horn, bakers 5 85 Duluth Imperial 5 60 Wisconsin Rye 4 55 Judson Grocer Co.'s Brand Ceresota, 1/2s 5 50 Ceresota, 1/2s 5 40 Ceresota, 1/2s 5 30 <b>Lemon &amp; Wheeler's Brand</b> Wingold, 1/2s 5 25 Wingold, 1/2s 5 15 Wingold, 1/2s 5 05 <b>Worden Grocer Co.'s Brand</b> Laurel, 1/2s cloth 5 25 Laurel, 1/2s cloth 5 15 Laurel, 1/2s cloth 5 05 Laurel, 1/2s cloth 5 05 <b>Voigt Milling Co.'s Brand</b> Voigt's Crescent 5 00 Voigt's Flour 5 00 Voigt's Hygienic Graham 5 40 Voigt's Royal 5 40 <b>Wykes &amp; Co.</b> Sleepy Eye, 1/2s cloth 6 20 Sleepy Eye, 1/2s cloth 6 10 Sleepy Eye, 1/2s cloth 6 00 Sleepy Eye, 1/2s paper 6 00 Sleepy Eye, 1/2s paper 6 00 <b>Meal</b> Bolted 3 90 Golden Granulated 4 00 St. Car Feed screened 28 50 No. 1 Corn and Oats 28 50 Corn, cracked 28 50 Corn Meal, coarse 28 50 Winter Wheat Bran 24 00 Middlings 26 00 Buffalo Gluten Feed 32 00 <b>Dairy Feeds</b> Wykes & Co. O P Linseed Meal 40 00 O P Laxo-Cake-Meal 37 00 Cottonseed Meal 35 00 Gluten Feed 31 50 Brewers' Grains 28 00 Hammond Dairy Feed 25 00 Alfalfa Meal 25 00 <b>Oats</b> Michigan carlots 49 Less than carlots 52 <b>Corn</b> Carlots 62 Less than carlots 65 <b>Hay</b> Carlots 17 Less than carlots 18 <b>HERBS</b> Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25 <b>HORSE RADISH</b> Per doz. 90 <b>JELLY</b> 5lb. pails, per doz. 2 25 15lb. pails, per pail 50 30lb. pails, per pail 90 <b>MAPLEINE</b> 2 oz. bottles, per doz 3 00 <b>MATCHES</b> C. D. Crittenden Co. Noiseless Tip 4 50@4 75 <b>MOLASSES</b> New Orleans Fancy Open Kettle 40 Choice 35 Good 22 Fair 20 Half barrels 2c extra <b>MINCE MEAT</b> Per case 2 90 <b>MUSTARD</b> 1/4 lb. 6 lb. box 18 <b>OLIVES</b> Bulk, 1 gal. kegs 1 10@1 20 Bulk, 2 gal. kegs 95@1 05 Bulk, 5 gal. kegs 90@1 00 Manzanilla, 3 oz. 75 Queen, pints 2 50 Queen, 19 oz. 4 50 Queen, 28 oz. 7 00 Stuffed, 5 oz. 90 Stuffed, 3 oz. 1 45 <b>PIPES</b> Clay, No. 216, per box 1 75 Clay, T. D., full count 60 Cob 90 <b>PICKLES</b> Medium Barrels, 1,200 count 6 25 Half bbls., 600 count 3 65 <b>Small</b> Half bbls., 1,200 count 4 50 <b>PLAYING CARDS.</b> No. 90 Steamboat 85 No. 15, Rival, assorted 1 75 No. 20, Rover, enam'd 2 00 No. 572, Special 1 75 No. 98 Golf, sat'n fin. 2 00 No. 808 Bicycle 2 00 No. 632 Tourn't whist 2 25 <b>POTASH</b> Babbitt's 4 00 <b>PROVISIONS</b> Barreled Pork Clear Back 28 25 Short Cut 27 00	<b>Short Cut Clear</b> 27 00 Bean 25 00 Brisket, Clear 25 00 Pig 25 00 Clear Family 26 00 <b>Dry Salt Meats</b> S P Bellies 16 <b>Lard</b> Pure in tierces 15 3/4 Compound Lard 11 1/2 50 lb. tubs 11 1/2 50 lb. tubs, advance 1/4 50 lb. tins, advance 1/4 20 lb. pails, advance 1/4 10 lb. pails, advance 1/4 5 lb. pails, advance 1/4 <b>Smoked Meats</b> Hams, 12 lb. average 18 1/2 Hams, 14 lb. average 18 1/2 Hams, 16 lb. average 18 1/2 Hams, 18 lb. average 18 1/2 Skinned Hams 20 Ham, dried beef sets 16 1/2 California Hams 11 1/2 Picnic Boiled Hams 15 Boiled Ham 22 Berlin Ham, pressed 11 Minced Ham 11 Bacon 21 <b>Sausages</b> Bologna 8 Liver 5 Frankfort 10 Pork 11 Veal 11 Tongue 11 Headcheese 9 <b>Beef</b> Boneless 14 00 Rump, new 14 00 <b>Pig's Feet</b> 1/4 bbls., 40 lbs. 1 00 1/2 bbls., 40 lbs. 2 00 1/2 bbls., 40 lbs. 4 00 1 bbl. 9 00 <b>Tripe</b> Kits, 15 lbs. 80 1/4 bbls., 40 lbs. 1 60 1/2 bbls., 80 lbs. 3 00 <b>Casings</b> Hogs, per lb. 32 Beef, rounds, set 25 Beef, middles, set 80 Sheep, per bundle 80 <b>Uncolored Butterine</b> Solid dairy 10 @12 Country Rolls 10 1/2 @16 1/2 <b>Canned Meats</b> Corned beef, 2 lb. 3 20 Corned beef, 1 lb. 1 80 Roast beef, 2 lb. 3 20 Roast beef, 1 lb. 1 80 Potted ham, 1/2s 50 Potted ham, 1/4s 50 Deviled Ham, 1/4s 50 Deviled Ham, 1/2s 50 Potted tongue, 1/4s 50 Potted tongue, 1/2s 50 <b>RICE</b> Fancy 7 @ 7 1/2 Japan 5 @ 6 1/2 Broken 2 1/2 @ 3 1/4 <b>SALAD DRESSING</b> Columbian, 1/2 pint 2 25 Columbian, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 25 Snider's, small, 2 doz. 1 35 <b>SALERATUS</b> Packed 60 lbs. in box. Arm and Hammer 3 00 Deland's 3 00 Dwight's Cow 3 00 L. P. 3 00 Standard 1 80 Wyandotte, 100 1/2s 3 00 <b>SAL SODA</b> Granulated, bbls. 80 Granulated, 100 lbs. cs. 80 Lump, bbls. 80 Lump, 145 lb. kegs 90 <b>SALT</b> Common Grades 100 3 lb. sacks 2 40 60 5 lb. sacks 2 20 28 10 1/2 lb. sacks 2 10 56 lb. sacks 32 28 lb. sacks 17 <b>Warsaw</b> 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 <b>Solar Rock</b> 56 lb. sacks 24 <b>Common</b> Granulated, fine 90 Medium, fine 85 <b>SALT FISH</b> Cod Large whole @ 7 Small whole @ 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock @ 5 <b>Halibut</b> Strips 15 Chunks 16 <b>Holland Herring</b> White Hp. bbls. 10 50@11 00 White Hp. 1/2 bbls. 5 25@5 75 White Hoop inchs. 68@ 80 <b>Norwegian</b> Round, 100 lbs. 3 75 Round, 40 lbs. 1 90 Sealed 14 <b>Trout</b> No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75 <b>Mackerel</b> Meas, 100 lbs. 15 50 Meas, 40 lbs. 6 00 Meas, 10 lbs. 1 75 Meas, 8 lbs. 1 40	<b>No. 1, 100 lbs.</b> 14 00 <b>No. 1, 40 lbs.</b> 6 00 <b>No. 1, 10 lbs.</b> 1 60 <b>No. 1, 8 lbs.</b> 1 30 <b>Whitefish</b> No. 1, No. 2 Fam. 100 lbs. 9 75 3 50 50 lbs. 5 25 1 90 10 lbs. 1 12 50 8 lbs. 92 48 <b>SHOE BLACKING</b> Handy Box, large 3 dz 2 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 <b>SNUFF</b> Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars 43 <b>SOAP</b> J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8oz 2 80 Dusky D'nd 100 6 oz 3 80 Jap Rose, 50 bars 3 60 Savon Imperial 3 00 White Russian 3 15 Dome, oval bars 3 00 Satinet, oval 2 70 Snowberry, 100 cakes 4 00 <b>Proctor &amp; Gamble Co.</b> Lenox 3 50 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 50 <b>Lautz Bros. &amp; Co.</b> Acme, 30 bars, 75 lbs. 4 00 Acme, 25 bars, 75 lbs. 4 00 Acme, 25 bars, 75 lbs. 3 80 Acme, 100 cakes 3 60 Big Master, 70 bars 2 85 German Mottled 3 35 German Mottled, 5 bxs 3 30 German Mottled, 10bxs 3 25 German Mottled, 25bxs 3 20 Marseilles, 100 cakes 6 00 Marseilles, 100 cks 5c 4 00 Marseilles, 100 ck toil 4 00 Marseilles, 1/2bx toilet 2 10 <b>A. B. Wrisley</b> Good Cheer 4 00 Old Country 3 40 <b>Soap Powders</b> Snow Boy, 24 4lbs. 4 00 Snow Boy, 60 5c 2 40 Snow Boy, 30 10c 2 40 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 00 Kirkoline, 24 4lb. 3 80 Pearlina 3 75 Soapine 4 10 Babbitt's 1776 3 75 Roseine 3 50 Armour's 3 70 Wisdom 3 80 <b>Soap Compounds</b> Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 30 Rub-No-More 3 85 <b>Scouring</b> Enoch Morgan's Sons. Sapolio, gross lots 9 00 Sapolio, half gro. lots 4 50 Sapolio, single boxes 2 25 Sapolio, hand 2 25 Scourine Manufacturing Co Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 <b>SODA</b> Boxes 5 1/2 Kegs, English 4 1/2 <b>SPICES</b> Whole Spices Allspice, Jamaica 13 Allspice large Garden 11 Cloves, Zanzibar 16 Cassia, Canton 14 Cassia, 5c pkg. doz. 25 Ginger, African 9 1/2 Ginger, Cochon 14 1/2 Mace, Penang 50 Mixed, No. 1 16 1/2 Mixed, No. 2 10 Mixed, 5c pkgs. doz. 45 Nutmegs, 75-80 25 Nutmegs, 105-110 20 Pepper, Black 14 Pepper, White 25 Pepper, Cayenne 22 Paprika, Hungarian 38 <b>Pure Ground in Bulk</b> Allspice, Jamaica 12 Cloves, Zanzibar 22 Cassia, Canton 12 Ginger, African 12 Mace, Penang 55 Nutmegs, 75-80 35 Pepper, Black 11 1/2 Pepper, White 18 Pepper, Cayenne 16 Paprika, Hungarian 38 <b>STARCH</b> Corn Kingsford, 40 lbs. 7 1/2 Muzzy, 20 lb. pkgs. 5 1/2 Muzzy, 40 lb. pkgs. 5 <b>Gloss</b> Kingsford Silver Gloss, 40 lbs. 7 1/2 Silver Gloss, 16 3lbs. 6 1/2 Silver Gloss, 12 6lbs. 8 1/2 <b>Muzzy</b> 48 lb. packages 5 16 5lb. packages 4 1/2 12 6lb. packages 6 50lb. boxes 2 1/2 <b>SYRUPS</b> Corn Barrels 27 Half barrels 29 20lb. cans 1/4 dz. in cs. 1 65 10lb. cans, 1/2 dz. in cs. 1 60 5lb. cans, 3 dz. in cs. 1 70 1 1/2 lb. cans, 3 dz. in cs. 1 75	<b>Pure Cane</b> Fair 16 Good 20 Choice 25 <b>TEA</b> <b>Japan</b> Sundried, medium 24@26 Sundried, choice 30@33 Sundried, fancy 36@40 Regular, medium 24@26 Regular, choice 30@33 Regular, fancy 36@40 Basket-fired, medium 30 Basket-fired, choice 35@37 Basket-fired, fancy 40@43 Nibs 26@30 Siftings 10@13 Fannings 14@15 <b>Gunpowder</b> Moyune, medium 28 Moyune, choice 32 Moyune, fancy 40@42 Pingsuey, medium 25@28 Pingsuey, choice 30 Pingsuey, fancy 40@45 <b>Young Hyson</b> Choice 30 Fancy 40@50 <b>Oolong</b> Formosa, fancy 45@60 Amoy, medium 25 Amoy, choice 32 <b>English Breakfast</b> Medium 25 Choice 30 Fancy 40@45 <b>India</b> Ceylon, choice 30@35 Fancy 45@50 <b>TOBACCO</b> <b>Fine Cut</b> Cadillac 54 Sweet Loma 34 Hiawatha, 5lb. pails 56 Telegram 30 Pay Car 33 Prairie Rose 49 Protection 40 Sweet Burley 41 Tiger 41 <b>Plug</b> Red Cross 30 Palo 35 Kyo 35 Battle Ax 37 American Eagle 37 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 14 1/2 oz. 44 Nobby Twist 56 Jolly Tar 39 Old Honesty 43 Toddy 34 J. T. 33 Piper Heidsieck 69 Boot Jack 86 Honey Dip Twist 43 Black Standard 40 Cadillac 40 Forge 34 Nickel Twist 52 Mill 32 Great Navy 36 <b>Smoking</b> Sweet Core 34 Flat Car 32 Warpath 26 Bamboo, 16 oz. 25 I X L, 5lb. 27 I X L, 16 oz. pails 31 Honey Dew 40 Gold Block 40 Flagman 40 Chips 33 Kiln Dried 21 Duke's Mixture 40 Duke's Cameo 43 Myrtle Navy 44 Yum Yum, 1 1/2 oz. 39 Yum, Yum, 1lb. pails 39 Cream 38 Corn Cake, 2 1/2 oz. 26 Corn Cake, 1lb. 21 Plow Boy, 1 1/2 oz. 39 Plow Boy, 3 1/2 oz. 39 Peerless, 1 1/2 oz. 39 Peerless, 1 1/2 oz. 35 Air Brake 36 Cant Hook 30 Country Club 32-34 Forex-XXXX 30 Good Indian 26 Self Binder, 16oz. box 20-22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 <b>TWINE</b> Cotton, 3 ply 24 Cotton, 4 ply 24 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium N 24 Wool, 1 lb. balls 8 <b>VINEGAR</b> State Seal 12 Oakland apple cider 14 Morgan's Old Process 14 Barrels free. <b>WICKING</b> No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 <b>WOODENWARE</b> <b>Baskets</b> Bushels 1 10 Bushels, wide band 1 25 Market 20 Splint, large 3 50 Splint, medium 3 00 Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, me'm 7 25 Willow, Clothes, small 6 25	<b>Butter Plates</b> Wire End or Ovals. 1/4 lb., 250 in crate 30 1 lb., 250 in crate 30 2 lb., 250 in crate 35 3 lb., 250 in crate 40 5 lb., 250 in crate 50 <b>Churns</b> Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 <b>Clothes Pins</b> Round Head. 4 inch, 5 gross 50 4 1/2 inch, 5 gross 55 Cartons, 20 2 1/2 doz. bxs. 60 <b>Egg Crates and Fillers</b> Humpty Dumpty, 12 Jx. 20 No. 1 complete 40 No. 2 complete 35 Case No.2 fillers 15 sets 1 15 Case, mediums, 12 sets 1 15 <b>Faucets</b> Cork, lined, 8 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90 <b>Mop Sticks</b> Trojan spring 90 Eclipse patent spring 85 No. 1 common 85 No. 2 pat. brush holder 85 12lb. cotton mop heads 1 40 Ideal No. 7 85 <b>Pails</b> 2-hoop Standard 2 15 3-hoop Standard 2 25 2-wire, Cable 2 25 3-wire, Cable 2 45 Cedar, all red, brass 1 25 Paper, Eureka 2 25 Fibre 2 70 <b>Toothpicks</b> Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 <b>Traps</b> Mouse, wood, 2 holes 22 Mouse, wood, 4 holes 25 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 65 Rat, wood 80 Rat, spring 75 <b>Tubs</b> 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable, No. 1 9 25 18-in. Cable, No. 2 8 25 16-in. Cable, No. 3 7 25 No. 1 Fibre 10 25 No. 2 Fibre 9 25 No. 3 Fibre 8 25 <b>Washboards</b> Bronze Globe 2 50 Dewey 1 75 Double Acme 3 75 Single Acme 3 15 Double Peerless 3 75 Single Peerless 3 25 Northern Queen 3 25 Double Duplex 3 00 Good Luck 2 75 Universal 3 00 <b>Window Cleaners</b> 12 in. 1 65 14 in. 1 85 16 in. 2 30 <b>Wood Bowls</b> 13 in. Butter 1 50 15 in. Butter 2 25 17 in. Butter 4 00 19 in. Butter 5 90 Assorted, 13-15-17 3 00 Assorted, 15-17-19 4 25 <b>WRAPPING PAPER</b> Common straw 2 Fibre Manila, white 3 Fibre Manila, colored 4 No. 1 Manila 4 Cream Manila 3 Butcher's Manila 2 1/2 Wax Butter, short cut 13 Wax Butter, full count 20 Wax Butter, rolls 19 <b>YEAST CAKE</b> Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Yeast Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 <b>FRESH FISH</b> Per lb. Whitefish, Jumbo 16 Whitefish, No. 1 12 Trout 11 1/2 Halibut 10 Herring 7 Bluefish 14 1/2 Live Lobster 29 Boiled Lobster 29 Cod 10 Haddock 8 Pickerel 12 Pike 9 Perch 8 Smoked, White 12 1/2 Chinook Salmon 15 Mackerel Finnan Haddle Roe Shad Shad Roe, each Speckled Bass 8 1/2 <b>HIDES AND PELTS</b> <b>Hides</b> Green No. 1 11 Green No. 2 10 Cured No. 1 13 Cured No. 2 12 Calfskin, green, No. 1 13 Calfskin, green, No. 2 11 Calfskin, cured, No. 1 14 Calfskin, cured, No. 2 12 1/2	<b>Pelts</b> Old Wool 30 Lambs 50@ 75 Shearlings 40@ 65 <b>Tallow</b> No. 1 5 No. 2 4 <b>Wool</b> Unwashed, med. 25 Unwashed, fine 23 Standard Twist 8 <b>Cases</b> Jumbo, 32 lb. 7 1/2 Extra H. H. 10 Boston Cream 12 Big stick, 30 lb. case 8 <b>Mixed Candy</b> Grocers 6 1/2 Competition 7 Special 8 Conserve 7 1/2 Royal 12 Ribbon 10 Broken 8 Cut Leaf 8 1/2 Leader 8 Kindergarten 10 French Cream 9 Star 11 Hand Made Cream 16 Tremo Cream mixed 14 Paris Cream Bon Bons 10 <b>Fancy—in Pails</b> Gypsy Hearts 14 Coco Bon Bons 14 Fudge Squares 13 Peanut Squares 9 Sugared Peanuts 12 Salted Peanuts 12 Starlight Kisses 11 San Blas Goodies 13 Lozenges, plain 10 Lozenges, printed 12 Champion Chocolate 13 Eclipse Chocolates 14 Eureka Chocolates 15 Quintette Chocolates 14 Champion Gum Drops 9 Moss Drops 10 Lemon Sours 10 Imperial 10 Ital. Cream Opera 13 Ital. Cream Bon Bons 13 Golden Waffles 13 Red Rose Gum Drops 13 Auto Bubbles 13 <b>Fancy—in 5lb. Boxes</b> Old Fashioned Molasses 10lb. bx 1 20 Orange Jellies 50 Lemon Sours 60 Old Fashioned Horehound drops 60 Peppermint Drops 60 Champion Choc. Drops 60 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 13 1 10 Bitter Sweets, as'td. 1 10 Brilliant Gums, Cryst. 60 A. A. Licorice Drops 60 Lozenges, printed 60 Lozenges, plain 60 Imperial 60 Mottos 60 Cream Bar 60 G. M. Peanut Bar 60 Hand Made Crms 30@90 String Rock 60 Wintergreen Berries 60 Old Time Assorted 3 75 Buster Brown Good 3 50 Up-to-date Ass'tm't 3 75 Ten Strike No. 1 6 50 Ten Strike No. 2 6 00 Ten Strike, Summer assortment 6 75 Scientific Ass't. 13 00 <b>Pop Corn</b> Cracker Jack 8 25 Giggles, 5c pkg. 8 50 Pop Corn Balls 200s 1 25 Azulikit 100s 8 25 Oh My 100s 8 50 <b>Cough Drops</b> Putnam Menthol 1 00 Smith Bros. 1 25 <b>NUTS—Whole</b> Almonds, Tarragona 16 Almonds, Drake 15 Almonds, California sft. shell 12@13 Brazil 12@13 Filberts 12@13 Cal. No. 1 12 Walnuts, soft shell 15@16 Walnuts, Marbot 13 Table nuts, fancy 13@14 1/2 Pecans, Med. 13 Pecans, ex. large 14 Pecans, Jumbos 14 Hickory Nuts per bu. 10 Ohio, new 10 Cocoanuts Chestnuts, New York State, per bu. 10 <b>Shelled</b> Spanish Peanuts 9 50 Pecan Halves 30@32 Walnut Halves 30@32 Filbert Meats 27 Alicante Almonds 42 Jordan Almonds 47 <b>Peanuts</b> Fancy H. P. Suns 7 1/2 Roasted 7 1/2 Choice, H. P. Jumbos 8 1/2



## Special Price Current

### AXLE GREASE



Mica, tin boxes .75 9 00  
Paragon .55 6 00

### BAKING POWDER



Royal  
10c size 90  
1/4 lb. cans 1 35  
6oz. cans 1 90  
1/2 lb. cans 2 50  
3/4 lb. cans 3 75  
1 lb. cans 4 80  
3 lb. cans 13 00  
5 lb. cans 21 50

### BLUING



C. P. Bluing

Small size, 1 doz. box .40  
Large size, 1 doz. box .75

### CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots .31  
El Portana .33  
Evening Press .32  
Exemplar .32

Worden Grocer Co. brand

### BEN HUR

Perfection .35  
Perfection Extras .35  
Londres .35  
Londres Grand .35  
Standard .35  
Puritans .35  
Fanatellas, Finas .35  
Fanatellas, Bock .35  
Jockey Club .35

### COCOANUT

Baker's Brazil Shredded



70 5c pkgs, per case .2 60  
86 10c pkgs, per case .2 60  
16 10c and 38 5c pkgs,  
per case .2 60

### FRESH MEATS

#### Beef

Carcass .6 1/2 @ 9 1/2  
Hindquarters .8 @ 10 1/2  
Loins .9 @ 14  
Rounds .7 1/2 @ 9  
Chucks .7 @ 7 1/2  
Flats .6 1/2  
Livers .6 1/2

#### Pork

Loins .16  
Dressed .11  
Boston Butts .15  
Shoulders .12 1/2  
Leaf Lard .13  
Pork Trimmings .11

#### Mutton

Carcass .10  
Lambs .12  
Spring Lambs .13

### Veal

Carcass .6 @ 9

### CLOTHES LINES

Sisal  
60ft. 3 thread, extra .1 00  
72ft. 3 thread, extra .1 40  
90ft. 3 thread, extra .1 70  
60ft. 6 thread, extra .1 29  
72ft. 6 thread, extra .1 50

#### Jute

60ft. .75  
72ft. .90  
90ft. .1 05  
120ft. .1 50

#### Cotton Victor

50ft. .1 10  
60ft. .1 35  
70ft. .1 60

#### Cotton Windsor

50ft. .1 30  
60ft. .1 44  
70ft. .1 80  
80ft. .2 00

#### Cotton Braided

40ft. .95  
50ft. .1 35  
60ft. .1 65

Galvanized Wire  
No. 20, each 100ft. long 1 96  
No. 19, each 100ft. long 2 10

### COFFEE

Roasted  
Dwinell-Wright Co.'s B'ds.



White House, 1lb. . . . .  
White House, 2lb. . . . .  
Excelsior, M & J, 1lb. . . . .  
Excelsior, M & J, 2lb. . . . .  
Tip Top, M & J, 1lb. . . . .  
Royal Java . . . . .  
Royal Java and Mocha . . . . .  
Java and Mocha Blend . . . . .  
Boston Combination . . . . .

Distributed by Judson  
Grocer Co., Grand Rapids;  
Lee, Cady & Smart, De-  
troit; Symons Bros. & Co.,  
Saginaw; Brown, Davis &  
Warner, Jackson; Gods-  
mark, Durand & Co., Bat-  
tle Creek; Fielbach Co.,  
Toledo.

### FISHING TACKLE

1/2 to 1 in. . . . . 6  
1 1/4 to 2 in. . . . . 7  
1 1/2 to 2 in. . . . . 9  
1 3/4 to 2 in. . . . . 11  
2 in. . . . . 15  
3 in. . . . . 20

#### Cotton Lines

No. 1, 10 feet . . . . . 5  
No. 2, 15 feet . . . . . 7  
No. 3, 15 feet . . . . . 9  
No. 4, 15 feet . . . . . 10  
No. 5, 15 feet . . . . . 11  
No. 6, 15 feet . . . . . 12  
No. 7, 15 feet . . . . . 13  
No. 8, 15 feet . . . . . 15  
No. 9, 15 feet . . . . . 20

#### Linen Lines

Small . . . . . 20  
Medium . . . . . 26  
Large . . . . . 34

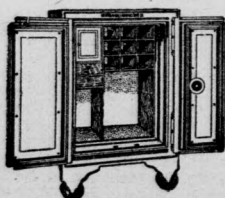
#### Poles

Bamboo, 14 ft., per doz. 55  
Bamboo, 16 ft., per doz. 60  
Bamboo, 18 ft., per doz. 80

#### GELATINE

Cox's, 1 doz. Large .1 80  
Cox's, 1 doz. Small .1 00  
Knox's Sparkling, doz. 1 25  
Knox's Sparkling, gr. 14 00  
Nelson's .1 50  
Knox's Acidu'd. doz. .1 25  
Oxford .75  
Plymouth Rock .1 25

### SAFES



Full line of fire and burg-  
lar proof safes kept in  
stock by the Tradesman  
Company. Thirty-five sizes  
and styles on hand at all  
times—twice as many safes  
as are carried by any other  
house in the State. If you  
are unable to visit Grand  
Rapids and inspect the  
line personally, write for  
quotations.

### SOAP

Beaver Soap Co.'s Brand.



100 cakes, large size .6 50  
50 cakes, large size .3 25  
100 cakes, small size .3 85  
50 cakes, small size .1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50  
Black Hawk, five bxs 2 40  
Black Hawk, ten bxs 2 35

### TABLE SAUCES

Halford, large .3 75  
Halford, small .2 25

## 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.

Butler Brothers

New York

Chicago St. Louis

Minneapolis

G. J. Johnson Cigar Co.

S. C. W. El Portana  
Evening Press Exemplar

These Be Our Leaders

### Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color,  
and one that complies with the pure  
food laws of every State and  
of the United States.  
Manufactured by Wells & Richardson Co.  
Burlington, Vt.

## HIGHEST IN HONORS

## Baker's Cocoa & CHOCOLATE



Registered,  
U. S. Pat. Off.

A perfect food, preserves  
health, prolongs life

Walter Baker & Co. Ltd.

Established 1780 DORCHESTER, MASS.

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

## 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.

Tradesman Company  
Grand Rapids



# BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders

## BUSINESS CHANCES.

For Sale—\$7,000 shoe stock and fixtures. 8,000 population. Strictly cash business. Well established, college town. Wish to retire. Address 582, care Tradesman. 582

Drug and small book stock for sale, with store furniture; 1-3 invoice—invoice about \$2,500. Good opening here for old physician; none in town. Will Curlett, Dexter, Mich. 581

For Sale—Wheaton—Beautiful college temperance suburb, 150 trains stop here daily. Lot 80x200; new; east front, house 26x38; oak floors and trim; living-room 13x24, fireplace, bay window, bath, furnace, gas, electric, fine lawn, large garden. Price \$4,650. Tomlinson & Sons, Wheaton, Ill. 579

For Sale—In live city in Southern Colorado, grocery and queensware business, annual sales \$125,000. Average profit 25%. Best location in city. Fine climate. Wish to retire. Have made enough. Will sell at invoice price. Address Box 37, Pagosa Springs, Colo. 580

For Sale—A1 horseshoeing and blacksmith business in good country town. Business enough for two good men. Address Lock Box 74, Alto, Mich. 578

For Sale—Good blacksmith shop and woodworkers' room, with good machinery and tools, also gasoline engine. Clyde W. Britten, Box 183, Maple Rapids, Mich. 577

For Sale—Good clean stock of hardware in one of the best villages in the State and doing a good business. H. M. Weed, Bellevue, Mich. 576

Will trade 400 acres of good unimproved land for stock of hardware or dry goods. Best terms, lowest prices on farm lands. Write for circular. Address Wm. H. Caple, Clare, Mich. 583

For Sale—10,000 No. 2 cedar railroad ties. R. W. Hyde, Posen, Mich. 574



## A Successful Special Sale

Will quickly convert your surplus merchandise and slow selling goods into cash. My sales are conducted along profit producing lines and leave no bad aftereffect. You place the sale prices on your goods and my plans will draw the crowds and make daily sales climb to high figures. Write for particulars, giving size of stock. B. H. Comstock, 907 Ohio Building, Toledo, Ohio.]

For Sale—\$18,000 stock general merchandise in prosperous North Dakota town. Can reduce to suit buyer. E. L. Britten, Box 1115, Minot, N. D. 575

For Sale—Going West. Chance for young man with small capital to pay for my drug business in one year, doing \$6,000 annually. Brick store, rent \$12.50. No opposition. Town 500. Good farming section. I can refer you to any wholesale firm. Reason, poor health. Address P. M., care Tradesman. 573

For Sale—First-class and up-to-date restaurant in city of 10,000. A1 location. A moneymaker. Best of reasons for wanting to sell. No trades. No triflers. Strictly cash, \$600 takes it. If you mean business write No. 567, care Tradesman. 567

For Sale—\$2,000 grocery stock and fixtures in college town about 4,000. Doing strictly cash business. Sales \$20,000 yearly. Good reason for selling. Address No. 566, care Michigan Tradesman. 566

For Trade—Suburban lots in Oklahoma town of 3,500 for automobile of 1909 or 1910 model; standard make. Address Middleton Bros., Collinsville, Okla. 564

For Sale—Good grocery and meat business combined, on one of best streets in Kalamazoo. Invoices about \$2,500, with fixtures. Doing good business. Address 563, care Tradesman. 563

Bakery For Sale—Well-established bakery business. 1060 Fifth St., San Bernardino, Calif. 562

For Sale—A clean stock of groceries and hardware; will consider a dwelling or small place near town. J. N. Douglas, Belvidere, Ill. 560

For Sale—Best hotel in town; \$2 a day; best business; reason for selling, lost my wife; 30 rooms, lot 60x132; rooms all furnished; best rooms in town. W. S. Young, Winterset, Iowa. 558

For Sale—\$4,500 stock general merchandise worth 100c on the dollar. Good trade, country town 400, Central Michigan. High school, good market. Cheap rent. On account poor health, will sell for 85c on the dollar. Address Rare Bargain, care Tradesman. 572

For Sale—Saw mill and coal business. I will take the output of mill and furnish 200,000 feet of logs at mill ready to saw. A snap for the right party. Must sell, as other business takes my time. E. E. Hooker, Bellefontaine, Ohio. 554

Good opportunity for party with medium capital to become president and general manager of established manufacturing and foundry business, or entire business can be had at two-thirds its value. Park & Bonsted, Attorneys, Syracuse, N. Y. 553

## SOMETHING NEW

We can either close you out or put on a sale to build up your business at a profit for you. Others sacrifice your profits to get business. We get the business and save the profits. We would like to talk it over with you

G. B. JOHNS & CO., Auctioneers  
1341 Warren Ave. West Detroit, Mich.

Wanted—A position in a general store in a country town, by a single man of good habits. Can come at once. Four years' experience. Address No. 557, care Tradesman. 557

For Sale—Good grocery business with soda fountain in connection, in good town in one of the finest farming sections in Central Michigan. Must sell on account of sickness. Splendid opportunity. Stock and fixtures about \$2,000. Liberal discount if sold at once. Address H. D., care Tradesman. 551

Opportunities in the West—No matter what trade, business or profession you follow, if you are looking for a better opportunity, send twenty-five cents for six months' subscription to Opportunity Magazine, Dept. 164, Spokane, Wash. 550

Improved farm 14 miles west of Traverse City to exchange for stock merchandise. Address No. 546, care Tradesman. 546

Worth \$1,000 to any merchant. Model form collection letters: "get the money," and retain the good will of the customers. Mailed for \$1. Mercantile Agency, Arthur, Iowa. 545

Complete Planing Mill Plant—Including four Woods machines, edger, resaw, dry kilns, other equipment including site, 15 cottages thereon. Well located South Georgia timber belt on three main lines of railroads. Southern Lumber Co., Brookfield, Ga. 543

For coal, oil and gas, land leases, write C. W. Deming Co., Real Estate Dealers, Tulsa, Okla. 542

For Sale—General stock and fine dwelling on beautiful river, 600 feet salt water front, 25 acres oyster bed. Good fishing, hunting, bathing. R. C. Drew, Salisbury, Md. 541

For Sale—A good store and stock of general merchandise in good farming community. Address M. A. Vogel, Sterling, Mich. 552

For Rent—In Milan, Mich., brick store 47x68, old-established, best store. Modern equipment, complete for general stock, hot air heat, electric lamps 24 hours, sanitary plumbing, city water. A \$12,000 to \$20,000 general stock, will sell \$40,000 to \$60,000 here. Write A. E. Putnam, Sigourney, Ia. 534

## IT WILL PROFIT YOU

to write me if you have a stock to sell. Give description. Ask for information. Mention dates.

### REMEMBER!

it is your customers that really pay my commission. John C. Gibbs, Expert Auctioneer, Mt. Union, Iowa.

Money in Every Mail—Own business like mine. No capital; no canvassing; no merchandise to handle; legitimate. Address, with stamp, J. L. Whatley, Toccoa, Ga. 531

Factory hands wanted. Carpenters for cabinet and stair department. Cutters and rippers for cutting department. Machine hands for sash department. Moulding machine hands for operating up to date moulders. Address, stating wages expected, Huttig Mfg. Co., Muscatine, Iowa. 539

For Sale—Bakery, restaurant, ice cream parlor. Cheap if sold soon. Thoroughly equipped. Splendid business. Snap for baker. Uglow's Bakery, Lowell, Mich. 519

If you want to buy good farm in Michigan, write to the Real Estate Exchange, McBride, Mich. 527

For Sale—Old-established paying retail lumber yard and mill, Monroe. Population 8,500. Many factories and buildings going up. City growing. One other yard in city. W. C. Sterling, Jr., Monroe, Mich. 525

For Sale—Wool, hide and fur business established twenty years. Volume, \$200,000 per year. Present owner has made a competence and desires to retire. Will sell warehouse, cellar and residence for \$6,000 (cost \$12,000), all cash or partly on time. Purchaser should have \$5,000 or more additional capital to conduct business. Address No. 454, care Michigan Tradesman. 454

Buy new soda fountains of us. Also have four second-hand fountains. Michigan Store & Office Fixtures Co., Grand Rapids, Mich. 452

Will pay cash for shoe stock. Address No. 286, care Michigan Tradesman. 286

For Sale—General stock inventorying about \$7,000 doing a business exceeding \$40,000 per year. Also own half interest and operate telephone exchange of 60 farmer subscribers. Postoffice. Warehouse on track and established produce business. Will rent or sell store building and residence property. Business long established and always profitable. Refer to bankers at Howard City. Address No. 413, care Michigan Tradesman. 413

For Sale—One 300 account McCaskey register cheap. Address A. B., care Michigan Tradesman. 548

Safes Opened—W. L. Slocum, safe expert and locksmith. 114 Monroe street. Grand Rapids, Mich. 104

Cash For Your Business Or Real Estate. No matter where located. If you want to buy, sell or exchange any kind of business or real estate anywhere at any price, address Frank P. Cleveland, 1261 Adams Express Building, Chicago, Ill. 26

## HELP WANTED.

Wanted—Salesmen of ability to solicit druggists. Package goods of finest quality and appearance. Large variety. Guaranteed under the Pure Foods and Drugs Act. 20% commission. Settlements bi-monthly. Sold from finely illustrated catalogue and flat sample book. Offers you an exceptionally fine side line. Catalogue at request. Henry Thayer & Co., Cambridge-Boston, Mass. Established 1847. 510

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store care Tradesman. 242

Want Ads. continued on next page.

## COUPON BOOKS

SUPERCEDE BOOK-KEEPING DISBURSED ACCOUNTS BAD DEBTS

ACCURACY ASSURE PROFIT CONTENTMENT

We make four grades of book: in the different denominations.

CIRCULARS SAMPLES ON INQUIRY

**TRADESMAN COMPANY.**

GRAND RAPIDS, MICH

# Here Is a Pointer



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

## Attention, Merchants!!

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

The World's Greatest Sale Conductors  
148 East Washington Street, Chicago

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

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



### Twenty-Nine Girl Leppers Transported.

The apprehension of a number of Whitley county young ladies over the danger of contracting leprosy from wearing rats, puffs, turbans, etc., has now received another and additional increase just as it had begun to wear off.

This last cause for anxiety on the part of the rat-bearers is a letter from Mrs. Will Beatty, of Minneapolis, Minn., to her cousin, Mrs. Lottie McConnell, of Sidney. In the letter Mrs. Beatty described the horrible and heart rending sight she witnessed recently in that city.

Twenty young girls from Chicago, said to be from big department stores, five more from Minneapolis and four from St. Paul, were being hustled to the coast to take passage for the Hawaiian islands and become members of the leper colony.

The letter goes on to state that each girl was completely shrouded in a rubber bag, only their heads being permitted to protrude. Mrs. Beatty lives outside the city of Minneapolis and happened to be in town the day the young women were being transported and attracted by the crowds followed to the scene.

She declared she afterward regretted that she had been a witness to the departure of the poor girls, for their struggles to save themselves from banishment the remainder of their natural lives to a lonely island in the middle of the Pacific, surrounded only by those who were like unfortunates, was pathetic in the extreme and their anguished cries as they parted from native land and loved ones was heart-tearing.

It is declared that the girls who first contracted the disease were employed in making the puffs, rats, etc., from hair which had been imported to this country from foreign lands.

When the contents of the letter became known in South Whitley, every woman and girl in the surrounding community took it up and now the wearing of rats is said to be tabooed by all alike.—Columbia City, Ind., Commercial-Mail.

### Manufacturing Matters.

Detroit—The American Lubricator Co. has purchased a site extending from Ferdinand to Summit streets, along the Wabash Railway, and will erect a plant that will give the company three or four times the capacity it has at present. The dimensions of the site are 139x309 feet.

Port Huron—Forty thousand dollars of the proposed \$75,000 necessary to bring the Cass Auto Truck Co. from Detroit to this city has been subscribed by local business men. The enterprise is being handled by the Young Men's Business Association. The plant will employ about 500 men.

Detroit—A new company has been incorporated under the style of the McKee-Newton Manufacturing Co. to manufacture and sell pasteurizing machines and conduct a general mercantile business. The company has an authorized capital stock of \$50,000, all of which has been subscribed and \$5,000 paid in cash.

Bay City—A new company has

been organized under the style of the Fresh Air Appliance Co. for the purpose of manufacturing and selling portable fresh air porches, attachable porches, cottages, tents, etc. The new company has an authorized capital stock of \$30,000, of which \$16,000 has been subscribed and \$4,000 paid in in cash.

Detroit—The Berry Bros. Varnish Co., through its attorneys, Campbell & Dewey, have started an action of debt against the Sunley Finish Color Co., in an attempt to collect money alleged to be due for materials furnished. The company represents in its bill that there were irregularities in stock transfers in the corporation and wants an airing of the firm's business and the whole matter in court. The firm has been in financial difficulties for some time, and in the course of straightening out the kinks it has developed that Miss Edith Presley, the Lansing stenographer whose mysterious death in Detroit resulted in the arrest of Representative Charles P. Ward, owned eighty-seven shares of the stock.

### Indiana Wholesale Grocers Fully Organized.

Indianapolis, April 22—The first annual meeting of the Indiana Wholesale Grocers' Association was held in the governors' room of the Board of Trade building yesterday. About thirty jobbers attended and plans were made to further the interests of the organization and to increase the membership.

Officers were chosen as follows:

President—Joseph A. Goddard, of the Joseph A. Goddard Co., Muncie.

Vice-President—Charles W. Wells, Vice-President of the Kothe, Wells & Bauer Co., Indianapolis.

Treasurer—John C. Smith, Vice-President of the Indianapolis Fancy Grocery Co., Indianapolis.

Secretary—Herbert U. Biggar, Muncie.

Guy W. Rouse, of Grand Rapids, President of the Michigan Wholesale Grocers' Association, spoke on "The Benefits of Association Formation." He suggested new business methods, advocated a closer affiliation between jobbers and told of the good derived from the Michigan Association.

The Association will have a board of directors and an advisory board, both to be chosen by the President. It is planned to hold meetings at various places in the State at intervals during the year, to be attended by jobbers in those districts.

The organization voted to support the National Wholesale Grocers' Association and may send representatives to the annual convention to be held in Louisville, Ky., May 24, 25 and 26. A resolution was also adopted taking a stand against various so-called "vicious practices" in the trade.

The Association expressed its disapproval of "deals," "schemes" and "the subsidizing of jobbers' employees by manufacturers." The meeting was adjourned subject to the call of the President.

It is no use looking in lonely places for men who are really walking with God.

### Ruling Prices on Confectionery Forty Years Ago.

The reproduction of the old grocery invoice in the Michigan Tradesman last week stimulated John H. Millar (National Candy Co.) to kindly send the Michigan Tradesman an invoice that was rendered the late Dr. G. B. Nichols, of Martin, on Dec. 12, 1871, nearly thirty-nine years ago. Mr. Millar has very kindly made a comparison of the prices charged at that time with the ruling prices on similar goods, as follows:

	Billed	Present
Stick candy .....	16c	07½c
Mottoes .....	25c	12c
Peanut bar .....	22c	12c
Port wine .....	30c	
Brandy .....	30c	
J. J. lozenges .....	35c	
Cin. imp .....	30c	12c
Wintergreen lozenges .....	28c	11c
Peppermint .....	28c	11c
Motto hearts .....	25c	12c
A. B. bon bons .....	25c	10c
Syrup bar .....	20c	10c
Cream bar .....	20c	12c
Barber poles .....	20c	12c
Sugar fish .....	25c	12c
Lemon drops .....	20c	11c
Sour drops .....	22c	12c
Peppermint drops .....	25c	13c
Mixed drops .....	28c	13c
Figs .....	22c	12c
Rose gum drops .....	25c	10c
Royal gum drops .....	25c	12c
A. B. gum drops .....	25c	08c
Jap cocoa .....	25c	12c
Jap figs .....	25c	
H. & Hands .....	28c	
Cream mici .....	33c	
Cream peaches .....	35c	
Peach slices .....	33c	18c
Plain creams .....	31c	09c
Peanuts, baked .....	14c	07½c
Images .....	35c	13c

### Steady Job Every Spring.

The Michigan Tradesman calls attention to the fact that the club women of Grand Rapids and of some other cities have started 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 has to be done over again. Whether he returns like the weeds of a new crop or 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 cuspidore 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 concerned.—Cadillac News and Express.

### Muskegon To Detroit by Automobile.

Muskegon, April 26—Ten delegates of the Muskegon Business Men's Protective Association to the Michigan Retail Grocers' convention to be held in Detroit May 23, 24 and 25

are going to cross the State in automobiles, plentifully advertising the fact that the party is from this city.

The delegates are to be Ole Peterson, Charles P. Rasmus, Daniel Christie, S. M. Mangleson, J. D. Klont, Henry Wit, Hans Hansen H. B. Smith, Hans Johnson and A. R. Bliss. The automobiles are to be beautifully decorated and will undoubtedly attract a lot of attention on the way south.

No action toward trying to land the next convention for Muskegon was taken at the last meeting, the grocers and butchers feeling that the question ought to be considered a little more before a decision was reached.

There will be no May half-holiday closing for the grocers and butchers. The stores will close Wednesday afternoon, as last year, in June, July and August, except the first Wednesday in June, on account of Memorial day coming the same week. A. R. Bliss is now getting out stickers and cards advertising the half-holiday closing.

### It Handles Sane Fireworks.

The National Candy Co. meant to advertise "sane" fireworks in the last edition of the Tradesman, but the printer and proofreader insisted on making it "some" fireworks instead. The Tradesman cheerfully certifies that the National Candy Co. handles fireworks that are as sane as fireworks can be and still attract the attention and approbation of Young America.

The less a man thinks about his sincerity the more he is likely to have.

### BUSINESS CHANCES.

For Sale—\$2,700 buys a half interest in a well established hardware, furniture and implement business in a live Northern Michigan town, surrounded by thrifty farmers, if taken by June 1st. Address Opportunity, care Tradesman. 584

For Sale—One National cash register, total adder. Issues or gives out sales slips. Works fine and good as new. Cost \$125, will sell for \$50. Also one wire fruit rack, 6½ feet in height. Six adjustable shelves ranging in width from 9 inches to 32 inches. All iron and wire. Cost \$15, will sell for \$8. Address No. 585, care Tradesman. 585

Wanted—Experienced clerk for general store. Single man. Must be active. Steady position. A. C. Smith, Mgr., Springvale, Mich. 586

Notice—Capital wanted and to the right party full control will go for new capital needed by a fully equipped pocket knife plant, with a good trade and reputation for good goods and good location on railroad and trolley lines. Has ample waterpower. Would like to hear from hardware jobber or manufacturer or any other party with capital to take up the above offer. Thomaston Knife Co., Reynolds Bridge, Conn. 588

What live town 800 to 1,500 in Michigan, Ohio or Indiana is in need of up-to-date gents' clothing, furnishing and shoe store? Address K. & C. care Tradesman. 591

For Sale—Live cash shoe store, best located, long established, selling best trade. Stock about \$8,000, in beautiful, healthful Glens Falls, N. Y. Population 18,000. Trading population 40,000. Hourly trolley service to Lake George, North. Saratoga, South. Address C. A. Taylor. 590

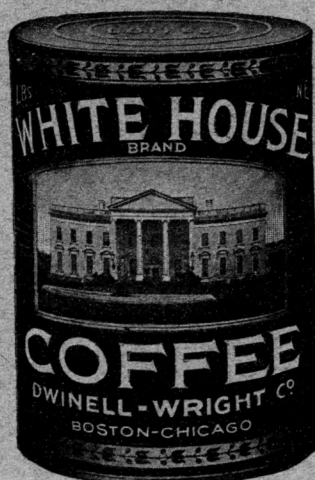
For Sale—We have an opportunity that is seldom offered in the lumber business. To an honest agreeable gentleman, who understands the retail lumber business who can devote his time to the business. We will sell, not to exceed a one-third interest in an incorporated lumber company doing an excellent and growing business in the city of Flint, the best town in State of Michigan. Not for sale except as above stated. Apply at the yard 1919 Pine St., Flint, or address R. P. Holihan, Millersburg, Mich. 589

Have patent right want to exchange for merchandise. W. H. D., Box 256, Waukomie, Okla. 587



# Give 'em a Chance

That's What They're Waiting For



Our persistent claims of superiority for our superb "White House" Coffee are substantiated wherever and whenever people can have an opportunity to compare it with any other brand that may be offered. GIVE YOUR CUSTOMERS THE OPPORTUNITY. "WHITE HOUSE" WILL MEET IT SQUARELY—AND WIN OUT.

**Symons Bros. & Co.**

Wholesale Distributors Saginaw

# Pays a Profit From the Day It is Installed



- † This is THE McCASKEY ACCOUNT REGISTER in which is embodied the SYSTEM of handling ACCOUNTS WITH ONE WRITING.
- † Sixty thousand merchants are using it.
- † If it saves them time, labor and money it will do the same for you.
- † We'll be glad to tell you about it and demonstrate it without any cost to you. Drop us a line saying you are interested.

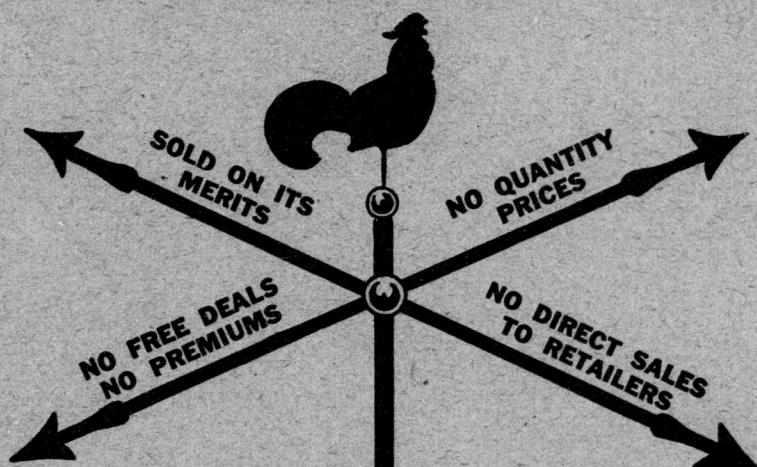
FIRST AND STILL THE BEST

**THE McCASKEY REGISTER CO.**  
ALLIANCE, OHIO

Manufacturers of the famous Multiplex Duplicating and Triplicating Sales Pads. Also Single Carbon Pads in all Varieties.

Detroit Office: 1014 Chamber of Commerce Bldg.  
Grand Rapids Office: 256 Sheldon St., Citizens Phone 9645

Agencies in all Principal Cities



# A Square Deal to Everybody

North — East — South — West

One price to everybody—that's the basis. No special privileges to Chain Stores, Department Stores, Buying Exchanges, etc.

The average retail grocer is our best friend and we give him the square deal—small lots with the assurance of fresh goods.

The bottom price is the price you all pay, and it allows you a good profit on

## KELLOGG'S TOASTED CORN FLAKES

We protect our own interests in protecting yours. We long ago discovered that "free deals" frequently meant overstocking—stale goods, etc., that eventually affected the entire trade.

Every customer knows that Kellogg's Toasted Corn Flakes sells on its merits. Ten cents' worth of the best for ten cents, and a good, clean profit for you.

That's why you have stuck, and why you are going to stick, to the one big thing in the cereal market today—Kellogg's Toasted Corn Flakes—the "square deal" cereal.

**KELLOGG TOASTED CORN FLAKE CO.**  
BATTLE CREEK, MICH.

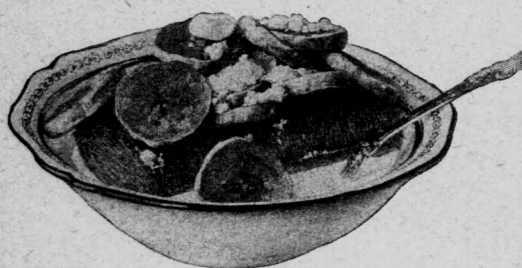


## How to Meat the Situation

During these troublous times, when the price of meat is soaring skyward, tell your customers to make their "meat"

## Shredded Wheat

Of course, you don't want to hurt the butcher around the corner—he may not be to blame for the high prices—but people who have decided to cut out meat for awhile will thank you for telling them about such a nourishing, wholesome substitute as Shredded Wheat Biscuit.



If your customers like Shredded Wheat Biscuit for breakfast they will like it for any meal in combination with sliced bananas, baked apples, stewed prunes or other fresh or preserved fruits. Two Biscuits with a little fruit will supply all the energy needed for a half day's work.

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

## Barlow's Fancy Cake Flour

Barlow's  
Old Tyme  
Graham

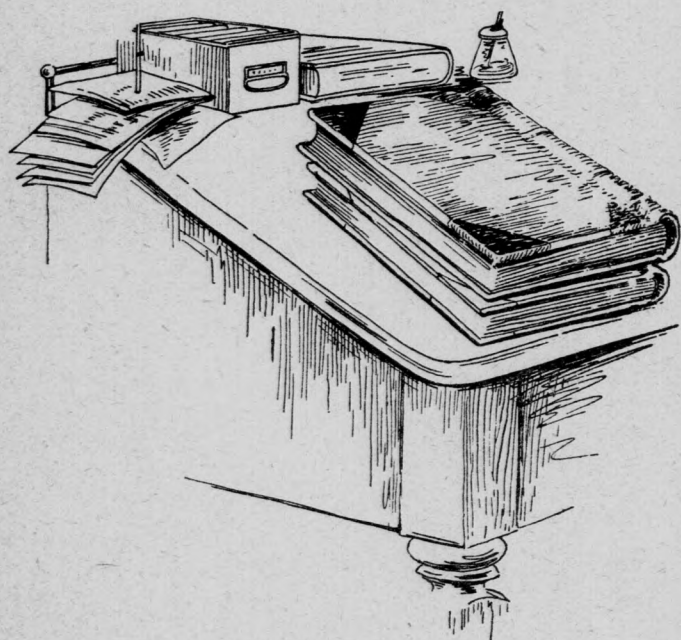
Barlow's  
Indian  
Corn Meal

## Barlow's Best Flour

All Choice  
Michigan Product

JUDSON GROCER CO.

Exclusive Distributors  
GRAND RAPIDS, MICH.



## Twelve O'Clock

When you wake up and the clock strikes twelve, when it's darker than pitch and the wind blows a gale, you say to yourself:

### "What a Wild Night for a Fire"

Then you think of your own place of business and you say, "Well, I'm insured." Are you? What about your valuable papers and account books—are they insured? What would be your loss if they burned? You dislike to think about it, don't you?

### Think Once More and Buy a Safe

During the winter months we have the most fires. Better get busy and write us today for prices.

**Grand Rapids Safe Co.** Tradesman Building Grand Rapids, Mich.