

When a Man Is a Failure

When he has no confidence in himself or in his fellow men.

When he values success more than character and self-respect.

When he does not try to make his work a little better each day.

When he becomes so absorbed in his work that he can not see that life is greater than work.

When he lets an hour go by without making some one happier and more comfortable.

When he tries to rule others by bullying instead of by example.

When he values wealth above health, self-respect and the good opinion of others.

When he is so burdened by his business that he finds no time for rest and recreation.

When he loves his own plans and interests more than humanity.

When his friends like him for what he has more than for what he is.

When he knows that he is in the wrong, but is afraid to admit it.

When he envies others because they have more ability, talent or wealth than he has.

When he does not care what happens to his neighbor or to his friend so long as he is prosperous.

When he is so busy doing that he has no time for smiles and cheering words.

A Reliable Name

And the Yeast
Is the Same

Fleischmann's

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

Pure Cider Vinegar

We guarantee our vinegar to be
absolutely pure, made from apples
and free from all artificial color-
ing. Our vinegar meets the re-
quirements of the Pure Food Laws
of every State in the Union. * *

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

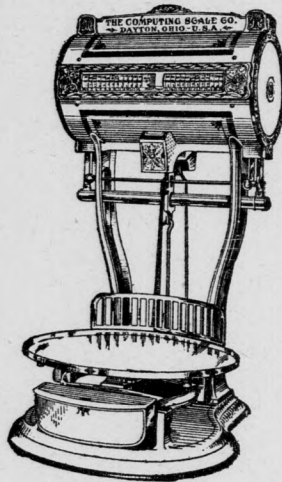


"State Seal" Brand Vinegar

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

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

Oakland Vinegar & Pickle Co., Saginaw, Mich.



Eureka! Perfection!

If there is any one article on the American
market which stands ABOVE ALL COM-
PARISON with other devices for accom-
plishing like results, it is the DAYTON-
MONEYWEIGHT SCALE. It has been
TESTED by SCIENTISTS of world re-
nown; by FEDERAL and MUNICIPAL
OFFICIALS; by MECHANICAL TESTS
at our factory; by TIME and SERVICE, and
by the great majority of PROGRESSIVE
MERCHANTS. Their unanimous VER-
DICT is PERFECTION.

Moneyweight—Money-Saving

Our scales show automatically and simul-
taneously the price per pound, weight and
value, clearly and distinctly. No other practical counter scale is so quick-
acting, sensitive and accurate. This scale protects your profits. Its accu-
racy is a safeguard over every transaction between customer and merchant.
It stimulates confidence and is the emblem of a square deal. They are
equipped with our patented swivel base.

DAYTON AUTOMATIC SCALES

Our new factory at Dayton, Ohio (just completed), is a monument to
modern factory-building. The facilities for supplying the demand for the
matchless Dayton-Moneyweight Scales were never so favorable as now.

EASY PAYMENTS—Each purchaser has the privilege of paying for his scale
by easy monthly payments. If he pays in full in 30 days a liberal cash discount is
granted. An old style or unsatisfactory computing scale can be traded in as part
payment on the purchase of a new one. Ask for our exchange proposition.

CATALOGUE FREE—A request for information does not say you
want to buy. It implies that if there are any unnecessary leaks in your
method of handling your goods you want to know where they are and how
they can be remedied. Our catalogue will give you much valuable infor-
mation.

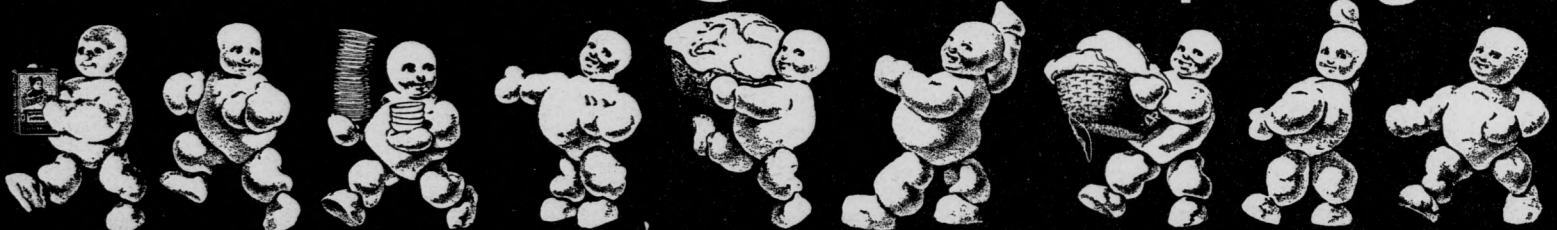


MONEYWEIGHT SCALE CO.

58 State Street, Chicago, Illinois

Please mention Michigan Tradesman when writing for catalogue

Snow Boy keeps moving out - Profits keep coming in



Start your Snow Boy sales a'moving
The way they grow will make your friends sit up and take notice

Ask your jobber's
Salesman

Lautz Bros. & Co.
Buffalo, N.Y.

MICHIGAN TRADESMAN

Twenty-Seventh Year

GRAND RAPIDS, WEDNESDAY, MAY 11, 1910

Number 1390

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THE FORCE OF SUPERSTITION.

Now that the date for the return of Roosevelt has been definitely set for June 18, it is ominously recalled that this is the anniversary of the battle of Waterloo. We smile at the superstitions of others, yet is there not a taint of it clinging to us, even though it be unrecognized?

It is said that very few ladies will willingly seat the ill-fated number, thirteen, at table, the excuse being given that while they have no faith in the threatened evil, some of the guests may object to the arrangement. At least it may be noted that, almost always when this is about to occur, some pretext will be thought up to break the circle.

There are people who laugh at the farmer that persists in planting his potatoes in the "dark of the moon" who positively know that if you want a fence to stay on top of the ground you must build it at the right time in the moon. That, of course, is fact—not superstition.

Then there are those who abstain from beginning a new piece of work on Friday, notwithstanding the fact that Columbus started on his first trip to America on this day. There are those who will shoot almost anything until it comes to the cat; and there they draw a rigid line; for is it not bad luck to kill a feline? Even a spider has a charmed life in the realms of some of the most fastidious housewives.

There are always some ready to smile at a certain saying which they regard as a mere whim, while at the same time they confess themselves equally influenced by one in another direction. And when we come down to the fine points does it pay to make fun of the honest conceptions of another lest some one perceive the beam in our own eye?

LEAVENING THE LUMP.

It is beginning to tell. The active political commercialism, as it has been carried on in Albany and Philadelphia and Pittsburg, has been duly looked upon and contemplated. It

has not been a cheering sight. The electing public is not satisfied with the men who are supposed to stand for them. They, the choosers, claim to be honest men; they, the chosen, are showing themselves to be anything but that, and the result is that the citizens of the places named, judged by their electors, are about as scurvy specimens of American citizenship as are above ground. Now while that may "go down" with the people East, the other sections of the country are not willing to "stand for it." The great Middle West is getting restive at such goings on and has made up its mind to have no more of it. Already there are suggestions abroad that it is the public's bounden duty and service to see to it that representation in the next Legislature is of a character to command the respect of the State and of its legislative associates. "Let us," say the people, "as honest men, elect honest men and stop the tendency existing almost everywhere of putting dishonest men in places of public trust and allowing them to buy and sell for their own private aggrandizement the rights and privileges of the public." Statesmen, not hucksters, are wanted in legislative halls. Anybody can swap jack-knives, "side unseen," especially when the knife belongs to somebody else, but the representatives should be men broad-gauged enough and intelligent enough to put it down as a self-evident truth that representatives are elected for the good of the community, not of themselves, and with wit enough to govern themselves accordingly. Graft and dishonesty are decidedly out of date and when character becomes, as it is going to be, the strongest essential in the representatives the immunity bath will be relegated to the background and the representatives' constituencies will no longer hide the head with shame.

HOW YOU MOVE.

It has been well said that one bad move calls for two or three good moves; and the player is well aware that the chance blunder may easily be one without remedy. Too much caution can not be exercised in dealing with your customers that there be no false move; nothing to arouse suspicion, to court antagonism.

There is much in the manner of greeting. Meet every one on an equal footing. If you use undue courtesy, it will be branded as flattery or "creeping after" trade. Don't do it. You should conduct your business in a straightforward, business-like manner, and not give the impression that you are a mendicant for custom. But the haughty, the supercilious bow will often drive a good customer elsewhere.

If you are so absent-minded that you can meet an acquaintance without recognition, take yourself in hand at once and administer a remedy. The public will not stand snubs without resenting them; and any discourtesy is certain to react. It is the bad move which it may take several good ones to counteract.

A reluctance to wait upon a customer is at once a signal for finding a new trading place. The average patron is quick to detect a slight. If you are not perfectly willing to go to a little trouble for the sake of selling goods, the time is near at hand when you will not have a chance to sell them. Let people know that you are at your post for the purpose of showing stock; that it is no trouble to do this to a reasonable extent.

If no sale is consummated, even if you form the mental opinion that none was meditated, do not lose your temper. There are impositions practiced many times; but it is better to become the victim to a few than to lose your dignity as well as your personal standing in the community by a showing of anger. Keep the moves on your side in good shape.

SEPARATOR BUTTER.

Perhaps few dealers in butter realize the transition which is taking place in the product and in its place in consumption. "While to the farmer the mission of the separator comes as a many side power, the tradesman finds in the single word Cleanliness a summing of the qualities which most directly influence his work. We have heard much within the past few years of clean milk and sanitary measures. And yet, after all the rules given to the dairyman have been complied with, after the stables have been reduced to models of neatness, the cows carefully groomed, the attire of the milkman rendered immaculate and the milk carefully strained—after all these precautions have been taken—the separator not only separates every particle of cream from the milk but leaves an accumulation of filth in the skimming holes which is a revelation to all thinking people who behold it.

Clearly, if we want clean butter the gravity system of separation must yield to its more thorough competitor. It is not simply a question of financial profit but of sanitation. Separator butter is fast rushing to the front ranks, not because So-and-So made it—and he is known to be a first-class buttermaker—but because his method is based on the principles of cleanliness. The choice rests upon individual merits proved by a personal test. There is a basic principle for these results which is soon to be the acknowledged test.

The old spring house and other ac-

cessories of the old-time buttermaker are vanishing before the improved method. A revolution in dairying has been brought about, all by the single implement, the separator. Its claims to give more cream per cow will help out the deficit in butter production. It will give greater profit to the farmer, allowing him to indulge in luxuries of which he once denied himself. But it is certain of making cleaner butter, and before many years all other butter will be a back number.

SAVING YOURSELF.

We have all heard and many of us have learned the lesson of saving the pennies; of working up from the small beginning and watching the small business grow to a great one. Yet not all have solved the problem or even realized that there was an essential one in trying to save ourselves. The housewife knows the old proverb that the head should be made to save the heels; and the successful business man can every day more fully appreciate Kingsley's words, "The more you know the more you can save yourself and that which belongs to you and do your work with less effort."

Time and personal energy should be worth more than money. They may be converted into money bearing a high rate of interest. We are largely creatures of habit, and the very habit which aided us in getting a footing on the ladder in early years becomes a stumbling block later. We forget that our time has increased in value and that some of the little shifts which paid once do not pay now unless we employ a cheap boy to do them. The routine of drudgery is gradually shifted to others. The man at the helm must bear the brunt of the burden, dictate the loading of the cargo, watch the clouds and keep in mind the location of the reefs.

Is the merchant's work the same it was ten years ago or that it will be ten years hence? Not if he understands his business. Every purchase, every sale, every transaction with his fellowmen becomes an object lesson. Every day shows a cross-cut to the desired position. Every day makes him more self-reliant and better equipped for the economical use of his powers. He who is not constantly learning his business through life is not living up to the best that is in him and the measure of success which he has attained is at least partially due to circumstances and environment. The results of yesterday should act as a lever of to-day in the conservation of energy and power.

The man who stutters does not need to be told to think twice before he speaks once.

LOCAL BANK STOCKS.

Large Holdings of Women, Estates and Non-Residents.

Not counting the City Trust and Savings Bank, whose stock is owned by the stockholders in the National City Bank, the four National banks, four State banks and one trust company have a total of 35,500 shares of \$100 each. As shown by the list published last week, these shares are distributed among 1,037 stockholders, and if evenly distributed each would hold an average of 32 2/3 shares. There are, of course, many duplications as single individuals may hold stock in more than one institution. Eliminating the duplications, it is probable the number of stockholders is between 800 or 900, and this may be regarded as a pretty wide distribution. The total number of shares in each bank, the number of stockholders and the average holding may be of interest, and here are the figures:

	Total No. shares	No. stockholders	aver. shares
Old National	8,000	186	43.0
National City	6,000	196	30.6
G. R. National	5,000	135	37.0
4th National	3,000	79	38.0
G. R. Savings	1,500	80	18.7
Kent State	5,000	97	51.5
Peoples	1,000	34	33.0
Com. Savings	2,000	161	12.5
Mich. Trust	2,000	69	30.0

The average holding is largest in the Kent State, but the average represents only about 1 per cent. of the total number of shares. The Old's average is a little more than one-half of 1 per cent. The Michigan Trust Co.'s average is 1 1/2 per cent. and the Peoples Savings' 3 1/3 per cent. of the total. The Peoples Savings' stock is most closely held, and the widest distribution lies between the Old, the National City and the Commercial Savings. In only one of the banks is there such a concentration of stock as to give any one individual anything like a dominant influence, and this is in the Grand Rapids Savings, where Chas. W. Garfield holds 46 shares in his own name and 352 shares as trustee, a total of 398 shares, or 26 per cent. of the whole. In the Kent State, Peoples and Grand Rapids National the largest single interests are a little over 10 per cent. and in the others it is below. The largest stockholders in the different banks are:

Old National, total 8,000. Joseph H. Martin, 505; Edward Lowe, 400; Harvey J. Hollister estate, 380; Jas. M. Barnett estate, 300.

National City, total 6,000. Joseph H. Martin, 485; Edward Lowe, 310; Jas. R. Wylie, 140.

G. R. National total 5,000. Mrs. Edwin F. Uhl, 540; Dudley E. Waters, 413 1/2; Geo. H. Long, 200.

Fourth National, total 3,000. Wm. H. Anderson, 390; Blodgett Co. Limited, 290; Mrs. Catherine Byrns, 167; S. M. Lemon, 120.

G. R. Savings, total 1,500. Chas. W. Garfield trustee, 352; personal, 46; John E. Peck, 70; Newton Pierson, Minneapolis, 60, N. Fred Avery, 50.

Kent State total, 5,000. John A. Covode, 620; Edward Lowe, 485;

Henry Idema, 334; Daniel McCoy, estate, 270; T. Stewart White, 256.

Peoples Savings, total 1,000. Wm. H. Anderson, 164; H. P. Grover, 100; S. M. Lemon, 90; Blodgett Co., Limited, 90.

Commercial Savings, total 2,000. Robt. D. Graham, 161; Wm. H. Anderson, Christian Bertsch, W. E. Gill and S. M. Lemon, each 100.

Michigan Trust, total 2,000. E. W. Salling, Manistee, 160; Claude Hamilton, 127; L. H. Withey, 123; E. Golden Filer, Manistee, 115.

In the G. R. National, while Dudley E. Waters is credited with 413 1/2 shares, with the holdings of his father's estate and other members of his family he commands 792 shares, or nearly 16 per cent. of the whole. In the Old National the estate of Jas. M. Barnett is increased to 492 shares by the family holdings, and Edward Lowe can add his wife's 100 shares to his 400.

The largest holder of bank stock in the city is Edward Lowe, who holds 485 Kent State, 400 Old, 310 National City and 80 Michigan Trust, a total of 1,275 shares; also, as trustee, 55 National City. To this may be added Mrs. Lowe's holdings of 100 each Kent State, Old, National City and 40 Michigan Trust, a total of 340. Their joint holdings are 1,615 shares, par value, \$161,500, and a market value of probably \$300,000 and an income of about \$13,160, subject to taxes.

Joseph H. Martin is the second largest stockholder, with 505 shares of Old, 485 National City, 65 G. R. National, 26 G. R. Savings and 25 Michigan Trust, a total of 1,106 shares. John B. Martin can add to this Old National, 30; National City, 15, and G. R. Savings, 4, a total of 49.

Wm. H. Anderson holds Fourth National, 390; Peoples, 164; Commercial Savings, 100; total, 654.

Henry Idema holds Kent State, 334; Michigan Trust, 24; Old, 17, and as trustee, 40 Kent State; a total of 410.

John W. Blodgett's financial fancy does not run to bank stock as he holds only 10 Peoples, 10 Fourth; a total of 20 shares, but the Blodgett Co., Limited, holds 290 Fourth and 90 Peoples; a total of 380 shares.

S. M. Lemon holds 120 Fourth, 100 Commercial and 90 Peoples; a total of 312 shares.

Claude Hamilton has 127 Michigan Trust, 29 Old, 10 G. R. National, 10 Fourth, 20 Kent State and 4 Commercial Savings; a total of 200 shares.

Dudley E. Waters has 413 1/2 shares G. R. National, 65 Michigan Trust, 28 Commercial; a total of 506, and estate and family holdings will increase this to 977 shares.

Wm. H. Gay holds 78 Commercial, 72 Fourth, 50 Peoples and 10 Michigan Trust; a total of 210 shares.

L. H. Withey holds 210 Old, 123 Michigan Trust and 58 Kent State; a total of 391.

Mrs. Edwin F. Uhl is the largest woman stockholder, with 540 Grand Rapids. Mrs. Edward Lowe has 340 shares in four banks and Mrs. M. R. Bissell has shares in several of the banks. Mrs. Catherine Byrns has 167 Fourth, 50 G. R. National and 58 Old; a total of 275.

John A. Covode holds 620 Kent State.

An interesting feature in the distribution of the stock is the large holdings of estates, women and persons living out of the city, and this is especially true of the older institutions, such as the Old National, the National City and the G. R. Savings. The Old National may be taken as an illustration. This bank has 8,000 shares and 186 stockholders; 66 women residents of the city hold 2,052 shares, 41 non-residents of whom 18 are women hold 1,467 shares and 1,560 shares are held by estates; a total of 124 women, non-residents and estate holders, and 5,079 shares or considerably more than half. The National City, with 6,000 shares and a total of 196 stockholders, has 35 who are non-residents, of whom 10 are women, with 982 shares; 8 estates with 310 shares and 58 women with 1,432 shares; a total of 101 non-residents, estates and women holding 2,724 shares or nearly half the total. A large proportion of the non-resident and women holdings have at one time or another been in Probate Court. The original holders were the strong active business men of a few years ago. When they passed their holdings were divided among their heirs, and their wives and daughters appear to have been satisfied to retain their shares. It is a high compliment to a bank that its stock is regarded as good for estates and women to have. It may be added, however, that in banking circles such stockholders are not deemed altogether desirable because they do not as a rule bring business to a bank.

A Point for You.

Each time you see a child barefoot in your neighborhood you ought to say, "That is because I did not tell his mother about the sneakers I have for sale." I do not suppose there is any one stock shoe that is less advertised than "sneakers," and yet there is a good margin of profit in them if they are properly pushed. I know of one dealer who has practically all the sneaker trade in his vicinity. When it comes down to analyzing his trade, he's got about all the trade anyway, just because he caters to the young people. Long before it is sneaker time he gets after the young fellows at school, and he gets up some kind of a contest and gets them in his store and then when the sneaker time comes he gets all the trade in that line, because they have got the habit of coming into his store. Just before the school opens in the fall he gets after them again by mail and he gets about all the fall shoe trade there is. Then when it comes Christmas time he gets after them a third time, and he gets about all the rubber boot trade there is. In other words, he is after the trade all the time. You have got to do it nowadays. If you do not you will find yourself a back number and laid away on the shelf for some junk man to come along and collect.

A whole lot of people marry, but they don't settle down.

People who cry easily do not feel much.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

Despite the removal of the Grand Trunk shops and the Supreme Tent of Maccabees from Port Huron that city is going ahead industrially. New plants recently secured include an auto truck concern and a shirt factory.

The bank clearings of Flint for the past month reached \$2,380,335.32, an increase of \$160,000 over the previous month. The clearings were nearly double those of the corresponding month a year ago and clearly reflect the commercial activity of the town.

Lansing continues its industrial growth. The Atlas Drop Forge Co. has plans for an entirely new plant. The National Coil Co. will enlarge its factory. The Grand Trunk is planning new freight houses. Lansing will soon have another electric road, the Atwood line to Durand, rails being laid at the rate of a mile a day between Morrice and Shaftsburg.

Coldwater rejoices over the recent decision of the Supreme Court against Jerry Boynton in the Battle Creek, Coldwater & Southern Railway case, believing that the last obstacle that stands in the way of building the road has been removed.

Owosso is interested in the efforts of New Lothrop to secure an extension of the Ann Arbor road into that rich agricultural and mining territory. Citizens of New Lothrop and vicinity have already subscribed \$6,000 toward the project and the railroad people say that the fourteen-mile extension will be built if \$15,000 is raised.

Saginaw is pleased with the announcement made by the General Motors Co. that \$800,000 will be spent this year in enlarging the two auto plants located there.

Muskegon has between 200 and 300 new houses in course of erection and old houses are being remodeled, yet less than a score of building permits have been issued by the City Recorder. The ordinance covering this matter is not being enforced, and it is a decided disadvantage to the city.

Big Rapids has an ordinance limiting the speed of automobiles to six miles an hour. This law has been ignored in the past but city officials are determined that it must be lived up to hereafter.

The license fee for circuses in Flint has been boosted from \$25 to \$150. Kalamazoo has also raised its fee from \$100 to \$200, and one of the shows scheduled for that city asserts that tents will be pitched outside the city and that there will be no street parades. Almond Griffen.

CONCRETE MACHINERY

Attractive Prices
Catalogue "M. T." explaining everything mailed free.

Power Drain Tile
Machines
Power and Hand Mixers
Stone Crushers
Block Machines
Brick Machines
Sill Molds
Architectural Molds
Cement Workers' Tools



MODERN Hand Batch Mixer

Universal Concrete Machinery Co.
100 West 4th St., Waterloo, Iowa

An Order Is a Contract.

Jobbers and manufacturers will be interested in reading that portion of the report of the annual meeting of the New England Leather and Shoe Finders' Association, especially that portion which is contained within Secretary Rhinehardt's report which relates to the matter of terms of sale. There is no doubt that every business man finds many people taking discounts which are not warranted by the contract, and some who promising to pay in ten or thirty days, take several months in which to pay their bills.

Secretary Rhinehardt aptly says, "A sale is a contract. The buyer agrees to pay to the seller a certain sum of money within a stipulated period of time. If the seller delivers the goods according to his part of the contract why should he not insist that the buyer also uphold his end of the bargain?"

This is plain common sense and true business sense. Every business man should insist that the debtor live up to the terms of such a contract. The seller allows a discount because he believes the quick use of the money is worth that discount. Profits are far too small in every line of business for creditors to allow weeks and even months of extra credit, without interest, to delinquent debtors. They should be made to pay when the bills become due, according to the contract and should be charged interest for all delays after the stated limit.

Undue leniency has been the cause

of many difficulties in collections and frequently has resulted in bankruptcy of debtors and creditors. prompt payment can not always be secured. There will always be delinquents. But if the terms of sale of every manufacturer and jobber included a clause that interest must be paid for every month an account is overdue, and by concerted action every creditor should bind himself to insist upon such payment, the whole business community would be benefited.

We speak of concert of action. This is necessary for the success of such a plan. As long as debtors can find creditors who are willing to waive such claims, so long will these debtors take advantage and neglect to live up to such terms, threatening to transfer their business to competing houses, if creditors insist on strict adherence to the letter of the contract.

Vegetable Cast-Iron.

Official tests of the many valuable hardwoods native to Western Australia have made known the extraordinary properties of yate, believed to be the strongest of all known woods. Its average tensile strength is 24,000 pounds to the square inch, equalling that of good cast-iron. But many specimens are much stronger, and one was tested up to 17½ tons to the square inch, which is equal to the tensile strength of wrought iron. The sawed timber of yate is probably the strongest in the world. The tree grows to a maximum height of 100 feet, and has sometimes a diameter of 2½ or even 3 feet.

Put Your Heart in Your Work.

The man who succeeds in any line of endeavor is he who has worked whole-heartedly, whole-souledly, whole-selvedly for success.

For this thing called success is simply the realization of ideals we have formed and striven to materialize.

Don't have a "grouch" against the firm that supplies your bread and butter. Better work for \$10 a week and work than be employed at \$25 a week and shirk.

Coming down to the office in the morning with a desire to make the day pass as quickly as possible, and with as little real work performed as is absolutely necessary, is a dead sure way to oblivion.

There is no exhilaration that can equal the feeling a man senses after a particularly hard job has been gotten out of the way, and gotten out of the way by being done right.

The difference between enthusiasm and half-heartedness is the difference between a big, fat envelope on pay-day and the salary that gets smaller in the eyes of the man who is always looking for, but never working for, a raise.

Enthusiasm! That is the thing that builds bridges and tunnels through mountains. One enthusiastic employe in an organization is worth an army of wishers for 6 o'clock and Saturday afternoon.

And there can be no enthusiasm unless you are heart, head and hand in league with your work.

The man who views his daily work

as part of his daily self is the man who accomplishes things. The man who performs his duties in a spirit of let's-get-rid-of-these-pesky-matters is the man you never hear of as making progress.

Put your heart into your work.—Jerome Fleishman in Profitable Advertising.

Show Card Lettering.

It is always best to use one general style of letting for all your show cards. By this we do not mean that the card writer should confine himself to strictly one style or alphabet, but that all cards throughout the windows and interior should be of the same lettering for the certain occasion or season.

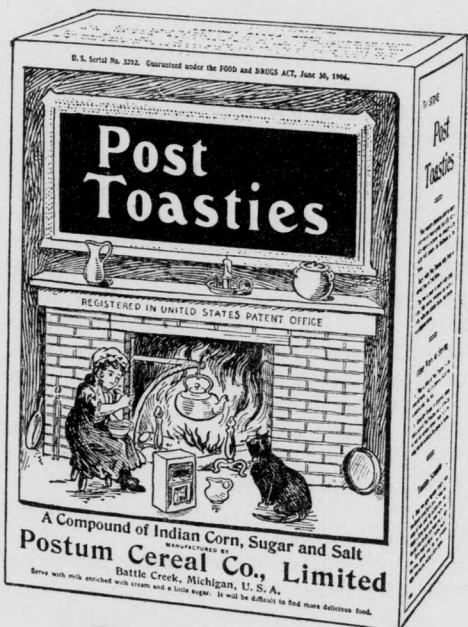
When a departure is made from a certain style of alphabet, the departure should be general, and all cards and tickets throughout the store lettered in the new style, as otherwise the appearance of the windows and interior, viewed as a whole, is apt to look patchy and disorganized.

This plan also has a tendency to give identity to your establishment, for a distinct style of lettering creates a distinct impression; in other words, it serves as a sort of trade-mark which people quickly recognize.—Apparel Retailer.

Always stand up for the right, but do not wear yourself out with worry because you can not turn the world and make it over in a day.

Sooner or later we all learn the cost of a lie.

People Want



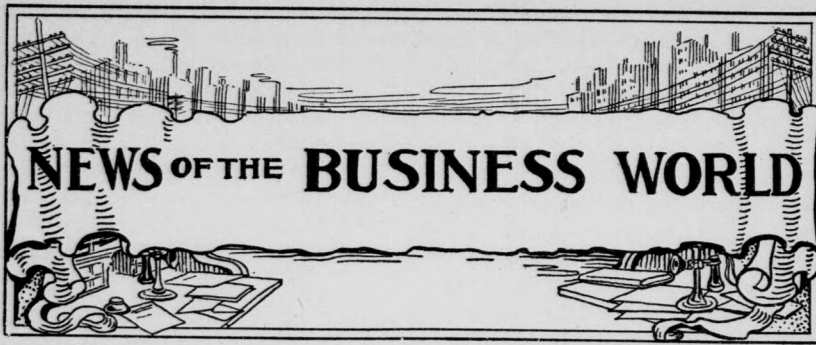
POST
TOASTIES—

Sweet, fluffy bits of white corn, toasted to a crisp, appetizing brown.

Heavy, continuous advertising makes first sales, and the real merit of the food keeps Post Toasties a steady seller.

There's good profit to grocers in supplying the demand, and the sale of every package is guaranteed.

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



Movements of Merchants.

Dowagiac—Loren Eckert has opened a bakery here.

Coral—A. Medler has opened a meat market here.

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

Kingsley—Charles Burdick will re-engage in the jewelry business here.

Beulah—C. H. Carpenter, of Frankfort, has opened a cigar factory here.

Onaway—Frank C. Oakes, of East Tawas, has opened a jewelry store here.

Burt—The Burt Elevator Co., Ltd., has changed its name to the McNally Elevator Co., Ltd.

Alma—The Union Telephone Co. has increased its capital stock from \$750,000 to \$1,000,000.

Jackson — Mathews & Weinman have opened a drug and book store at 222 West Main street.

Bay Port—The capital stock of the W. J. Orr Fish Co. has been decreased from \$30,000 to \$15,000.

Sault Ste. Marie—W. M. Howden has opened a flour, feed and grain store at 503 Ashmun street.

Ahmeek—Glass Bros. will open a bazaar store, which they will conduct in connection with their general store.

Traverse City—C. VanRiper & Son, recently of Harriette, have opened a grocery and confectionery store here.

Sparta—D. S. Holt, formerly of White Cloud, has leased the Loose building and opened a jewelry store.

Fenton—M. E. Towne has sold his grocery and shoe stock to W. G. Wolverton, recently in trade at Sheridan.

Ithaca—Wilbur Owen, of Midland, has leased the Morse building and will engage in the bazaar business about June 1.

Otsego—L. P. Philo has sold his grocery stock to McAllister Bros., recently of Monterey, who took immediate possession.

Cadillac—The grocery stock of A. Wilson has been taken on a mortgage and the former owner has removed to Manton, where he has a farm.

Manton—W. J. Simeon is building an addition to his furniture store building, which will be used as an undertaking department and supply room.

Manistee—Ellen C. Fisher has bought the stock of the Manistee Provision Co. and will add lines of fruits and table supplies, butter, eggs, milk and ice cream.

Leslie—Harry King, who has had charge of the M. L. Campbell drug store for a number of years, has purchased the entire interest of Mr. Campbell and will continue to conduct the business in his own name.

Flint—Goodrich & Lile, druggists, have dissolved partnership, Mr. Goodrich taking over the interest of his partner and continuing the business in his own name.

Imlay City—G. W. Smith has sold his stock of bazaar goods to Clarence Allen, who will add a line of groceries and continue the business at the same location.

Detroit—The Colonial Candy Co. has engaged in business with an authorized capital stock of \$5,000, of which \$2,500 has been subscribed and \$1,000 paid in in cash.

Camden—George Wilson has sold his grocery stock and bakery to George Gilbert, formerly of Montgomery, who will continue the business at the same location.

Pompeii—Stock has been subscribed for a \$20,000 bank to be known as the Pompeii State Bank. The bank will be housed in a new brick structure 22x50 feet in dimensions.

Hillsdale—G. Southfield has sold his interest in the machinery stock of Eddy & Southfield to Howard Gardner and the business will be continued under the style of Eddy & Gardner.

Grand Ledge—A. W. Sekell and W. C. Watkins, furniture dealers and undertakers, doing business under the firm name of Sekell & Watkins, have dissolved partnership, Mr. Sekell succeeding.

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

Menominee—The front of Frank Robinson's confectionery store was recently blown out by an explosion of fireworks, which he carried in stock, and the building and contents were destroyed.

Port Huron—C. C. Peck and Henry Marx, of this city, and Peter Nealson, of Goodells, have completed the organization of a banking concern to be known as the Goodells Bank of C. C. Peck & Co.

St. Johns—E. H. Osgood and Clark A. Putt have formed a copartnership and purchased the bakery and grocery stock of J. E. Bancroft and will continue the business under the style of Osgood & Putt.

Homer—A new company has been organized under the style of the Farmers' Dairy Exchange, Inc., with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and paid in in property.

Battle Creek—Harrison M. Smith, for the past eight years a trusted employe of Charles Harbeck, shoe dealer, has purchased a half interest in

the Shoe Market at 51 East Main street and will assume management of the place at once. His partner, C. A. Best, will give his personal attention to his large general store at Holly.

Saugatuck—A new company, has been incorporated under the style of the Saugatuck Ginseng Co., with an authorized capitalization of \$10,000, of which \$5,000 has been subscribed and paid in in property.

Benton Harbor—H. W. Diamond has sold a half interest in his grocery stock to his son, L. H. Diamond, recently of Big Rapids, and the business will be continued under the style of H. W. Diamond & Son.

Tustin—Frank T. Pettie has sold his grocery and meat stock to Vint Pullman and Ralph Mellor, recently of Scottville, who have formed a copartnership and will continue the business at the same location.

Battle Creek—The Shoe Market has been incorporated to engage in the general retail shoe business, with an authorized capital stock of \$5,000, all of which has been subscribed, \$2,500 being paid in in cash and property.

Escanaba—The Scandia Co-Operative Association has been incorporated to engage in the general mercantile business, with an authorized capital stock of \$6,000, of which \$3,050 has been subscribed and \$1,050 paid in in cash.

Laingsburg — E. W. Howell, of Coopersville, Amelia Howell and Andrew Benson have formed a stock company to conduct a general furniture and undertaking business and purchased the R. E. Simpson furniture stock.

Garland—The Garland Mercantile Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$25,000, of which \$14,100 has been subscribed, \$592.29 being paid in in cash and \$13,507.71 in property.

Paw Paw—The W. R. Holden Co. has sold its stock of general merchandise to W. G. Ackley, of Coldwater, formerly traveling salesman for Burnham, Stoepel & Co., of Detroit, who will continue the business at the same location under his own name.

Vicksburg—A first dividend of 20 per cent. has been declared in favor of the creditors of Gloid Tate. The order was issued by Henry C. Briggs, Referee in Bankruptcy. Mr. Tate was a confectioner and cigar dealer who was adjudicated a bankrupt some time ago.

Holland — William Cushing and Chester Benedict have decided to open a New York Racket store here and have leased a building for that purpose. They intend to embark in their new enterprise about July 1, and will remove to this city from Hastings about June 1.

Monton — Many intended bidders were here from various cities to attend the auction sale of the Hubbell & Thompson stock of general merchandise, sold by Geo. A. Corwin, of Detroit, trustee. The stock invoiced \$7,337.58 and was bid in by Geo. M. Brooks at \$5,250. The stock will be sold at retail by Mr. Brooks.

Traverse City—H. L. Carter has reopened his undertaking rooms at 324 Union street with an entire new stock of goods. The place was rented during the past winter to Ott & Shaw, who discontinued the business here. Mr. Carter constructed the building at this location expressly for the undertaking business and conducted a successful business here for sixteen years.

Indianapolis—H. E. Barnard, State Food and Drug Commissioner, is preparing to issue a circular letter to the grocery and drug trade of the State, calling attention to an interpretation of the law concerning broken packages, as shown in a letter received from the United States Department of Agriculture. Numerous grocers and druggists throughout the State have stood against prosecution by the State authorities for selling goods not up to the State standard, on the plea that they were protected by the Federal statutes in the sale of all goods reaching them by interstate shipments. Thus, a dealer selling a jar of pickles containing alum, shipped to him from Ohio, where alum in pickles is legal, defended himself by saying that since the goods crossed the State line in the jar, he could not be prosecuted for selling them as long as he did not open the jar. The Federal interpretation of the statutes, however, according to the letter received by Mr. Barnard, is that the term, "original package," the defense of the offending dealer, must be taken to mean the shipping case in which the goods leave the maker or wholesaler, and not the individual jars, cans, cartons, etc., that contain the food and which constitute individual sales. Under this interpretation, a dealer selling a jar (unopened) of pickles with alum can be prosecuted under the State laws. The Supreme Court of the United States has recently given an opinion in which the interpretation by the Department of Agriculture is upheld.

Manufacturing Matters.

Detroit—The Superior Pin Co. has decreased its capital stock from \$150,000 to \$1,000.

Detroit—E. J. Kruce & Co., baker, has changed its name to the Standard Biscuit Co.

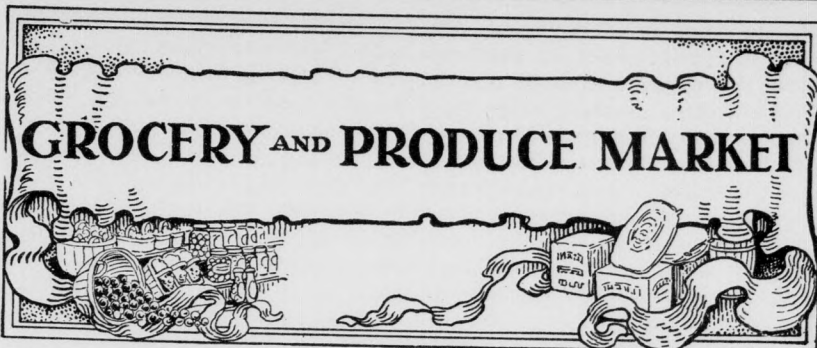
Bay City—The capital stock of the Lewis Manufacturing Co. has been increased from \$30,000 to \$50,000.

Ypsilanti—The Thompson-Bassett Co., manufacturer of wagon tongues, has increased its capitalization from \$10,000 to \$25,000.

Homer—The plant of the Homer Creamery Co. has been sold by the Litchfield Butter Co. to Thomas Fair, of Hanover, who will continue the business.

Cheboygan—The Cheboygan Manufacturing Co. is enlarging its plant for the purpose of manufacturing fish and other boxes. It has one order for 6,000 fish boxes.

Michelson—The N. Michelson Co. has laid out and started a lumber town here. The mill was erected last year and is in operation. An office building has been erected and other buildings are in process of construction.



The Produce Market.

Asparagus—\$2 per crate for Illinois.

Bananas—Prices range from \$1.50@2.50, according to size.

Beets—50c per doz. bunches for new.

Butter—The market is steady at a decline of 1c per pound, both on solid and prints. There has been an increase in the make and the market rests comfortably at the decline. Conditions all over the country indicate an early supply of butter. The quality now coming in is showing well and will improve as the season advances. The consumptive demand is very good and there are no material changes in sight just now. Local handlers quote creamery at 28c for tubs and 28½c for prints; dairy ranges from 18@19c for packing stock to 23c for No. 1; process, 25@26c; oleo, 12@21c.

Cabbage—Mississippi stock commands \$2.75@3 per crate.

Cauliflower—\$1.50 per doz. for California.

Carrots—\$2 per bbl.

Celery — 65@90c for California.

Cucumbers — Hothouse, \$1.20 per doz.

Eggs—The market is about 1c lower than a week ago. There has been very favorable weather for egg production and transportation and stocks arriving are in good order and show fine quality. The receipts are normal for the season and a continued good consumptive demand may be looked for at about normal prices. Local dealers are paying 18c f. o. b. shipping point, holding case count at 19c and carefully selected stock at 20c.

Egg Plant—\$1.75 per doz.

Grape Fruit—Cuban is steady at \$2.75 per box for 96s, \$3 for 80s and \$4 for 54s and 64s.

Green Peppers—\$3 per 6 basket crate for 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, 14c per lb.; head, Southern stock, \$1.50 per hamper.

Onions — Texas Bermudas command \$2 per crate for yellow and \$2.25 per crate for white; home grown green, 15c per doz. bunches.

Oranges—In good demand, with prices a little higher than those quoted last week. Navels, \$3.75@4 per box.

Pieplant—75c for 40 lb. box.

Pineapples—\$3.50 for 42s and 48s; \$4.25 for 36s, 24s and 30s.

Plants—75c per box for cabbage

and tomatoes; 85c per box for peppers.

Potatoes—Florida new fetch \$1.65 per bu. Old stock is without change.

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—20c per doz. bunches for either round or long.

Spinach — 65c per bu. for home grown.

Strawberries—There is only a fair supply of berries on the market, as the continued cool weather in the South set back the berry crop, and as the demand has been heavy from most parts of the country, this has caused prices to hold very firm. Tennessee stock commands \$2.50@2.75 per 24 quart crate. Arkansas berries are expected in this week.

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

Tomatoes—\$3 per 6 basket crate from Florida.

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

H. J. Cheney, who has been President and Manager of the H. J. Cheney Co., jobber of beans and potatoes, for the past three years, has sold his stock in that corporation to the Loveland & Hingan Co., who will continue the business at the same location. Mr. Cheney has formed a copartnership with C. L. Reed and will engage in the produce business at 32 North Market street under the style of Reed & Cheney.

Porter Fitch, senior member of Fitch, Cornell & Co., of New York, is making Grand Rapids headquarters for a week while calling on his creamery correspondents in this vicinity. Mr. Fitch makes three trips annually.

The Richards-Wilson Pipe Covering Co. has been organized with an authorized capital stock of \$5,000, of which \$3,000 has been subscribed, \$400 being paid in in cash and \$1,470 in property.

A. J. Hite and Miss Nina Hite will engage in the drug business at East Jordan about June 1 under the style of the Hite Drug Co. The Hazeltine & Perkins Drug Co. has the order for the stock.

A. Bishop has opened a grocery store at New Buffalo. The Judson Grocer Co. furnished the stock.

Brink's Shoe Store has changed its name to the Economy Shoe Company of Creston.

The Grocery Market.

Sugar—All grades of refined advanced 10 points last Thursday, due to the firmness in raws. The European market developed considerable strength during the week and the Cuban situation is likewise stronger on account of the closing of the season. The demand for refined sugar is still rather quiet.

Tea—The Japan crop is now being picked, the season opening about two weeks later than last year. The market is very quiet in this country, no heavy sales to speak of being made, although a steady demand continues for present requirements only. Prices are well maintained and bid fair to continue. Some lines of Japans are sold out, principally good low grades and nibs, which are wholly unobtainable. The interest in black Ceylon teas seems to be on the increase, the United States importing in 1909 more than two million pounds in excess of 1908. China Congous are being offered at low prices, while Gunpowders are in demand at firm figures.

Coffee—Both Rio and Santos are steadily maintained, with no indication of any special change. The demand is quiet. Mild grades are unchanged and quiet, but prices are considered rather in buyer's favor. Holders of Bogotas are talking firm, but outside of this there seems no present indication of any advance. Java and Mocha are unchanged and in moderate demand.

Canned Goods—Corn is a little higher in price this week, which is probably caused by its being so well cleaned up and the fact that it has been very cheap all the spring. Tomatoes are a little firmer, but no change in the price has occurred as yet and they are still selling much below what they should for this time of year—or at least for much less than they have other years. The market on canned fruits is about the same as last week. It was thought that the frost might have some effect on the market, but as yet prices are the same. Apricots are not selling quite as well as they should for this season of the year. The rest of the line of California fruits are in good demand. Gallon apples are moving better now and the price is the same as quoted last week. Berries are not moving very readily now, as fresh fruit is coming on the market in a larger supply.

Rice—Quotations advanced about ½c last week on Japan sorts. The higher prices that the growers have been holding for appear to be materializing and the growers are having a shade better of the millers in the contest that has been waging for some time between these two factors in the market.

Dried Fruits—Spot peaches are unchanged and in fair demand. Future apricots show a raise of ½@¾c from the opening, but spot cots are quiet and unchanged. Raisins are the only fruit that has derived no benefit from the flurry yet. The demand is light and the market heavy. This year's prune crop is estimated at 50 to 60 per cent., and, as a rule, futures have opened about 1c above spot fruit. The latter have also advanced to ⅛@¼c. The demand for spot

peaches is not very heavy. Future peaches have also advanced ½@1c from the same cause. Currants are fairly active for the season and unchanged. Other dried fruits are dull at ruling quotations. Orders for future citron are being taken at about last year's opening.

Cheese—Receipts of new are gradually increasing and the market is healthy and firm at ruling quotations. The quality of the cheese now getting in is good considering the early season. An increase in both production and consumption may be looked for from now on, as the quality will steadily improve.

Syrups and Molasses—No change in corn syrup or compound syrup. The demand for the latter is fair. Sugar syrup is in good demand for export at unchanged prices. Molasses is quiet and unchanged.

Provisions—Pure lard made a slight decline early in the week, but later recovered it and is now firm at full quotations. There is a fair demand for compound and the market rules steady and unchanged. Barrel pork is slow at ruling quotations. Dried beef is quiet and unchanged. Corned and roast beef have advanced about 5 per cent.

Fish—Cod, hake and haddock are selling in a very small way at ruling quotations. Domestic sardines are about unchanged, the situation being still quite firm because of short catch. The market for the new pack is unchanged and firm. Imported sardines are quiet at ruling quotations. Mackerel is still quiet and easy. The demand is quite moderate.

Will Invade the Upper Peninsula.

Detroit, May 10—The merchants in this city are going after business in the Upper Peninsula in earnest. For years it has been said that the Upper Peninsula was not cultivated as it should be by Lower Peninsula business men, whereas Chicago and Milwaukee make frequent invasions of Michigan below as well as above the Straits of Mackinac.

Now the Wholesalers' & Manufacturers' Association of Detroit has under way a trade excursion with the best markets of the Upper Peninsula as objective points, as well as several cities in the northern part of the Lower Peninsula. The plan is to run a special steamer from Detroit about May 26, the entire trip to last one week. Among the cities to be visited are the Soo, Marquette, Ishpeming, Negaunee, Houghton, Hancock, Cheboygan, St. Ignace, Mackinac and Alpena. Other stops will probably be made.

The Wholesalers' & Manufacturers' Association proposes to invite Detroit business men generally, whether members of the organization or not, to take in this trip and join in the excursion and take their ladies with them.

James Bolt has engaged in the grocery business at Grand Haven. The Worden Grocer Co. furnished the stock.

Luther—The Luther Creamery Co. has installed machinery for making butter.

MORAL COURAGE.

The Most Priceless Inheritance Man Can Possess.

So much of our time is spent in studying the characteristics of others, in order that our own may become benefited by the process, that but little leisure remains for scrutiny of those emotions which are personally ours. After a period of intercourse, however short, with an individual we are prepared to state just how honest or true or brave he may be. We declare him wanting in this or well supplied with that; he is fortunate in the possession of certain qualities, but, alas! how conspicuously absent is something else; Homer said that the vainest person is that one who least knows himself, and I think that, perhaps, this may be the reason why vanity suffers little from lack of devotees. This knowing of ourselves reads very well in books of philosophy, in stern moralizing and weighty reasoning, but the actual putting into practice of the theory cracks the mirror which we hold before ourselves.

Among those sickly sentimental beliefs that we are constantly prating of, there is the one of courage, physical or moral; it is one of the first distinguishing points in our analysis of a man. From the viewpoint of accurate judgment, it should be the last, for we know least about it. Courage is something which we can never entirely understand; its exploitation so rarely seen in fullest sense that an opinion formed as to its presence in another is almost worthless. So many considerations enter into the test, so few are ever noticed, that, of all characteristics this, it would seem, had best be left among the emotions we exist in ignorance of. Of honesty and its motives we can not long remain in doubt; the truth of spoken words; they, too, make clear the worth of him who has become the object of our study. But of this vital part, so quickly sat in judgment upon, we know nothing.

Let us consider what inspires physical courage. It has been said that the quality consists of three parts of bravado and two of enthusiasm. On the field of battle, surrounded by squadrons of charging cavalry, frantic bustle and cheering battalions, it is no mark of daring or heroic nature to sit one's saddle firmly, with unquivering stirrups and follow the flag through the fray undaunted. The spirit of the scene leaves nothing to courage for decision. The most ardent coward has covered himself with glory when the bugles sang "Charge!" With common impulse he became one of many; proximity to daring and combined interests drew from him a feeling entirely artificial and unnatural to his instincts. Perhaps, when all was over and the victory won or lost, he shivered at the thought of what he had been through, regardless of his bearing while the action was vivid and the onpressing ranks carried him forward to their objective point. Such is the making of a hero on the battlefield!

Beneath watching eyes, how often has courage been brought to the surface where so long it slumbered. To

know that certain action is expected nay, demanded, what wonders has that wrought with a shrinking heart and turned it to a thing of sturdy oak! When they looked for our effort, when it seemed impossible to them that we might turn aside, was it courage that won the day or just our fear of taunting disapproval? Disdain inspired by cowardly action is a bitter thing to meet; it stings and cuts into the flesh with burning strength. Would you jub him a hero, too, who choose by far the least severe of alternatives and swallowed his fright because criticism seemed harder to bear than danger?

Where must we turn to see this splendid thing that so stirs our fancy? It is cheap, this courage of the field, and even the deed of daring, upon minute inspection, seems only the result of sudden inspiration and hasty decision. But there is more than lack of fear, scorn of pain and despisedness of danger in the construction of courage. If we would know its fiber, its delicate parts and singularities we must take as our study the most complicated of human emotions—the regard of self. As we see ourselves in these eyes of ours, unprejudiced, devoid of vanity, free from the hindrance of false pride, so is formed our measure of physical and moral courage. The just value we set upon ourselves only is responsible for the daring of our action or the courage of our thought. There lies no worth in heroic deeds when loss of life seems no object; what value would you place upon physical exertion or mental effort if he, who so outdid himself, cared not a whit for the welfare of his person or the peace of his brain?

To love this life that has been given us, to appreciate each moment of it and make our object always the desire to enjoy every day that may be allotted—this is what makes physical courage a thing of noble proportions. Here is a standard from which all actions involving the purposes straying from the heart are drawn. Here is generated that temper which makes of a man the hero or coward, the bravo or uncertain personage, who doubts his mettle and fears to strain the purpose upon which his intent revolves. Life is good enough to make us selfish of it; holds enough of sweetness to make the loss seem terrible and here, each in his differing way, go courage and daring. They are as unlike as the men who exploit them. No resemblance exists in the motive which makes them possible.

Of moral courage it were best not to speak, for in its critical examination there is found to exist so much of uncertain and almost unfathomable quality, that its study in another is something demanding consummate art, and in ourselves fairly impossible. If it be capable of training, of fostering and growth, that, too, none can say with truth. But we do know that here is something so fine, so nice, so tender, that its consideration brings into relief only the most vague and indistinct understanding. Test alone will tell a story that, perhaps, it were better not to learn. And that

trial may not have been a fair one; what emotions surged to the brain when the moment came to decide! What strange messages came from quarters undreamed of before to alter the purpose of our will! But, if, in spite of these, it stood, unwavering, then you, in its possession, have something more than wealth, more than this vaunted physical daring. It is that priceless thing which men may seek vainly for—they name it moral courage!—Richard C. Boehm in *Haberdasher*.

What Will You Be at Thirty?

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

Have you ever stopped to think what you will be when you are 30 years old?

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

What are your present circumstances?

Take an inventory of yourself. Are you steadily employed?

Have you settled upon your life work so that when 30 comes it will find you firmly established in the world, or are you still drifting about from one job to another—never staying anywhere long at a time?

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

Make up your mind that you will be something and concentrate your energies toward that end.

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

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

Don't be a failure!

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

Will you be a success at 30 or will you be a failure? It is for you to decide.

G. L. Rittelmeyer.

It Is Profit That Counts.

The men that are worth while back of the counter to-day are the men that show a profit. When you give a woman "what she calls for" you haven't sold her a thing. Don't care if the order is a yard long. But getting a dozen of good profitable items on that order that he or she didn't call for is selling goods.

Getting a profit is simply up to you. It won't do to stand up with a book in your hand writing down an order. Be alive. Suggest. Think. Leave the rut. There's nothing in it. Anybody can stay there. All the bright fellows jump the traces. Be one.

Start to-morrow morning to sell stuff. It's fun. It's really inspiring. Business inspiration beats any drug on the market. Take it in big doses. No bottle to shake. It does the shaking.

W. E. Sweeney.

Definite Purpose Means Success.

Did you ever think about how much anybody amounts to who doesn't have a determined purpose in life to do something?

If it had been originally intended that you were to work your way through life, twisting in around this object and that, and getting through somehow, but the easiest way you could, what do you suppose the Almighty put a backbone into you for? Eels and snakes and worms and other invertebrates get through somehow, and they are physically constructed to make their passage through this world easy.

You are neither snake, worm, nor eel. You are the noblest product of the Creator's work—a human being. The entire physical construction of the human animal indicates that the Creator had in view a purposeful being. There is also every indication that the purpose was to go forward.

Low down in the scale of animal life we discover that joints are made to flex almost any direction. The human animal is not built that way at all. Every joint has its limitation. They are all confined to motions in front and forward.

To use a figure of speech, you might even say that the human being was made to stand with his back against a wall, to fight everything ahead of him. That wall, that support, that thing that is behind the ever onward progress of the race, is purpose.

Purpose must be right, too. Purpose in a wrong direction is as bad or worse than no purpose at all—just as a negative quantity of any kind is always of less value than simply nothing.

What you and I and every other fellow needs is purpose—definite purpose to do definite things. We need to get out hearts set on some object and we need to have that object far and away above us. We need determination to go with that purpose.

Our purpose needs to be deep and broad and high and wide for the real things—not the froth and scum and bubbles that are here one instant and gone the next.

Purpose to make a success in whatever you want to do. Purpose to do what you do in the very best way that it can be done. It doesn't matter one iota what your work is, how insignificant it may seem to be, or how big it is, or how much influence you have, without the well defined purpose to do that work the best it can be done, your life is counting for mighty little in the real things.

Of course, all of this means thoroughness, it means honesty, it means determination, it means hope, ambition, faith, loyalty and every other quality that is a component part of the thing we term success.

If you haven't begun to have a purpose yet, get busy and get one—have a purpose to do something and then go to work and do it with all your might.

John L. Hunter.

It sometimes takes both his conscience and his pride to keep a man in the straight and narrow path.

How One Merchant Combats Mail Order Houses.

A man dropped into a hardware merchant's store out in Iowa the other day—a real live merchant who really believed that the pacels post law would be a blessing to the merchant as well as the consumer, and who believes in handling the mail order problem as he would any other competitor.

I shall call him Smith (for that is a good name) and nobody will know who I mean when I use it.

When I happened in Smith's store to buy a few parts for my airship I got so wrapped up in his conversation that I stayed and ate two meals at his expense.

I'll let him tell his story to you in his own words:

You see, young man, the only way to keep those Chicago mail order houses from coming out here and getting my business is to pitch in and get it myself.

You know that this town is too small for a good daily or weekly paper, and consequently, if I want to reach people I have to use circulars.

Now, every other merchant in this town is using circulars, more or less, and the Chicago mail order houses are sending their catalogues and special sheets to half the people hereabouts.

I figured it out that I could afford a big circular about the size of a newspaper page, or larger, and as often as once a month.

After deciding on that, then I had the problem of making my circulars different from my local competitors in order to attract more attention.

That is when I decided to make a "mail order" sheet of it and go out after the big game and fight the mail order houses of Chicago.

So I got my circular out in the form of a trade paper and called it "Smith's Shop Song and Mail Order Guide."

This store paper is a little four-page affair, using about as much space as a page and a half in a regular newspaper.

Under the name of the paper I have a line, "Buy by Mail or Telephone. The Distance from You to Smith's is Only a Stamp or the Length of Your Tongue."

Three-fourths of my paper is devoted to my advertising, in which I quote items and prices.

The other fourth is devoted to any old interesting thing I can think up or clip with my scissors.

This paper circulates within a radius of ten miles of my town.

I started with a new 3,000 name mailing list and have since culled it down to 2,000.

Everybody on my mailing list now is some one who has bought goods of me.

The paper is profitable now. It wasn't at first.

I am depending upon extending my mail order trade by word of mouth and every month we mail a few new copies to people by request of their neighbors.

We don't put any more names on the regular mailing list until the persons have bought goods from us by

mail, telephone or in the store in person.

No, "Smith's Shop Song" is not a strictly mail order proposition. Its mission is to get business in any old way that is honorable.

However, every month I put in a lot of hot talk about ordering goods by telephone or mail, to head off money that might go to Chicago.

I guarantee satisfaction in all purchases or refund the money—and I refund it without any red tape.

In that much I go the mail order houses one better, for a customer that sends her money to them has a lot of red tape and long waiting to get it back.

I give the money back right away to anybody who wants it.

Now, I'll come to the scheme of how I got the people around here to ordering by mail from me.

The first four issues of my paper had a check folded in, payable to bearer for 25 cents, good only upon a dollar's purchase of merchandise when ordering by mail, and only one check was good on any one dollar purchase.

Thus, if a customer got hold of four checks and sent me \$4, he got \$5 worth of merchandise.

Expensive on the face of it? Yes, but it didn't work out that way.

There was only a few instances where one person sent me back more than one check.

You see the people who got them wanted to spend them themselves if they found they were good.

They found they were good.

After I got the mail order coming I quit sending out checks with the paper, but instead I sent each customer a personal check, good in payment on any amount of merchandise he may order from me.

This is the way I do it: When I receive an order by mail the order is filled and I send the customer a letter of thanks and enclose in that letter a check amounting to 3 per cent. of his last purchase, good on any future purchase.

Consequently every man or woman on our mail order list has in their possession a check good to be spent on goods bought at this store.

See the point? It is a lead-pipe cinch. I keep them coming back all the time after I once get them.

I have a special check printed for this purpose, labeled "Smith's Profit-Sharing Check."

I don't give checks for less than a dollar purchase and I never get a mail order for less than a dollar.

Oh, the Chicago mail order houses, young man, might just as well cut this town off their list.—Hardware News.

Estimated in Hard Money.

"Tommy," said the boss, "you quit smoking two or three months ago, didn't you?"

"Yes, sir," answered the office boy. "How much have you gained in weight?"

"Well, sir, countin' it in nickels I reckon I gained about four pounds."

Again it has been proved that the pen is mightier than the sword. We mean, of course, the hog-pen.

A Square Deal for the Retailers.

Let's act as if we thought the retailer had some degree of human intelligence. Let's stop cramming at least one kind of bluff down his throat.

When we plan an advertising campaign nowadays we expect two sorts of results: 1. Consumer demand. 2. A general stocking up of the article by retailers.

We spend money on pictures, copy, plates and space, to appeal to the consumer. And whatever we have left we spend in telling the retailers about the consumer campaign.

Now, every advertising man knows that there are some campaigns in which the chief object is, frankly, the "effect on the dealer."

The advertising is neither meant nor expected to create an effective consumer demand. It's a bluff—a game—to make the dealer stock up or take on an agency or make more of a hustle for business on the "advertised" goods.

The retailer hasn't learned to distinguish. He knows "advertising pays." And if the manufacturer "advertises," and tells the dealer enthusiastically enough about the "demand" he is going to "create," the retailer takes it all in—and the advertiser feels he has accomplished his purpose.

Right here enters in an element the advertiser too often fails to consider. The dealer soon finds that he himself is doing the important part of the selling work, and the advertising is only a help, greater or less. And when he has been fooled once he loses faith in all advertising. He is not likely to give as much credit to an honest campaign as it deserves to have.

The percentage of campaigns in which the "bluff" is the first aim may be small. But nevertheless there is certainly a well-defined and altogether too large class where what I have said is, I am sure, absolutely true.

With those articles where the dealer's good will is worth, say, 50 to 75 per cent. in marketing the goods, and from the nature of the article, no amount of advertising will so greatly increase the manufacturer's good will that he can afford to "fire" the dealer; why isn't it better judgment to stop all this scare-head talk about "creating the demand?"

Let's do more to help the retailer

locate prospects. More to help him sell his prospects. More to make the dealer and his clerks competent salesmen. More to help them buy, sell, advertise, keep books and become better merchants.

And less to make the bluff that that is being seen through more and more each day in the year!

Pretty nearly every advertiser who reads this will say, "Why, I do all that."

Some do. There are certainly some notable examples.

But pretty nearly every advertiser in the class I have mentioned will do more business five years from now if he calls off his "consumer demand" bluff, and buckles down to do more hard, personal, truly co-operative work for his customers than he will if he keeps on thinking he can fool all of his people all of the time.

Arthur N. Day.

Souvenir Post Cards Used as Advertisements.

One of the latest fads among the live ones is for the retailer to take a mail list along when he goes to market, shut himself up in his room with from 100 to 300 illuminated postal cards of the town in which he happens to be, write personal messages to his customers on the cards and then mail them, so that when he returns everybody will have had their postal card and be coming to the store to acknowledge it.

While this is a little indirect, there is good advertising value in it. The fact that you thought enough of Mrs. Jones or of Tom Brown to write them a postal card while you were in a busy city, presumably having a good time, is understood as an evidence of friendship, as well as an indirect advertisement for the business.

A retailer who has tried this says that for the first three days after his return from a trip (during which he he sent 600 such cards) the store looked like the day before Christmas. Everybody was there with a smile to acknowledge the receipt of the card.

Of course this can not be worked as a permanent feature, but it can be worked six or eight times, say three or four months apart, and it will stimulate an amount of friendship or a personal pride in the store that can only be appreciated after it has been tried.—American Jeweler.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

MICHIGAN TRADESMAN

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY
Corner Ionia and Louis Streets,
Grand Rapids, Mich.

Subscription Price.
Two dollars per year, payable in advance.
Five dollars for three years, payable in advance.
Canadian subscriptions, \$3.04 per year, payable in advance.
No subscription accepted unless accompanied by a signed order and the price of the first year's subscription.
Without specific instructions to the contrary all subscriptions are continued according to order. Orders to discontinue must be accompanied by payment to date.
Sample copies, 5 cents each.
Extra copies of current issues, 5 cents; of issues a month or more old, 10 cents; of issues a year or more old, \$1.

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

Wednesday, May 11, 1910

"THE KING IS DEAD."

A great sorrow has overshadowed England and the governments of the earth are standing to-day in the mighty presence of death. Kinship is the strongest of human ties and America acknowledges this as, bending above the bier, she mingles her tears with the rest of her kindred who are grieving over the ashes of the beloved King. Saxon to the very marrow they early began to believe in him even before the scepter of his Queen mother was placed in his kingly hands. He brought with him to the English throne the marked characteristics of a kingly line, and it was these characteristics, physical as well as mental and moral, that won for him the love of his subjects as well as the universal regard of all mankind.

We, as Americans, bone of his bone and flesh of his flesh, were especially drawn to him. He was a man among men. King, he still sympathized with common manhood, its wishes and its wants, its joys and its sorrows, and we liked him for it. There were times in his early life when the Old World listened and despondently shook its head, but we of the Saxon blood believed that Henry V., the King's ancestor, was alive again and would worthily wear the English crown should it ever be placed upon his head.

It was placed there when he was ripe with years and every day has his life shown him to have been equal to the trust. Quietly and without ostentation,

"In peace there's nothing so becomes a man

As modest stillness and humility," he so assumed the duties of his kingship as to be looked upon as a wise, safe, discreet and much to be trusted leader among the rulers of the earth.

He has put by his crown and scepter as all men must when the great summons comes. "After life's fitful fever he sleeps well," and the tributes of regard which mourning men and nations are placing to-day above the pall that covers him testify as only such tributes can to the real King whose ashes slumber there, but

beyond that to that grander royalty which wins for all mankind a mightier scepter and a brighter crown.

THE NEW JUSTICE.

The President and the people of the country with him are rejoicing over the recent acquisition of the Supreme Court of the United States. Only satisfaction is heard upon every side, the only regret so far being to the effect that so many responsible places need him and he can fill but one of them.

Every phase of this man's life is an illustration of simon pure Americanism, and every one of those phases will bear the closest study. Without any parade, without any fuss, he has lived his life, taking what has come to him and making the most of it. He learned somewhere and somehow to do well and thoroughly what he undertook to do at all and, that done contentedly, abided by the result. He had done his best. "Angels could do no more." Faults there might be—"to err is human"—but to his best intent and purpose it was the best in him and by that best he was ready to stand or fall. He stood. The Nation's strongest and meanest were against him, but he stood. Wealth and power, open and covert, were against him and did their level best to overcome him but failed. Nothing could divert him from his purpose and, like David of old with the pebbles and the sling that Nature had given him, he leveled his Goliath to the earth and with the monster's own sword left him dead upon the field. He made good. He was found equal to his trust. Without fear or favor he met the enemy and conquered him. His has been the liveliest fight this country has known and the applauding millions cheer him simply because he has earned it and deserves it. State and Nation have been standing with beckoning finger for months and the regret of both, now that he has made his choice, is that it was not something better and something worthier of him. This is Americanism; this is genuine citizenship and let us hope that when it is again as strenuously called for it may be found and as earnestly appropriated.

SAME OLD IDEA.

Risk-running will have to be put down as a purely human inborn trait. The race can not help it. In the ordinary events of daily life the monotonous is soon compelled to take a back seat, while in other matters all affairs involving no risk win no attention. No end of comment has been awakened by the man who mortgages his house for an automobile to find that the risk of his action has deprived him of his home as well as of his machine, and, when swamped, little sympathy he gets from those who from the first have seen and prophesied what the end would be.

The criticisms of "biting off more than he could chew," of cutting a swath too wide, of trying to make a splurge and of conveying the idea that he was "it" when he knew that he wasn't may have been well founded, but under all of them there snug-

gled the risk that humanity can not resist.

This same risk and the determination to run it are finding illustration with the same old idea and the same old result. Speculation, like the poor, is always with us and not here to be counted, but all through the West, especially where there are the most wealth and prosperity, the risk shows its threatening head. There it is the land boom that harbors the risk. Mints of money go out of these prosperous centers not only to buy land in other regions but to make partial payments on these purchases. As a result the country bankers are borrowing, because so much cash has been sent out of their neighborhoods for these speculations. There would be little risk if only surplus funds were used, but when the spirit of speculation once reaches the brain conservatism becomes reckless. The motor risk, the same old idea, assumes control and the same old result follows. There are scores of men who have secured a competency through the development of farm lands and have conceived the idea of doubling up their money at one stroke by speculating in virgin lands. Mortgaging their home farms to make first payments, they wake up in the morning to find themselves speculators with a new liability at home and abroad instead of the independent land owners they once were. Risk? Too often they find it so. Too often a lucky combination over which they have no control can not save them and down they go, laughed at for their folly and pointed at as another instance where men for the sake of running a foolish risk have sacrificed a hard-earned competency for penury.

Remedy? Like that other instance we read of, "this kind goeth not out but by fasting and prayer," and it is much to be feared that there are not instances enough to render possible any firmly established rule.

VIEWING THE COMET.

We have heard so much about the comet within the past few months that to many the faint star with scarcely the appendage which might be dignified with the name of tail comes with a tinge of disappointment, especially as we have associated it with the Star of Bethlehem or the bright imposing spectacle which has in times past filled nations with terror. Had it been less widely advertised, the disappointment would have been less keen.

Our business affairs are in some respects very like comets. We need both the nucleus and the tail to leave a good impression. No matter how bright and alluring the former, without the latter it is only a plain star. Yet as stars are of different magnitudes, we may well strive to make our business bright, clear, constant, and of increasing size and brilliancy, even if it does not yet rank first in the field.

Yet it is the trail which is left behind that makes the great mark, no less in the trade world than in astral domains. It first attracts new admirers; it leaves impressions which remain long in the mind.

Our goods show up most conspicuously in this trail. If they are of good quality, the fact will be shown to the neighborhood; they will look upon them with admiration and talk about them to their friends. Their wearing qualities will trail along like the tail of the comet, a path of light leading back to the shop. But shoddy stock leaves only grim darkness.

Our methods in dealing with customers may leave the trail of light along the way. Honesty, benevolence and all the elements which go to build character are components in the trail which makes our place dignified and worthy of attention.

A DIFFERENCE.

"Don't you think"—the tone was one of intense earnestness—"that the great changes which have taken place and which are taking place are due to the men not satisfied with their surroundings? People would be going hungry to-day if McCormick had kept on satisfied to live on the old place in the East and to harvest with the sickle or the cradle as the case might be. He wasn't satisfied. He struck out for himself and that is what everybody ought to do."

The young man has made his point but not "the" point. Being satisfied with existing conditions because they are furnishing what in common parlance is "a soft snap" is one thing and out of these same conditions, whatever they are, evolving something that is a benefit to everybody is quite another thing. McCormick, like other farm boys, plowed and reaped contented with his lot and it was this same contentment that led to the astonishing result. He was making the most of his opportunities, not kicking against them, and when he saw or fancied he saw a method of making himself and mankind in general less of a machine and more of a man, then it was that he aspired to realize his ideal, and his reaper is the realization of that grand ideal. For ages the sickle had been the reaper's implement of industry and weary body and aching spine were sure to be his when the day's work was over. Here was a man, however, whose brain schemed while he went on with his harvesting. Contented with his lot he still aspired to something better and without grumbling and longing for somebody to take him bodily up and set him down in the midst of abundance he kept piously and religiously at his idea until he turned it to account.

No, lad, being contented is one thing and aspiring to better one's self and the world at the same time is quite another. The one too often depends on luck and Kind Providence, while the other is a self-dependence which has so far for centuries crowned the world with its blessings. The contentment that keeps the lout at home mankind does not care for, but the aspiration which uplifts and benefits is what that same mankind is determined to have if it is within the terrestrial boundaries.

It keeps the society doctors busy nowadays hunting up new diseases that the common people do not have,

REPORT ON COST OF LIVING.

A while ago, when the cost of living was going up, it was fashionable for legislatures and departments to investigate the high cost of living or, at least, to make an attempt at it. The subject was talked about a good deal in the newspapers and elsewhere, but the price of no commodity was affected thereby. Now that the cost of living is going down a little and food products are getting cheaper, the reports on what caused the high cost are coming in and some of them are being published. It is one of those things about which first of all there is great opportunity for a variety of opinion, and second, the advance is something which can be charged to this, that or yonder, according to a person's political or other prejudice. Some said it was due to the tariff directly, and Mr. Bryan declared it was due to over-production of gold, while others laid it to the trades unions and still others to the trade.

Massachusetts is supposed to contain more brains to the acre than any other state in the Union, or at least that is the opinion in and around Boston. A Commission of that State which has been investigating the high cost of living for eight weeks has made a report which, although not very illuminating or conclusive, is at least interesting and suggestive. It lays the principal blame on the increased gold supply, and this will bring more joy to Mr. Bryan's heart than the addition to his family of another son-in-law. That is just what the great Nebraskan said it was, and here his opinion is confirmed in the seat and center of wisdom. The secondary cause is charged as enormous waste of income of the United States by unwise expenditures for war, armament and endless extravagance, public and private. That is a generalization. If less money were spent for these things there would be more to pay for other things and money being plenty people will pay more and not miss it. Then, with great wisdom, the Committee says that the advance in prices has been "promoted by a complexity of causes." A boy up in the Walesville school could have guessed that the first time if he had ever heard the teacher use the word "complexity." The tariff, the trades unions and the trusts are all exonerated. That must be a great relief to this trio, who hitherto and by most people have been held primarily responsible, and there are many people who still cling tenaciously to that opinion now discredited in Boston. In conclusion the Committee lets the tariff in for a little responsibility inferentially by saying that when it is revised next time the duties on food products should be "carefully considered." This Massachusetts report will scarcely be accepted all over the country as settling the whole controversy.

UNREST IN CUBA.

Despite the reports from Cuba minimizing the recent trouble among the negroes in the Island the arrest of many negro leaders in different districts, and particularly the arrest, charged with sedition, of the princi-

pal negro agitator, Estenoz, would seem to indicate that the trouble was more widespread and threatening than was admitted. The government now admits that it has nipped a budding revolution in the formative stage and that everything is now serene again.

It is to be hoped that the optimism of the government is justified by the facts, but there are many indications that the unrest and discontent have only been checked for a time. It was probably proper for the government to take vigorous steps to crush sedition, as no self-respecting government can tolerate disregard of its authority, but the very measures which the government has been compelled to adopt will intensify the secret discontent.

The Cuban negroes, who are mainly adherents of the Liberal party, claim that they have not received proper recognition in the distribution of the political offices, and, although the Liberal party owes its success to their votes, but a very small proportion of the spoils of victory has fallen to their share. This same feeling of injury and discontent is felt by the Zayista faction of the Liberals. They also claim that they have not been properly considered in the distribution of the offices, as office holding is the ultimate aim and purpose of all politics in Cuba.

It will therefore be seen that the seeds of discontent and incipient revolt are thickly sown throughout Cuba. These conditions are certain sooner or later to lead to upheavals which would make the return of American troops to the Island imperative. The annexation of Cuba is probably desired by a majority of the people of the United States, and it would also find favor with those who have made large investments in Cuban sugar and tobacco lands. The negro problem can be solved only in the way it has been solved in this country, by completely subordinating the negro in politics. Either whites or blacks must control in Cuba, as it is reasonably certain that a mixed control is both impossible as well as undesirable. Another black republic south of us and so close to our shores would be intolerable. Hayti and San Domingo are conspicuous examples of the utter failure of negro rule, and it is not to be expected that the former slave population of Cuba, even although led by Jamaican and Haytian negroes, would be any more successful as rulers than their neighbors in the near-by Island of Hayti.

LESSONS FROM RESULTS.

There is not a single patron of your store who is not more or less influenced by the results of former purchases. He may not tell you so, but the fact is just as potent. If the goods wore well and proved in every way satisfactory, if they were innocent of adulteration, you will have more orders along the same line. But if the gloss soon wore away, leaving a coarse, flimsy material, if there was disappointment in any form, your old customer will try elsewhere another time unless special effort is put forth on your part. More, his neighbors, rendered wise through his

unsatisfactory experience, will look elsewhere. The unsavory reputation may be limited to the goods in question or it may extend to your stock in general. But be assured that it will most persistently cling to the special line at fault.

With the constant shifting of styles and materials it is difficult to avoid sometimes getting the worst in a purchase. And one of the very best methods of sifting out these mistakes is in the careful observation of results. If you sell a coat or dress, a hat or a pair of shoes to a customer, the first time they are worn in your presence make it a point to observe the general effect and the result of wear; not simply the first time you see them but every time until they are worn out. If they are part shoddy when they should have been good stock make a note of it and spot the goods next time; more, do not sell any more from the stock as a first-class article. If the sham is pronounced show your appreciation of the fact to your customer and give him a real bargain in something else. This is better than to let him feel that such treatment is usual.

Make enquiries about certain goods, especially if you are not confident of their wearing qualities. Show an interest in your patron and he will reciprocate and forgive an accidental bad bargain. Learn from his experiences and you will be the better able to make future purchases.

STRAWBERRIES.

"God might have made a better berry than the strawberry, but he never did," we will all agree. But that the handling of this berry has much to do with its quality and usefulness is also equally patent. Of all berries it is the most susceptible to the influence of harsh treatment. It most rapidly decays when not given the best chance.

In purchasing berries strive to avoid the sanded fruit. The grower, by priper mulching, may in ordinary seasons overcome much of the difficulty. If his berries are badly sanded let him know that they are not worth so much to you as if they had been clean. If he sees his neighbor getting a better price for his product because he has not been forgetful of this detail the lesson will be a forceful one.

When you get a crate of fresh berries do not be so anxious to let your customers know it that you are ready to put them out on the sidewalk without regard to the effects of sun and dust upon them. Printer's ink is cheap. Announce the fact in the morning paper and place a neat card in your window. All interested will enquire farther and thank you for the precaution.

If berries have been picked when they were wet better sell them at a little less; for in warm weather they certainly will not keep long under such conditions. The housewife knows that any firm fruit is worth the sugar and labor of canning.

Look over your stock on Saturday night and if any that is ripe is left cut prices and get rid of it. If you have only a few quarts and do not wish to establish a bad precedent make presents occasionally to your best or most needy patrons. These little courtesies will come back in time with interest.

Although the value of farm products in the United States has nearly doubled in the past ten years, it is evident that production has failed to keep up with the increasing home demand. The farmer now has a good market for everything he can raise at better prices than ever before. Figures compiled by the statisticians of the Department of Agriculture show that the value of farm products increased \$6,300,000,000 in the period from 1889 to the close of last year. In 1889 the value of the wealth produced on farms of the United States was \$2,460,000,000; ten years later it was \$4,717,000,000, and last year according to the preliminary estimate just issued it was \$8,760,000,000.

The Washington breweries and their employes have made an amicable settlement of their differences and for the present at least trouble is avoided. The employers concede that ten hours shall constitute a day's work. In return the employes have agreed to take not more than ten drinks of beer during the ten hours. As the capacity of brewery workers ranges from forty to fifty beers a day, it is probable that some of them will agree with the Governors of North and South Carolina, that under the new system, "it is a long time between drinks."

TRUSTESHIP CHARGES

A ONE HUNDRED THOUSAND DOLLAR FUND

Our annual charge for handling is Five Hundred Dollars.

Our previous ads have shown following charges for smaller estates:

\$ 5,000.....	\$ 25.00 per year
10,000.....	50.00 per year
25,000.....	125.00 per year

This charge is in full for investing principal, remitting income, rendering accounts, etc.

We realize for the parties interested the greatest income possible consistent with the absolute safety of the principal.



THE MICHIGAN TRUST COMPANY





THE MAN HIMSELF.

It Is He Who Makes or Mars the Business.

It is the man himself that makes or mars the business.

The store may be located in the best business section of the town and it may be full of goods properly priced and generously advertised and yet fail because of the man behind it all.

Of course, the merchant who is big enough so that he need not appear in person behind his counters and need never meet a customer himself, if he has abundant capital, may succeed although he be not the kind of a man a real merchant should be. The big store man is not really a merchant. He is more of a financier in most cases. To me the word merchant means a man who can manage a store successfully without calling in expert help in any of the managing departments.

A merchant needs to be an all around man, a man who knows much about many things, who can himself do any part of the store work if need be in order to show an employe how it should be done, and a man who can make himself agreeable to people and exhibit a high degree of proficiency in the art of salesmanship.

In this chapter I am going to cover the characteristics desirable in a man who would be a successful merchant. This refers to the merchant of any size, for the greater merchant must start as the lesser. No business man ever began at the top and stayed there.

The man who has already cultivated the qualities that are needed to make success will find no harm in having their importance impressed upon him, and the man who lacks one or many of them, and I know of no one who possesses all, may be encouraged to work the harder to achieve personal perfection if its financial value is impressed upon him.

Business of all kinds is to-day so strenuous a struggle that the man who expects to win success must make and keep himself as nearly physically fit as possible. The weakling of any kind, physical, mental or moral, can not win out. The race is to the strong in every instance, not for those lacking these essential qualities.

One of the first requisites of a successful merchant is a strong body, a good physique, a constitution that will not break under any amount of work or worry. Both work and worry will come in abundance to the man in business; the former without limit and the latter limited only by the man's ability to shed it like a duck's back sheds water. The difference between work and worry is that work reduces the amount of work to be done, while worry increases the amount of worrying necessary. The more a man works the easier work is for him and the better

he likes it. The more a man worries the easier it is for him to worry and the less he likes it. Both are habits and one is just as beneficial as the other is detrimental.

The more a man worries, too, the less he will like to work and the more work he will have to do. Work is apt to reduce work and worry is certain to produce work.

An active mind is necessary in success making. An active mind is not long possible in a weak body. The mind that will guide a business on the upward path must be a clear mind, sustained by a body that is not hampered by any lack of energy or by any consciousness of inferiority.

They used to say that "All work and no play makes Jack a dull boy," but that was years ago when play was viewed in a very different way from now. Anything trivial was unbecoming the dignity of a business man. Still even then there evidently were those who could see the deadening influence of all work and no play. But the consideration was then more a mental than a physical one.

Jack would be a dull boy only in mind. No thought was given to his physical condition as a result of all work. Nowadays we know that the play is a necessity in order to produce physical health and that the mental dullness will disappear along with the coming of physical well-being.

There is no set of rules on "How to live to be a hundred years old" that does not include abundant specifications as to how much one should be outdoors. Every minute that can be spared ought to be spent in the open air, and the younger set of merchants well may take an active part in outdoor sports.

The great bugaboo of the merchant who is beginning small and with little help has always been "I can't get away." He can not spend enough time with his family to keep acquainted with them because he can not be away from the store. He can not get out to play any outdoor games or to enjoy any of the things that the average mechanic or factory hand can enjoy, because he is tied hand and foot to the store.

Why, I've seen the time myself when I thought I oughtn't to take time for my meals and have had them brought in so that I wouldn't miss a single possible customer. That all had to come to an end in my case or I myself would have come to an end and I dare say many other men are in the same boat, although some of them do not realize it. It was not feasible for me and it is not feasible for you to work, work, work, night and day and every minute that the store can possibly be kept open, just for the money there is in it. It is not that method that will make a man a great success. It is that method that will put him in such shape that if he does win success he will not be able to enjoy it.

Success is not to be gained this year or next. It is a matter of many years. We are here for life and we will not be able to make more than one success while we are here. We have all the time there is in which to

make that. Let us not try to do two years' work in one nor try to accomplish this year what we ought to take several years for.

Success does not mean fifteen hours a day in the store. It does not require that. It may come in spite of it, but never on account of it and if it should come it would not be real success. Real success is something more than a mere coldly calculated bank account. It is enough to live on, friends to live with and health to enjoy the living.

There is no asset that is worth more to a man in satisfaction, or in dollars and cents either, than just plain health! It is the only asset that stands as an asset when it stands alone. All others, money, land, business, prestige, amount to nothing at all where there is not health to back them up. With all your getting, Mr. Merchant, get health!

No life work requires so much in man as storekeeping. The lawyer may develop one or two qualities sufficiently to secure for him success. The doctor may specialize similarly, and the plumber or the painter may gain a reputation as the best in the county without possessing the rudiments of quality in any other direction.

The merchant must develop in all directions.

There must be integrity; yes, absolute. No store whose manager is anything short of honest can gain a reputation for square dealing with its patrons and hold it. This honesty must be more than technical. It must be more than the honesty which would simply refrain from stealing a man's pocketbook. It must be of the sort that would search for and find the owner of the pocketbook picked up on the street or in the store.

There must be energy, enterprise, thoroughness, sincerity, adaptability, self-confidence; a thousand and one virtues, all of them well developed.

A knowledge of the business from the ground up is practically an absolute necessity in the successful merchant. You and I have known plenty of instances where men have retired from the farm or from the factory or from some other occupation and have proceeded to put what little capital they had accumulated into a store, thinking that there at least was an easy job; nothing to do but to buy goods and then sell them for so much more than they cost and put the difference in their pockets.

Where are they now?

These men did not grow up in the business. They tried to start in at the top. I do not say that no one could make a success of a business in starting in after arriving at mature years. But I do mean that no man can make much of a success of a business of which he does not know the whole process. He may start in late in life and learn the ropes from the beginning without actually working up, but this is more difficult and less likely to make a thorough success of him than an early beginning.

You who are already in business are older men, men whose traits of character are fully developed. Your gain from this chapter showing the neces-

sary and the desirable qualifications for success will be in discovering wherein you are weak and in determining to strengthen along that line while yet there is time.

You who are young men and yet to enter business upon your own responsibility will get the full benefit by having impressed upon your minds the necessity for the development described.

Self-confidence is an important quality in the man who starts out for himself in the business way. People are very apt to take a man at his own valuation. At least they seldom estimate him above his own rating. On this account the self-confident man who can step out into the arena and appear sure of winning will find many to believe in him with no other reason for that belief than his own assurance.

The appearance of hesitation is often fatal to business. It is fatal in its effect upon employes or upon customers. When a customer comes into your store and asks you if a certain article is good, even the slightest hesitancy upon your part will probably spoil the sale. If you are not sure about your goods you are doing your duty in studying your stock. You should know what is what; whether each article will bear recommending or not and then either recommend it strongly or say that it is not of the best quality, but good value for the money. That gets you credit for honesty at least.

In that same way self-confidence helps the effect you would make upon anyone at any time. There should be faith in self and an ability to decide quickly what stand to take when an important question comes up. On most questions there is no middle ground, and anyway the man who looks for middle ground will always be suspected by everyone.

Most of us unconsciously place a limit upon our own business and upon that of anyone else. We figure that under favorable circumstances we could run the sales up to so much, but that above that figure it would scarcely be possible to go. Another man with a bigger outlook and used to building bigger businesses would place the limit much higher than we would do, if indeed he placed any at all, and he would get the business up to that figure.

There should be no limit to one's business ambition.

While one's business growth and one's character growth ought to be mapped out in advance, there should be no hard and fast set of rules laid down to hamper freedom of selection or to limit growth.

In the case of the development of an employe it is always advantageous to all concerned if he can be made to feel that he is working for himself, not entirely for his employer. On the same principle, in the case of yourself and myself it will be equally ad-

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

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vantageous if we can assume the position that we are working not entirely for self, but as much for some higher authority which demands of us the best in every way. Some such attitude will help to prevent the slighting of work and being satisfied with less than perfection.

The man who is assuming control of a business needs to exercise care in venturing lest he go beyond his depth. Better to wade in gradually until accustomed to the feeling of the water and to its depth before striking out to where men have been drowned.

In considering the capital for starting into business or for continuing in it most merchants take account of money values only. They consider cash on hand, notes and bills receivable, real estate, life insurance, etc., and they fail to estimate the value of what is many times the best of the available parts of capital, ability. The man who wants to borrow money from the bank will often be unable to get it for business purposes, no matter what his signer's responsibility, if he himself is known to have no ability to handle the business he is running. On the other hand, if he has developed a known ability, that quality will stand for security in the eyes of the bank, sometimes beyond a responsible signer. Authentic sources give the amount of "one-name" paper in the banks of the country as two-thirds of the total. Do you suppose that any of that one-name paper is bearing the names of men who are known to be lacking in ability to handle their business, as shown by the results of past management?

That consideration should deter you from taking unnecessary chances and from venturing when the possibilities are small for success.

Some men, often those who have been the acme of meekness when in a subservient position, become veritable autocrats when placed in positions of a little authority. Authority is a good thing to use with care. It ought not to puff a man up like a balloon for in all probability no one regards him as being as important as he thinks he is. The man in authority should be proud to be privileged to help in shaping the destinies of others, but he should wield his scepter with care in order not to rap anyone on the head with it.

The type of employer who gets the most out of his men is not he who drives and scolds them, nor he who depends entirely upon prize offers to incite them to rivalry. It is not the man who watches every move and tries to furnish brains for every individual man on his checker-board. It is the man who is broad-minded and generous with his helpers, taking them into his plans and allowing them to share in the successes of his business. He encourages initiative and studies how he may help each one up the ladder. He commends only when commendation is deserved and he condemns sparingly but frankly. Such a man will always have his employes working with him instead of merely for him.

If you are the business man who is run by his store instead of running

his store, you are on the wrong tack. Plenty of merchants go to the wall simply because they are carrying their business upon their shoulders like an inverted pyramid instead of making it carry them at its apex with nothing of the petty and unnecessary details reaching them.

For the manager of a store to attend to the minor details that a ten dollars a week clerk would attend to just as well is the same kind of economy that would be used in taking high-class, coated book paper for wrapping up such articles as stove-pipe or oilcloth.

System is necessary to make a manager's work easy and also to make it possible to get the best results from employes. System is simply order in the place of chaos. There are men who allow clerks to stand around for hours at a stretch with nothing to do and then proceed to load them up with all the extra work possible at a time when everything else that needs doing comes along. It is possible and proper to secure such a division of work as will equalize it through the day, leaving routine duties and regular store work out of the hours when the rush of customers is most likely to occur.

The systematic man accomplishes the most in the least possible amount of time with the least amount of help in just this way. He economizes his own time and the time of everyone whose time costs him money. He keeps his work caught up and the result is that he is never harassed by overdue tasks.

All of us covet advanced position. We want to be at the head of a bigger business either by making our own business grow great or by changing to another that is great. We look forward to the time when we will be able to step into increased responsibility.

Do we take pains to spend some time each day in fitting ourselves for the advancement? No, we do not. We studied perhaps when we were clerks and wanted to learn enough about the business to enable us to get to be our own bosses, but since that time we have not realized that we could make ourselves worth more money to our own business by continuing to study.

There can be no advancement without new phases and new questions arising constantly for decision. In order to be able to meet the new situations successfully we must have advance knowledge of them and this is possible only by studying our business ahead, finding out how it should be run when it gets a little bigger than it is now.

In this way we not only fit ourselves to do our share of the new work profitably, but we are also able to teach others dependent upon us how their share should be done, and this is of importance equal to our own individual part of the work, for a chain is no stronger than its weakest link.

Initiative is an individual quality, but its possession is less a matter of chance or environment than of preparation.

Preparation, too, by teaching us

what to expect, shows us how to meet conditions that require resistance. We are not caught napping by unexpected conditions. Hence we do not achieve failure through lack of preparation which is as much of a necessity to the merchant as to the professional man.

In your town and in mine there are merchants who are commonly called enterprising. You know who they are. They are men who do things, men who are up-to-date in stock and in methods. They are the merchants who are getting the trade. Are you one of the enterprising men or are you simply following along in the same old rut year after year, satisfied with what you get as the result of routine effort? Any merchant can be enterprising if he will take the trouble, but one can not be enterprising and easy-going at the same time. One can not seize opportunities with an unenterprising hand.

Lack of enterprise is sometimes caused by self-satisfaction. This is very different from self-confidence. In fact, I might almost say that lack of enterprise is self-satisfaction.

The man who thinks his present environment is the best there could be for business and that his present methods are the best methods he could use is going to suffer defeat because of his self-satisfaction. He will not take advantage of the new methods that others find profitable because he is a grandfather man. He does things the way his grandfather did them and he thinks that way is all right. It is all wrong and I will

guarantee it to produce a first-class failure in due time.

Do not be a grandfather man! Much better retire at once from active business life.

The grandfather man is not posted on to-day's ways. He would make an appointment with you for "sometime to-morrow" and keep you wondering all day at what hour he would come. He would get mad at the mistakes of a wholesale house and write them a red hot letter instead of seeking an amicable settlement of his complaint. He would be cross with the man who comes in to collect a bill and he would advertise in a way that would use up perfectly good money without bringing any returns.—Clothier and Furnisher.

Be a Master of Time.

Never allow yourself to say, "I ain't got time," not because it is ungrammatical, but because it shows you are not a master of time. The thing to do is to make time.

Get right onto the job assigned you with both feet. Don't putter. Don't weigh the "ifs" and "ands" until they are a ton. Tackle them when they are in the ounce scale.

Saying you "have no time" puts you in third class, and third class fellows are not called upon in emergency cases. You have time. That is the way to talk and carrying that principle out will make a man of you.

W. E. Sweeney.

To get an acre of land measure off 209 feet on each side and you have it within an inch.

Communion Suits

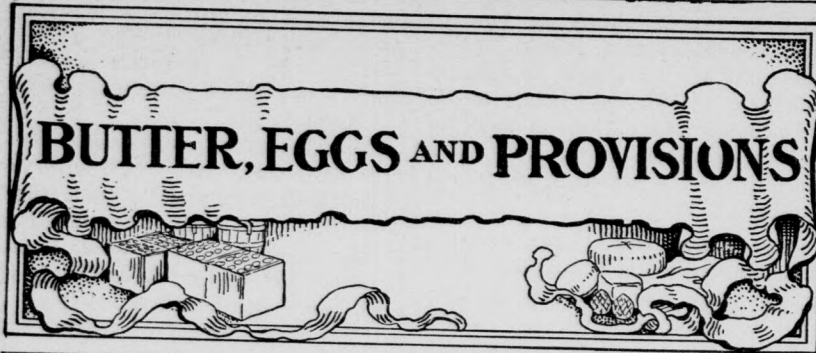
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DAIRYMAN'S OPPORTUNITY.

Educate the Consumer to the Value of Milk.*

Under market extension four subdivisions are considered: Individual efficiency, faulty insulation, teamwork and drain plugs.

To-day I purpose to give sobbing and scrubbing a holiday and dig for pay gravel on the coin and comfort level.

Milk is our first food at birth and our last soothing at the outer door of mortality. If agriculture is the great art, milk is the great sustenance.

If wheat bread and high civilization go together, so milk and high physical vigor are inevitably correlated. James J. Hill says, "For the sake of our National future the coming millions must be furnished with a piece of tillable land as a defense against misfortune."

We have the land, but it is abandoned for the want of physical vigor to profit by it. We are taught crop rotation, stock breeding and seed selection, but who tells what sort of "grub" will build sound and energetic men? Hill is a builder of Empire—the dairyman's great opportunity is the building of Men. The lazy germ has been discovered; it is up to us to find the hustle grub in milk. It would be worthy a hero medal if a courage bug could be discerned in our present market product.

I recall attending church where the pastor was forever exhorting his people to "walk in the straight and narrow way, walk in the straight and narrow way." One day, on leaving the church, I said, "Rev. Swan, if you will say whether the 'straight and narrow way' is up Main street or down Jackson street, I will gladly walk in it."

My opportunity tonic has directions on the label—though one can hardly prescribe another's opportunity—some men think it is "two cents on a forty quart can."

Individual Efficiency.

Literally, efficiency is "to produce effect, force, energy;" an individual producing an effect.

Do your symptoms indicate that or are you simply producing milk and letting providence and the Borden's produce and gobble the effect?

I have little faith in combination as a first aid to price. It is a chain with a cronic broken link. Individual efficiency is the all-important price maker. Produce the quality and you

command the price. Laws and combinations relegate the individual to a mediocre plane and handicap him with suspicion. Confidence and the goods command any market against any odds; to forget this is to blunder in estimate of scope and trade intelligence.

Here are a few simple rules, which extended our market to twice what we can produce, at three cents above the regular market.

Clean up your barn and keep it clean.

Listen to the big dairy teacher.

Keep your score high. It is a letter of credit.

Take the dairy papers and read them. I don't care if your "think machine" is a Solomon, you need the dairy editor to crank it up.

Put your reputation behind your product and let the consumer know it.

Simple rules, but follow them, they pay for farms.

In every city and town of 2,000 inhabitants or over, there is an active demand for a fancy brand of pure milk, for infant food, at twelve to fifteen cents per quart. I don't think it, I know it. It is solely a question of production. The market is here and the individual is in this hall—awake. This is no mirage. Wake up, and produce effect on this enormous, neglected profit, in every cradle, in every home.

Faulty insulation—trade lines intersected by cross wires. Admitting that milk should be the principal diet of every child up to five years, let us now see how the market swings, while the average dairyman is swiping the bats from his "26 cent" belfry "zone." Here are a few records taken from our list of about sixty infants. What happens in our city, in all probability, happens in yours:

Case 1. Child very ill, under physician, been fed prepared foods of every kind, father a college professor. Grand dame finally came to my husband saying she had reared two children on his milk and wanted to try "milk as a last resort." Asked that a cow be fed so and so. "Mind! no silage." Young cow selected, fed as usual, baby gained and is now well.

Case 2. Intelligent physician changes child's diet often without success, tried our milk for a time, changed again, baby in collapse, taken to a distant specialist. After the great man got the breath back into the baby he sent for our milk as the child had thrived on that for a time. Heralds were sent in haste, milk taken by special messenger. (Cost 35 cents per quart). After several

weeks, baby well, but the parents are still nervous, one sneeze and they enquire what we are feeding the cows.

Case 3. Physician said there was no safe milk, no more, no more, no more. Baby fed on barley, malted milk, etc. had exemia, covered with a mass of sores. Put on milk, is now well.

Case 4. Intelligent mother has 6 bottles, express juice of 2 pounds beef (daily), 6 fresh boiled peas, mashed, milk and a dropper. Time to fix dope two hours. One might say that baby was "stung" with protein by the drop.

Case 5. Intelligent man must stop taking milk if it could not be sent on 6 a. m. boat in order to be iced six hours before heating for baby. I answered this man, stating that we would be pleased to have him inspect our operations any morning, how the milk was cooled, and ready for use, when it left the farm at 7 a. m., to catch the 9 a. m. boat after five men



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Grand Rapids, Mich.

*Paper read by Mrs. Edward H. Marshall, of Ithaca, at annual convention of New York Dairyman's Association.

had been hustling for two hours to get it ready. Asking, "Why do you need to cool the milk six hours? I hope you are not feeding your baby cream? Requesting the name of his physician, that I might have a talk with him. Enclosed pamphlet on baby feeding. Still taking milk.

Case 6. Intelligent man motored up to order milk iced each day, would pay extra cost. Because, he said, "The women get crazy and make me taste the milk every hour when it isn't iced."

These cases are fair samples of the many.

Brothers, here we have the modern physician in his great killing role of the foster mamma, the madona of the slobbering bib, latest lul-a-by in divided skirts. Center rushing the cradle, queering the milk industry, misbranding motherhood. You have heard of male rabbits and cats killing their young? Well, these glib dry nurses, who are prescribing doped milk, are tomcatting the baby supply. That's what they are.

Dairymen, your neglect, rather than the man of medicine is responsible for this condition. The physician's attitude admits of some extenuation. On calenders, blotting pads, doorsteps, in medical journals, at every turn he reads "Malted milk, good for typhoid and faulty assimilation," "Peptonized pills for infant colic," "Malted milk for the delicate babe," "Duffy's malt whiskey for infants and invalids," "Pabst liquid bread," "Condensed milk," "Lactobacilline ferment," "Ferman lactyl buttermilk," "Benger's food to modify sweet milk."

It is all a neat little trick of advertising. If the physician has never taken a course in the children's hospital, he is likely to believe the advertisement, just as you believe molasses is good for horses, because the advertisement so states.

Cases for the Alienist.

Brothers, you are, or, ought to be, the milk experts. Never let any one know more about your specialty than you do yourself. Your logical move is a combine with the mother, not in restraint of trade. The physician neither produces the milk, nor the baby. Why is he butting into this affair? Milk can not stand the double strangle of barley and bacilli. The doctors have you "short circuited" with a clear case of chewing off their bandage with your milk teeth.

Vigorous measures should be inaugurated against befuddled physicians, hysterical mothers and doped milk. Hotels are prohibited from serving gallant drummers with adulterated milk. Why is there not a Pepsin Preventorium for stampeded mothers and helpless babes?

If the native intuition of a normal mother to feed her child needs supplement the same enquiry is to the experienced producer of the product used. The dairyman understands the management of mothers and the successful feeding of milk to babies; his customers, in the main, are women, and moreover the distinctive types, which make for successful dairying,

are men invariably popular with women.

This Association should immediately appoint a tradewise committee, to institute an aggressive scheme of advertising the nutritive value of our product. Here is organization's opportunity. Trade extension, by advertising, is practically unexplored. The demand for milk is thrust on us, like our features and our poor relations. We scorn a bargain day, but, when we have a surplus, we hold it twenty-four hours, for trade and bacteria, whereupon, the health officer pours it in the gutter, as a sacrifice to hygiene, while the man, over the way, whom sour milk might have saved, dies of uric acid poison—crossed wires. This scheme of publicity should involve all products of milk, and all organizations affiliated with the industry.

Talk of shooting up a town, how about pasting up a State with enterprise. Every envelope, milk ticket, milk bottle, pound of cheese, street car and saloon should bellow wide the bovine beverage. If the physician is a necessity, see to it that he isn't traveling on one rail. And beyond all, convince the mother that clean, pure milk is a vital necessity to her child. That a nervous condition in the mother is sinful and a menace to the infant which food can not correct. Bacteria should not bear the blame. Mental process in parent is reflected in off spring. Thought enemies are more dangerous than fermented bottles. Medicine madness is absolutely needless. Childhood is the creative and cumulative period, not a disease incubator.

The food problem has no more important issue to-day than the proper nourishment of the new born. If the decreased productivity of the land is due to poor cultivation, the decreased efficiency of the human machine is due to poor nourishment. Bread and milk are the real constitution builders. There isn't the shadow of excuse for feeding malt sprouts to babies. Let us have a food reclamation. Take the proposition directly to the mother. Appeal to the great, invincible, maternal instinct of womanhood. Get the mothers with you and sell milk in the big, joyous, country ozone and the dinky zones will not seem so large.

Indeed, it is an immediate question of annex or annihilation. We read in report of International Medical Congress, how Prof. Escherich described a "highly interesting process of extracting human milk by means of a suction pump into sterilized bottles. In this way, woman's sterilized milk might be kept in stock by druggists. Experiments had proved this milk valuable for nutrition and intestinal disorders in children."

What do you know about that? Medics have discovered that mother's milk is good for children. Pretty soon along will come some foolintif scion with a new kind of protein fudge—for ladies only, and the cow will be fagged.

Team work—under this subdivision, dairyman, there's no glad hand for you.

This organization is thirty-three years old and I recall the old trapper, who, when asked what he did to occupy himself said, "Wal, sometimes I set and whittle and think, and sometimes I jest set and whittle and again I jest set." Organization is to commerce what religion is to humanity. Christianity has the extremes of deity and perdition. Organization, to succeed, must have a "spirit control" and a stone crusher. You may have both of these cultures, but, what, I think, you really need is a commercial starter and a good resounding paddle.

An aggressive, keen sighted, courageous leadership would bring practically every dairyman in the State under cover and put the industry where it belongs, in the front of New York's commerce. Find the man who can lead and all else will follow. Not combine but come on! It nearly breaks my country heart to get down from Queen Ann oratory to give you such a Mary Ann jolt, but you need it in your business. "Here are thy talents in a napkin laid." Good team work would, very soon, vest the legal control of milk traffic in this State Association, that control to be in close touch with and strongly supported by the State Department. Thus, politics would be minor, the industry placed on its merit, partially self supported and wholly self controlled. Mind, I do not advocate usurpation of the police powers of the Department. Certificates of credit should be issued, to members, on a merit basis. Compulsory methods are futile and unworthy of intelligent men.

Let breeder and producer join issue. The cow test is coming. Testing and scoring could be done jointly. Trained dairy students should displace the local health official, not alone because

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A perfectly Pure Vegetable Butter Color, and one that complies with the pure food laws of every State and of the United States.
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he has proven a poor pilot, but he also is a parasite and to him success is not paramount; furthermore, the business is hoodooed with the odor of physis.

The very first step in market extension is to remove milk from the contagious ward.

In this period of preventive and hygienic cult it is most assuredly the duty of the producer to take the initiative in a lactic food enlightenment. Sanitaria have been established in all large states, clinics are held in our schools to detect ear, eye and throat defects. (Would there be need if the food were right?) Every day medicine is convicting itself of building defective machines. We should be sedulous in securing pure food for the child not only to extend markets, but for the loftier motive of common humanity.

Educational authorities should be induced to fortify the children with great cans of milk, brought in at recess and given freely to the pinched, pallid, spindle legged, bird clawed children of rich and poor alike. Did you ever notice our attenuated little ones? We would worry if our calves looked no better.

The fact that sanitary science, hygiene, and health office are in the spot light is proof positive that our food is producing tissue of low resisting power. A committee of pathfinders should direct copy and suggest publicity schemes; individuals to bear expense of personal printing and distribution just as the Holstein men are doing.

It should be as easy for a man to buy a glass of milk (hot or cold) as it is to buy a cigar and just as popular. It is the only logical, anti-nervous, American beverage. If you drink coffee, "there's a reason." If you drink water, "there's a menace." If you drink beer, "there's a scandal," and "there ye are," says Mr. Dooley.

Every domestic science platform, mother's meeting, woman's club and woman's institute should be invaded to teach mothers the food value of milk and its products. Isn't a hunk of cheese just as palatable and nutritious as a Heintz pickle and two figs? Domestic science is saving babies as well as saving steps. Did you say there was no market for milk save in the Borden, Slawson, Decker, Sheffield farms dinky zones? Every municipality has schools and thousands of children. Let "Pear's" soap or "three-dollar shoe" Douglas take hold of that proposition and boards of education would hear something drop.

Drain plugs—32 dollars a ton! You know what I'm going to say, 32 dollars, why? Because it is high in protein. Who said so? Experiment has demonstrated. New York experimenting to demonstrate the glory of Southern cotton gin and Western grain bin. Milking cows in New York State and feeding them in Minnesota. I'd stuff every feed analysis and balanced ration bulletin down that drain.

Listen to the story of a student who, while walking with a great agnostic professor, tried, without suc-

cess, to curry favor by skepticism. Finally the student said, "I have searched through all pagan and Christian records and no where do I find evidence of a God." At that the professor turned savagely on him and snapped, "Young man, I will give you just six hours to find a God, or you leave this university."

Now, if I were a dairy association, some dark night, I'd go to Geneva, and talk to "Experiment" like a father. I'd hiss in his ear, "See here! If you don't find protein and sugar feed and pay dirt in New York P. D. Q., into Seneca lake we'll souse you." Experiment is too concentrated honest. Oh! but you say, it is science. Science is a servant in our house and she ought not to keep us waiting for our dinner, while she makes a "bran mash" on a Western miller. If one could balance a ration out of rail fences, crude farmers and quack grass, I'd call that science. If one could induce farmers to raise beets, corn and alfalfa on our idle lands, I'd call that science and progress. And if one could induce the frenzied herders in our cities to bring sweat shop, industrial hive and agricultural publications out in the open country, I'd call that science and progress and charity. Extend markets by bringing the consumer close to the milk; extend profit by bringing the cow close to the feed; extend home production by knocking commercial food stuffs off their protein perch.

New York State in ten years a World dairy center? What ye going to say, What ye going to pay, when the pasture is gone? Are you going to syndicate the abandoned farms, or let Stroud sell them for a song? Recently a man offered my husband a 50-acre farm with a house on it for a \$250 Holstein cow and he refused it. New York's abandoned farms are not the product, as generally supposed, of poor land or western wheat, but of fierce labor competition from her own cities. Trade your surplus stock for abandoned farms and wait. You won't have long to wait for extended markets. Soon the labor flock will come back wagging their dinner pails behind them. On the heels of the test will come community breeding and the district sire.

Oh, you will need the idle farms, syndicate to produce syndicate to expand. Opportunity knocks once at every market door. To-day she is knocking at yours. High markets and low land! Blind is he who loiters. Never again will New York give such treasure into her herdsmen's keeping.

Beware of the man who says he never beat any one out of a cent. He's probably planning to separate you from several of your hard-earned dollars.

Many a woman as sharp as a brier at the bargain counter has been obliged to confess that she was fooled in the selection of a husband.

Many a man of real merit has quit just this side of success. Hanging on is a rare virtue.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, May 9—Spot coffee is dull and lower. The story has been so often repeated that it seems monotonous. Of course, there are days when matters look brighter, but before July many think we will have substantial improvement. But the truth is that there seems to be a dull business all around this section, and I have heard it repeated many times. In store and afloat there are 3,117,038 bags, against 3,379,096 bags at the same time last year. At the close Rio No. 7 is worth, in an invoice way, 8 $\frac{3}{4}$ c. Mild coffees are selling pretty well and quotations are well sustained. Mexicans, especially, are firm, as short crops are generally reported. Good Cucuta, 10 $\frac{1}{4}$ c.

Granulated sugar is quoted by practically all interests at 5.25c, less 1 per cent. cash. If the margin of refined sugar over raws is now 90 points it would seem as if there were a good profit to the refineries. Trading is still very light and buyers are loath to take more than enough granulated to keep them going.

A pretty good trade is being done in line teas and prices are well sustained. There is only a moderate supply of Japans and Pingsueys, but there still seems plenty to meet requirements.

Every week seems to show some improvement in the rice trade. It has been a long time coming and it may even now be transient, but all hands feel encouraged. Quotations are not noticeably higher, but are well held at 5@5 $\frac{5}{8}$ c for prime to choice domestics.

There is no change whatever in spices. The demand is for small lots and little change is to be looked for at this time of the year.

Grocery grades of molaasses have moved fairly well all the week. Good to prime centrifugal, 26@30c. Syrups are steady, with medium 26c.

Canned goods are about the quietest thing on the market and neither spots nor futures attract attention. Some enquiry has sprung up for future peas, but quotations are not freely made. Spot New York State, 65@70c. Tomatoes still hang around 62 $\frac{1}{2}$ c, with some going at 60c, and the quality at this price is better than some past sales have shown. Nothing seems to be doing in futures worthy of note. The cold weather as a factor seems to be pretty well discounted.

Butter is slightly lower, under larger receipts. Creamery specials, 29 $\frac{1}{2}$ c; extras, 28 $\frac{1}{2}$ c; firsts, 28c; old creamery, 23@26c; imitation creamery, 23 $\frac{1}{2}$ @24 $\frac{1}{2}$ c; factory, 21 $\frac{1}{2}$ @23c.

Old cheese is pretty well cleaned up. New stock is improving in quality and working out at 13 $\frac{1}{2}$ c.

Eggs are lower. Western selected extras, 23@23 $\frac{1}{2}$ c; storage, 21 $\frac{1}{2}$ @22 $\frac{1}{2}$ c; regular pack, 20 $\frac{1}{2}$ @21c.

Business Costs and Expenses.

The National Association of Credit Men recently formulated the following simple but comprehensive rules for business accounting:

1. Charge interest on the net amount of your total investment at the beginning of your business year, exclusive of real estate.

2. Charge rental on all real estate or buildings owned by you and used in your business at a rate equal to that which you would receive if renting or leasing it to others.

3. Charge, in addition to what you pay for hired help, an amount equal to what your services would be worth to others; also treat in like manner the services of any member of your family employed in the business not on your regular payroll.

4. Charge depreciation on all goods carried over on which you have to make a less price because of change in style, damage or any other cause.

5. Charge depreciation on buildings, tools, fixtures or anything else suffering from age or wear and tear.

6. Charge amounts donated or subscriptions paid.

7. Charge all fixed expense, such as taxes, insurance, water, lights, fuel, etc.

8. Charge all incidental expenses, such as drayage, postage, office supplies, livery or expense of horses and wagons, telegrams and phones, advertising, canvassing, etc.

9. Charge losses of every character, including goods stolen or sent out and not charged, allowances made to customers, bad debts, etc.

10. Charge collection expense.

11. Charge any expense not enumerated above.

12. When you have ascertained what the sum of all the foregoing items amounts to, prove it by your books, and you will have your total expense for the year; then divide this figure by the total of your sales and it will show the per cent. which it has cost you to do business.

13. Take this per cent. and deduct it from the price of any article you have sold, then subtract from the remainder what it cost you (invoice price and freight) and the result will show your net profit or loss on the article.

14. Go over the selling prices of the various articles you handle and see where you stand as to profits and then get busy in putting your selling figures on a profitable basis and talk it over with your competitor as well.

Charles Dahner, of East Aurora, N. Y., is the village tailor and he does some business on the side in raising canary birds and Angora cats. There had been some trouble with rats in the building in which the birds were confined and the best mouser among the Angora family was put into the runways of the canary coop Saturday night to destroy the rodents. The cat—a beautiful fifteen-pound yellow fellow—mistook his mission and got into the bird cages and wrought havoc sad to behold. When Mr. Dahner and the Dahner children went to the cages next morning only three birds remained out of nearly fifty, and pussy was lazily sleeping in the morning sun. The cat's breakfast had cost the tailor \$200 worth of canaries and Sunday was a sad and gloomy day in the Dahner home.

Love enlarges the limits of life.

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The National Cash Register Co.

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ALL SECOND-HAND REGISTERS SOLD BY US FULLY GUARANTEED

MANUFACTURING FURNITURE.**Modern Methods First Developed in Grand Rapids.**

Written for the Tradesman.

Not many of those who are familiar with the manufacture of furniture as a gigantic and steadily growing element in American industry realize that its development is wholly modern. We think of the great inventions, as the harvester, the sewing machine, etc., as recent factors in civilization, but it is hard to realize that the wholesale manufacture of furniture and its development as coming into the homes of the great mass of the poorer and middle class Americans is still more recent.

Furniture manufacture, as we know it to-day, has few points of similarity to that of Europe during the last century or even in this country prior to the vast extension of railway transportation. In Europe existed the art of cabinetmaking, and the designing and constructing of furniture to harmonize with the priceless decorations of palace halls and chambers furnish us the examples from which so many of our modern styles are taken, but these were special creations of artistic hand construction, each designed for its particular place. The number of these now in existence in museums and private collections or still preserved in the homes of European nobility is so small as to make them of great value.

The construction of furniture for the homes of the peasantry was a different matter. The great masses of the people in the country, when not using the rough benches at the corresponding plank tables provided in the halls of the barons and squires on whom they depended, must be content with the rudest imaginable in the hovels called homes. The conditions in the crowded cities were little better and afforded little for the citizen outside the requirements of the wealthy. And even in the improving conditions of the early part of the last century the influence on furniture construction was comparatively slight. Lack of transportation in both the Eastern and Western world made such manufacture as was carried on purely local. In the large European cities the making of furniture was in a great number of small shops, or, still oftener, in the homes of the workman by piecework. In many of the shops the turning of spindles, posts, etc., and the sawing of material to size would be done by such power as could be commanded, water, the horse sweep, and later steam; and other than this the work would all be done by hand.

In this country conditions were much similar in the cities. The work of the cabinet shops was largely the construction of furniture to order for the homes of the few wealthy as compared with the army of consumers to-day. In the homes of the poor the simplest provision of chairs, a full-leaf table, a chest of drawers or possibly a bureau, with a bedstead of turned posts and hemp cord, had to suffice. These were generally made to standard patterns and there was little thought of any variations for

style. The demand, particularly of New England cities, called out a considerable class of cabinetmakers and woodturners, the numerous streams and rivers affording power for the latter and for the application of other machinery as it was invented.

When the lack of transportation was still in evidence in the trade as related to the host of new towns throughout the country, every such town of any considerable size had its cabinet shop, usually operated in connection with the retail furniture store. These were usually conducted by mechanics who had learned their trade in the New England shops, and when water power was not available the turning lathe and buzz saw was driven by a horse attached to a sweep. These shops have nearly passed out of recollection, although the writer has a vivid remembrance of several such. It is interesting to recall the varied use to which some of the water powers would be put, for instance, driving the flour mill, a tannery (grinding bark) and a turning lathe for the cabinet shop three-fourths of a mile away.

Aside from a few chair factories in the East the modern wholesale manufacture of furniture for transportation trade seems to have made its first start in Grand Rapids during the early years of the Civil War. It is interesting to note this as the beginning, although the people engaged in these earliest attempts had little thought of the significance of their experiments. The distractions of the war operated to retard the growth of the industry, so that its first appearance as a factor in trade was after the return from the service of William Widdicomb and others who so quickly turned their energies to the practical development of the wholesale idea.

Modern transportation in its magnitude succeeded the Civil War. Its development prior to that era had been something wonderful, but was so recent as to be decidedly new and crude. During the distractions of the conflict growth was stopped, but this pause gave opportunity for a great advance in practical operation and the country was ready for the tremendous leap in railway expansion which immediately ensued.

Then there were other minor, although important, factors in the early development of this great industry. It will be remembered, possibly as a coincidence, that the art of making photographs just barely preceded the Civil War. The methods of making the old "wet plate" photographs were so cumbersome that the photographic detachments, with their portable dark rooms, were formidable affairs. Now the selling of furniture at wholesale with no means of showing except to carry samples in chartered cars or use such drawings as designers or clever salesmen might make was a formidable undertaking. Thus it may be considered more than a coincidence that the development of the photographic art was just in season to meet this requirement. According to Baxter's History the first suggestion along this line was made to the Nelson Brothers by the late Elias

Matter in 1862. It remained, however, for the Widdicomb brothers to make about the first practical application of the new method. The writer saw not long ago the first "line" of photographs employed by them in their trade among the cherished possessions of the late John Widdicomb.

In this connection it is interesting to note that the use of photographs and their translations into engravings of many kinds has developed into one of the great industries of Grand Rapids. All are familiar with the fact that the volume of furniture manufacture in this city exceeds that of any city fifteen times its size; but it will surprise some to learn that the quantity of photograph and engraving business is in excess of that of any city many times our size.

The filling of American homes with comfortable and artistic furniture is a new invention. Prior to the beginning of the industry in its present form only the fairly wealthy in cities and towns could afford the hand-made productions of the traditional cabinetmaker. Now in town and country, in homes of the most moderate means, we hear the discussion of the relative value of "Queen Ann" or "Louis VIX.," and articles as beautiful and superior in practical value to those made only for European nobles are within the reach of the average householder.

W. N. Fuller.

No Special Needed.

When word came that the train was four hours late a chunky young man who had on his store-clothes

and was sticking close to a big black satchel went to the ticket man and said:

"Gaul darn the luck anyhow! I was to be married down at Henderson to-night."

"At what hour?"

"At 7 o'clock."

"Girl, old maid or widow?"

"A widder, and she's worth over \$4,000. Can't I hire an engine or something to get me down there?"

"Yes, I might get you a special, but it would cost you a tidy sum of money. Better telegraph down and see if there's any use of your going."

"Any use? Why, I'm to be married, ain't I?"

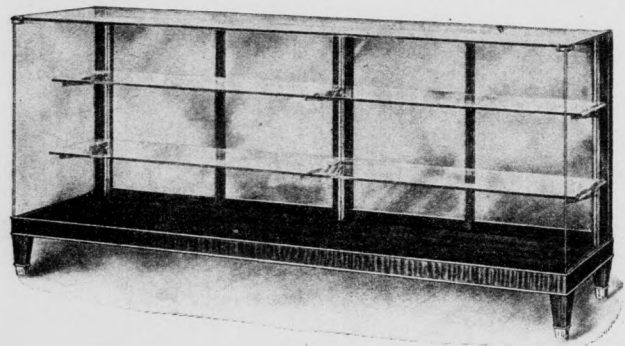
"That's what you say, but maybe there has been a slip. You can't always tell about widows, you know. I've had three different ones go back on me. Better telegraph and see that all is right."

The chunky young man felt insulted and wanted to raise a row, but finally cooled off and sent a telegram to a friend at Henderson. In about an hour he got an answer. It read:

"No use to come on. She married the other fellow this forenoon and they have started for Niagara Falls."

"Saved you \$25 and all your trouble," said the agent as the young man's knees grew too wobbly to hold him up. "I told you that three of 'em threw me down. Take a sip of this lemonade and then go out and sit on that bag of potatoes. You are not mortally wounded, but only as flat as a pancake."

Better Show Cases



Is that what you are looking for?
That is the kind we are building

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THE INSTALLMENT PLAN.**How It Works Out in the Furniture Business.**

The increased activity of those large retailers who sell furniture on the installment plan has been evidenced of late in their extension of this field into National campaigns of advertising, so that instead of catering solely to people who personally visit their stores, they are now making efforts to negotiate mail order installment sales, and good authority states that this National campaign has already, and within a brief period, achieved success. From the manufacturer's viewpoint there is no great enthusiasm existing for either mail order or installment houses, owing to the deeply founded belief that they are invariably drivers of hard bargains when making purchases. There is no doubt that professional furniture buyers, representing large retail establishments, do drive good bargains for their employers; that is what they are paid for, it is their preeminent ability in this direction which secures to them the handsome compensation they receive, and it is all one whether they represent a popular-priced department store, an installment firm or a cash in advance mail order establishment. They must be ever engaged in the struggle to break their own record, to show constantly increasing and greater merchandise profits, with a correspondingly large turnover of the average capital invested in their departments. In these circumstances there must necessarily be sporadic examples of an unsportsmanlike inclination to play one manufacturer against another, to use every business tactic which sophisticated guile and wile have taught to buyers. It was Solomon who tells us that even in his day there were buyers, and he exclaims, "It is naught, it is naught, saith the buyer; but when he is gone his way then he boasteth." Whatever criticism may be made in this direction as to excess of zeal in buying advantageously, and whatever may be the abuses that exist in spots, it must be admitted that the plan is correct; it certainly does carry a distinctly appreciable margin of profit, but there is something to be said on both sides of the question. One leading periodical of enormous circulation and unquestioned influence among its million or so of readers has severely attacked the plan of selling furniture on installments. There is a diversity of opinion on the way the subject has been presented; many connected with the trade think it an unjust, prejudicial and misleading way. Another magazine of National importance has treated the subject in like manner and to the purport that the installment business in selling furniture was not legitimately conducted. It is indeed surprising that these ably-edited publications should take upon themselves such judicial functions as are exhibited in thus setting forth a one-sided expression of opinion. Installment dealers, in some instances, are undoubtedly subjects of proper criticism; so also are any other body of men, because none

exists in this world who is without fault. Some manufacturers of furniture may condemn installment dealers for occasional greed, in their effort to obtain goods at a price, but whatever be their sins either of omission or commission, they will be not less in number than could be justly alleged against any other body of merchants in any other department of business. A proverb tells us that, "Black sheep dwell in every fold;" every department of trade has its abuses when one looks for them. The selling of furniture on deferred partial payments, or installments, is absolutely legitimate and in every community it fills a positive need. It points the way to matrimony for many a hard working couple; it enables them to make a start in life, to found a home; it thus helps the nation, for it is upon the home that this country is founded. Each community in this broad land is but an aggregate of units and that unit is the American home. There are many varieties of consumers in the country to whom the installment plan of selling furniture is a benefit: the laboring man with his scant earnings, in addition to the young man who has parents or others dependent upon him but who does not possess sufficient means to pay for all his household goods at once. These and many other classes are directly benefited when it is possible for them to make purchases by the payment of an initial deposit and a small sum each month. Although the consumer who buys in this way may appear improvident, yet the following narrative will show both misfortune and the love of display; the pressing needs of the poor and the fancies of the rich, are equally served by the installment plan as in no other way. The scene was the interior of an installment store in a metropolitan city. The speaker was a lovable, timid old soul, an old-fashioned mother who, making her wants known to the proprietor, said, "Can I have fifty dollars' worth of furniture? I have not a thing in the house. I have been living in furnished rooms and had to move out yesterday. They are going to tear the house down over my head. My daughter is in the hospital and has been there for eight weeks. There is no telling how much longer she will have to stay, and we are paying twelve dollars a week for her; that is an awful lot of money to pay out every week. We must have some things in the new place to begin housekeeping with. We can not go in on the bare floors without even a kitchen stove to cook with." She might have continued talking at a greater length if the installment man had not stopped her. "Who is to be responsible for the payments?" he asked. "My son," answered the woman. "He is a telegraph operator at the Western Union and will pay you twelve dollars on the first of the month and make other payments regularly after that. My daughter is in the hospital." "Yes," interrupted the installment man. "What is it you want? Tell this clerk what you would like to get," and calling his salesman over, he said, "Let this lady

have fifty dollars' worth of furniture." Turning to his trade visitor, he said, "You see how it is, what would that poor soul do if we did not let her have the furniture? Certainly I shall find out if she told the truth about her son, but she probably is telling the truth, because she must know that I can find out in ten minutes if it is not so. I can also find out whether her son has a reputation as to paying his debts and if he has they can have anything out of this store they want and take all the time they need for the payments." In a few moments another woman appeared at the desk and took out her pocketbook to make a weekly payment. She was richly attired and evidently in good circumstances. After she was gone the proprietor again explained, saying: "She is the wife of a prominent man in this town and if you did but know it, rich people patronize us just as much as do the poor. You can tell that from the character of our stock. I have got the best there is and I have got the lowest priced. Now that lady took a fancy to a piece of furniture—a Louis XVI. gilt curio-cabinet—her husband did not choose to buy for her. She got it from us and pays for it out of her pocket money whenever she likes. She did not need this curio-cabinet, but she came here and bought it; she is paying us regularly, and I hope she will take a fancy to something else in the store." As a final word as to the way the installment business works out in actual practice and on a large scale there could be nothing more appropriate than the testimony of a man who knows what he is talking about. B. A. Atkinson, of Boston, acknowledged as the head of the furniture installment business in New England, had this to say:

"I do not champion the installment system because it happens to be the one I am most interested in. The installment business is self-commending. It needs no advocate nor no defender. It is a system 'of the people,' by the people and for the people, and it needs only the light of intelligence and study to make friends among those who are now its enemies. From a commercial standpoint alone it rises to a thing of National importance, and the magnitude of the manufacturing interests directly dependent on its successful operation counts up into millions of dollars.

There is scarcely any single line of manufactured goods which do not find an outlet in installment purchasers. Pianos and organs, sewing machines, furniture of all kinds, carpets, heavy farm implements and machinery, clothing, motor cars and even dry goods can be purchased on installments, and many of the factories which produce these goods have had their origin and subsequent growth directly dependent on the installment system. Another feature which, from a National standpoint, justifies the existence of the installment plan: It is the platform which equalizes the poor man and the rich and nullifies the line between labor and capital. On this platform the installment dealer is the mediator, borrowing from the capitalists on the one hand and loaning to the working man in the shape of merchandise on the other. He gives his note to the banks or the capitalists, and in return takes back from his customers their promise to pay at stipulated periods, thus furnishing them on demand with the necessities, the comforts and even the luxuries of life, which otherwise they would have to wait for until they had the ready money, or go without altogether. It is as a promoter of home comforts and of domestic happiness that the installment plan shines brightest of all and deserves the support and encouragement of all law-abiding persons. It has done more to build up the homes of our country than all other causes combined."—Furniture Journal.

Odd Use For a Piano Stool.

"We have requests for all kinds of odd pieces of furniture," said a dealer the other day, "but I was somewhat surprised when a customer asked for an odd piano stool. There was nothing particularly unusual in the request itself, but I was rather surprised to find that neither style, color nor kind of wood seemed to have much influence on the mind of the would-be buyer.

"What is your piano like?" I finally asked curiously. "Oh, I haven't any piano," was the reply. "You see, I have just joined a swimming class and we all have to have a piano stool to practice the different motions on. There is nothing so good to learn on our teacher says, unless one can actually go into the water itself every day."

Klingman's**Summer and Cottage Furniture: An Inviting Exposition**

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

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

Klingman's Sample Furniture Co.

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

UP LIKE A ROCKET.

Story That Furnishes Its Own Illustration.

Written for the Tradesman.

It was a quiet retired street within walking distance, as the advertisement put it, where the houses, made for comfortable living in, were just enough back from the sidewalk not to make snow-shoveling in the winter a detriment and the lawn was not too large to mow often in summer even after a hot, wearisome day's work. A good feature about the whole stretch of street was that each man owned the house he lived in and so took care of his belongings and so developed in them his own individuality that while there was nothing at all grand about it when the time came to give the street a name it was learned that everybody was calling it Pleasant street, and Pleasant street it remained.

There were three blocks in all and in the middle of the middle one Leo Wakefield had widened his veranda until, as his neighbors told him, it was the largest and most comfortable room in the house. At each corner of the veranda a Japanese honeysuckle clambered and bloomed and flooded the whole neighborhood with its exquisite odor, while at each end of the front doorstep a climbing red rose had succeeded in hiding the pillars that supported it and arching over the entrance with leaves and blossoms made that one house by far the prettiest house on the street. In that best room Mrs. Wakefield, when summer came to stay, entertained her friends, and when one season after they had made the front chimney do double service by putting in a fireplace opening on the veranda it happened even after the fall chill came on that the flames of a hardwood fire were cheery enough to draw to that best room and that blazing fireside as many of the good people of the street as cared to come and enjoy the unaccustomed pleasure.

So it happened that the Wakefields' got to be the rallying place for all their friends and in time the idea managed in some way to get into Mrs. Wakefield's brain that she liked that sort of thing. They were not rich, of course, but Leo had a fine position, was thought highly of by the house, their home was paid for and well furnished or would be when her ideal was realized, it was nice to be at the head of things and—and—oh, wouldn't it be just glorious to do this among "the tops of the town?" So once when the evening was over "and gone were all the guests" she sat in a big chair, her chin upon her palm, her eyes gazing dreamily upon the smoldering embers and wondered why she couldn't do exactly that: to win her way into the city's highest circle and reign there a queen as she was reigning here at the foot of the social ladder? It needed tact; she flattered herself that she was its mistress. It meant spending more money; she was satisfied there were bargain counters in social as well as in commercial houses and she was more than equal to that and once she had gained an en-

trance into the charmed circle—well, she always had held her own and was satisfied she could do it there.

Then, like Aladdin, she went to dreaming. There were the Rushleighs, the Montgomerys, the Scarboroughs and the Danes, the chiefest of the chiefs, and they all attended St. Stephen's. So did she and wasn't Mrs. Rushleigh the President of the same society of which she was the Secretary, and wasn't—and wasn't—and wasn't? Yes, the way was long and ladder-climbing—especially this kind—was tedious and discouraging; but tact and brains and determination and discretion could accomplish much and her friends had always told her that these were her leading qualities. So like any other general she mapped out her campaign, following always the path where was the least resistance, yielding here and advancing there, taking this position, storming it if necessary, but making her point every time.

I am ashamed to record it, but it soon became a subject of remark that Mrs. Leo Wakefield was among the most devoted women at St. Stephen's. She had such splendid ideas. Her executive ability was especially remarkable and she had the faculty of carrying things through. So she made Mrs. Rushleigh's presidency a brilliant success and she made herself so absolutely necessary to that lady that the two were very often together in the planning and in the carrying out which invariably ended in filling the coffers of the church.

It must also be written down to the credit of Mrs. Wakefield that she early saw the need of the rector of St. Stephen's in her upward climb and did not hesitate to make the most of him. He was of the cream cheese order, having pretty fair ideas of his own in regard to society and "good form," especially when both were buttressed by a commendable bank account and when he called on Mrs. Wakefield and saw such evidences of prosperity on every hand he was delighted to find among such surroundings such appreciation of his talents as a sermonizer and withal so felicitously expressed. Then, too, her sympathy and devotion to the carrying out of his slightest suggestion called for some return, and how could he do this more effectively than by making dear Mrs. Wakefield one of his very select circle, who met to plan and work out for him those far-reaching schemes which only the talented few could even hope to accomplish; and a happy day it was when Mrs. Leo Wakefield found herself at the parish council table, the rector presiding with Mrs. Rushleigh, Mrs. Montgomery, Mrs. Scarborough, Mrs. Dane and Mrs. Wakefield as councilors!

That was bliss, but oh, dear me! that was not all. Ecstasy was reserved for that enchanted afternoon when four automobiles, one after another, stopped at the curb on Pleasant street in front of the Wakefield residence and the above mentioned ladies, the leaders of society, entered that humble, but humble no longer, home. Do not for a moment believe that Mrs. Wakefield believed she was

now standing on the highest round of the ladder. Not at all; but what did other people believe with those motors in front of her house? For herself she knew that she was on the right road and it was when the last auto rolled away with its precious load that she now made up her mind what should be her next move and the next and the next.

Of course, the Reverend Mr. Cream Cheese became well aware of the rising star in his church and saw no reason why he should not make the most of such rays as should fall upon him. The higher the star and the greater its radiance the better and the clearer would he come into view, and if by a word here and another there he could enhance his own importance by a word fitly spoken, why not? So when the psychological moment came he improved it to ask why dear Mrs. Leo Wakefield did not exchange her rather inconspicuous pew at St. Stephens for the one on the center aisle immediately in front of dear Mrs. Rushleigh; and dear Mrs. Rushleigh with much enthusiasm wished she would, and with as much surprise as if the thought had never occurred to her before she hastened to say that the seat had the advantage of being just large enough for two and neither Mr. Wakefield

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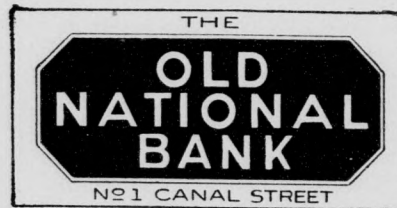
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nor herself liked the idea of being crowded in with everybody. Mrs. Leo believed she would and she did. The difference of \$20 and \$75 was considerable, but she believed it was worth it; and the little foot of the climber took possession of the next round.

A violent headache prevented Mrs. Leo from attending divine service the next Sunday, but before the sacred day again came her new sealskin had arrived and for the whole of the morning I am greatly afraid that Mrs. Leo in her new sealskin in her new pew in the center of the church secured and kept the attention of more of the congregation than the sermon did, brilliant as it was. Not for a moment must the reader indulge the thought that there was any loudness in the costly fur nor in anything else that the dainty woman had on. A thought of the chrysalis and the butterfly did creep into the mind of one or two of the intimate friends of the old circle; but envy can easily account for that, the more so because naturally enough the higher the climb the greater the distance below the ground and the round now reached. Still the woman did look "as pretty as a pink in it and so sweet and as modest as a violet, for a fact," and so in time the attention of the worshippers at St. Stephen's went back to the sermon, where it belonged.

Soon after that, however, Lent came and went and Easter blossomed with unwonted glory; and anybody who knows anything about St. Stephen's will tell you that "it's the swellest church in town," and the women who were there that day will tell you that right in the center of that fashionable church was the smartest and loveliest headgear which up to that time had been seen there and it adorned the head of Mrs. Leo Wakefield and—please don't forget this—was adorned by it; and why not? I'm going to tell you why: Until the coming of the sealskin in that costly pew the society leaders had everything their own way; but now that woman was taking the unquestioned lead in everything and leaving everybody else out in the cold; and there began to be a division among them. There appeared, too, at this stage of affairs a tendency on the part of the rising woman to assert herself a little too strongly and so without knowing it offensively. She began to "talk large." She was congratulated effusively upon her "dream of a hat," "but, when she took occasion to say that it was such a bargain at \$50 that she could not resist the temptation, there were some among her listeners who went away with questioning in their hearts. Who was Mrs. Leo Wakefield? Wasn't her husband a traveling man for the Branard Company; and wasn't his income rather a modest one? How about this costly pew and fur business and hats at only \$50? Nobody's business, of course, but then such things did make folks talk.

It takes a great deal to turn the current of a stream and there was no doubt now about the current that was taking along with it the skiff of the Wakefields. They were de-

cidely in the swim and when parties for the summer were forming it occasioned no surprise that the Montgomerys and the Danes should take Mrs. Wakefield as their guest. She was such a charming woman, the life of every company so fortunate to include her, and no matter how dull the day was or the gathering she could always be depended on to keep things going—qualities invaluable to guests and host alike and never to be gainsaid; and the cheery woman after a happy summer came home now to assert herself. The inner circle had received her and entertained her and among the earliest of the city's festivities the invitations were out for Mrs. Leo Wakefield's party.

What! At the little house on Pleasant street? Over a hundred invitations had been issued and less than half that number would crowd that little seven by nine affair. Certainly, and to prevent such a catastrophe, "The Cecil," the finest hotel in town, was to be the scene of festivities. Tell about it? Can't. An utter ignorance of women's togs makes the task impossible and the thousand and one details that would have to be taken into account are beyond the capacity of this feeble pen. Everything was on the grandest scale, however; there is no doubt about that. Everybody was in his and her best bib and tucker and the grandest of the high flyers candidly admitted that Mrs. Leo Wakefield was the queen of them all. Her dress—ah! The decorations—ah! The refreshments—ah! and one or two of the masculine gray heads who had evidently been through the same mill under their breath exclaimed, "And the cost of it all—ah!"

I wish this was all, but such things don't go down, and they didn't here. Gradually the neighborhood got out of the notion and so of the habit of gathering on the pleasant veranda for the erstwhile neighborly enjoyment and in time it came to pass that even the hard wood fire in the veranda fireplace sent out its welcoming blaze to only a few of the many that once gathered around it. They began to see that something was lacking. Once or twice they had come in to find they had nothing in common with "the nobs of the inner circle" and, what was worse, they saw or thought they did that the welcome was not so hearty and generous as it used to be. So the breach widened and with the widening gradually grew the idea that the Wakefields were getting to be above common folks. Their heads were turned and if they did recognize their old friends it was with a certain degree of condescension, as contemptible as it was unbearable; and when old friends get to thinking that of one another good-bye to friendship. So it was now. They began to see the bad side, which we all have in a greater or less degree, and were unwilling to make allowances for it. At first hurt, they soon became angry. "A woman slighted is a woman scorned" and Mrs. Leo found to her great dismay that a whole neighborhood of scorned women is not a comfortable neighborhood to live in and she began to talk about "buying or building, we haven't fully

made up our minds which. Mr. Wakefield has the refusal of a very handsome house on Stately avenue at a very reasonable price;" but the sale never was closed to the Wakefields.

So the winter dragged its weary length far into the long coming spring and when at last the warm weather unwillingly returned the good people on Pleasant street were surprised — some of them — to hear an unusual "Honk! Honk!" in front, and on going to look out saw Mr. Leo Wakefield in a new and very handsome automobile at the curb calling for his wife to take a ride. The gentleman was arrayed in the newest and most expensive paraphernalia that the chauffeur can ask for and when my lady came out to take her seat in the car she, too, was grandly attired in all that was best. So they rode away, just to get the hang of the thing, although they who have tried it declare it isn't a task of a few minutes to learn the management of the "toot wagon."

The trial trip having been pronounced a success, what can be more commendable than sharing our pleasures with others less fortunate? So Mr. Leo Wakefield in the full glory of goggles et cetera rang the doorbell of first one nextdoor neighbor and then the other with an invitation to ride, to learn that with many thanks and great regret they would have to be excused. Having done their Christian duty—and it must be admitted not overly sorry at the outcome—the new auto was soon at the entrance of the Rushleigh mansion, but, alas! with the same result; and for the rest of the afternoon the members of the "inner circle" were either not at home or too much engaged to accept the proffered kindness. Still the opportunity to be seen in their own car was made the most of, for up and own, through this street and that the brilliant vehicle wended its way, but not winning in a single instance a favorable comment. One sentence can be made to express the one idea: Getting ready for a smashup.

So it proved. The rocket had gone

up with a rush, had exploded in all the splendor of dress and party and automobile and the display over down came the stick. The mortgaging of the cosy home only made matters worse. The old friends laughed at the young fellow's folly and did not, like the Samaritan, go where he was and the new friends didn't care to be too intimate with that sort of people. "Only a case of biting off more than he can chew," said the substantial men of the town, too busy with their own affairs to bother about anything else, and poor Leo Wakefield, finding existence unbearable, found a position somewhere else, a wiser and, it is to be hoped, a better man, to start over again.

Of course, there was a new motor car sold at a sacrifice, but there were no more \$50 bonnets bought; and a certain woman I can name has said that there is more comfort in an old cloak if it's your own than in all the sealskins this side of kingdom come.

Richard Malcolm Strong.



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Brown & Sehler Co., Grand Rapids, Mich.

THE COST OF LIVING.

Wherein It Can Be Very Greatly Reduced.

Written for the Tradesman.

The increased cost of living is one of the paramount issues of to-day. There has been a vast amount of matter written endeavoring to explain the reason why the cost of living is so high. The theories advanced are numerous and some have been written without giving the subject much thought. As it is a serious question it should be analyzed thoroughly.

As long as mankind exists, it is absolutely essential that food must be partaken of. Food, however, is only one item of expense. There are many other expenses which add materially to the cost of living. Every dollar expended for food, clothing, rent, doctor's bills, etc., and every dollar lost by floods, fires, droughts, insects, etc., adds to the cost of living. Therefore, when we regard the question we must take into consideration the cost of everything that mankind uses, whether it be essential or superfluous.

The cost of food will decrease when the cost of production decreases. The cost of production will decrease when the farmer learns the value of insecticides and hygienic precautions. Rent can be reduced by moving into cheaper quarters, such as can be obtained in many of the suburbs. The cost of clothing would be reduced if the fashions did not change so frequently. Doctors' bills can be reduced by partaking of simple foods, pure water, by practicing thorough mastication and right exercise and by thoroughly ventilating public places, factories, homes and all places where people congregate.

The enormous loss and damage caused by floods, fires, droughts, frosts, insects, etc., add greatly to the cost of living. While the principles which cause floods, droughts and frosts are beyond our control, carelessness is generally the cause of fires and negligence and ignorance are the cause of much of the loss caused by insects, vermin, etc.

According to statistics, the fire loss in the United States during the year 1909 was \$198,250,000. The damage caused by floods, droughts and frosts is comparatively beyond computation. The destruction of farm products by insects amounts to millions of dollars annually. According to the report of the Secretary of Agriculture for 1909 the Mexican boll weevil damaged the 1909 crop of cotton to the extent of \$30,000,000. Ground squirrels take a toll of \$10,000,000 from the farm. Prairie dogs are very destructive to alfalfa, corn and other products. Rabbits destroy young trees and fieldmice destroy annually a large amount of grain. These vast losses undoubtedly add to the cost of production, thereby increasing the cost of living.

Farmers' Bulletin 297 says: "The brown rat is the worst mammal pest in the United States. Losses from its depredations amount to many millions of dollars annually, to more, indeed, than losses from all other in-

jurious mammals combined. In addition to its destructive habits, this rat is now known to be an active agent in disseminating infectious diseases, a fact which renders measures for its destruction doubly important. It is estimated that rat depredations in the United States amount to \$40,000,000 per annum."

Farmers' Bulletin 127 on Important Insecticides says in part: "The overwhelming expense of the past twenty years makes it almost necessary to urge on the ground of pecuniary returns the adoption of measures recommended in the foregoing pages against insects. To emphasize the value of such a practice it is only necessary to call attention to the fact that the losses to orchard, garden and farm products frequently amount to from 15 to 75 per cent. of the entire product and innumerable instances could be pointed out where such loss has been sustained year after year, while now by the adoption of remedial measures large yields are regularly secured with an insignificant expenditure for treatment. It has been established that in the case of the apple crop spraying will protect from 50 to 75 per cent. of the fruit, which would otherwise be wormy, and this at a cost of only about 10 cents per tree for labor and material. Facts of like import could be adduced in regard to many other leading staples, but the foregoing are sufficient to emphasize the money value of intelligent action against insect enemies, which may often represent the difference between a profit and a loss in agricultural operations.

It is estimated by authorities that the damage caused by flies will amount to over \$20,000,000 annually. Mosquitoes cause a vast amount of sickness, which increases our living expenses. The farmer's carelessness in feeding and housing live stock also materially adds to the cost of living. In the 1909 report of the Chief of the Bureau of Animal Industry there were condemned because of disease or other conditions 141,057 carcasses and 899,628 parts of carcasses, making a total of over a million animals condemned; on re-inspection nearly 25,000,000 pounds of meat and meat products which had become unwholesome since inspection at the time of slaughter were condemned.

Statistics show that 10 per cent. of dairy cows have tuberculosis. The Government condemnation of tuberculosis cattle amounts to \$4,000,000 annually and the Department of Agriculture estimates that there is a further loss through that disease of \$13,000,000 every year; do away with tuberculosis and there will be a saving of \$17,000,000. The above conditions will not exist when the farmer realizes the necessity of hygienic precautions and good fresh nutritious food for his cattle, sheep and hogs; and when healthy meats are properly preserved there will be no condemnation of same.

According to reports issued by the Department of Health of New York City for 1909 there were 1,802,230 pounds of meat, 838,226 pounds of fish, 239,092 pounds of poultry and

game condemned, making a total of 2,879,608 pounds of meat products condemned. There were also 8,600,174 pounds of fruit and 7,311,756 pounds of vegetables condemned, making a grand total of 18,791,538 pounds of food last year in the city of New York.

As similar conditions exist in all other cities, a conservative figure would indicate that millions and millions of dollars' worth of food are condemned annually, merely because of the violation of hygienic laws and improper preservation. All such destruction of food materially adds to the cost of living.

It is evident, therefore, that one of the most essential features toward a reduction in the cost of living is the proper preservation of all food products during the process of growth after the harvests are gathered and until prepared for the table of the consumer.

The consumption of alcoholic liquors adds greatly to the cost of living. It is estimated that the annual bill of the American public for whisky alone is more than \$400,000,000 annually. The health of the Nation will improve and the cost of living will be reduced when the public drinks less alcoholic liquors.

A glance into the garbage cans which one finds distributed around the city of New York reveals the fact that a vast amount of food is thrown away daily. Such waste of food certainly adds to the cost of living. In a communication published in the Journal of the American Medical As-

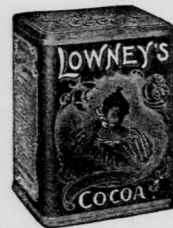
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sociation, March 19, 1910, Dr. Charles A. L. Reed says in part:

(1) About 600,000 people die in this country every year from preventable causes.

(2) Something more than 3,000,000 are made ill and die for variable periods every year from the same causes.

(3) That the annual economic loss from this source alone amounts to more than \$1,500,000,000 every year.

The foregoing clearly illustrates the enormous losses caused by preventable diseases which could be greatly remedied by hygienic education. The loss caused by insects and vermin can be prevented by insecticides. The enormous loss of matured food products can be greatly lessened by proper methods of preservation. There is a vast quantity of food which when not properly preserved deteriorates in the consumer's hands, and becomes a dangerous substance. It is demonstrated by statistics that there were 4,235 cases of ptomain poisoning, 151 of which were fatal, in the United States during the year 1909.

When laws are enacted compelling the proper ventilation of all public places and when the public realizes the value of ventilation, air-borne diseases will be materially decreased.

When the laws prohibit the pollution of streams from which drinking-water is obtained, water-borne diseases will greatly diminish. When the public recognizes the value of thorough mastication and the nutritious value of pure, simple foods, digestive disturbances will be far less frequent, resulting in better nourishment for the body. The adoption of common-sense rules in reference to hygiene will also be very beneficial to mankind, all of which will materially decrease the cost of living.

The conclusions reached from the foregoing are:

(1) That there is a preventable economic loss of over three billion dollars annually.

(2) That the health of the nation will significantly improve when hygienic precautions are enforced.

(3) That the preservation of fruits, vegetables, grains, etc., on the farm will increase the production, which will decrease the cost of production, thereby reducing the cost to the consumer.

(4) That when the farmer realizes the necessity of ventilating stables and barns and properly feeding his stock, there will be fewer condemnations of diseased animals and meat products, which will increase the production and materially lessen the cost of such food.

(5) When food is properly preserved, either by heat, cold, salt, smoke, salt-petre, alcohol, or by any other method, so as to protect it from deterioration, the condemnation by health authorities of meat, fish, fowl, etc., will be greatly lessened, all of which will prevent to a great extent the wasteful destruction of food products, thereby increasing the supply, which will materially lessen the cost of sustenance.

H. L. Harris.

Man Fast Losing His Teeth.

The toothless man is foretold by Horace Fletcher, who declares that the American people are losing their teeth and that the same process of dental decay is going on among all civilized nations. The investigator of the future who may happen to compare the skulls in the burial places of the ancient mound builders with those exhumed from present day cemeteries will be impressed by the contrast.

The mound builder's skull has massive and symmetrical jaws for the reason that each jaw contains sixteen teeth, well developed and well worn by much usage, but intact, free from decay and held in place by strong roots. The present day skull rarely if ever contains thirty-two teeth, or if it does it is but a short time that the thirty-two are present. The latest comers, the wisdom teeth, one at each end of the arch of each jaw, remain but a short time, owing to the fact that they begin to decay before they have emerged from the jaw. It is rare indeed that there is a person possessing thirty-two sound teeth.

The wisdom teeth are almost always defective and a source of much trouble. The roots are not properly developed and there is often not room enough for them in the jaw. In a few instances nearly all the teeth are found to be defectively organized, misshapen and misplaced.

The savage man and the wild beast of the forest have no use for a tooth brush or for dentifrice. The primitive man masticates his food instinctively. But the modern civilized man has so long neglected his teeth and has cultivated degeneracy to such a degree that the utmost care must be given them to prevent their total loss. As long as the tongue is coated and the mouth swarming with destructive bacteria which are capable of producing dental decay the alimentary canal and the whole body are exposed to infection.

Every portion of the food or drink which passes through the mouth carries into the stomach millions of these disease producing bacteria. The toilet of the mouth is pronounced far more important than that of the hands and face or any exterior portions of the body.

Clew To Fountain of Youth.

Change is the secret of youth. Harvey W. Wiley asserts that the body itself changes oftener than the suits that clothe it, and that he who mourns over the remains of a friend drops tears on that which knew him not a few short weeks before. Life itself is represented in the rapid changes of the body. When those changes have become less rapid than formerly it is a sure sign that old age has set in. When changes cease altogether death comes.

A man that finds a way to prevent the coagulation of the protoplasm which forms the basis of our bodies will have discovered the secret of perpetual youth. For it is this coagulation that works against the change. The liquids that were in the body, forming 70 per cent. of the body, will not circulate in this month's veins. The flesh of the sum-

mer will not see the fall of October leaves, and scarce a bone of this year's body will leave a trace for next year to witness.

The bones change less rapidly than the flesh, yet they are being constantly replaced by new material. The body constantly throws off lime which can come from no place but the bones and phosphorus which comes mostly from them. It is as surprising to see how rapidly this material is thrown off as it is to note how quickly a broken bone will be replaced.

The teeth are less subject to change than any other part of the body. A foreign substance is the only matter that the system will allow to remain unchanged within it. A particle lodged beneath the skin as powder or a tattoo mark is not displaced with the growth of new flesh or skin. The new particles form gradually about the foreign matter, replacing the old ones, and the marks remain. In the young the change is rapid and every cell is full of life and constantly recurring youth. As age comes on there is an occasional congested cell and a constant thickening of the appearance of the skin. Then in old age there is an almost complete congestion and finally life ceases.

Expensive Economy.

Smith and his wife used to drink a quart of beer every night before retiring. This indulgence cost them 10 cents. But Smith came home one day in great excitement and said:

"Here's a man with a barrel of beer. It will only cost us 4 cents a quart this way. An economy of 6 cents, Huldah."

That evening the Smiths sampled the new barrel and they found it good. After the pitcher was finished Mrs. Smith said, slowly:

"George, we've saved 6 cents on our beer to-night."

"We have so," George answered, "and 6 cents saved is 6 cents earned."

"Well, George," said his wife, "shall we have another quart and save 12 cents?"

Feeling Panicky.

Old Gentleman (to boy in street)—What! Blubbering over a little nose-bleed? Tut, tut, my boy, that only shows you have good red blood in your veins.

Small Boy—B-b-b-but it's all goin' out an' nothin' comin' in.

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NEW TRADE PROSPECT.
Changing Social Conditions Call for New Methods.
 Written for the Tradesman.

The pretty cashier laughed and blushed as Jason left the store with his head in the air. Jason is a wealthy man and is in love with the pretty cashier. He comes to the store to see her oftener than he should.

"What is it, Bertie?" asked the girl from the ribbon counter. "When are you two going to set up a domestic paradise in a large, wide house on the avenue?"

The cashier took a pencil and made odd marks on a sheet of paper.

"That's just it," she said. "Jason wants a house on the avenue—a large, wide house, as you say, with plenty of maids, and cooks, and other people hanging about under foot. He says I may have all the servants I want."

"Then you get right off that stool," said the girl from the ribbon counter, "and run and catch him. You must never let a good thing like that get out of your sight. Some blonde beauty will snare him away from you, first thing you know."

The cashier made more odd marks on the white paper before her. The girl from the ribbon counter looked over her shoulder.

"There," said the cashier, "I want a house just as big as that."

She pointed with her pencil. The girl from the ribbon counter sighed.

"You don't appreciate what the gifts of the gods are worth," she said.

"Here," continued the cashier, pointing, "is the living room. There is a grate in one corner. Here is the dining room. There is a grate there, too. I adore grate fires. Here is the kitchenette. There is a kitchen cabinet there and a gas range. Here is the sleeping room. There is another grate there and a system of electric fans."

"That will be nice," said the girl from the ribbon counter, cuddling up to the cashier. "Go on. Where's the rest of the large, wide house?"

"Why," replied the cashier, "there isn't going to be any rest of it. There are four rooms—well?"

"But, with all that money, you're never going to live in that little, pinched-up flat?" asked the girl from the ribbon counter.

"This isn't a flat," corrected the cashier. "This is an apartment in a downtown apartment building, with every modern convenience. It will cost about fifty dollars a month. It will be six stories from the sidewalk."

"What's the answer?" asked the girl from the ribbon counter.

"The answer is that I'm not going to bother my head with house-keeping nor wear myself out entertaining company. We have no guest chamber, you observe? Oh, of course, when a really, truly friend comes I will send her out to a hotel for the night and we'll have her fed there in the morning also."

"Mercy me!" ejaculated the girl. "Aren't we going to be lazy?"

"We're going to enjoy ourselves," corrected the cashier. "I'm going to get breakfast on the gas range, breakfast food, eggs, and all that; I'm going to the office and go out for luncheon with Jason and in the evening we're going to some swell cafe or hotel for dinner."

"And you won't have any home life at all?"

"What do you call home life? Working twelve hours a day just for three meals in twenty-four hours and a place to sleep? Spending \$5,000 a year on a big establishment just for the sake of appearances? We can put in our time to better advantage."

"But one can not rear children under those conditions," observed the girl from the ribbon counter.

The pretty cashier blushed and looked the other way.

"There aren't going to be any children," she said.

The girl went back to the ribbon counter.

The decision of the cashier is put in conversational form in order to make it more attractive. If you have read it carefully you now know why:

There are so many three and four room flat buildings going up in cities.

There are so many groceries packed from floor to ceiling with ready-to-eat or ready-to-warm-over goods.

There are so many exclusive brands of bread on the market.

Why, half the advertising pages in the magazines are filled with food advertising and tourist rates. People live in small flats and do not stay put.

Women do not bother much about cooking these days. They do not make quilts, or comfortables, or dressing-sacques, or baby clothes any more. That is, the women of the cities do not. Therefore one man has fifty-nine kinds of tinned things and another puts up more ready-to-chew beans in one month than the fertile soil of Michigan can raise in a year.

Grocers are selling maple syrup by the pound—in tin cans. They are also selling cheese in funny little cakes just big enough for a meal for two. And pies! If your grocer does not handle pies he is overlooking a

bet, as the boys say on West Madison street, Chicago—pies, and cakes, and tarts, and fried cakes with a hole in the middle, and cookies in packages, and Washington pie such as the newsboys of little old New York used to go down to Washington market every morning to get at a nickel a throw!

Formerly the grocer used to put in a few bakery goods. Now the baker puts in a few grocery goods. The delicatessen is the whole thing. The bread, which is copyrighted, is made in Detroit about the time they are printing the morning paper and de-voured in the western part of the State by the man who is reading the paper.

If you want to see how this ready-to-eat craze is gaining ground go

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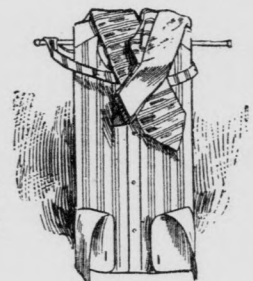
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Are very popular this spring. We show a very attractive line, lace and embroidery trimmed and tailored effects, collars and Jabots separate and combinations. Retail from 5 to 50 cents. Write for samples.

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Our line this season is without doubt the best we have shown in years. Look it over before sizes are broken.

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- 4 lines at..... 8.50
- 7 lines at..... 9.00
- 4 lines at.....12.00
- 3 lines at.....13.50
- 4 lines at.....16.50
- Men's Soft Shirts, attached cuffs no collar, 5 lines at..... 4.50
- Men's Soft Shirts, coat style attached cuffs, no collar, 4 lines at..... 4.50
- 15 lines at..... 9.00

The "Model" Shirt

Something entirely new with us. It is an indigo blue with attached cuffs and either attached or detached collars. We show 4 styles. Price per dozen \$9.00.

Boys' Shirts

- Boys' Soft Shirts with soft collar attached, 2 lines at.....\$4.00
- 1 line at..... 4.50
- Boys' Soft Shirts, no collar, 2 lines at..... 4.25

N. B.—Just received a shipment of the new style four-in-hand ties, known as the tubular silk tie. Price per dozen \$4.25.

Ask to See Them

Grand Rapids Dry Goods Co.
 Exclusively Wholesale Grand Rapids, Mich.
 We close at 1 P. M. Saturdays

down into the southern part of Michigan and ask for Bill, the baker. I don't know what his other name is. On the sign, in the newspapers, in the mouths of his customers, he is just Bill, the baker. He might put it Bill, the busy baker, for he is busy enough most of the time. It is a double store and there are always crowds there.

Just a little while ago Bill, the baker, started in to get a living making bread he could sell at three cents the loaf. It was good bread, I take it, for one had to be there on the minute or he wouldn't get any of that day's baking. You wouldn't believe so many people bought their bread. And there were a dozen other bakeries in the town, too.

When Bill, the baker, saw that women would rather pay three cents for a loaf of bread than to bake one he wondered how it would be with fried cakes with an inch cable of brown richness twisted around a hole. They wanted the fried cakes, too, the women did. Then came cookies, the kind your mother never made, sixty different kinds of them.

If you stand in that store a little while you will begin to believe that there isn't a woman who can cook in the ward. Then the baker rented another store and put in candy and a few things such as grocers handle. I don't suppose he is any brighter, or any better business man, than a dozen others of his town, but he has made his business grow by going on the theory that a woman will not cook when she can buy things that are ready to eat. I suspect that Bill, the baker, is not the only merchant who is doing that sort of thing. You will find such stores in every city.

Why, you go to a drug store now for a meal. There are restaurants and hotels to burn, but the drug stores find it necessary to run a fountain lunch. Where do all the people come from who patronize all these places? Every year the grocers are taking in new kinds of tinned goods. Every year there is less cooking done in the city home. Well, what is the use, when you can buy baked beans for three, in a can, with fat pork on top, for a dime? You couldn't cook 'em for that.

What the future will bring to the provision trade no one knows. One can now buy nearly every kind of fruit and vegetable ready to eat, or at least ready to warm over. If you live in a large city you don't have to cook your meat, either. If you don't want to buy of the delicatessen man, patronize the butcher and take your roast or your fowl to the baker. He will do the job for you, and, perhaps, do it better than it could be done at home.

Just what sort of boys and girls will be produced by these ready-to-eat homes is a question. It is quite likely that the girls will not know how to cook, but, then, they may not have to cook. They may pick up good things like Jason, and go out to all meals except breakfast. And it is no trouble to get breakfast now. Just open a carton of Grapenuts or Toasted Corn Flakes, boil a couple of eggs

in your coffee or Postum water and there you are.

I think it would be nice if one could live two hundred years from now and take a walk occasionally through the homes and business places of the cities that go up into the tens of millions. The grocery of that distant time will probably have a marble floor, and marble counters, and everything will be put up in cans and packages, and the goods may come to the hand of the clerk by touching a lever, so he won't have to climb a ladder. If the pure food laws are not enforced in that time better than they are now there may be a Government inspector in every store.

All this may look fishy to the hard-headed grocer who goes down cellar now and brings up a bushel of potatoes on his back, but if he can remember back fifty years he would have called our own times fishy and impossible. Anyway, the domestic life of the people is concentrating. People are going back to the soil, but where one goes back the lure of the city draws ten. The concrete no longer is the thing. Everything is for the mass. Trade conditions are changing fast. It is the wide-awake merchant who is preparing for the new conditions. Alfred B. Tozer.

Definition of an Insurgent.

They had divided the evening paper between them and had been reading for half an hour when she turned to him and asked:

"Who or what is an insurgent? There has been a lot of stuff in the papers about them for the last two months."

"Um! Um!" replied the husband.

"I think an insurgent has something to do with Joe Cannon."

"Wrong, my dear. An insurgent is a husband."

"Well?"

"A long-suffering husband."

"Humph."

"A husband who at last almost dreads to enter his own house."

"And why?"

"Because every time he enters it he is told that the gas bill has arrived, the coal is out, the butcher wants his pay, the landlord is mad and flour, butter, tea and sugar are wanted."

"Oh, I see."

"And his wife wants a dress, a hat, shoes, stockings and a dozen other things."

"And the poor, dear husband is finally driven to insurgre, is he?"

"He is. The worm turns at last. Yes, the worm turns and when he turns—"

"What?"

"Then Joe Cannon and the rest of the United States want to look out."

"I see," said Mrs. Jones. "That makes it plain as day. Now, then, you hand over \$25 for me to get a new dress with or you and Joe Cannon and the United States will be twisted up in such a hard knot that it will take a year to untie you!"

Insufficiently Clad.

Chappie—I was sitting by my bed wrapped in my thoughts—

Dollie—Goodness! Didn't you take an awful cold?

How the Clerk Improved the Store System.

The average dry goods store of a small town is about as unfortunately lacking in system as anything could be in the business field. You clerks who have held down a job for twenty years in one store know that as well as the fellows who have had a more varied experience. Why don't you get busy and co-operate with your employer in taking the kinks out of the business and putting it on a scientific footing?

For several years I was one of a corps of five clerks in a store situated in a town of twenty-five hundred. Of course, mere size forbade the departmentizing of the stock as is possible in larger stores, and the result was a lack of system for which nobody in particular was responsible.

But one day a new man was added to the force and he made it his business to add a few improvements to the old system. Going through the corset stock he picked out all duplicate sizes of the same style and set them above the shelf as a reserve supply.

This gave some badly needed space to the hosiery section and boxes which were previously out of reach were brought down to a lower shelf and arranged according to weight and size. Going through a display case which had degenerated into a dumping ground for notions, he sorted the various articles and gave each a department by itself. It was not long, however, until he had the entire notion stock in the shelf neatly labeled and classified and represented by an attractive display in the case intended for that purpose.

Match patterns in lace and embroideries were picked out and rolled on double boards contrived for the purpose. The silk thread case was moved a little nearer the light. Remnants were folded in one standard size and were left stacked on a prominent table. Winter gloves, heavy underwear, etc., were removed from the shelves during the summer season and the space was given over to the relief of other cramped departments. And so it went.

What was the result? First of all a large economy of time and labor was effected. It was no longer necessary to hunt an article—everything had a definite and logical place where it could be found. The second benefit was the great improvement in the appearance of the store. The shelves and display cases possessed an orderliness and neatness which were heretofore lacking. But the most important result from the new man's point of view was the successive increase

in wages which his delighted employer voluntarily offered. The new man had proved valuable. Why don't some more of us get busy?—Dry Goods Reporter.

Clothes as Viewed by Scientist.

Now the scientists are making a careful study of our clothes. The earliest garment was probably the shawl, which was also used as a petticoat. Make two rows of stitches up the middle of the petticoat, give one long cut between them, and you have trousers. The band on a man's hat is a survival of the fillet wherewith the shawl was bound over the head. The Scotch cap, the bishop's miter, and the little boy's sailor hat with their tails and the bonnet strings can be referred to the same origin. The little bow in the hat lining at the end of lacing had its origin in the time when there were no one-eighth sizes and head coverings could be laced in or let out according to the size of the wearer's head.

Men in uniform wear their feathers on the left side, because when plumes were first used and men drew their swords more frequently they did not want them to get mixed with their feathers. The cocked hat probably began when hats were so large that they were looped up and the habit then became permanent. The helmet of the modern fireman has hardly altered since the Greeks.

Rising To the Occasion.

Doing only what one is paid for may be a good way to keep one from being "imposed upon," but we believe most successful men regard it as having serious drawbacks.

Here is a true story, from which we refrain from drawing a moral: In a certain establishment the dictionary is covered with heavy manila paper. From time to time this paper wears out and is renewed. This wearing out and renewal have been going on for a dozen years or so. Although many besides the head of the department consult the dictionary, no one else ever puts a paper cover on the book—with one exception. The exception was a former office boy, who had risen to a clerical position, and while still hardly more than a lad he stepped into a position to which a \$1,500 salary was attached. He was not paid to put a paper cover on the dictionary, but he saw that a new one was needed and rose to the occasion. That is all.—Playthings.

No Joke.

"Let's go to the theater."
"I've nothing to wear."
"Then we'll go to the opera."

GROWTH INCREASES INVESTMENT
But added telephones mean at once increased income.

CITIZENS TELEPHONE COMPANY

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

MORE THAN 10,460 TELEPHONES

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

FIFTY QUARTERLY DIVIDENDS
And its stock is a good investment.

INVESTIGATE IT

LONDON TOWN.

How It Looks To the Tradesman's Correspondent.

Edinburgh, Scotland, April 16—The word London is one that a school child could use nicely in constructing a riddle about as follows: "Why is the word London like India rubber?"

The answer could properly be given, "Because of its elasticity." If you were speaking with one who is acquainted and should ask regarding the "city," they might ask you if the old city was meant or that portion formerly within the walls where now reside about one million inhabitants or 12½ percentage only of the great city entire.

Or they might ask if the "town" is meant, which would mean more strictly the business districts, which would add another million people to the above, or, again, is the county of London meant, which would include both of above and is almost identical with what is known as Greater London, otherwise defined as the Metropolitan police district, which has an estimated population of seven and one-half millions? In its expansion this city has absorbed the more aristocratic city of Westminster and some eighty-five villages on both sides of the river.

It is now approximately twenty-five miles in diameter. Nor has it attained its full growth by any means of reckoning, for as one enters or leaves this great city he can see much evidence of growth on all sides.

Very few buildings will be seen, even in the downtown district, of over seven story heights, although an occasional one can be found that has gone up to ten and twelve stories. Annexation of so many villages, coupled with its great age, and the undulating character of the district upon which it has grown up, has rendered it very irregular in appearance.

Crooked roads, narrow streets, dirty alleys and gloomy slums are, indeed, a sad characteristic of this world's metropolis; and although many of these latter have been swept away during recent years the irregularity of the city itself will, doubtless, remain as long as London lasts.

Here their tortuousness is extreme and their narrowness is accentuated by the throng and bustle of business life. An estimate has been made of the number of business people in the old city during the day's busy hours of one million people, while at nightfall this number may be divided by thirty, the result representing the few, comparatively, dwellers within this district. As a whole the construction of this great city holds quite closely to the European idea of "low-down" construction.

One's ideas are shattered sometimes upon visiting a notable structure about which he has read great things in that it lacks the grand and noble proportions he was led to believe really existed. It was so with us when we visited the Bank of England, one of the most famous institutions in the world, especially in financial matters. Instead of towering up in the air as do our modern con-

structed bank and office buildings, we found a one-story structure spreading out over a block of ground. It is known as "The Old Lady of Threadneedle street." Its outside appearance belies its character, for if one was to judge from this standpoint he would immediately decide it was a warehouse.

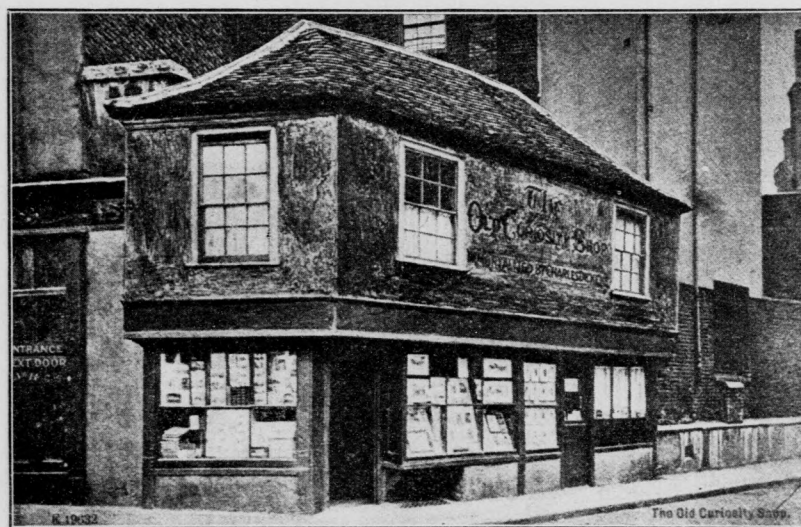
It has a very dingy and dirty appearance because of its extreme age and of its location in a city whose buildings bear more or less evidence of the kind of fuel used and of how it blackens the exterior of all buildings if given the time. Nor are you at all relieved from your great surprise after entering the bank, for the fixtures are of quite ancient design, suggesting their having been put in at the opening in 1734. Where they shine is in the contents of their spacious vaults. Some idea of this can be gained from the vastness of the business done within its walls, and this is indicated by the fact of the amount of bullion alone being over \$125,000,000.

Another evidence of ancient days, by good fortune alone, still stands to mark the career of a very popular

other, and of the Egyptian rooms, where more sarcophagous mummies and their paraphernalia can be seen than in any other museums in the universe. This was founded in 1753. Westminster Abbey and St. Paul's Cathedral, both most ancient but imposing structures, the former having been founded in the seventh century, are the repositories of noted dead, the latter of poets, philosophers and noted ones of the common people, while the former contains the remains of royalty principally.

The Parliament buildings are very large and showy with their fine fretted ornamentation and, in spite of some minor faults, are considered by many to be the finest in England. The interiors are exceedingly beautiful and interesting, the House of Lords being most sumptuously decorated and noted for not being of sufficient size to accommodate its 617 members. The House of Commons, at the other end of the building, is somewhat simpler in its decorations, but enjoys an equal reputation of not holding more than half its large body of members, which now reaches 698.

This beautiful structure shows ex-



The Old Curiosity Shop

and talented writer, Charles Dickens. Within a few years the adjoining buildings were torn down and but for the peculiar shape of this corner, upon which stands the Old Curiosity Shop, it, too, would have been wiped out of existence and thus another of the old landmarks of Old London would be gone.

The last of the gates of the old wall which surrounded the city, Temple Bar, was taken away in the year 1878 and the spot is now marked by the notorious Griffin.

This great city and the country of which it is the commercial capital have such an ancient history and such a mighty sway and are representative of so many other nations that it has enabled them to gather together much that attracts and becomes intensely interesting to the sightseer. This becomes manifest upon a visit to the British Museum, noted as being the largest, as a whole, and in having several departments which are the first of their kind in the world. This is particularly true of the library, which has more volumes than any

ceptionally well from the Thames embankment, lying along the side of this famous but muddy river, where its beauty is not marred by the encroachment of other buildings of a lesser type of construction, as is the case with St. Paul's Cathedral.

Perhaps the most striking feature of this great city to the stranger who comes here is the numerous omnibuses. They are to be seen everywhere and almost entirely supersede the street car. Very few of the latter are to be seen; in fact, none on the principal streets of commercialism, either the surface or elevated. A few of the former are still doing business on the outlying streets, but the latter are not known here.

London has an immense system of underground railways, probably the most extensive in the world. They are operated by nine different companies. They are all notable for the depth below the surface which they run, scarcely any but what needs an elevator to take the passengers up and down to the proper level after they have already scaled one to two

flights of stairs to reach it. In spite of this handicap each line seemed to be doing a thriving business and we could easily see why the public would patronize them at a seeming disadvantage to themselves, for when once upon the train one is hustled to his destination with great speed and by very courteous treatment with almost an entire absence of crowding and annoyance that is encountered when taking the 'bus. If one is out for sightseeing alone then the 'bus lines are pre-eminently the ones to take, for each is provided with observation seats on top of the 'bus so that, although a slow ride, one is given the opportunity of seeing to the best advantage and at a very slight expense.

To show the commercial importance of any city one may go about it in several ways, but it seems to us that a plan that will appeal strongly to the business man is to consult the consular office and learn the value of exports made through the port. It becomes especially interesting when they go to one's own country, which is the case in the following report, which shows the value of goods and kind shipped to the United States through the port of London during the year 1909:

Animals	\$ 433,079.48
Antimony	222,400.59
Artificial flowers	1,470.81
Bags and bagging	8,111.22
Beer, ale and stout ..	609,443.34
Blacking	10,487.03
Books	2,533,686.09
Bristles	988,435.03
Brushes, tooth and hair	170,852.71
Burlaps	445.00
Carpets	145,398.53
Cement	81,677.65
Chalk	70,457.55
China clay	832.17
Clocks and watches ..	37,395.65
Cocoa and chocolate ..	778,652.85
Coffee	179,730.90
Colors, paint and var-	
nishes	291,255.54
Confectionery	97,145.43
Copper	3,438,620.56
Cotton manufactures ..	695,417.94
Cutlery	6,491.62
Cycles	2,162.76
Drugs and chemicals ..	215,734.62
Bark	7,249.85
Bismuth	132,435.08
Coal tar products	929,707.37
Opium	420,254.61
Oxides	213,171.01
Quinine	1,350.61
Senna	72,771.10
Sodas	63,566.87
Other kinds	1,724,421.79
Elastic	184.93
Electrical apparatus ...	113,621.84
Emery	35,199.38
Feathers	3,810,817.90
Floor cloths	748,078.33
Fruits, nuts and vege-	
tables	597,867.02
Fuller's earth	79,609.09
Furniture	764,877.91
Glass, china and earth-	
enware	25,376.15
Gloves, hosiery, etc., ..	903,240.16
Glue and gelatine	104,143.85
Grease	827,636.43
Gums	537,565.77
Hair, cow, calf, etc., ..	935,302.31
Hardware	20,510.19
Hats and caps	289,156.99

Halftones
Etchings
Wood-cuts
Electrotypes



Illustration for
all
Purposes



Booklets and Catalogues



Tradesman Company

Grand Rapids, Mich.

Hemp, flax and tow ..	345,357.80
Indigo	60,549.36
Ivory	922,510.47
Laces	56,511.38
Leather	555,067.42
Linens	38,961.30
Linseed	21,890.54
Machinery	169,736.20
Matches	2,317.81
Metals, iron, steel	1,025,452.86
Metals other than iron ..	1,536,076.76
Mica	141,055.90
Motor cars and parts..	193,483.10
Musical instruments ..	10,881.57
Mustard	479,433.61
Oils	1,295,150.60
Ores, iron, etc.,	417,193.73
Paper and paper hang- ings	297,850.95
Paper stock	594,848.13
Perfumery	118,526.24
Pitch and tar	43,088.01
Plumbago	9,075.70
Precious stones	8,223,245.24
Preserves, pickles, etc..	1,681,940.87
Provisions, cheese, ba- con, etc.,	724,116.26
Rice	270,664.59
Rope	22,514.09
Rubber, raw	6,561,200.13
Rubber clothing and manufactures	396,793.26
Saddlery	42,011.12
Salt	6,793.29
Scientific and optical instruments	102,244.82
Seeds, plants, etc.,	1,078,341.46
Shellac	64,794.51
Shells	882,777.93
Silks	388,637.55
Soaps	248,845.74
Skins, furs, etc.,	12,165,477.75
Spices	135,432.81
Sponges	58,579.52
Stationery	885,640.25
Sticks and canes	38,180.16
Straw, plait and braids	475,431.80
Straw manufacturers ..	3,937.06
Stuff goods	17,070.85
Stone, marble, granite, etc.,	28,531.03
Sugar	42,749.31
Tea	2,880,803.52
Tin	13,330,467.90
Tobacco and cigarettes	127,237.80
Wearing apparel	194,752.45
Wines and spirits	941,227.15
Woods	533,290.82
Wool and camel and goat hair	9,318,510.82
Woolen and worsted goods	1,834,256.50
Works of art	8,330,595.94
All other articles	627,474.53
Total	\$105,617,580.77

Chas. M. Smith.

Moving.

When the gentleman with decided tendencies toward looking after everybody's business but his own saw a furniture removal van being loaded near his house, he sallied forth into the street on investigation bent.

"I say, carter," he began bumptiously, "are the people upstairs moving?"

The carter looked at him scornfully. Then he wiped the perspiration from his manly brow.

"No, sir," he retorted grimly. "We are just taking the furniture for a drive!"

Trying To Understand the Ways of Mother.

Every place I go somebody is talking about training children. Anybody would think we were wild beasts. Children are not respected as they should be, anyway. I remember one time I went visiting and when I came home mother kissed me and said: "Well, well, how is the little animal?" You bet I was up on my dignity all right.

Mothers are perfectly necessary, specially when a child is young. But they are not content to feed you and dress you; they have to be inspecting you all the time. Whenever you see a mother and child together you can betcher that the mother will be picking at the child in less than a minute. Either she's wiping your face with her handkerchief or she's looking at your finger nails and says: "Ugh horrid!" or she is doing your hair ribbons a new way or pulling down your belt or looking at the knees of your stockings to see if you have holes in them.

Every time I see our maid scrubbing the kitchen sink I say to myself: "I wish mother would be gentle like that when she washes my face."

It is surprising to me that a child ever grows up to be a human being. I must have a strong face, for if I didn't it would have been pushed in with the washcloth years ago. And my hair! It's just washed and combed and brushed to death. I don't see any need of being so particular.

Mothers and fathers are so proud when they do smart things, but when kids get smart they get spanked and sent to bed. One day, it was Thursday, and our maid wasn't home, and I and some other girls thought we'd get luncheon. We're just crazy about lamb chops, but we didn't have any and the grocery is far, far away. So I just went into a little book store and asked the woman if she would loan me 50 cents for lamb chops and charge it to me, and she said she would. Of course, the bill came in and mother had a fit, but after awhile she laughed and called me Cassie Chadwick, and said that no doubt I'd distinguish myself as a finance-something or other in the future.

Then another time I got a good, sound jawing because I went up to the drug store and asked for some kind of candy that they didn't have. I knew they didn't have it all the time. When the man said they didn't keep it, I said: "Well, would you mind giving me 25 cents and charging it, so I can go across the street to the other drug store and get the kind of candy I want?" And he said, "Not at all" just as politely as could be and added that he always bought his candy there because he thought it was better than he had. He told mother and they laughed fit to bust.

He's a nice man, though. He gives you more ice cream with a sundae than any other druggist I know. He has a make-believe dog in his store made of paper, and every time I take Bingle in he has a nice fight. He bit off the other dog's ear one time. I felt awfully sorry, because the plaster mused up the floor. But you'd

simply died if you'd seen the fight. Bingle's hair all stood up on his back and he gave a low, muffled growl that was a peach. You bet I was proud of him all right.

But to hop-scotch back to the main question: Mothers are beautiful and sweet, but sometimes they are awful mean. They do everything they want to, but they won't let their children do what they want to. They wear low shoes in cold weather, but we have to stub around in high shoes until the Fourth of July, nearly. Honest, the way kids are bundled up is sump'n terrible.

"Dearie mustn't take cold," they say, and they button you up so just your nose is sticking out and you can not breathe without busting your clothes out.

Then they're always making you be prompt and on time, when they are always late.

Once in a while mother lets me go to a night matinee with her. I just love it. Our maid takes me downtown and mother stays downtown for dinner. She always says: "Now, take the 7:32 so you will be in time," and I do. But she's never there until the music begins. She'd just drive up in the motor car in a terrible flury and jump out with her feathers all bobbing, and I'd be good and mad and would have a long lingo ready about her being late and she'd just say: "Deah me! Fudgie, fudgie!" as if I wasn't of the meanest account at all, but just a speck or something, and then she'd call me her appleblossom baby or some such foolishness and kiss me on the ear—kids just hate to be kissed any way—and she'd look me all over and wipe my chin with her lace handkerchief and fix my hair ribbons. Mothers always fuss over you so, like old cats with kittens and you have just to hold still and keep still and not say anything and endure it no matter how many people are looking at you.

One day I told mother that if she didn't behave better I would put her in the orphan asylum and she said: "Bully! Fine! And I'll get a nice comfortable little corner for you in the old ladies' home." That's about our respectable standing, anyhow. She is just a kid. All mothers are. But you betcher I'm grown up. Somebody has to be. If it wasn't for me being so sensible, I don't know what would happen to us.

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.

I wear her shoes and her gloves and sometimes when she doesn't know it I wear her dresses, and one day I came home from school and she had played a great joke on me. I was dumbfounded all right. There she was as grand as you please in my best party dress, the one I'm so precious about. And she had on my best pink hair ribbons, and was messing around with my doll rags. I said: "For goodness sake," and she laughed until she got hystericky and said she didn't know of any other way of getting even, and that if I insisted on being her she'd have to be me or she wouldn't be anybody.

I guess I won't be so fresh wearing her clothes any more. She just nearly ruined my best embroidered gimp getting into it. And wasn't it silly? When I'm big you bet I'll be grown up. Mother said she was grown up, too, until she got to be 30, and then she said she found there wasn't anything in it, and the only way to live without dying is to laugh at everything. She says that being serious is being foolish. Whoever heard such talk? Maybe I can understand it some day, but not now.

I can tell you one day when I had great respect for mother. It was when I first went to school. I came home and said: "Can you name the New England States?" and she said: "Yes: Connecticut, New York, California, Milwaukee and Kankakee." I didn't know that she knew them.

A child has so much to put up with. For instance, those fool stories they tell about when you were a baby. I don't see how they can remember things that happened so many years ago. Honest, mother has one that she has told steen thousand times. It was the first time I rode in a hansom cab. I kept looking through the hole in the ceiling and the man kept smiling at me and I smiled at him and then I stuck my head coyly in mother's neck and said: "Please ask the grocery man what his name is." Do you see anything funny about that? I don't. I told mother one time that it mortified me—I guess mortified is some word—and ever since she calls me her "unmarried daughter." And people laugh at that as if that was funny, too. I'm 13 and I think it is time that I should be treated with the respect due my years.

The worst thing I ever did was to put flypaper on Bingle's feet. I could bust right now thinking about it. He walked like a waltzing horse at the circus. It would have been all right if he hadn't jumped on mother's bed and got stuck to her grand best counterpane. But that wasn't my fault, was it?

Mothers are so crazy about kids going to school. Mother always told me what a good little girl she was, how she always went to school and just loved to study, and she was always A plus in her examinations. Well, one day I was looking through an old trunk of hers and what do you think? I found a diary that she kept when she was 11 years old, and nearly every day she wrote in it: "Got out of going to school to-day; went to the circus instead;" or "Had a headache; goody goody; didn't have

to go to school; played doll rags all day with Ida Drury." And she and Ida Drury used to ring doorbells and climb trees and hitch on to street cars. Isn't that awful? I had one on mother all right. I read those things right out at the dinner table and she thought it was so funny and told a lot of things about when she was a child that didn't sound much like what she has told me right along.

If I want to stay home from school I have to take medicine and not have anything to eat. It's pretty tough putting up a bluff. One day I was in bed moaning and groaning and mother brought in luncheon, everything I like—olives and fruit salad and cream cheese—and I said no, I couldn't eat a thing; but mother left the tray and went away, and I sat up and had a sandwich in both hands and was just gobbling it as quick as I could, and there she was standing in the door. Us kids have to put up with an awful lot like that.

But I guess this is enough for this time. I would like to add that while mothers make you feel mad lots, they also make you happy, specially when you've bumped yourself some place or your teacher has been mean to you, or you want to know how to do an example, or you have a pain some place. I love my mother so much that sometimes it just makes me cry, but I do wish that when I am serious about something she wouldn't say, "Oh, fudgie, fudgie," at me. But I suppose when I am a mother I'll be the same way. They all seem so much alike.

The Profits of the Mines.

In magnitude and importance the mining industry ranks second only to agriculture among the foundation industries of the United States. It now contributes over \$2,000,000,000 annually to the national wealth, as compared with \$7,500,000,000 from agriculture; but it contributes 65 per cent. of the freight traffic of the country, as compared with only 8½ per cent. from agriculture. Its manufactured products in 1907 amounted to a total of \$4,318,598,661, and the wages paid the men engaged in such manufacture amounted to \$863,558,487, as against \$735,101,760 paid to those engaged in agriculture.

The mineral industry is increasing in its complexity and importance with relation to the other branches of industry. In addition to its contribution of 65 per cent. of the total freight traffic of the country it requires more than 3,000,000 men to do the work connected with the mining, handling and treatment of the mineral products, 1,000,000 of whom work in the mines; it is the basis of the larger portion of the Nation's varied manufacturing interests and of its supplies of heat and light.

The production and consumption of mineral products are now increasing so rapidly that the value of the products of the mines for the current decade will be nearly two and one-half times that for the preceding decade.

No. The milky way was not caused by the cow jumping over the moon.

Ridiculous Talk About Advertising.

The man who conducts his business on the theory that it doesn't pay and he can't afford to advertise sets up his judgment in opposition to that of all the best business men in the world. Says an experienced advertising authority: "With a few years' experience in conducting a small business on a few thousand dollars' capital he assumes to know more than those whose hourly transactions aggregate more than his do in a year, and who have made their millions by pursuing a course that he says doesn't pay."

If advertising doesn't pay, why is it that the most successful merchants of every town, large or small, are the heaviest advertisers? If it does not pay, why do the largest business firms in the world spend millions in that way?

Is it because they want to donate those millions to the newspaper and magazine publishers, or because they don't know as much about business as the six-for-a-dollar merchant, who says money spent in advertising is thrown away or donated to the man to whom it is paid?

Such talk is simply ridiculous, and it requires more than the average patience to discuss the proposition of whether advertising pays or not with that kind of a man. His complacent self-conceit in assuming that he knows more than the whole world is laughable, and reminds us of the man who proved that the world doesn't revolve by placing a pumpkin on a stump and watching it all night.—Playthings.

Rebuked.

Census Enumerator—Madam, you have put down here that you are 28.
Lady of the House—I have.

Census Enumerator—And that you have been married eighteen years.
Lady of the House—I have.

Census Enumerator—But, madam, what age would that make you when you were married?

Lady of the House (with dignity)—Young man, I understood this was a census count and neither an age-of-Ann puzzle nor an examination in arithmetic.

The evils of riches are seldom manifest to those who possess them. The skunk can not be called penniless since he always has a scent.

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

H. LEONARD & SONS
Wholesalers and Manufacturers' Agents
Crockery, Glassware, China
Gasoline Stoves, Refrigerators
Fancy Goods and Toys
GRAND RAPIDS, MICHIGAN

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

CRYSTAL DOMINO SUGAR

2 lb AND 5 lb SEALED BOXES!

2 lb BOXES-60 IN CASE (120 lbs)
5 lb BOXES-24 IN CASE (120 lbs)

BEST SUGAR FOR TEA AND COFFEE!



THE KROGER SYSTEM.

Features Which Have Contributed to Wonderful Success.

Written for the Tradesman.

Mr. Kroger is the dominating figure in the Kroger Grocery Organization of Cincinnati. While he directs the management of this active chain of stores all the details are handled by men capable of doing big things. Supplies for the entire system are bought at the main office and are distributed according to the demand or extent of the branch. All employes are hired at the central office, and while the branch manager is an authority at his store he is not given absolute freedom of action. The central office is held responsible for the smooth running and profits of each branch.

One of the important elements that has been instrumental in the success of the Kroger system is that Mr. Kroger has always made it a policy to sell an interest in the business to able and trusted employes. He is a great believer in taking care of the men who have shown fidelity and a capacity for his business. He believes further that the only way to encourage a good workman and bring out the best there is in him is to sell that man an interest in the business to which he is devoted.

The relation of each store to the central office is the same as the relation between employe and employer. Every store is under the direct supervision of the main office. An automatic detail register is used in the delivery system at the branch stores. Every order is taken on this triplicate register whether paid or C. O. D. The paid orders are checked on the detail slip of the cash register, which shows they are actually registered.

In the main office the C. O. D. slips from all the stores are totaled together and are signed for on a triplicate slip by the wagon man who takes them up. The total amount of the C. O. D.'s must be found in the evening on the detail slips of the cash register, showing they are registered.

The principles of organization on which the Kroger system is based are very simple: Mr. Kroger is the chief executive and is vested with full authority. The directions of this man are final in all matters.

Directly subservient to Mr. Kroger and his assistant buyers in the central office are the Secretary, District Manager, Advertising Manager, Employment Manager and Factory Manager. The most important position is the District Manager, who must keep all the branch stores supplied and must keep in touch with their daily reports.

With all his many duties Mr. Kroger is active in directing all these various departments and the secret of his personal system is to save time. The improvement of all his business methods is based on this one thing. He has found the less waste the more profit and his constant aim is to do the greatest amount of work with the expenditure of the least amount of time.

Kroger's Grocery System is a business of small margins and his success depends upon the profitable use of minutes. With Kroger time has an intrinsic value. He has made the greatest profits in the grocery business because he early learned how to get the fullest value for his time and the most for his money.

Kroger's way is to do things quick and carry out plans others would not think of. He has always been a leader. He is always on the lookout for any device that will save time or labor, both of which represent money to him. He is a man to blaze the way to newer ways of doing things. All his systems are merely sample methods of getting work done in the quickest way with the least expense. He does not believe in costly ornamentations or fancy, useless decorations. His ideas all run along straight lines and are to the point.

He watches the little things. Half his profits are from saving time and labor in maintaining his business and the other half from buying and selling on close margins. The former is just as important as the latter to Mr. Kroger.

In the warehouse and factory Mr. Kroger has figured a great saving by using slides to lower the stock from the cars into the house instead of using expensive elevators.

Mr. Kroger has been an efficient and successful retail buyer more because he is a progressive business man and a master in his business. He is so thoroughly conversant with the underlying principles of commerce and trade which lead up to certain prices being asked that he knows when to buy and when not to buy.

Among tea and coffee men he is known as an expert judge and it is the same with all lines of merchandise he handles. The rapidity with which he closes deals is astonishing, yet his ideas are always accurate. Kroger as a business man is considered safe and conservative and as a buyer he has proven himself thorough and efficient in his particular line. He has that primary essential, which is a thorough knowledge of goods, and no salesman, no matter how expert he may be, has ever lifted the price or loaded Mr. Kroger with a line of goods not salable.

If Mr. Kroger has a method or system of buying it is one of his secret ideas. It is said that he is a "natural born" buyer and that his operations are governed by instinct and intuition. This is the result of a faculty to keep in close touch with the slightest conditions of his business.

Mr. Kroger says, "My plan of buying is very simple and there is nothing original about it. I purchase in large quantities from the producer for cash and sell direct to the consumer for cash." He buys all his supplies in carload lots and besides the tremendous saving by buying in large quantities from the producer he gets the benefit of cash and time discounts.

Where it has been possible he has bought from the producer direct, eliminating all middlemen. His position was that of a wholesaler or

manufacturer's agent selling direct to the consumer.

A few years ago the bread bakers of Cincinnati refused to sell him bread at what he considered fair figures. Kroger was as quick in doing something as the bakers were in refusing. He immediately erected his own bakery and at present bakes over 30,000 loaves of bread daily.

He found he could save so much money by baking his own bread that he gives his customers the advantage of his saving and sells them two loaves of bread for 5 cents. This almost started a bread war in Cincinnati.

Whenever he finds he can save the profits of the manufacturer he starts a new factory. To-day he operates over a dozen factories. He has only the most up-to-date machinery in his bread bakery and the equipment of his cake and cracker bakery can not be excelled.

The Grocery King has for years been recognized as the largest coffee and tea man in the Central States. He has the latest improved coffee roasting plant in the West and roasts all the coffee he sells.

He manufactures all his own brands of candies, baking powders, flavoring extracts, syrups, catsup, jelly, preserves, fruit butters, etc., and bottles his own sauces, salad oils, olives, bluing, ammonia, etc.

Mr. Kroger buys where he can buy the best at the lowest price. And when he can not buy at prices he considers just to himself and his customers he turns around and manufactures the product himself. He is more than a buyer, he is a creator, a producer of good values at low prices.

Methods of Selling.

When Mr. Kroger started in business his plan was to sell for absolute cash, and then by taking advantage of all discounts it did not require as large a capital as would have been necessary had he carried accounts.

He has made the remark: "There is one thing that I always bear in mind, that no matter how good a thing I have to give my customers if I do not let them know about it through systematic and persistent advertising I can never expect to attain full measure of success."

Kroger is known as an advertiser. He is a heavy advertiser, but he gets the most out of it because he has a method of economy in using space. He varies his advertising every day according to the extent of shopping.

The stock displays make the store attractive. All goods are shown so that they are always subject to the most rigid examination. If any stock of goods that is not right does slip in his business it is immediately disposed of to some concern outside of the business. He will not sell it to his customers.

The next factor after selling for cash and making no losses by reason of bad debts is the broad policy of every store to satisfy customers. If any one who buys at a Kroger store complains of anything, whether justly or unjustly, the goods are taken back and the money is refunded. Mr. Kroger has always held that he would

"MORGAN"

Trade Mark. Registered.

Sweet Juice Hard Cider
Boiled Cider and Vinegar

See Grocery Price Current

John C. Morgan Co.
Traverse City, Mich.

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
recommend
it?
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.

Sawyer's

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.

rather be imposed upon by a dozen people than have one customer dissatisfied. He claims that if quality does not enter into the proposition low prices have no significance. It is this combination of high-quality groceries at lowest prices that has built up his immense business. Some of his competitors have attempted to give him the reputation of selling cheap goods because his prices are lower than others charge for ordinary qualities, but with him quality is always first, then price.

The Kroger system of advertising is different from any other kind of publicity because it has an individual style and is planned with a definite purpose. He does not waste space for the purpose of keeping his name before the public. Every word and figure tell a story which is worth while for the public to heed. It is a suggestion to save money. Every item tells how much money can be saved and why. These advertisements appear every day of the week in some form, but the Friday evening papers carry the mammoth messages to the public.

Kroger's Saturday offerings usually occupy several newspaper pages or even more. The advertisements tell of the carloads of good things that are pouring into the warehouses for distribution and give plain prices. It is not the policy of this man to offer an article which can be bought for the same price at any other store. Every offer is a great inducement for the public to buy at Kroger's stores alone.

While it is only possible to offer a partial list of low priced stock, everything is sold in proportion to the prices published for the benefit of the public.

For instance, this is Kroger's way of telling the people his offers:

"For Saturday ONLY we sell Pathfinder E. J. Peas at 10c per can, or \$1.15 per dozen. These peas are worth \$1.25 per dozen to-day at the factory and the freight would make them cost \$1.30. We will retail them Saturday ONLY at 10c per can." He always tells them why.

"Saturday is the last day we will sell Ben Hur Flour at \$6.35 per bbl. You can't buy it at this price by the carload."

"We have just received a carload of imported pineapples. For Saturday only we are selling the Malay brand of flat cans at 12c a can."

All the way through his advertisements he uses an inducement with a clincher attached. Following the extremely low price is the phrase, "For Saturday ONLY." It is the idea to compel quick action—to make the people buy at once. Any housewife familiar with grocery shopping can see from Kroger's sale prices that she can save from 25 to 40 per cent. on every purchase.

Every advertisement has its list of attractive leaders. Offers that will bring people into his stores. Many of these leaders are sold at a loss, but they induce people to come into the stores and the other articles sold make up for the loss. Here is an instance of a leader sold below cost:

"The greatest SNAP in Fancy

Queen Olives ever offered in Cincinnati. We will sell FOR SATURDAY ONLY this regular 50c bottle of extra fancy Queen Olives for 21c."

When Mr. Kroger began to advertise he talked quality and prices, but his methods of selling for cash caused such an upheaval in the grocery business that other tea and coffee houses began to follow his lead.

To-day Cincinnati has eight or ten concerns operating branch cash stores similar to Kroger's only on a smaller scale.

These new arrivals into the field began to use new schemes to coax Kroger's trade away. But Kroger was the pioneer and he meant to hold his place. When the trading stamp idea began to be worked to sway his customers Mr. Kroger adopted the stamp scheme on such a large scale that his competitors could not touch him and never have.

He has two four-story premium stores, where he has on display thousands of useful household articles and fancy goods which are given away for Kroger stamps. These premium stores are filled with an assortment of household goods sufficient to furnish a home completely.

The Kroger system does not aim to make a cent on these premiums. It is merely the interest they pay in their liberal policy of profit sharing. People who buy at the Kroger stores receive a certain rate of interest in trading stamps, just as they would in other trading stamp stores. But Kroger goes a step farther: He offers in addition coffee checks and register tickets which can be applied on premiums. For instance, here is one of his special Saturday offers: "For Saturday ONLY, with every pound of Java and Mocha Coffee at 20c we will give One Dollar's worth of stamps in addition to coffee check and register tickets."

These premium stores supply the thousands of housewives with beautiful and useful household goods and at Christmas time they are the source of many gifts.

Every Saturday Kroger conducts his great meat special. Here is an example:

"For Saturday we have a hundred fine steers and heifers that we bought RIGHT, and, in line with our general policy you get the benefit.

"Don't forget that every pound of meat sold in our stores is turned out under the watchful eyes of the United States Inspectors.

**"FOR SATURDAY ONLY
"LOIN STEAK PER POUND
"12c."**

The list and prices that follow are printed in bold, heavy faced type and stand out so prominently not an eye can miss it.

Mr. Kroger is not only a systematic advertiser, using plain straight talks, but he is also persistent. During the month of August, 1907, a fire wiped out the main warehouse and office building. The loss was \$350,000, a complete destruction. The next morning the only things remaining were the smoke stack and one wall.

Every one in Cincinnati was wondering what Kroger would do. It was his day for spending hundreds of dollars in newspaper space. People were asking, "Would he advertise?" Some said he would and others said he had lost enough and would cut out this additional expense. But the evening after the fire Mr. Kroger came out with page advertisements in all the papers and besides used extra space to carry this message to the people:

The Business
of the
Kroger Grocery & Baking Company
Will Continue
Uninterruptedly

Regardless of the Fire
Our Various Distributing Stations
Enable Us To Supply Our
136 Stores
As Usual in Anticipation of
The Saturday Trade
See Our Advertisements
On This and Opposite Pages
Temporary Offices
42 Vine Street

The people of Cincinnati had only the greatest admiration for a man who showed such a wonderful stability. The Saturday brought a greater amount of sales than ever before. It seemed that everyone wanted to help Kroger and they bought more supplies from him than was their custom.

The wholesale houses offered assistance and he cleaned out all the stocks he could obtain in no time. The fire had eaten up his big storehouse of supplies and he needed more.

At that time his new warehouse and factory were under construction. He rushed on greater forces of workmen and soon had supplies coming in by the train load from the factories he depended upon for his supplies. For about a month the Kroger system was slightly crippled, but the outside world and his customers never knew it. Everything went on as smoothly as if he had not suffered a \$350,000 loss. "The Grocery King" was hustling as he never hustled before. But not more so than he did back in the early days when his infant business was crippled by a loss of his horse and wagon, which cost him \$460.

To sum up, here are some of the things Mr. Kroger has done which have been instrumental in his success:

Originated the cash grocery idea.
Bought direct from the producer.
Sold direct to the consumer.

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

HAND SAPOLIO

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

Cash in both transactions.
 Revolutionized the grocery business in Cincinnati.
 Never gambles—plays sure thing on a large scale.
 A man who is a system.
 A born organizer and buyer.
 In touch with all details of his business.
 Always installing time and labor saving devices.
 Wastes no money in useless store or office ornamentations.
 Employs best help—sells them interest.
 Locates stores and warehouses with view to economy of time and drayage.
 When he can't buy at right prices manufacturers product himself.
 Gives customers benefit of saving.
 Vigorous and persistent advertiser.
 An honest man with ideas of a square deal all around.
 When Mr. Kroger enters his office in the morning he finds a small army of salesmen waiting to see him. On one side of the room will be coffee salesmen with their trays of coffee beans spread out over the display tables. Mr. Kroger examines the contents of each tray carefully and then decides quickly from which tray he will buy. The buying is over almost before one can realize it.
 On the other side of the room may be a lot of tea salesmen. They have their little cups of tea ready, over which they pour boiling water as soon as the "Grocery King" enters. He tastes and examines the contents of each cup and makes a few notations on a pad, hands it to an assistant and takes up some other duties. There are no confusion, no arguments. He does everything in a rapid transit way.
 H. Franklin Thomas.

Adjust the Difficulties.

How many good customers are lost to stores through some little misunderstanding or imagined grievance? The customer may be right or he may be wrong, but in nine cases out of ten, the whole matter can be adjusted amicably by a little explanation or perhaps some trifling concession on the part of the merchant. Usually the customer has bought something that has not turned out as well as he thought it would and he thinks that he has been cheated.

While the merchant can not allow himself to be imposed upon, he must remember that he is in business to sell goods. A little judicious "jolly-ing" may bring the customer back, but if this will not serve, give him what he asks for, providing it is not unreasonable.

After all, the great majority of people are innately honest and would not understandingly try to impose upon the merchant. At any rate, good customers are easier lost than gained, so it behooves the merchant to go a little out of his way to keep those he has.—Merchants' Record and Show Window.

All Alike.

"I wonder why she calls her husband Grimm?"
 "Grimm? Why, wasn't Grimm the great fairy-tale teller?"

TORE UP THE TRACK.

Removing the Street Car Tracks from East Street.

Written for the Tradesman.

The Street Railway Company of Grand Rapids took possession of the Grand Rapids and Reed's Lake Street Railroad in the late seventies, having purchased the same from the estate of Samuel Medbury, of Detroit. A dummy line was operated from East street to the Lake during the summer seasons, two trains furnishing excellent service. When the Railway Company built its Cherry street line to East street the management deemed it necessary to extend the dummy line north through East street to connect with the Cherry street line. Application was made to the Town Board of Grand Rapids township for a charter under which the company would extend its dummy track to the company's transfer station on the corner of East and Buckeye streets over ground lying within the township; the horse car tracks of the company were laid on the city's side of East street (the dividing line between the township and the city) when the line was originally constructed. Owners of property and several church societies whose buildings were located on East street opposed the granting of the franchise and a great deal of bitterness and ill-feeling resulted. The question was discussed in seething communications to the newspapers, but the outcome of it all was the granting of a franchise to the Railway Company by the Township Board. Materials for laying the track through East street were quietly gathered and distributed at convenient places within the city limits and when the clock in the tower of the City Hall had tolled the hour of 12 on a certain Saturday night several hundred men, provided with tools and lanterns, appeared upon the street and proceeded to lay the rails for extending the dummy line. Ordinary railroad ties and rails were used and construction proceeded so rapidly that the line was completed in twenty-four hours and ready for operation a few days later. The Railroad Company, not sure of its rights in this enterprise, laid the track on Sunday in order to defeat the rumored purpose of private property owners to prevent the carrying out of the project by an injunction obtained from the courts.

The property owners were greatly incensed on account of the methods pursued by the Railway Company and when the trains commenced running through the street over the new track the clanging bells and puffing steam of the locomotives disturbed worshippers in the churches on Sundays and the odor and the gas escaping from the burning of hard coal filled the houses located near the track. Life was endangered and easy entrance to private property was cut off. The people interested determined to use all means at their command to rid themselves of what they considered a great nuisance and one evening, while a crowd assembled near the corner of East and Logan streets engaged in discussing the

problem, a youth possessed of the spirit and the enthusiasm of Victor Hugo's Gavroche of the barricades appeared and called out: "Come on, men, let's pull up the track and throw it out of the street". Willing hands responded and in a very short time several hundred men, women and children, led by the youth, Berkepice, were engaged in lifting the unwelcome rails from the railway. Learning of the work undertaken by the people, the Railway Company summoned the police force to protect their property and Lieutenant Hurley, accompanied by a number of patrolmen, responded, arriving on the scene in the patrol wagon. Hurley brandished his revolver and commanded the people to disperse and a panic ensued. Word was quickly passed through their ranks, however, that as Hurley and his men were city officials they would not dare cross the boundary line into the township where the track had been laid. The people then resumed the work of destruction and when the street had been cleared from Sherman to Logan street Berkepice shouted: "We have taken the tracks away from the Dutch church. Now we will go to Wealthy avenue and take it away from the Yankee church." The crowd followed their leader and speedily removed the rails running from Wealthy avenue to Buckeye street. Then the thought occurred to Berkepice that he might as well complete the job while he had willing hands to do so, and an hour later every rail and sleeper had been thrown out of the street.

The Street Railway Company promptly announced its purpose to relay the track, while the property owners organized a committee to take the matter into the courts. M. B. Church was elected chairman of the Committee and the money necessary to engage and to provide attorneys for other expenses was quickly pledged and paid in.

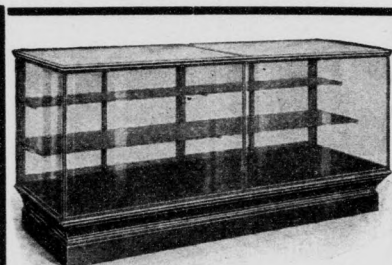
Several years passed in litigation, which resulted in a victory for the property owners. The Street Rail-

way Company removed its tracks from East and Sherman streets and built the line it now uses through Wealthy avenue to the Lake.

Arthur S. White.

A man may be a power in financial circles and still be on the square. It isn't always those with weak eyes who look on the dark side of life.

Too often when poverty comes in at the door love hies to the divorce court.



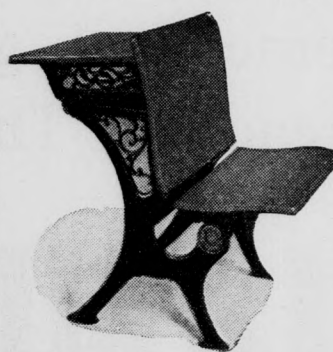
A Case of Quality

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

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

Some of the Qualifications of a Good Clerk.

The ought-to-be qualities of a good clerk are numerous. I will try to explain as briefly as possible from many years of experience my idea of what constitutes a good clerk:

A great many people have an idea that any one can occupy the position of clerk, but they do not stop to think that there are many requirements necessary to become a good clerk.

First. Any one who wishes to become a clerk should have a liking for the work and should be willing to partake of the sweet and the sour as it is handed out to him, because the life of a clerk is not all roses. There are some thorns. In order to be a good clerk he should be punctual at all times and in all things. He should be honest, because a salesman who is not strictly honest has no chance at all in the long run. Be honest; be honest with all; be honest with yourself; be honest with your house and be honest with your customer. Don't do anything that will arouse suspicion. He should be dressed neat and clean, as the first impression that a customer gets of a clerk has a great deal to do with the sale. Always be ready when a customer enters to wait on him immediately. The clerk who lounges around with his hands in his pockets or looking everywhere but at the customer and who acts as though he was anything but interested has started an impression with the customer which will make it the harder for him to make a sale. The salesman must have the business at heart, must want to push and boost it, must seek to do everything to help it along. He must have the real interest of the firm at heart all the time. If he has this he will not be looking out of the window or across the store or down the aisle or gazing at the cashier when there is a customer in view. While always having the firm's interest in mind, do not neglect the interest of your customer. Treat your customer who wants a pair of laces or a yard of baby ribbon just as well as one who wants a pair of \$5 shoes or a baby's dress. The buyer of laces may want to buy a pair of shoes in a few days and the buyer of baby ribbon may want a go-cart. In meeting customers there is one thing which costs nothing yet means a great deal and that is a smile. Go to a customer with a smile of friendliness. Make him feel that you are glad to see him, make him feel at home at the store, whether he buys or not. Make him feel that you appreciate his trade and if possible try to remember the customer's name. Nothing will make a customer feel more at home than when he is addressed by his own name. In dealing with customers the object should always be to please them. It is essential that he be prompt, cheerful and willing. He can ill afford to display bad humor to those patrons who maintain him in his position by their patronage. Do not argue with a customer. If there is any dispute call in the manager of the trouble department and let him

attend to it. Don't discuss politics or religion during business hours as you are wasting time and it is not good for the business. A clerk should know his and her place. He should know when to speak and when to keep still. A clerk should see work and not always wait until he is told. A good housekeeper can always find work, and so it is with a good clerk. He can always find something to do, for the work in the store is never done. Keep your department clean, neat and tidy. Have a place for everything and have everything in its place. Don't yet old shelf worn boxes occupy your shelves. Learn to know your stock. Know what is in the window, so that when a customer asks for a certain article you can place your hand on it without upsetting everything in the store. Make a practice of studying and examining goods so when you are asked different questions in regard to certain articles you can give a prompt and satisfactory reply. Make the customer understand that you know what you are selling, and also try and win their confidence by dealing honestly and uprightly. Don't tell falsehoods in order to make a sale. Don't give the customer the impression that you know it all, and don't always say everything you know. For example, a woman might come in your shoe department, wishing to buy a pair of shoes. She tells you a size 3 is large enough. Don't be a fool and tell her truthfully she wears a size 6, for you would make her unhappy. This you must keep to yourself. Never rob people of the thought that gives them joy.

A clerk should have a fair education, especially in penmanship, arithmetic and grammar. He should have some knowledge of book-keeping and should have had some business education. Many of the clerks of today did not have the chance to get a college education, but that is no excuse, as there are correspondence schools which give a person an opportunity to study by himself, and this, with actual practice, will make a better business man or woman of them.

Young men, if you visit saloons or if you are in the habit of smoking, don't do it during business hours, as your breath will be offensive to a great many of your customers, and if your stomach is loaded with whiskey you are not fit or able to occupy the position you hold. My motto is, "Keep sweet, keep sober and keep sailing." Keep away from pool rooms or any other places that will take your mind and thought from your work. Read a great deal on subjects pertaining to your work and always bear in mind that the clerk of to-day will be the business man of the future. Always aim to work up, but you can not get a promotion unless you show that you have the right qualifications. You will notice that the clerk who is late in the morning is also the first to leave in the evening, standing ready with his hat in his hand when the bell rings. Such a clerk will never reach the top of the ladder, as his thoughts are in putting in his time and receiving his

check and not working for the interest of the firm.

This subject is a very broad one, but time does not permit me to say much more. I would like to mention just a few don'ts:

Don't chew gum during business hours.

Don't read when your time is not your own.

Don't do fancy work, as your boss does not pay you for that.

Don't wear out the telephone by gossiping.

Don't come to work at 7:30 when you should be there at 7.

Don't upset the stock and then wait until some one else straightens it.

Don't forget to work when the boss is gone.

Don't forget to thank your customer for his patronage.

Don't forget to ask him, especially if he is a stranger, to call again.

Don't knock any of your competitors.

Don't be forgetful.

In doing your work do it heartily and fully. Do not grumble and do not knock. If you have any grievances tell the boss and not the other clerks. Boost for the house, because when you do that you are boosting for yourself. Work as though it were your own business that you are pushing and you will school yourself so that when you are able to have a business of your own you will have experience and training which will be of great value to you. Remember that square dealing, fair treatment and good merchandise furnish the foundation to future and continued business. And the first two are largely up to you, Mr. Salesman.

Fred Beeuwkes.

Dishonesty In Service.

A prominent business man says that the carelessness, inaccuracy and blundering of employees cost Chicago \$1,000,000 a day. The manager of a large Chicago house says that he has to station pickets here and there in the establishment in order to neutralize the evils of inaccuracies and the blundering habit. Blunders and inaccuracies cost a New York concern \$25,000 a year.

Many an employe who would be shocked at the thought of telling his employer a lie with his lips is lying every day in the quality of his work, in his dishonest service, in the rotten hours he is slipping into it, in shirking, in indifference to his employer's interest.

It is just as dishonest to express deception in poor work, in shirking, as to express it with the lips, yet I have known office boys who could not be induced to tell their employer a direct lie to steal his time when on an errand, to hide away during working hours to smoke a cigarette or take a nap, not realizing, perhaps, that lies can be acted as well as told and that acting a lie may be even worse than telling one.

Samuel Brown.

A politician is not necessarily straight because he refuses to unbend.

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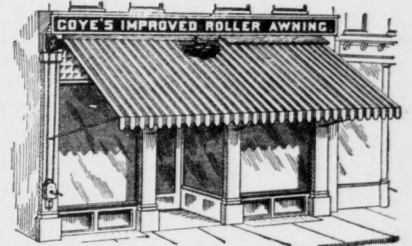
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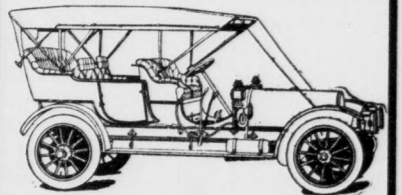
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Among 20 contestants it went 46 1-10 miles on one gallon of gasoline and outdid its nearest competitor by 50 per cent.

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

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West Michigan Distributors
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The Tale a Vagrant Told at Sunset Court.

The Police Justice had been taking 6 o'clock dinner with a few friends, and that was how it chanced that he seemed in such a blaze of glorious evening clothes and cape coat as he strolled into the court at 9 o'clock in the evening.

"Good evening, Captain," he remarked as he passed through that official's office.

"Good evening, Judge. Rather unusual to see you around here as late as this."

"Yes, I'm going to run out to Mammerton on the 11 o'clock train, and I won't be back in the morning for sunrise court. If you have any in stock already I can hear them to-night, and the morning cases you can take across the city to Judge Miller's court."

"All right, Judge."

"Have you any to-night that are sober enough to be ready?"

The Captain called the sergeant and the sergeant went to see. That sounds like the beginning of a comic opera patter song, only it isn't, it's the beginning of one vagrant's tale of life in and out of a shoe store.

The sergeant came back, bringing a ragged, unkempt, road type. He would have been tall and slim had it not been for the stooping, slouching carriage of the head, and as he was arraigned before the bar he was in powerful contrast with the well-groomed Police Justice, who gazed down at him less unkindly than might have been the case had it not been for the sumptuous repast, with washings, which had been a prelude to the court room scene.

"Charge drunkenness?" he asked briskly.

"I suppose so," said the officer, "although I don't know as I can say strictly that—"

"If your honor, please," remarked the prisoner, and at the rich, well-modulated tones of his voice the Judge looked up in surprise. "If your honor, please, and it isn't too much to ask, I would greatly prefer that even the technical charge of drunkenness give way to some other charge, even if more severe, for the reason that notwithstanding my other failings I have never touched strong liquor in my life."

"Never arrested for drunkenness?" asked the Judge, sharply.

"Yes, sir, your honor, many times, and convicted in police courts twice, but still I have never touched liquor."

"Where did you pick him up?"

"He was loitering in front of the Gold Front shoe store, and he'd sort of slumped all down in a heap afore

the show window, an' I thought I best bring him in."

"Enter charge of vagrancy. Now, prisoner, what have you to say for yourself?"

"I can't deny my guilt, your honor, if I understand what the word means. I have no home, no money, no friends, no ambitions, no destination. I'm just a wanderer, your honor."

"How did you chance to collapse in front of the shoe store? Faint from hunger?"

"No, your honor. I've been tolerably well fed lately. But as I looked into that store to night it all came over me what I was and what I might have been. I looked in there and saw those well dressed, nice looking young fellows, bright, eager, alert, businesslike, and the man who was evidently the proprietor, walking around through that splendidly equipped place like a king in his own palace, why I gazed hungrily in from the night and something seemed to get crosswise inside my head and I did not realize anything until the officer pulled me up by the arm."

"Do you mean that you envied the man in the shoe store?"

"Envied him, sir? I would give all the rest of my life for one year of the happiness I would feel if I could change places with him."

"Is a shoe retailer's life then so fascinating?" laughed the Justice. "It never appeared so to me."

"You thought they lived rather commonplace lives, I suppose, your honor, and perhaps you're right from your standpoint, but I want to say to you that no man who has ever tasted the life ever gets over the longing to get back to it. It's something like the sea and the sailor, the cowboy and the prairie, the fisherman and the trout stream—"

"As strong as that?"

"Yes, your honor, as strong as that, and stronger, if you ever really were a shoe man."

"Does the grocer feel that way?"

"I have been a grocer and I try to forget it."

"Does the dry goods man pine so?"

"Your honor, the former dry goods man wakes from his sleep in a cold perspiration, trembling with horror



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GRAND RAPIDS, MICH.



and shrieking when he even dreams of being back at the business."

"The jeweler, the druggist, the milliner, the clothier?"

"I can not say, your honor, but I do not think so. Men who have never been shoe men can not understand it."

"There are some men in the business who are not strictly shoe men, aren't there?" The Justice laughed and winked at the sergeant. He was thinking of the dealer who had fitted him with a pair of shoes by trying only the right one on when he was left handed, and he stretched that foot out under the bar of justice to ease it a little.

"There are men on the bench, your honor, who do not grace it as you do—"

"Come now. None of that. I'll do the complimenting if there's any done here to-night. Tell your story. I suppose you have one. You fellows all do."

"I haven't any worth the telling, your honor. You would not be warranted in believing me if I did tell it."

"Tell it any way."

"Tis nothing. My father was a minister. He designed me for Yale." "You a Yale man?" The Judge leaned forward quickly.

"I have never even been in the city of New Haven. I walked once nearly thirty miles out of the way to get by these without even seeing the city. I was designed for Yale. That is all. My father died. I left high school to enter a store, a shoe store, as a clerk. I swept the store in the morning, opened the cases of shoes and put them away. I rasped the pegs out of the coarse boots—there were pegs in those days—and I learned the business with the smell of made up leather always in my nostrils. I tried to keep up my studies, so that maybe some day I might enter college, and I believe that I was fitted to enter, but it was not to be and the study of the business I was in, the study of human nature as it comes to every shoe man who gets all out of life that he may, was far more fascinating than any higher education from books.

"I grew from cub clerk and delivery boy to salesman during rush hours, and finally to work on the floor all of the time. To head salesman, to manager of the department of women's shoes and finally to manager of the store itself.

"The owner was an old man. He offered me a small partnership in the business, with the prospect that some day I might own it all when he was through."

"Well?"

"He had a daughter. I came to appreciate her as even her father could not, and I found suddenly that although I was good enough to succeed to his business I was not good enough to aspire to his daughter. He sent her away to a distant state before she knew even that I was ready to place my life at her feet, before she thought of me as other than one of the clerks in her father's store. It broke me, your honor. I thought too much. I was not myself. I lost my grip. The

old man never got over being suspicious of me. He discharged me. My mother had died. I had no family ties. I took a train for as far as I could buy a ticket and tried to get a position, but some strange fatality pursued me. There was never a shoe store open to me. No matter where I tried, or when, there was never an opening. The places were all full. I worked at other things. I was not a success. I tried hard, as hard as I could with nothing, as I thought, left to live for. Maybe you can't understand, Judge, how a man can love one who does not even know of his existence, particularly, so well that his every thought and action and ambition in life centers around taht one woman?"

"I think that I can understand it," said the udge.

"Finally my little money gave out. I lost even the position for which I was not fitted and since then I have wandered. That's all there is to it, Judge."

"And the girl?"

"I don't know, your honor. I heard that she married an attorney somewhere in the West. I never knew even that."

"And your name is—?"

"Raymond Brown, I call myself."

"But your name is William Black, and the man for whom you worked was Cedric Steele, and he was an old man then, and he's dead, and only a memory now."

The vagrant looked up at the Judge, gasping with surprise. "Your honor!" he ejaculated.

"The girl you loved married a man possibly less worthy, but who loved and appreciated her none the less truly."

"How do you know all this?" whispered the vagrant.

"I know it best of all. For since she died I have become almost a wanderer myself."

"The prisoner is discharged." He had come down from behind the high desk and had grasped the hand of the unkempt man in the docket. "Sergeant," he said, "you may leave us for a little while. Mr. Black is going to discuss his future plans with me."—Ike N. Fitem in *Boot and Shoe Recorder*.

Wouldn't Stand For It.

A boy who had been going to one of the public schools in Buffalo left school to go to work for a small manufacturer.

The boy was dull and his stupidity annoyed the manufacturer greatly. After two weeks of trial the manufacturer discharged the boy at the end of the week on Saturday night.

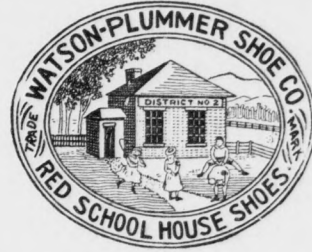
"You're discharged," the manufacturer said. "Go and get your pay and let that be the last of you. You are discharged."

On Monday morning the manufacturer was much surprised to see the boy in his former place at work.

"Here!" he shouted. "What are you doing in this shop? I discharged you Saturday night."

"Yes," said the boy, "and don't you do it again. When I told my mother she licked me."

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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.**

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Write today for our **new catalog** of spring and summer footwear, just issued, and mail in your order. Goods will be shipped the same day order is received.

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HIS FOUR HEROES.

Colonel Roosevelt Furnishes Food for Thought.

Written for the Tradesman.

From the Swedish capital city on the shores of the Baltic last Saturday came the terse, sincere and adequate expression of Colonel Roosevelt's personal sorrow over the death of the late King Edward—"A death," he says, "which removes one influence that tended strongly for peace and justice. His own people and other lands must feel that loss."

But the message has other and unpremeditated importance. "Next to the ring John Hay gave me," the expression also says, "I value the miniature King Edward sent me, after I became President, of John Hampden. That was a present a sovereign could make with dignity and one a democratic President could accept. All historians and royalists agree that Hampden was a good man. The King must have known that Hampden was one of my four heroes—Timoleon, Hampden, Washington and Lincoln."

The last quoted paragraph furnishes a strong clue for those who choose to do so, enabling one to gain a clearer insight into the nature of one most distinguished ex-President; the genuineness of his democratic instinct, his unqualified patriotism, his civic righteousness and his loyalty to the cause of universal peace.

Timoleon, first mentioned of his four heroes, was born in Corinth, four centuries before the time of Christ, and becoming a statesman and an earnest defender of the then democratic constitution of Greece, he opposed the effort of his own brother, Timophanes, to become the tyrant of Corinth, even going so far in his fealty to his native city that he killed the brother in the year 344 B. C. About that time also an embassy from the city of Syracuse, Sicily, (which had been a dependency of Corinth for nearly four centuries) arrived and urged the mother city to intervene in a contest between Hicetas and Dionysius, each of whom desired to become master of Syracuse and were ruining it by their strife. The appeal was heeded and Timoleon, at the head of a very small armament, proceeded to Syracuse, expelled both rivals, established a democratic constitution, repopled the city and brought it in a very short time to a most flourishing condition.

Thereupon the Carthaginians, jealous of Timoleon's success, despatched Hasdrubal and Hamilcar at the head of an army of 80,000 men against Syracuse. With a force of only 12,000 Timoleon met the Carthaginians while crossing the Crimissus, routing them completely and this resulted in a treaty naming the Halycus as the boundary between the Greek and Carthaginian dominions in Sicily. Timoleon also expelled Hicetas from Leontini and Mamercus from Catania and after introducing free constitutions in all the Greek cities of Sicily he spent the last years of his life in retirement in Syracuse, living as a private citizen although enjoying the greatest fame and honor throughout the Greek world.

Second on Colonel Roosevelt's list of our heroes occurs the name of John Hampden—whose miniature, presented to him by the late King Edward, the Colonel prizes so highly, a native of London, born in 1594. Descended from an old Saxon family, a graduate of the University of Oxford in 1613, he took his seat in the House of Commons as member for Gram-pound in 1621, only 27 years old. He sat for Wendover in the first three Parliaments of Charles I. (June, 1625, Feb., 1626, and March, 1628,) and for Buckingham in the last two (April, 1640, and Nov., 1640, the "Long Parliament").

He allied himself with the party in opposition and took part, under James I. in the protest against the marriage of Prince Charles with a Spanish Princess and in the impeachment of Bacon and others. And under Charles I. he stood with Parliament in all measures taken against the encroachments and arbitrary rule of the crown. He was no republican; he considered royalty as the natural, consequently the best form of government; but the royal power, whether more or less circumscribed, must be clearly defined and kept strictly within its legal boundaries. If the crown encroached on the rights of the subjects Hampden considered it the duty of Parliament to resist such encroachments, first by what legal means they might possess, and, if this proved ineffectual, then by rebellion. These ideas he adhered to with unconquerable firmness and, when attacked, he defended them with undaunted courage and even with fierceness. In 1636 the King, in order to procure money which Parliament would not vote him and in spite of the fact that the kingdom was at peace, arbitrarily extended the so-called "ship-money" tax to the inland countries. Hampden was taxed twenty shillings, but refused to pay and asked for a decision by the courts.

In May, 1637, proceedings began and lasted thirteen days, but although Hampden was condemned by a bare majority of the judges, the impression which the procedure produced on the English people was fatal to the King. It had become apparent that private property was not safe in England and when, shortly after, the revolution broke out in Edinburgh it found in England, too, the popular mind prepared for armed resistance against the King.

Shortly after his condemnation Hampden, John Pym, Oliver Cromwell and others of the opposition to the King determined to emigrate to America and were about to embark when they were detained by royal order. Hampden was one of the five members of the House of Commons whom the King accused of high treason (Jan. 3, 1642), but whom the House refused to deliver for imprisonment. The King gave orders to arrest them in their seats, but they were warned and concealed themselves. In August the civil war began. Hampden showed great energy and wisdom during the contest and great bravery as Colonel in the Parliamentary army, especially at the Battle of Edgehill and in the capture

of Reading. But on June 18, 1643, in an encounter at Chalgrove Field between the royal cavalry under Prince Rupert and that of Parliament under Hampden, the latter was mortally wounded, two bullets entering his body at the first charge. Taken to the house of one of his friends at Thame he died there six days later, June 24, 1643.

Taken in conjunction with what is so abundantly and so proudly known by Americans of the ideals, purposes and achievements of Washington and Lincoln—the remaining two of Colonel Roosevelt's heroes—the foregoing compilation as to Timoleon and Hampden, his other heroes, one finds at least suggestions as to the possible influences which may have had great weight in the development of

his temperament and in the creation of his character.

Charles S. Hathaway.

Many a preacher fails because while he guards the seed of truth sedulously he knows nothing of the soil in which he plants it.

When a boy comes home from his first year at college he is always ashamed of the ignorance of his parents.

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THIS is what our trade mark means when stamped on the soles of our shoes. It means that every piece of leather and every detail of shoemaking entering into their construction is right. That means satisfaction to dealer and service to wearer.

If our goods are not sold in your town and you want an all around good line write and have our agent call with the samples.

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Grand Rapids, Mich.

THREE TYPES OF MERCHANTS.**Their Appearance From Standpoint of the Clerk.**

There are in this universe two very distinct types of individuals. We find them represented in every walk of life and for the present I wish to record a few reflections on our present day proprietors of business places. The first type is the individual who always moves about in an atmosphere of jovial good nature and who exhales with every breath an air of good cheer. He might be called an optimist. The second is that one who is, unfortunately, afflicted with a morose and surly nature and whom every conditions displeases. He usually gives vent to a pleasing occurrence by nothing more than a low guttural grunt. Such men as these never mar their stolid countenances with the wrinkles of mirth. Their faces are hard set and uninviting and might denote a splendid warrior, but usually a very poor business proprietor. We may call this second type of proprietor a pessimist.

The optimistic boss who seems to radiate a beam of good cheer from every atom of his living shelf, who greets his clerks with a cheerful "Good morning," who laughs at their failures and makes his clerks feel on the same plane with himself is in nearly every case a beloved creature. Such men are the salt of the earth. They are trice blessed individuals who can take the world with a smile. With them in our presence life takes on a new flavor and zest. A proprietor of this caliber entices his men to effort almost without his own knowledge. When he fails to appear he is missed; they expected him and without him there seems to be a cog loose. He has made himself essential and the interests of the clerks are his interests. The system of our optimistic proprietor is one of perfect harmony and equilibrium.

With our pessimistic proprietor a thick cloud of gloom seems ever to envelope him as a dark mantel. No one cares to penetrate into his surly nature. He enters his place of business, greets no one and no one greets him. He does not know a joke himself and still less does he know how to appreciate one. From him a beautiful show window never wins a single comment. Why? He never noticed it. He is a man by himself and a man for himself; his clerks are nothing more to him than mere insignificant machines. He does not treat them as well as his typewriter—he oils that once in a while. He pays no heed to the standing of his employe as an individual. Our pessimistic proprietor has no mutual interests with his clerks and they have none with him. His system is, by no means, one of harmony, but rather one of disharmony. I have placed before you two extreme cases and in passing from one to the other there are many little side lights at which we need to take a glance. A proprietor has the initiative right, by virtue of his position, but surely this right belongs also to the clerk in dealing with his customers. Often when a clerk is making a sale this proprietor

will step up and with no other motive than merely to show his authority undertake to refute whatever statement the clerk may have made and even go so far as to cut a price lower than the clerk has offered it. When uncalled for this is entirely out of place. It destroys every grain of confidence that the customer may have had in the clerk and also weakens his ability as a salesman in the future.

In the matter of buying merchandise, as well as in many other things, the clerk is never called upon for a suggestion and much less is his opinion invited as regards some certain plan or other. As a suggestion it would not seem at all unfair that you take your clerk in council and make use of his suggestions. They will be a great help, for usually the proprietor does not know as much about the supply and demand as the clerk, which is also very natural, since the clerk's work lies therein and the proprietor's usually does not. To the proprietor it might be suggested that you take the clerk more in to your business and thus insure you a larger profit. We have also the proprietor who so loves authority that he even displays it in public. Often a clerk is reprimanded before the eyes of his fellows and even before his customers. Such occurrences are, indeed, very displeasing to the clerk, but he is obliged to hide his chagrin. The employer seems to forget that pride dwells in the heart of every bosom. He does not even seem to realize that his own pride is so great that it approaches a haughty arrogance and yet he expects the clerk to humble himself and cringe before him, contrary to his own nature. Proprietors want men to work for them, yet they will all agree that the "man without pride is no man at all." They make a mistake in looking for two kinds of creatures in one individual.

We have also a kind of proprietor who knows it all himself. He forgets that the clerk is also a living mechanism as himself and that he, too, is equipped with a thinking apparatus. He lives on the absurd assurance that he has learned in a few years what it has taken God millions of years to create. We all make mistakes, even angels, and why not proprietors. Such an infallible employer expects his clerks to do and think exactly as he does, since he, of course, knows it all. According to his own fool theory, he wishes to educate his clerks and, in truth, they see only his sublime ignorance. If such a man really possesses a single spark of intelligence he succeeds remarkably well in smothering it.

The old fashioned pastor who might be, perhaps, a little prosy in the pulpit, but to whom his people felt they might come in any sorrow and who knew personally every member of his congregation, has very good hold on his flock. So it must be with the clerk and proprietor. They must have mutual interests, mutual joys and mutual sorrows. They must know one another personally as individuals and the result can not be otherwise than successful. One of the Clerks.

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.



Push and Personality Count For Much.

Webster's definition of the word success is "accomplishing what has been undertaken." This definition is undoubtedly correct, but we have decided that there are two kinds of success: Success and successful success. And, in order to obtain the latter, it is necessary for one to have at least two qualifications, namely, push and personality.

Running a business year after year without failing; buying and selling goods year after year without a profit, is not success, nor necessarily failure; but you have not succeeded in accomplishing what you have undertaken.

To illustrate, I call to mind a man who started in the hardware business some twenty-five years ago, and after running along sixteen or eighteen years sold out and retired with practically the same amount of money that he had started with.

Now, this man was not a failure, nor was he a twentieth century success. He had accomplished his aspirations, but he had not succeeded in running a successful business.

His aspirations were at fault. This man evidently lacked the qualifications that go to make up a successful business man. He had the goods, the location and the opportunity, and, had he put forth the right effort, he would undoubtedly have succeeded financially; or if his personality had been of the right sort, if he had even made a profit upon the goods that he sold, he would have redeemed himself, and, without a question, would have been operating a successful business to-day.

The man who is satisfied with things as they are never makes them better.

One man says you have succeeded because you have located at a certain place at the right time. Another says you have succeeded because you have had the opportunity. Abraham Lincoln said: "Don't whine about the lack of opportunity. There are opportunities for every one who is able to convince the world by his industry that he is worthy of success."

There never has been a time when there was not an opportunity for every man who was willing to take advantage of it, and the opportunity of doing a good business never was better than at the present time. The thing to do is to take advantage of this opportunity and make every effort count in getting every dollar's worth of business that you can at a profit.

Josh Billings says he "admires a rooster for two things, one is the crow that is in him, and the other the spurs that he has on him to back

up his crow." This can be applied to the man. We admire him for the noise that he can make, if he is capable and has the business ability and personality to back up this noise.

A successful business man thinks out his business and then works out his thoughts. He does not sit down and wait for business to come to him, but thinks and devises means by which to draw trade. He is constantly planning and scheming to attract people to his store, and is also on the lookout for up-to-date methods in advertising, in selling goods, in store system and in everything that will assist him to satisfy his customers and get results.

If you are satisfied that you have a better selected stock than your competitor, if you know the goods you sell are more satisfactory and of better quality, if you are capable of serving your trade in a better and more satisfactory manner than the other fellow, don't hesitate to tell about it.

No man is as stupid as he who is unsuccessful and stubbornly persists in holding to the methods that make him so, refusing to try up-to-date methods because he "does not believe in them."

Personality is the greatest asset that any retail business man can have. He may have the goods, the price, the location, but he must have the personal magnetism in order to have business success. Every man stands for something in his own business and represents idea of his own.

You will find upon investigation that the heads of our largest financial institutions are men of wonderful personality, who have injected this personality into their business until it is felt in every department.

Every customer who enters your store is impressed with the manner in which you conduct your business, the greeting he receives and the courtesies extended him by every one employed in the store. Your personal appearance and the appearance of the store go a long way toward making of him a permanent and profitable customer.

Goods and prices are not all that go to make up a successful business. People nowadays like to trade at a store that is up to date in business methods; one that has a system of arranging and displaying goods artistically; a store that has a reputation for being strictly honest and honorable in all its dealings and a store whose reputation and character stands for something more than dollars and cents.

Make every customer that comes into your store feel that his presence, as well as the business that he does

with you, is necessary to your success. Enthuse him with cheerfulness and bright prospects for the future and at all times see that he receives attention and courteous treatment. Gain his confidence and never betray it. Remember, that it is the man behind the gun and not the gun that wins the battle.

In order to be successful you must get a profit upon the goods you sell. Understand we do not mean by this that you must not sell any article without a profit, as it is sometimes necessary in closing out a certain line to sacrifice your profit. Sometimes you are forced to sell certain articles without a profit to meet a price by a competitor who has not given any thought to the actual cost of the goods.

We do not think that there is any way to determine an equitable fixed per cent. of profit to add to each article. The staple articles that you handle are turned many times during the year, while seasonable goods are only in demand once a year.

Your profit depends upon the volume of business as well as a generous profit upon each sale. The article for which you can create the greatest demand among the greatest number of people by advertising it judiciously, is the article upon which you want to make your money.

First you must know what your goods cost, not what they cost f. o. b. Chicago, Omaha or Lincoln; not what they cost delivered to your door, but what they cost you delivered to your customer.

The manufacturer figures the cost of each article that he makes to the minutest detail. He adds to this cost his profit and then sells to the jobber, who has carefully figured out what the article costs him, not at his store or warehouse, but delivered f.

WALTER SHANKLAND & CO.
85 CAMPAU ST., GRAND RAPIDS, MICH.

Mich. State Sales Agents for
The American Gas Mach. Co.
Albert Lea, Minn.



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To send for catalog showing our line of
**PEANUT ROASTERS,
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Makes Gasoline Lighting Systems and
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**Instantaneous
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Just Pull the Chain

Can be installed on any hollow wire system. Will work at any pressure. Needle cleaning stem. Rag or shaped mantle can be used. Get our price on complete system with 3/4-inch drop tubes and ceiling canopy above lamp.

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Modern Lighting Co.
240 Jefferson Ave.
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Established in 1873

Best Equipped
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**Steam and Water Heating
Iron Pipe
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Electrical and Gas Fixtures
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The Weatherly Co.
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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.

o. b. cars for shipment to the retail merchant and to the cost he adds his profit.

It is just as necessary to the retail merchant to figure the cost of the goods f. o. b. to the customer's door or wagon, and add the profit, as it is for the manufacturer and jobber to figure their actual cost to the point of delivery.

To determine the actual cost of your goods you must know what it costs you to run your business. It is a fact that 90 per cent. of the men who engage in business fail from the lack of knowledge about their business and lack of knowledge as to the cost of their goods.

Sell your goods at a profit. Remember that people may think of the price while they are making the purchase, but they think of the quality when they are using the goods long after. Talk quality and not prices. Educate your salesmen to talk the merits and quality of the goods you are selling and not the price on them.

We have a motto hanging in our store which reads,

"The salesman that cuts the price to sell the goods is a bum salesman."

Advertise your business judiciously. Treat every one courteously. Make a profit upon your sales, make your business a pleasure and your store something more than a place to buy and sell goods. If you will do this there is no question about your success.

Always remember that "The thing that goes the farthest toward making life worth while, that costs the least and does the most, is just a pleasant smile."
J. Cass Cornell.

Why Iron Rusts.

British investigators estimate that the rails of a single railway system in England lose eighteen tons in weight every day, and that the larger part of this loss is due to the effects of rust. The problem of rust is of great economical importance, not only because of such losses as that just mentioned, but also because of the great expense involved in repainting iron and steel structures in order to preserve them. Thus \$10,000 a year is spent in painting the great Scotch bridge over the Forth. Recent experiments indicate that pure iron in the presence of pure oxygen does not rust. It appears to be necessary for the production of rust that some acid, notably carbonic acid, shall be present. When iron is subjected to the action of water containing traces of acid, and in the presence of atmospheric oxygen, it always rusts. The rapid rusting of iron in railroad stations is ascribed to the presence of sulphuric acid derived from the smoke of locomotives.

Stalled Him.

The Joker—Hear Jones is making all kinds of money these days.

The Wise Guy—Oh, why, he's been working in the mint for some time.

The reason drink makes people happy is because it deadens their conscience.

The easiest way at first is often the hardest way eventually.

Idle Thoughts of a Philosopher.

Wisdom is the ultimate outgrowth of our experience in folly, wherefore if the fool-killer were on his job no one would live to be wise.

The honest critic is the knocker on our door which Opportunity uses when she comes to visit us.

The successful man is he who can take the lemons handed him by life and sell their juices in lemonade to his neighbors.

A girl may smile and smile and be unwillin' still.

The half-baked poet is usually roasted before he gets through.

If it were really true that the bird in hand is worth two in the bush, it would not be long before somebody started an institution to get all the birds in the bush in hand.

While an old head on young shoulders is considered a desirable combination, a young arm around an old waist is likely to result in serious complications.

First be sure you're right, then go ahead, said the wise man. It is equally good advice for the man who is sure he is left.

On the whole, judging from many years of observation, one is inclined to believe that the really best man at the average wedding is the minister.

Hot tempers breed chilly households.

The wages of sin may be death, but signs are not wanting that there is also a large cash advance thrown in.

Never put off until to-morrow the underclothes that are needed to-day.

The rolling stone gathers no moss—that is very true, but it does gather momentum and momentum is a far more useful commodity than moss.

Love laughs at locksmiths probably because he is sure he knows the right combination.

A promoter is a man who counts his chickens before they are hatched and in nine cases out of ten manages to deliver the stock.

One trouble is that people won't let us pay as we go, preferring to have us pay in advance.

Silence once broken can never be repaired.

Marriage is not always a failure, even although the bride's father in every instance makes an assignment of his daughter's happiness and places her in the hands of a receiver.

If it were so arranged that we had our headache the day before, instead of the day after, there would be more temperance in the world.

If everybody in the world knew all that we know about ourselves there would not be much high society left.

The best check on extravagance is a small one.

Bring up a child in the way he should go and the chances are he will not begin to sow his wild oats until he has passed 40.

Some men are so wide awake in this world that they let their consciences do all their sleeping for them.

Knowledge may be power, but it is just as well on a long run to have an extra can of gasoline along.

An axiom is a thing that has been

so for so many years that people begin to suspect that they have been fooled by it.

A woman of 40 may be proud of her figure, but she very seldom confesses to it.

A street may be entirely devoid of trees and yet be a very shady sort of a place.

If dollars were made of asbestos we should yet find men who were able to burn them.

It does not take a very brainy pugilist to know what's swat.

Many men devote a lifetime to searching for their sphere when they would find it in a moment in the family circle.

Genius is forgiven much, which is why the world judges actors by their acting rather than by their behavior.

The man who brags about his best girl's beauty is probably hoping to get a kiss for his blow.—Harper's Weekly.

Boosting the Home Town.

Merchants and other business men in some towns are constantly running down the place, or are indifferent to its welfare and never have anything good to say about it. These are usually the places where lawns run to weeds and tall grass, streets are unkept and shade trees untrimmed. Strangers hesitate there no longer than necessary, but hurry off with the firm conviction that it is a town whose cause has departed.

In striking contrast to this sort of town there are those where everybody is constantly rooting for the place. New industries are welcomed, all modern improvements are encouraged, fire protection is brought to the standard of efficiency, educational institutions supported and everything that makes for the comfort and welfare of the people sanctioned by the city fathers.

Such a town is Wellsville, N. Y., the metropolis of Allegan county. The Business Men's Association is active in booming the town. Among the recent literature it has issued is "A Wellsville Creed," which shows the wholesome attitude of the people

toward their town and their belief in its future growth and prosperity:

We Believe in Wellsville.
We Believe in Wellsville to live in. She is attractive and healthful, modern and progressive.

We Believe her future prosperity is assured by natural advantages and by the enterprise of her people.

We Believe that during the next few years Wellsville will make advancement unprecedented in her history.

We Believe in the Wellsville Business Men, who have developed her resources and built up her industries.

We Believe in the Working Men of Wellsville, who by their industry and thrift have made this a community of substantial homes.

We Believe that we owe Wellsville something more than the payment of our taxes. She gives most of our living, educates our children and protects our lives, health and property.

We Believe in the Schools of Wellsville; and in our High School, which is excelled by none and equalled by few in its successful endeavors to properly educate the youth. We stand for increased efficiency of our schools and their development along the most modern lines.

We Believe that Wellsville is surrounded by a Divinely-favored country. It has scenic beauty in hills and valleys; rich lands and pastures and abundantly watered farms; and it is blessed by a climate and altitude which render it freer from tuberculosis than almost any other section of the State. It lies in a zone which on this account is attracting widespread attention.

We Believe in the Business Men's Association and shall give it our hearty support. Our manifold resources, present and prospective, commercial, industrial and residential; our railroad facilities and the public spirit of our citizens render the future bright with promise.

Such a creed is a credit to a town.

Salesmanship is transforming indifference and inaction to a harmonious action to the mind of the salesman.

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.

GOLDEN RULE JONES.

Influence He Exerted in a Single Community.

Isn't it wonderful to observe the effect of just one big, honest, straight thinking man on a whole community—even years after his earthly passing? His spirit is taken on by others in the community and extended into all time.

The other night the writer talked for an hour and a half to about 300 members of the Business Men's Club of Toledo. There were none of the tricks to which a speaker usually resorts to hold a crowd—funny stories, for instance; but just the same character of material that has or might appear in this magazine—all based on the Golden Rule and the morals of efficiency.

They were all young men—manufacturers, merchants, bankers and a lawyer or two. The doors were open on the side and rear of the audience room—any of 'em could have easily slipped out unobserved, but not a man left his place and there wasn't a cynical face to be seen.

Their appreciation indicated a real democratic intelligence rarely found anywhere in the world in an equal body of men of the same community.

The reason was: The living spirit of Golden Rule Jones was in the heart of every man in that audience.

The earthly passing of Golden Rule Jones has been more than six years, many of these young men have become active since that time, yet they are participating in his estate of magnanimity—they have taken it as an inheritance.

Samuel M. Jones was a Welshman, the son of an humble stone cutter. His parents brought him to this country at an early age. As a young man he became a stationary engineer during the early oil excitement of Pennsylvania. It was here that he became a reader of books and a student of men. His reading finally extended to the poets and he probably received his first impressions of real democracy through Walt Whitman.

Finally he invented the device that is now universally used in pumping oil wells, built a large industry around his invention at Toledo and made a fortune.

Jones began to apply the Golden Rule to the human side of factory management; he said that manufacturing plants maintained departments for the upkeep of their tools and machinery and that he was going to maintain one for the upkeep of the human machine—man.

He gave them hot lunches at noon at cost; he gave Golden Rule Park to the men of his plant with free speech and band concerts Sunday afternoons, and set aside a block of the stock of his industry for those who had helped make it valuable.

With all this, or rather in spite of it, a group of his men struck for some trivial reason—the towels in the shop were not laundered by union labor, and it was this incident that brought Golden Rule Jones before the world conspicuously for all time.

He did not retaliate by acts born

of hate as most of us would have done.

He said that the principle was right in spite of the ignorant ingratitude of a few men—in the spirit of the Nazarene: "They know not what they do."

Here Golden Rule Jones applied the religion that most of us have professed but have not practiced.

This act was conspicuous because it was exclusive—he maintained his exclusiveness in the midst of a crowd.

He saw the need of his efforts beyond the fences of his own plant; the success of the applied principles in his private business gave him courage to apply them to community problems, and he was twice elected mayor of Toledo on an independent ticket. He applied the same business principles of economy in the conduct of public business as he had in private business; for he once said that there was no difference between private business and public business, that if you found the ice man grafting so also would there be graft by the policeman on the beat. He also applied the Golden Rule principle to the handling of police court cases; for he held that most crime was a social disease created by all the people and that it was a mirror in which all the people could look and see their own creations; that a police court should be a place of correction rather than a place of punishment.

Like all men who carry big loads, he wobbled at times; it was a question of judgment rather than intention—but he proceeded.

Yes, and his effort did not stop with his earthly life—as said in the beginning:

The spirit of Golden Rule Jones still lives.

Toledo, Ohio, may never be as big as New York or Chicago, but it will realize an ideal of its people greater than mere bigness: That of a quality community and all due to one man sowing the seed.

Toledo has a civic scheme that is unique from that of Cleveland, Washington or Chicago in the fact that it will be carried out. They have in mind to make it a civic center socially rather than ornamentally. These last named cities have in mind group plans where architecture is regarded as scene painting—purely a scheme of elaboration with a long mall to interrupt the traffic of a city and divide a community.

What Toledo has in mind is a place where all the people can get together and know one another. The men of industry and commerce have a club where they meet for common good and their civic center scheme is just an enlargement of this idea—where all men, the laboring man, can meet for common good, to produce a quality community.

Most people have the idea that a great city is a big city, just the same as they have the idea that a large family is necessarily a prosperous family or a happy fireside.

Three hundred thousand is large enough for any community.

Many of us may not realize it now,

but the greatest benefit of the trolley car is as a depopulating agency to the city. People must not only be brought into the country, but the actual country must be brought into the city.

The city playground and the city park is just the beginning of bringing the country into the city.

That communities should be smaller rather than larger for the good of all the people in a community is indicated by the fact that the influence of one big strong man is greater power for good in a small community—his influence is more easily felt.

A Golden Rule Jones would have little or no effect on Chicago or New York.

Big men never trot in double harness.

If there are two big men in a community they are antagonistic to one another. They spend their time fighting each other rather than for the good of the community, so their influence is not felt.

Big men never work in groups.

One man in a community may have a lot of smaller men helping him, but they are never men his own size.

One big man in a community may have a group of smaller men fighting him, but he makes his influence felt in spite of these.

The one influence in a community is well illustrated by the fact that the most beautiful monumental bank building in the world is at Owatonna, Minnesota, a little town of about 6,000 inhabitants, seventy miles south of St. Paul.

Understand, it is not a city bank in the country, but rather a country bank in the country.

The institution has thirty visitors a day from afar; artistic people from all over the world have been there just to see it.

The one man responsible for it is Carl K. Bennett, Vice-President of the bank. He came into the community as a boy some thirty-five years ago with his father, a country doctor, in a wagon. What inspired him to go to Chicago, employ Louis H. Sullivan, one of the great artist-architects of all time, no one knows; but the building is there, and it will be there for all time as a great modifying influence among the townspeople, and all due to one man.

Everything is a reflection of the man who pays his bills.

That good architecture pays from a commercial standpoint is proven by the fact that the deposits have increased in the bank more than 30 per cent. since the completion of this building.

This man Bennett is doing more for his community than mere banking—he is rendering a social service.

John E. Scott, a merchant of Prairie Farms, Wisconsin, is another one-man influence. He built the most beautiful country store in the country at his little town and in the middle of a four-acre park. There are rest rooms for the farmers' wives, nursery for the babies, a loafing room for the men and a free stable for the farmers' horses. This man is more

than a merchant in his community. He has taken the social spirit which ordinarily exists in and around the court house of a community and has moved it to his store. He has provided an influence for better order and greater efficiency and generally a better physical condition of living.

Henry S. Arndt, of Amherst, Ohio, is still another one-man influence. He came into the town as an humble carpenter, but he didn't remain humble very long. He organized the most successful instances of co-operative supply stores in the country, saving his fellow workers 30 per cent. on their supply and fuel bills. It is so successful that it has been blown up once and burned down twice by the few that didn't like it. But that did not make any difference—they built it up again each time. Very recently Arndt organized a municipal lighting plant where the people get cheaper light and power than ever before. The ignorant few put emery in the engine bearings and brick dust in the dynamo, but it did not discourage the one man bigger than them all.

All these men have the spirit of Golden Rule Jones—in their ability to see profit in altruistic principles rather than in fighting over petty personalities.

These big men put forth the effort that makes up for the loss of effort on the part of many who fight each other rather than work with each other. Men, most men, have not learned that it is a waste of good effort to fight.

The real and great work of these altruists is in the example they leave—their qualities that are taken on by a coming generation. Those who fight them for mere personalities are soon forgotten.

After all, the brotherhood of man is nothing more than co-operation.

The world improves by the efforts of big men who do things in spite of a lack of co-operation. Their work continues and is enlarged by men who come after them and see their example.

David Gibson.

Be a Quality Man.

This is the age of quality. Fifty-thousand-dollar men have jobs thrust upon them, while dollar-a-day men walk the streets for work. Doctors who charge \$20 fees have crowded offices, while 25 cent doctors play to empty chairs.

Artists who charge \$1,000 a picture have orders without number, while the long-haired dauber who asks \$10 goes months without an order.

Good workmen are singing happily as they toil, while poor sticks are pressing paving bricks. Good goods sell at good prices, while trash camps upon the shelves.

Be a quality man and the goods will help you. Have a quality store; let it be neat and clean and spic and span. Buy quality goods; exhibit them as such goods should be exhibited; learn all about them and talk of them as respectfully and praisefully as you would talk of quality people. Have quality actions, quality manners and quality will be yours to gather.—
Harness World.

DAVID D. AITKEN,
PRESIDENT

EDWIN O. WOOD
SEC'Y-TREAS.

MUNICIPAL WATER, LIGHT AND POWER COMPANY
MACKINAC ISLAND, MICHIGAN

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PLANT AND SUPERINTENDENT'S OFFICE,
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MACKINAC ISLAND, MICHIGAN

Aug 19th 1909

Grand Rapids Safe Co.
Grand Rapids, Mich.

Gentlemen,

Enclosed find \$412.50 in set-
tlement for safe received promptly
according to agreement and in
good condition.

The safe is satisfactory, and
one of the best of its kind and
size we have ever seen.

We thank you for the consid-
eration given to this purchase,
and shall always commend
the Grand Rapids Safe Co. as headquarters
for standard, high grade safes and
vaults and at prices below any we
were able to secure elsewhere. Yours truly,
Municipal Water Light & Power Co.



How One Drummer's Boys Were Brought Up.

Written for the Tradesman.

This commercial traveler evidently is very proud of his sons, and from his account of them it is plain that they are sons to be proud of. The elder one is at Yale fitting himself for the consular service; the younger is attending an excellent Michigan college and, although he has not yet quite decided as to what career he will enter upon, he will probably choose journalism.

While not lacking in snap and ginger, they always have been good boys and the drummer and his wife have known nothing of the days and nights of racking anxiety which the parents of wild and wayward boys have to undergo. Moreover, these young men are appreciative of what is being done for them, and, without being "grinds" are diligent in their studies and ambitious to achieve success. They are not like so many boys that are sent to college, merely putting in their time and giving their chief attention to athletics and football.

The drummer went on to tell how they had managed their sons. While the boys were in high school the mother always made it a point to be at home when they returned from school. As it was a one session school they usually came home at 1 o'clock. After luncheon the regular programme was that the boys prepare their lessons for the next day. This routine was never interrupted for causes. Ordinarily, they could finish their study and have some time for play before the 6 o'clock dinner.

In the evening the mother would have some entertaining book to read loud. The time would pass so pleasantly that going downtown to spend their leisure time never had the fascination for these boys that makes for the ruin of so many lads. Idle evenings, spent in places more or less questionable in character, listening to foul stories and acquiring low ideals of life and conduct pave the way for the vices and even the crimes of a few years later. For the drummer's boys there were no idle evenings.

The drummer gave most of the credit to his wife, for, during the dozen or more years he has been on the road, he has, of course, spent but little time with his sons. However, when at home, he has made it his practice to share in their sports, learn something of their work in school and become acquainted, so far as possible, with their companions.

He recalled very pleasantly how, years ago, when they were little fellows, before he took up the work of traveling, every night after supper he

would undress them and get them ready for bed, and then would sit before the fire with one boy on either knee and read to them from one of Parkman's Histories. They never tired of this book. Over and over again he read it to them, until they almost knew it by heart from cover to cover. No wonder that one of the boys has been pronounced the finest historian in his class.

Perhaps these were exceptional boys, with naturally fined tastes and higher aspirations than you can expect to find in most lads, even those who are the sons of bright, intelligent parents. All fathers and mothers can not give their children the opportunities the drummer and his wife are giving their boys, and in various other respects an exact imitation of the methods described would be impossible in most families.

Yet if all parents would bestow the same thoughtful care upon the training of their sons and manifest the same self-sacrificing devotion that the drummer and his wife have shown, would the bitter sorrow of sons gone wrong darken so many homes? Boys are not all alike, and the kind of training that is best for one may not answer at all for another. All need a father and a mother who are willing to give time and attention to thinking out what sort of management is best adapted to each individual case.

In the scheme of life of the drummer and his wife the morals, manners, education and general welfare of the boys have been given the place of chief importance. Pleasure, money and social prestige have been held subordinate. Can the father whose whole heart is in his club or in his sports or in the furtherance of business schemes, when already he has a competence, reasonably complain if his sons do not turn out in a way to do him credit? Can the mother whose soul is bent on bridge or clothes or getting up in society or becoming a shining light in her culture club expect to wear as fair a chaplet of honor as that which, well deserved, adorns the brow of this drummer's wife? Quillo.

Trade in Shirts Not Up to the Normal.

When a real out-and-out, tip top Broadway furnishing goods dealer relates to the listener that his custom shirt department is doing much better, relatively, than his stock shirt department, the said listener feels that there is some truth in the talk that present counter trade in shirts and in other furnishings is not up to normal. Why? Nobody appears to

know. Salesmen in various lines returning from the West and Middle West mention good business in those directions; but when the same fraternity hold conference with their brethren who travel in the Eastward and Middle States they learn that April was not an encouraging month for them. However, the retailer must take his own chances, West or East—the wholesale shirt trade has had a good charging-up season and has much remaining for book-keepers' employment.

Another Broadway furnisher who is not tip top but who is at the top of his own class—the class that hasn't the gall to charge \$3.50 for a \$2 shirt—says: "These spring and fall clearance sales of shirts are in a measure hurtful to the business, and for the reason that many consumers wait for them and in that way become confirmed in the belief that the waiting game pays them year by year. So we must suffer dull spells on that account or fill our windows with reduced price offerings. It grieves us, though, to see shirt sales made under phantom reductions, such as '\$2.50, worth \$3.50,' and the cloth no better than that of our regular \$2 garment."

The complaining gentleman must suffer and be calm. Clearance sales are one of the customs of the country and shirt clearances are in it to stay unless the powers in Washington shall appoint a commission to investigate the reasons for overproduction—and regulate accordingly.

Have we no jocular persons in the shirt selling brigade? Yes; there are three to our knowledge and here is what one of them—a manager—says: "You fashion writers who work the swell end of the furnishing goods trade and give us common people the tip as to what society wears, are not so artful in new phrase coining, I reckon, as the gents who write up ladies' goods. They have given us 'under-muslins.' It saves them from blushing, I take it. Now, why don't you real classy fellows work up 'over-cottons' for men's shirts? Say, there is something for you to feature. Throw away that cigarette. Here is a cigar for you to smoke. Take a brace. Be smart!"

The fancy field of the shirt domains has a constructive surface and a color landscape that please the beholder and afford an opportunity for counter clerks to study the useful and ornamental when business is dull at retail. There are some pretty fronts showing two rows of narrow white tucking with an inch-width of plain cloth between the rows, and on this are small printings of wreaths and flowers in light shades. Narrow white tucks and narrow white pleats on white bodies are among the staple good things. French pique bosoms of color alternating with white—pleat for pleat—make companionship with white corded bodies in neat combinations. In this fancy field are also quarter-inch stripes on bosom and cuffs attached to solid-color bodies to match the stripes—buff, quaker gray, blue, light green and helio. Neckwear to match? Yes, and gloves where buff or gray make the harmony. And haven't you seen the gray derby hats

and gray spats? Certainly you have. The buff derby has not arrived, but the match season is here and the gentlemanly shirt is doing its share in its own way.—Clothier and Furnisher.

When you see a traveler hustling extra hard make up your mind his object is to reach Grand Rapids by Saturday night. Sunday passes quickly at

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.

Ideal Shirts

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

Chambrays
Drills
Sateens
Silkeline
Percales
Bedford Cords
Madras
Pajama Cloth

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

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

Write us for samples.

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

Gripsack Brigade.

An Elk Rapids correspondent writes as follows: Percy Noble has accepted a position as traveling salesman for the Builders' and Supply Co., of Grand Rapids, and left Monday to begin his first trip in the southern part of the State.

A Kalamazoo correspondent writes: G. E. Murphy, of Des Moines, Ia., who has been traveling out of Chicago for the fertilizing department of Swift & Co., will locate in this city. He will have headquarters on West Cedar street and be the company's resident salesman.

Peter R. Howard, who has clerked several years in the shoe store of T. S. Rogers, at Big Rapids and at Jackson, has secured the position of Upper Peninsula salesman for Hirth, Krause & Co. and starts out on his initial trip next Monday. Mr. Howard is thoroughly grounded in the shoe business and will, undoubtedly, score a success in his new undertaking.

Indianapolis Star: The salesmen for Indianapolis manufacturers and wholesalers will meet on an equal footing with their employers Saturday afternoon and evening as special guests of the Indianapolis Trade Association. Through the employers, who are members of the Association, invitations have been sent salesmen to enjoy an excursion trip around Indianapolis, followed by supper and a high-class vaudeville entertainment at the German House in the evening. Those who are to participate in this unique entertainment will be provided with special tickets by the heads of their firms, or salesmen employed by Association houses may obtain tickets from W. J. Dobyns, Secretary of the Indianapolis Trade Association. The event is intended to bring into closer touch the salesmen connected with the Association houses and also to show to those who make the trip the extent of the manufacturing and jobbing business in Indianapolis. The afternoon excursion, starting at 1 o'clock from the Union Station, will be made in two special trains of ten cars each over the Belt Railroad. Many of the largest factories in the city are along the line of the Belt, and there will be a special representative with each car to point out to the excursionists the various industries. As the trip is made attention also will be called to the location of vacant ground that might be used for new factory sites, as it is not infrequent for traveling salesmen to be asked while on the road where desirable factory sites are to be found in Indianapolis. A portion of the evening will be given to informal speeches, in which the purposes of the Trade Association will be explained to the salesmen, and they will also be told how they may co-operate in building up Indianapolis as an ideal market. Charles A. Bookwalter, N. A. Gladding and Horace C. Starr are among those on the program. Following these talks a vaudeville entertainment will be presented by professionals from the local theaters. One of the matters which will be presented to the salesmen is the trade extension trip to be made through the

northern part of Indiana by representatives of the association houses May 31 and June 1 and 2. Seventeen concerns have already made reservations, the number of which will be limited to fifty. Chicago and Cleveland are understood to be preparing for trade excursion trips into Indiana. The Indianapolis Association proposes to cover most of the State by several trips before the "foreigners" can invade the territory.

Trade Extension Trip By Indianapolis Jobbers.

Indianapolis, May 10—The Indianapolis Trade Association has arranged for a "trade extension trip," which will be made by electric lines, starting Tuesday morning, May 31. The itinerary covers a number of cities and towns, including Noblesville, Tipton, Kokomo, Logansport, Goshen, Elkhart, Anderson and Muncie. Details of the trip are being planned by the trade extension committee of the Association, and it is believed that not fewer than fifty concerns will be represented by members.

The first "buyers' social meet" of the Association will be held June 14, 15 and 16, during aviation week. Among the features the committee will provide for the entertainment of buyers will be an afternoon at baseball, Tuesday; an afternoon at the speedway, Wednesday, and a smoker and other attractions Thursday. A plan is contemplated to issue to buyers, through the members of the Association, complimentary books containing tickets for the various entertainments provided for by the Association.

The details are being worked out for the entertainment that is to be afforded traveling men representing various members of the Association. Saturday, May 14, afternoon and evening. One of the features will be the trip around the Belt railroad, with a guide on each car of the special train to point out and explain the various industries along the way. Following the trip there will be a buffet luncheon. In the evening there will be a number of talks by representatives of the Association and the traveling men, and other interesting features will be provided by the entertainment committee.

The publicity and convention division of the Association will soon make a special request of every industry in the city, especially those whose plants are on steam or inter-urban railroads, to put large signs on their buildings advertising their business, also showing the name of the city. These signs, it is explained, should be large enough to be read easily by passengers on trains and thus afford an opportunity for business men not only to advertise their business, but the city as well.

How to make a chemical barometer to foretell the weather: Put a small quantity of finely pulverized alum in a long vial and fill with alcohol. When the atmosphere is dry and clear the spirits will be clear as crystal; but, with the approach of rain or bad weather, the alum will rise in the center in the form of a spiral cloud.

Manufacturing Matters.

Orion—The Universal Implement Co. has been organized with an authorized capital stock of \$15,000, all of which has been subscribed and \$5,000 paid in in cash and property.

Detroit—The Walter Machine Co. has engaged in the general foundry business with an authorized capital stock of \$75,000, of which \$40,000 has been subscribed and paid in in cash.

Cassopolis—The Michigan Grain & Seed Separator Co. has been organized with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed and \$2,000 paid in in cash.

Muskegon—The Peoples Milling Co. has increased its capital stock from \$25,000 to \$40,000. Subscriptions for the new stock are being solicited among the retail dealers of this city and Grand Rapids.

Detroit—A new company has been incorporated under the style of the Hupp-Johnson Forge Co., with an authorized capital stock of \$100,000, of which \$50,000 has been subscribed and \$10,000 paid in in cash.

Holland—A new firm under the name of Westveld & Co. for the manufacture of Mission furniture and porch and door screens has been formed by J. Westveld and others, who will begin operations in about ten days.

Detroit—A new company has been organized under the style of the Detroit Gear & Machine Co., with an authorized capital stock of \$80,000 common and \$20,000 preferred, of which \$66,500 has been subscribed and \$30,000 paid in in cash.

Sturgis—The Morency-Van Buren Manufacturing Co., manufacturer and jobber of plumbers' supplies, has merged its business into a stock company under the same style. The company has an authorized capital stock of \$20,000, of which \$14,000 has been subscribed and paid in in cash.

Detroit—Robert L. Fee, who has conducted a cigar factory under the style of the Lagora Fee Co., has merged the business into a stock company under the same style, with an authorized capital stock of \$25,000, all of which has been subscribed, \$2,000 being paid in in cash and \$23,000 in property.

Cheboygan—The Wylie & Buell Lumber Co. is extending the Haakwood branch of the Mackinaw division of the Michigan Central about six miles for the purpose of reaching 75,000,000 feet of timber. The lumber company makes the roadbed and grade and the railroad company puts on the iron and equipment.

Rockwood—F. Baumeister & Son, basket manufacturers, have merged their business into a stock company under the same style. The corporation has an authorized stock of \$25,000, of which \$17,300 has been subscribed, \$300 being paid in in cash and \$17,000 in property. Operations will be carried on at this place and at Gladwin.

Lansing—The Air Cooled Motor Co. has changed hands, Wells G. Brown, confidential secretary to R. E. Olds, having purchased the plant of W. S. Olds. The company has been turning out high grade motors of the air cooled variety for a num-

ber of years, having been one of the first to manufacture an engine in which the cooling process was accomplished successfully by other means than a water jacket.

Further Plans For the Automobile Trip.

Muskegon, May 10—Plans for taking a still larger crowd of Muskegon delegates to the annual convention of the Michigan Retail Grocers' Association, to be held in Detroit May 24, 25 and 26, were made at the last meeting of the Muskegon Business Men's Protective Association. Alternates to the present ten delegates were appointed and still other grocers may go.

It is expected that at least three touring cars will be needed to take the delegates across State. It was also decided that the delegates should have letters pinned on their backs spelling out the name Muskegon, and that all should be dressed the same, in automobile costume. Plenty of noise will be made on the trip and everybody informed that the crowd is from Muskegon.

The project of bringing the next State convention to this city will probably not be undertaken, the consensus of opinion being that it is too big for the present organization to attempt while still in its infancy. At least nothing will be done to this end before the delegates reach Detroit. After this they will be governed largely by circumstances.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, May 11—Creamery, fresh, 25@28c; dairy, fresh, 22@25c; poor to common, 20@22c.

Eggs—Strictly fresh, 21@21½c.
Dressed Poultry—Iced fowls, 18@19c; old cocks, 14@15c; turkeys, 18@22c.

Live Poultry—Fowls, 17@18c; old cocks, 14c; ducks, 18@19c; geese, 13@14c; turkeys, 15@18c.

Beans—Pea, hand-picked, \$2.30@2.35; red kidney, hand-picked, \$3@3.10; white kidney, hand-picked, \$2.75@2.90; marrow, \$2.85@2.90; medium, hand-picked, \$2.30@2.35.

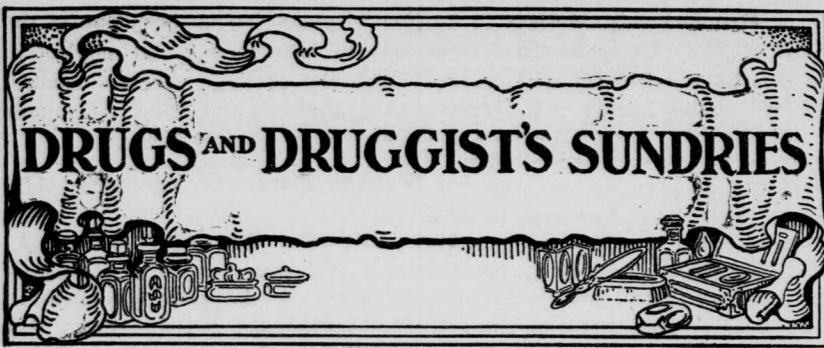
Potatoes—25c per bu.
Rea & Witzig.

Will Visit Forty Cities By Trolley.

A party of Utica, N. Y., business men started May 10 on a tour embracing forty cities and towns in New York, Michigan, Ohio, Indiana and Kentucky and covering 2,049 miles. The trip will be made entirely by trolley. The tour is unique for two reasons: It is the first long trip of this kind ever taken by business men, not calling on the trade, and it is the first time that business men, as a party, have taken two weeks' time, paying their own expenses, simply to find out how other cities are doing things for the purpose of making their home community a better place in which to live and labor.

A nest-egg in bank will keep a man from brooding over his troubles.

When you go hunting hunt before you see the game, not after you see it.



Michigan Board of Pharmacy.
 President—W. E. Collins, Owosso.
 Secretary—John D. Muir, Grand Rapids.
 Treasurer—W. A. Dohany, Detroit.
 Other Members—Edw. J. Rodgers, Port Huron, and John J. Campbell, Pigeon.

Michigan Retail Druggists' Association.
 President—C. A. Bugbee, Traverse City.
 First Vice-President—Fred Brundage, Muskegon.
 Second Vice-President—C. H. Jongejan, Grand Rapids.
 Secretary—H. R. McDonald, Traverse City.
 Treasurer—Henry Riechel, Grand Rapids.

Michigan State Pharmaceutical Association.
 President—Edw. J. Rodgers, Port Huron.
 First Vice-President—J. E. Way, Jackson.
 Second Vice-President—W. R. Hall, Manistee.
 Third Vice-President—O. A. Fanckboner, Grand Rapids.
 Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—Willis Leisenring, Pontiac.

Would Make Drug Stores Dry.

Richmond, Va., May 4—The American Pharmaceutical Association today placed itself on record as advocating the abolition of alcohol as a commodity of sale in all American drug stores and earnestly urged the elimination of all traffic in what it termed "habit-forming drugs."

Some Features of An Up-To-Date Drug Store.

Saginaw, May 10—An up-to-date drug store, according to the ideas of some who are in the drug business, was described by a traveling man, who handed Henry Heim, the local druggist, what he had written. Mr. Heim was attracted by the article and had it published in the form of a unique booklet for the benefit of his personal friends who are in a position to appreciate such things. The subject matter is as follows:

Cut rates.

Ice cream soda, sparkling, invigorating, refreshing.

Don't forget our lunch department. Ham, slam and jam sandwiches. Chicken a-la-mode.

Remember we have a little sequestered corner in our store where you can hold hands without being molested.

While taking a hike around town leave your suit cases, hen fruit, baskets, packages, etc., at our store.

Certainly we have both phones. Do not be backward about coming in and using them. That's what they are there for. Kindly report any inattention of phone operator. We are bound to please.

The latest railroad, steamboat and interurban time tables always on tap.

Don't hesitate to use our city directory; we always have the latest edition.

Our clerks are walking encyclopedias. They can answer any question you might ask, whether it is about the

weather, ball games, proper time to plant sweet peas, rates of postage, et cetera. They are never too tired to tell you all about it. They always smile and never sleep.

Don't forget when buying your souvenir post cards elsewhere that we sell stamps and furnish pencils, ink and pen to address same.

Our lightning messengers reach all parts of the city, so phone in your wants. Please do not tip the boys as we pay them a magnificent salary, besides it would be encroaching on the Saginaw spirit.

Bring in your slovenly wrapped dry goods and grocery packages to be re-wrapped. It will tickle us to death to do this; that's what we are here for. Our paper and twine cost us nothing. We have an uncle who owns a paper and twine factory.

Come in and get a little piece of alum or borax for that canker sore mouth.

Come in when you get some paint or grease on your garments. We are the free of charge clothes cleaners.

Come in when you are in need of an empty pasteboard box to stow away that picnic or excursion lunch.

Come in when you want your fountain pen reloaded.

Come in anyway.

Don't forget that we are one of the several thousand original cut-rate druggists now in existence. Yours truly, Hustle & Bustle.

Prescriptions! Why, yes, we still compound prescriptions; however, owing to our rapidly increasing soda and lunch business, we have relegated this department to an obscure corner in our basement.

Finis. Truth, not fiction. To the aspiring youth, desiring to learn the Poison Biz, we say if you are a natural born sweeper, mopper, duster and all around swipe get right into the band wagon—lots of money in it and a heap more hours. To be properly rigged for the fray delve into the mysteries of pharmacy early and late. You are expected to know a whole lot for the \$10 per you may get after years of preparation. The trend of the times demands higher education in pharmacy.

Habit-Forming Drug Legislation.

The A. Ph. A., the N. A. R. D., the various state pharmaceutical associations and individual pharmacists, as well as jobbers and manufacturers, have long endeavored to secure the proper control of the sale to consumers of habit-forming drugs. Various states have laws on the subject and other state legislatures are likely to soon enact measures intended to restrict the dangerous use of habit-

forming drugs. While this work is going on and considerable headway is being made, Senator Cullom, of Illinois, has introduced senate bill 6810, which would cause a decided stir among all interested in drug sales from the importer to the retailer, if anybody had the least idea that the bill stands the ghost of a show to become a law. The phraseology is a great improvement over that of the Coudrey Pharmacopoeia bill, but its real author is evidently as ignorant of drug conditions as was the person who dictated the bill introduced in the House by Representative Coudrey, of Missouri, and intended to provide for Government control and publication of the United States Pharmacopoeia. The Coudrey bill was the subject of extended comment largely on account of its amusing features, but the Cullom bill can not be considered entertaining from such a point of view. It makes clear in a straightforward manner just what is intended. It provides for an import tax of 1 cent per ounce, fluid or solid, on all habit-forming drugs, no matter whether in the crude form, as coca leaves, or in alkaloidal form, as cocaine. Each retailer will be required to pay a special tax of \$1 a year and be put to various other expenses and inconveniences. Importers, exporters, purchasers, manufacturers, wholesale manufacturing pharmacists and whole dealers and jobbers will be required to register with the collector of internal revenue and pay a tax of \$10 per year. Every person handling any of these drugs will be required to keep a record of both purchase and sale and furnish bond to the Commissioner of Internal Revenue. The bill in no way conflicts with the food and drugs act of June 30, 1906, but it does conflict with the ordinary customs of business without accomplishing the real purpose of such legislation, which is to protect the consumer. The bill may meet with amendments intended to improve it, but we imagine that it is more likely to quietly sleep with the Coudrey Pharmacopoeia bill.

The whirligig of time works many and curious changes and it is interesting to note how these differ more in individuality than as a class. As far as pharmaceutical and medical legislation are concerned, most bills are introduced by persons ignorant of the callings most affected, while others are presented for the purpose of accomplishing results of personal interest and are supported by arguments presented by those who are not hampered by facts in making their statements. — Meyer Brothers Druggist.

There's a Reason.

Physician—I have told you to take long walks in the open air and you are not doing it.

Confirmed Dyspeptic—I know it, Doctor, but you told me I was to take them on an empty stomach and I never have an empty stomach.

Who Can It Be?

"Have you noticed, my friend, how many fools there are on the earth?"

"Yes, and there's always one more than you think."

Allowable Colors for Foods and Drugs.

In accordance with the requirements of the food and drugs act and to permit of the carrying out of its provisions there have been promulgated certain regulations. Among these regulations are specific decisions as to what particular coloring materials may and what may not be employed in foods and drugs. Some of the individual states have supplemented this National regulation and decision by state rules and there has been in the pharmaceutical press considerable discussion of what dire results will overtake the confectioner, the ice cream maker, the candy manufacturer and the dispensing pharmacist if they do not immediately throw out all their coloring materials except those specifically mentioned in the regulation.

A pretty thorough enquiry, however, does not disclose that anyone is much frightened by these dire prognostications and we find that the manufacturers of colors have experienced no demand, or an extremely limited one, for the permitted colors. In fact, there is a very general impression that the regulations are not going to be enforced, that there are wheels within wheels and Government politics and the like, and that the newspaper talk is merely talk, while the powers that be sit back and say nothing. One thing is sure, that if there were an honest attempt on the part of the Government to enforce these regulations there would be a great hurrying around in a good many quarters to clean up the premises. We have not learned of anyone who has been prosecuted or even threatened with prosecution for using forbidden coloring matter, and it seems to be right up close to the Washington authorities and the state officers to make good in this matter. Thus far there has only been the cry of "wolf," "wolf," and it remains to be seen whether the end will be similar to that related in the nursery tale.

Liquid Crystals.

When the discovery of liquid crystals was announced some twenty years ago, many men of science were very sceptical on the subject, and thought that some error must have been made by the discoverer, Professor Lehmann. It was pointed out that the very name "liquid crystal" was self-contradictory. Later, the discoverer continued and extended the study of these crystals, the genuineness of which he seems to have established, although the molecular structure of the peculiar liquids experimented with is not clearly understood. The facts appear to be that certain chemical liquids at particular temperatures exhibit the characteristic crystalline properties of double refraction and dichroism. But exceedingly small disturbing forces suffice to deform the liquid crystals, owing to their slight rigidity.

It is well enough to be candid, but it isn't necessary to tell the neighbors all the mean things you know about yourself.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Ferru, Flora, Folia, Gummi, Herba, Magnesia, and Oleum.

Table listing various oils and other products, including categories like Oils, Vanilla, and Zinc Sulph.

PLAY BALL advertisement for Hazeltine & Perkins Drug Co. featuring 'Base Ball Goods' such as balls, bats, mitts, and masks. Includes contact information for Grand Rapids, Mich.

LaBelle Moistener and Letter Sealer advertisement for Tradesman Company, Grand Rapids, Mich. Describes the device as the simplest and most convenient for sealing letters and stamps.

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

Table listing various grocery items and their prices, organized by columns (A through Y). Items include Ammonia, Axle Grease, Baked Beans, Bath Brick, Bluing, Brooms, Butter Color, Candles, Canned Goods, Carbon Oils, Catsup, Cereals, Cheese, Chicory, Chocolate, Clothes Lines, Cocoa, Cocoa Shells, Coffee, Confections, Crackers, Cream Tartar, Dried Fruits, Farinaceous Goods, Feed, Fish and Oysters, Fishing Tackle, Flavoring Extracts, Flour, Fresh Meats, Gelatine, Grain Bags, Grains, Herbs, Hides and Pelts, Jelly, Licorice, Matches, Meat Extracts, Mince Meat, Molasses, Mustard, Nuts, Olives, Pipes, Pickles, Playing Cards, Potash, Provisions, Rice, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Soups, Spices, Starch, Syrups, Tea, Tobacco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, and Yeast Cake.

Table listing various grocery items and their prices, organized by columns (I through S). Items include Arctic Ammonia, Axle Grease, Baked Beans, Bath Brick, Bluing, Brooms, Butter Color, Candles, Canned Goods, Carbon Oils, Catsup, Cereals, Cheese, Chicory, Chocolate, Clothes Lines, Cocoa, Cocoa Shells, Coffee, Confections, Crackers, Cream Tartar, Dried Fruits, Farinaceous Goods, Feed, Fish and Oysters, Fishing Tackle, Flavoring Extracts, Flour, Fresh Meats, Gelatine, Grain Bags, Grains, Herbs, Hides and Pelts, Jelly, Licorice, Matches, Meat Extracts, Mince Meat, Molasses, Mustard, Nuts, Olives, Pipes, Pickles, Playing Cards, Potash, Provisions, Rice, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Soups, Spices, Starch, Syrups, Tea, Tobacco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, and Yeast Cake.

Table listing various grocery items and their prices, organized by columns (T through Z). Items include Oysters, Plums, Peas, Peaches, Pineapple, Pumpkin, Raspberries, Salmon, Sardines, Shrimps, Succotash, Strawberries, Tomatoes, Carbon Oils, Cereals, Breakfast Foods, Cream of Wheat, Egg-O-See, Excello Flakes, Force, Grape Nuts, Malta Ceres, Malta Vita, Mapi-Flake, Pillsbury's Vitos, Ralston Health Food, Sunlight Flakes, Sunlight Flakes, Kellogg's Toasted Corn Flakes, Vigor, Volt Cream Flakes, Zest, Zest, Rolled Oats, Steel Cut, Monarch, Monarch, Quaker, Quaker, Cracked Wheat, Catsup, Columbia, Snider's pints, Snider's 1/2 pints, Cheese, Acme, Gem, Jersey, Riverside, Springdale, Warner's, Brick, Leiden, Limburger, Pineapple, Sap Sago, Swiss, domestic.

Table listing various grocery items and their prices, organized by columns (3 through 5). Items include Cheewing Gum, American Flag Spruce, Beeman's Pepsin, Adams' Pepsin, Best Pepsin, Dinner Biscuit, Black Jack, Largest Gum Made, Sen Sen, Sen Sen Breath Perf, Yucatan, Spearmint, Chicory, Bulk, Red, Eagle, Franck's, Schener's, Chocolate, Walter Baker & Co's, German Sweet, Premium, Caracas, Walter M. Lowney Co, Premium, Premium, Cider, Sweet, Morgan's, Regular barrel, Trade barrel, 1/2 Trade barrel, Boiled, Hard, per gal, Cocoa, Baker's, Cleveland, Colonial, Colonial, Epps, Huyler, Lowney, Lowney, Lowney, Van Houten, Van Houten, Van Houten, Webb, Wilbur, Wilbur, Cocoaanut, Dunham's, Dunham's, Bulk, Coffee, Common, Fair, Choice, Fancy, Maracaibo, Mexican, Choice, Fancy, Guatemala, Java, African, Fancy African, O. G., P. G., Arabian, Mocha, Package, New York Basis, Arbuckle, Dilworth, Jersey, Lion, McLaughlin's XXXX, McLaughlin's XXXX, Extract, Holland, Felix, Hummel's foil, Hummel's tin, Crackers, National Biscuit Company, Butter, N. B. C. Square, Seymour, Round, Soda, N. B. C., Select, Saratoga Flakes, Zephyrette, Oyster, N. B. C. Round, Gem, Faust, Raisin Gems, Sweet Goods, Animals, Atlantics, Atlantic, Assorted, Arrowroot Biscuit, Avena Fruit Cake, Brittle, Bumble Bee, Cadets, Cartwheels Assorted, Chocolate Drops, Circle Honey Cookies, Currant Fruit Biscuits, Cracknels, Coffee Cake, Coffee Cake, Iced, Cocoaanut Taffy Bar, Cocoaanut Bar, Cocoaanut Drops.

Table listing various grocery items and their prices, organized by columns (4 through 6). Items include Cocoanut Honey Cake, Cocoanut Hon. Fingers, Cocoanut Hon Jumbles, Cocoanut Macaroons, Currant Cookies Iced, Dinner Biscuit, Dixie Sugar Cookie, Family Cookie, Fig Cake Assorted, Fig Newtons, Florabel Cake, Fluted Cocoanut Bar, Frosted Creams, Frosted Fingers, Frosted Ginger Cookie, Frosted Honey Cake, Fruit Honey Cake, Fruit Tarts, Ginger Gems, Ginger Gems, Iced, Graham Crackers, Ginger Nuts, Ginger Snaps Family, Ginger Snaps N. B. C., Ginger Snaps N. B. C., Hippodrome Bar, Honey Block Cake, Honey Cake, N. B. C., Honey Fingers, As. Ice, Honey Jumbles, Iced, Honey Flake, Honey Lassies, Household Cookies, Household Cookies Iced, Iced Honey Crumpets, Imperial, Jersey Lunch, Jubilee Mixed, Kream Klips, Laddie, Lemon Gems, Lemon Biscuit Square, Lemon Fruit Square, Lemon Wafer, Lemona, Mary Ann, Marshmallow Walnuts, Molasses Cakes, Molasses Cakes, Iced, Molasses Fruit Cookies, Mottled Square, Nabob Jumbles, Oatmeal Crackers, Orange Gems, Penny Assorted, Peanut Gems, Pretzels, Hand Md., Pretzettes, Hand Md., Pretzettes, Mac. Md., Raisin Cookies, Reverse, Assorted, Rosalie, Rube, Scalloped Gems, Scotch Cookies, Snow Creams, Spiced Currant Cake, Sugar Fingers, Sultana Fruit Biscuit, Spiced Ginger Cake, Spiced Ginger Cake Iced, Sugar Cakes, Sugar Squares, large or small, Sunnyside Jumbles, Superba, Sponge Lady Fingers, Sugar Crimp, Vanilla Wafers, Victors, Waverly, In-er Seal Goods, Albert Biscuit, Animals, Arrowroot Biscuit, Baronet Biscuit, Bremner's Butter, Wafers, Cameo Biscuit, Cheese Sandwich, Chocolate Wafers, Cocoanut Dainties, Faust Oyster, Fig Newton, Five O'clock Tea, Frotrana, Ginger Snaps, N. B. C., Graham Crackers, Red Label, Lemon Snaps, Marshmallow Dainties, Oatmeal Crackers, Old Time Sugar Cook, Oval Salt Biscuit, Oysterettes, Pretzettes, Hd. Md., Royal Toast, Saltine Biscuit, Saratoga Flakes, Social Tea Biscuit, Soda Craks, N. B. C., Soda Craks, Select, S S Butter Crackers, Sultana Fruit Crackers, Uneeda Biscuit, Uneeda Jinjer Wayfer, Uneeda Lunch Biscuit, Vanilla Wafers, Water Thin Biscuit, Zu Zu Ginger Snaps, Zwieback, In Special Tin Packages, Festino, Nabisco, 25c, Nabisco, 10c, Champagne Wafer, Chocolate Tokens, Sorbetto, Nabisco.

Table listing various grocery items and their prices, organized by columns (5 through 7). Items include Festino, Bent's Water Crackers, Cream Tartar, Barrels or drums, Boxes, Square cans, Fancy caddies, Dried Fruits, Apples, Sundried, Evaporated, Apricots, California, Citron, Corsican, Currants, Imported bulk, Lemon American, Orange American, Raisins, Cluster, 5 crown, Loose Muscatels, Loose Muscatels, L. M. Seeded, California Prunes, 100-125 25lb. boxes, 90-100 25lb. boxes, 80-90 25lb. boxes, 70-80 25lb. boxes, 60-70 25lb. boxes, 50-60 25lb. boxes, 40-50 25lb. boxes, 30-40 25lb. boxes, Farinaceous Goods, Beans, Dried Lima, Med. Hand Pkd, Brown Holland, Farina, 24 1 lb. packages, Bulk, per 100 lbs, Hominy, Flake, 50 lb. sack, Pearl, 100 lb. sack, Pearl, 200 lb. sack, Maccaroni and Vermicelli, Domestic, 10 lb. box, Imported, 25 lb. box, Pearl Barley, Common, Chester, Empire, Peas, Green, Wisconsin, bu., Green, Scotch, bu., Split, lb., Sage, East India, German, sacks, German, broken pkg., Tapioca, Flake, 110 lb. sacks, Pearl, 130 lb. sacks, Pearl, 24 lb. pkgs., Flavoring Extracts, Foote & Jenks, Coleman Brand, Lemon, No. 2 Terpenes, No. 3 Terpenes, No. 8 Terpenes, Vanilla, No. 2 High Class, No. 4 High Class, No. 8 High Class, Jaxon Brand, Vanilla, 2 oz. Full Measure, 4 oz. Full Measure, 8 oz. Full Measure, 2 oz. Full Measure, 4 oz. Full Measure, 8 oz. Full Measure, Jennings D. C. Brand, Terpenes Ext, Lemon, No. 2 Panel, No. 4 Panel, No. 6 Panel, Taper Panel, 2 oz. Full Measure, 4 oz. Full Measure, 8 oz. Full Measure, Jennings D. C. Brand, Extract Vanilla, No. 2 Panel, No. 4 Panel, No. 6 Panel, Taper Panel, 2 oz. Full Measure, 4 oz. Full Measure, 8 oz. Full Measure, Jennings D. C. Brand, Extract Vanilla, Amoskeag, 100 in bale, Amoskeag, less than 100, Grain and Flour, Wheat, Red, White, Winter Wheat Flour, Local Brands, Patents, Seconds Patents, Straight, Second Straight, Clear, Flour in barrels, 50c per barrel additional, Lemon & Wheeler Co., Big Wonder 1/2 cloth, Big Wonder 1/4 cloth, Worden Grocer Co's Brand, Quaker, paper, Quaker, cloth, Wykes & Co., Eclipse.

6	7	8	9	10	11
Kansas Hard Wheat Flour Judson Grocer Co. Fanchon, 1/8 cloth 5 20 Lemon & Wheeler Co. White Star, 1/8 cloth 5 95 White Star, 1/4 cloth 5 85 White Star, 1/2 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 Spring Wheat Flour Roy Baker's Brand Golden Horn, family 5 95 Golden Horn, bakers 5 85 Duluth Imperial 6 00 Wisconsin Rye 4 55 Judson Grocer Co.'s Brand Ceresota, 1/8 6 50 Ceresota, 1/4 6 40 Ceresota, 1/2 6 30 Lemon & Wheeler's Brand Wingold, 1/8 6 25 Wingold, 1/4 6 15 Wingold, 1/2 6 05 Worden Grocer Co.'s Brand Laurel, 1/8 cloth 6 25 Laurel, 1/4 cloth 6 13 Laurel, 1/2 cloth 6 05 Voigt Milling Co.'s Brand Voigt's Crescent 6 00 Voigt's Flour (whole wheat flour) 6 00 Voigt's Hygienic 5 40 Voigt's Royal 6 40 Wykes & Co. Sleepy Eye, 1/8 cloth 6 20 Sleepy Eye, 1/4 cloth 6 10 Sleepy Eye, 1/2 cloth 6 00 Sleepy Eye, 1/2 paper 6 00 Sleepy Eye, 1/2 paper 6 00 Meal Bolted 3 90 Golden Granulated 4 00 St. Car Feed screened 28 50 No. 1 Corn and Oats 28 50 Corn, cracked 28 50 Corn Meal, coarse 28 50 Winter Wheat Bran 24 00 Middlings 26 00 Buffalo Gluten Feed 33 00 Dairy Feeds Wykes & Co. O P Linned Meal 40 00 O P Laxo-Cake-Meal 37 00 Cottonseed Meal 35 00 Gluten Feed 31 50 Brewer's Grains 28 00 Hammond Dairy Feed 25 00 Alfalfa Meal 25 00 Oats Michigan carlots 49 Less than carlots 52 Corn Carlots 62 Less than carlots 65 Hay Carlots 17 Less than carlots 18 HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25 HORSE RADISH Per doz. 90 JELLY 5lb pails, per doz. 2 25 15lb pails, per pail 50 30lb pails, per pail 90 MAPLEINE 2 oz. bottles, per doz 3 00 MATCHES C. D. Crittenden Co. Noiseless Tip 4 50 @ 4 75 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Good 22 Fair 20 Half barrels 2c extra MINCE MEAT Per case 2 90 MUSTARD 1/4 lb. 6 lb. box 18 OLIVES 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 PIPES Clay, No. 116, per box 1 75 Clay, T. D., full count 60 Cob 90 PICKLES Medium Barrels, 1,200 count 6 25 Half bbls., 600 count 3 65 Small Half bbls., 1,200 count 4 50 PLAYING CARDS No. 90 Steamboat 85 No. 15, Rival, assorted 1 75 No. 20, Rover, enam'd 2 00 No. 572, Special 1 75 No. 98 Golf, sat'n fin. 2 00 No. 808 Bicycle 2 00 No. 632 Tourist 2 25 POTASH Babbitt's 4 00 PROVISIONS Barreled Pork Clear Back 28 25 Short Cut 27 00 Short Cut Clear 27 00 Bean 25 00 Brisket, Clear 25 00 Pig 25 00 Clear Family 26 00 Dry Salt Meats S P Bellies 16 Lard Pure in tierces 15 3/4 Compound Lard 11 3/4 80 lb. tubs 7 1/2 60 lb. tubs, advance 7 1/2 50 lb. tins, advance 7 1/2 20 lb. pails, advance 7 1/2 10 lb. pails, advance 7 1/2 5 lb. pails, advance 7 1/2 3 lb. pails, advance 7 1/2 Smoked Meats 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 Sausages Bologna 9 1/2 Liver 5 Frankfort 11 1/2 Pork 11 Veal 11 Tongue 11 Headcheese 9 Deer Boneless 14 00 Rump, new 14 00 Pig's Feet 1/2 bbls. 1 00 3/4 bbls., 40 lbs. 2 00 3/4 bbls. 4 00 1 bbl. 9 00 Tripe Kits, 15 lbs. 80 3/4 bbls., 40 lbs. 1 60 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 32 Beef, rounds, set 25 Beef, middles, set 80 Sheep, per bundle 90 Uncolored Butterine Solid dairy 10 @ 12 @ 16 1/2 Country Rolls 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb. 3 20 Corned beef, 1 lb. 1 80 Roast beef, 2 lb. 3 20 Roast beef, 1 lb. 1 80 Potted ham, 1/2 50 Potted ham, 1/4 50 Deviled Ham, 1/4 50 Deviled Ham, 1/2 50 Potted tongue, 1/4 50 Potted tongue, 1/2 50 RICE Fancy 7 @ 7 1/2 Japan 5 1/2 @ 6 1/2 Broken 2 1/2 @ 3 1/2 SALAD DRESSING Columbier 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box. Arm and Hammer 3 00 Deland's 3 00 Dwight's Cow 3 00 L. P. 3 00 Standard 1 80 Wyandotte, 100 3/4 3 00 SAL SODA Granulated, bbls. 80 Granulated, 100 lbs. cs. 90 Lump, bbls. 80 Lump, 145 lb. kegs 9 SALT Common Grades 100 3 lb. sacks 2 40 60 5 lb. sacks 2 25 28 10 1/2 lb. sacks 2 10 56 lb. sacks 32 28 lb. sacks 17 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 24 Common Granulated, fine 90 Medium, fine 85 SALT FISH Cod Large whole @ 7 Small whole @ 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock @ 5 Hallbut Strips 15 Thunks 16 Holland Herring White Hp. bbls. 10 50 @ 11 00 White Hp. 1/2 bbls. 5 25 @ 5 75 White Hoop mchs. 68 @ 80 Norwegian Round, 100 lbs. 3 75 Round, 40 lbs. 1 90 Sealed 14 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75 Mackerel Mess, 100 lbs. 15 50 Mess, 40 lbs. 6 60 Mess, 10 lbs. 1 75 Mess, 8 lbs. 1 75	No. 1, 100 lbs. 14 00 No. 1, 40 lbs. 6 00 No. 1, 10 lbs. 1 60 No. 1, 8 lbs. 1 30 Whitefish No. 1, No. 2 Fam. 100 lbs. 9 75 @ 3 50 50 lbs. 5 25 @ 1 90 10 lbs. 1 12 @ 55 8 lbs. 92 @ 48 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8oz 2 80 Dusky D'nd 100 6 oz 3 80 Jap Rose, 50 bars 3 60 Savon Imperial 3 00 White Russian 3 60 Lome, oval bars 3 00 Satinet, oval 2 70 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 3 50 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 50 Lautz Bros. & Co. Acme, 30 bars, 75 lbs. 4 00 Acme, 25 bars, 75 lbs. 4 00 Acme, 25 bars, 70 lbs. 3 80 Acme, 100 cakes 3 60 Big Master, 70 bars 2 85 German Mottled 3 25 German Mottled, 5 bxs 3 20 German Mottled, 10bxs 3 25 German Mottled, 25bxs 3 20 Marseilles, 100 cakes 6 00 Marseilles, 100 cks 5c 4 00 Marseilles, 100 ck toilet 2 10 A. B. Wisley Good Cheer 4 00 Old Country 3 40 Soap Powders Snow Boy, 24 lbs. 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 Kirkline, 24 4lb. 3 80 Pearline 3 75 Soapine 4 10 Babbitt's 1776 3 75 Rose 3 50 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 30 Rub-No-More 3 85 Scouring Enoch Morgan's Sons. Sapolio, gross lots 9 00 Sapolio, half gro. lots 4 50 Sapolio, single boxes 2 25 Sapolio, hand 2 25 Scourine Manufacturing Co. Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes 5 1/2 Kegs, English 4 3/4 SPICES Whole Spices Allspice, Jamaica 13 Allspice large Garden 11 Cloves, Zanzibar 16 Cassia, Canton 14 Cassia, 5c pkg, doz. 25 Ginger, African 9 1/2 Ginger, Cochin 14 1/2 Mace, Penang 50 Mixed, No. 1 16 1/2 Mixed, No. 2 10 Nutmegs, 75-80 25 Nutmegs, 105-110 20 Pepper, Black 14 Pepper, White 25 Pepper, Cayenne 22 Paprika, Hungarian 38 Pure Ground in Bulk Allspice, Jamaica 12 Cloves, Zanzibar 22 Cassia, Canton 12 Ginger, African 12 Mace, Penang 55 Nutmegs, 75-80 35 Pepper, Black 11 1/2 Pepper, White 18 Pepper, Cayenne 16 Paprika, Hungarian 38 STARCH Corn Kingsford, 40 lbs. 7 1/2 Muzzy, 20 lb. pkgs. 5 1/4 Muzzy, 40 lb. pkgs. 5 Gloss Kingsford Silver Gloss, 40 lbs. 7 3/4 Silver Gloss, 16 3lbs. 6 3/4 Silver Gloss, 12 6lbs. 8 1/4 Muzzy 43 lb. packages 5 16 5lb. packages 4 7/8 12 6lb. packages 6 50lb. boxes 2 1/2 SYRUPS Barrels 27 Half barrels 29 30lb. cans 1/2 dz. in cs. 1 65 10lb. cans, 1/2 dz. in cs. 1 60 5lb. cans, 1/2 dz. in cs. 1 70 3 1/2 lb. cans, 1/2 dz. in cs. 1 75	Pure Cane Fair 16 Good 20 Choice 25 TEA Japan Sundried, medium 24 @ 26 Sundried, choice 30 @ 32 Sundried, fancy 36 @ 40 Regular, medium 24 @ 26 Regular, choice 30 @ 32 Regular, fancy 36 @ 40 Basket-fired, medium 30 Basket-fired, choice 35 @ 37 Basket-fired, fancy 40 @ 43 Nibs 26 @ 30 Siftings 10 @ 12 Fannings 14 @ 15 Gunpowder Moyune, medium 28 Moyune, choice 32 Moyune, fancy 40 @ 45 Pingsuey, medium 25 @ 28 Pingsuey, choice 30 Pingsuey, fancy 40 @ 45 Young Hyson Choice 30 Fancy 40 @ 50 Oolong Formosa, fancy 45 @ 60 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 25 Choice 30 Fancy 40 @ 45 India Ceylon, choice 30 @ 35 Fancy 45 @ 50 TOBACCO Fine Cut Cadillac 54 Sweet Loma 54 Hiawatha, 5lb. pails 56 Telegram 31 Pay Car 33 Prairie Rose 49 Protection 40 Sweet Burley 41 Tiger 41 Plug Red Cross 30 Palo 35 Kyo 35 Battle Ax 35 American Eagle 37 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 14 1/2 oz. 44 Nobby Twist 55 Jolly Tar 55 Old Honesty 43 Toddy 34 J. T. 33 Piper Heidsieck 69 Boot Jack 36 Honey Dip Twist 43 Black Standard 40 Cadillac 40 Forge 34 Nickel Twist 52 Mull 32 Great Navy 36 Smoking Sweet Core 34 Flat Car 32 Wampath 26 Barburo, 16 oz. 25 I X L, 6lb. 27 I X L, 16 oz. pails 31 Honey Dew 40 Gold Block 40 Flagman 40 Chips 40 Kiln Dried 33 Duke's Mixture 40 Duke's Cameo 43 Myrtle Navy 43 Yum Yum, 1 1/2 oz. 44 Yum Yum, 1lb. pails 39 Cream 38 Corn Cake, 2 1/2 oz. 26 Corn Cake, 1lb. 21 Flow Boy, 1 1/2 oz. 39 Flow Boy, 3 1/2 oz. 39 Peerless, 1 1/2 oz. 35 Peerless, 3 1/2 oz. 39 Air Brake 36 Cant Hook 36 Country Club 32-34 Forex-XXXX 30 Good Indian 26 Self Binder, 16oz. 8oz. 20-22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 TWINE Cotton, 3 ply 24 Cotton, 4 ply 24 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium N 24 Wool, 1 lb. balls 8 VINEGAR State Seal 12 Oakland apple cider 14 Morgan's Old Process 14 Barrels free. WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels, wide band 1 10 Bushels, 4 ply 25 Market 40 Splint, large 3 50 Splint, medium 3 00 Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, small 7 25 Willow, Clothes, small 7 25	Butter Plates Wire End or Ovals. 1/2 lb., 250 in crate 30 1 lb., 250 in crate 30 1 lb., 250 in crate 30 2 lb., 250 in crate 35 3 lb., 250 in crate 40 5 lb., 250 in crate 50 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 Clothes Pins Round Head. 4 inch, 5 gross 50 4 1/2 inch, 5 gross 55 Cartons, 20 2 1/2 doz. bxs. 60 Egg Crates and Fillers Humpty Dumpty, 12 dz. 20 No. 1 complete 40 No. 2 complete 28 Case No. 2 fillers 15 sets 1 15 Case, mediums, 12 sets 1 15 Faucets Cork lined, 8 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90 Mop Sticks Trojan spring 90 Eclipse patent spring 95 No. 1 common 50 No. 2 pat. brush holder 85 12lb. cotton mop heads 1 40 Ideal No. 7 85 Pails 2-hoop Standard 2 15 3-hoop Standard 2 35 2-wire, Cable 2 25 3-wire, Cable 2 45 Cedar, all red, brass 1 25 Paper, Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes 22 Mouse, wood, 4 holes 45 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 65 Rat, wood 80 Rat, spring 75 Tubs 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable, No. 1 9 25 18-in. Cable, No. 2 8 25 16-in. Cable, No. 3 7 25 No. 1 Fibre 10 25 No. 2 Fibre 9 25 No. 3 Fibre 8 25 Washboards Bronze Globe 2 50 Dewey 1 75 Double Acme 3 75 Single Acme 3 15 Double Peerless 3 75 Single Peerless 3 25 Northern Queen 3 25 Double Duplex 2 90 Good Luck 2 75 Universal 3 00 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 20 Wood Bowls 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 WRAPPING PAPER Common straw 2 Fibre Manila, white 3 Fibre Manila, colored 4 No. 1 Manila 4 Cream Manila 4 Butcher's Manila 2 1/2 Wax Butter, short cut 13 Wax Butter, full count 20 Wax Butter, rolls 19 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Least Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH 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 10 Pikkerel 12 Pike 9 Perch 8 Smoked, White 12 1/2 Chinook Salmon 15 Mackerel 15 Finnan Haddie 15 Roe Shad 15 Shad Roe, each 15 Speckled Bass 8 1/2 HIDES AND PELTS Hides 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 Pelts Old Wool 30 Lambs 50 @ 75 Shearings 40 @ 65 Tallow No. 1 5 No. 2 4 Wool Unwashed, med. 25 Unwashed, fine 23 Standard Twist 3 Cases Jumbo, 32 lb. 7 1/2 Extra H H 10 Boston Cream 12 Big stick, 30 lb. case 8 Mixed Candy Grocers 6 1/2 Competition 7 Special 8 Conserve 8 1/2 Royal 7 1/2 Ribbon 13 Broken 10 Cut Leaf 8 Leader 8 1/2 Kindergarten 8 French Cream 10 Star 9 Hand Made Cream 11 Premio Cream mixed 14 Paris Cream Bon Bons 10 Fancy—in Pails Gypsy Hearts 14 Coco Bon Bons 14 Fudge Squares 13 Peanut Squares 9 Sugared Peanuts 12 Salted Peanuts 13 Starlight Kisses 11 San Blas Goodies 13 Lozenges, plain 10 Lozenges, printed 10 Champion Chocolate 13 Eclipse Chocolates 14 Bureka Chocolates 14 Quintette Chocolates 14 Champion Gum Drops 9 Moss Drops 9 Lemon Sours 10 Imperial 1 Ital. Cream Opera 1 Ital. Cream Bon Bons 13 Golden Waffles 13 Red Rose Gum Drops 13 Auto Bubbles 13 Fancy—in 5lb. Boxes Old Fashioned Molasses 10lb. bx 1 30 Orange Jellies 50 Lemon Sours 50 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. 12 1 10 Bitter Sweets, as'd. 1 2 1/2 Brilliant Gums, Crs. 60 A. A. Licorice Drops 30 Lozenges, printed 65 Lozenges, plain 65 Imperial 60 Mottos 65 Cream Bar 60 G. M. Peanut Bar 60 Hand Made Crms 80 @ 90 Cream Wafers 65 String Rock 60 Wintergreen Berries 60 Old Time Assort'd 3 75 Buster Brown Good 3 50 Up-to-date Assmt' 3 75 Ten Strike No. 1 6 50 Ten Strike No. 3 6 00 Ten Strike, Summer assortment 6 75 Scientific Ass't. 13 00 Pop Corn Cracker Jack 3 50 Giggles, 5c pkg. cs 3 50 Pop Corn Balls 200s 1 25 Azulikit 100s 3 25 Oh My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS—Whole Almonds, Tarragona 16 Almonds, Drake 15 Almonds, California sft. shell 11 1/2 Brazilis 12 @ 13 Filberts 12 @ 13 Cal. No. 1 12 Walnuts, soft shell 15 @ 16 Walnuts, Marbot 13 Table nuts, fancy 13 1/2 Pecans, Med. 13 Pecans, ex. large 13 Pecans, Jumbos 16 Hickory Nuts per bu. Ohio, new Cocoanuts Chestnuts, New York State, per bu. Shelled Spanish Peanuts 9 Pecan Halves 55 Walnut Halves 30 @ 32 Filbert Meats 27 Alicante Almonds 42 Jordan Almonds 47 Peanuts Fancy H. P. Suns 7 1/2 Roasted 7 1/2 Choice, H. P. Jumbo 8		

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon 55 6 00

BAKING POWDER



Royal
10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Doz
Small size, 1 doz. box .40
Large size, 1 doz. box .75

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots \$1
El Portana 33
Evening Press 32
Exemplar 32

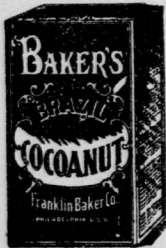
Worden Grocer Co. brand

Ben Hur

Perfection 35
Perfection Extras 35
Londres 35
Londres Grand 35
Standard 35
Puritanos 35
Panatellas, Finas 35
Panatellas, Bock 35
Jockey Club 35

COCOANUT

Baker's Brazil Shredded



70 5c pkgs, per case .. 2 60
86 10c pkgs, per case .. 2 60
16 10c and 88 5c pkgs,
per case 2 60

FRESH MEATS

Beef

Carcass 6 1/2 @ 9 1/2
Hindquarters 8 @ 10 1/2
Loins 8 @ 14
Rounds 7 1/2 @ 9
Chucks 7 @ 7 1/2
Plates 5
Livers 5

Pork

Loins @ 16
Dressed @ 11
Boston Butts @ 15
Shoulders @ 12 1/2
Leaf Lard @ 13
Pork Trimmings @ 11

Mutton

Carcass @ 10
Lambs @ 12
Spring Lambs .. @ 13

Veal

Carcass 6 0 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..

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 20
60ft. 1 44
70ft. 1 80
80ft. 2 00

Cotton Braided

40ft. 95
60ft. 1 35
80ft. 1 65

Galvanized Wire
No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted
Dwinell-Wright Co.'s B'ds.



White House, 1 lb.
White House, 2 lb.
Excelstor, M & J, 1 lb.
Excelstor, M & J, 2 lb.
Tip Top, M & J, 1 lb.
Royal Java
Royal Java and Mocha....
Java and Mocha Blend....
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids;
Lee, Cady & Smart, Det-
roit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; God-
mark, Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.

FISHING TACKLE

1/2 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 to 2 in. 11
2 in. 15
3 in. 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

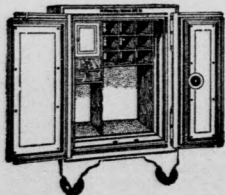
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large .. 1 80
Cox's, 1 doz. Small .. 1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's 1 50
Knox's Acidu'd. doz. .. 1 25
Oxford 75
Plymouth Rock 1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brand.



100 cakes, large size. 6 50
50 cakes, large size. 3 25
100 cakes, small size. 3 25
50 cakes, small size. 1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25
TABLE SAUCES
Halford, large 3 75
Halford, small 2 25

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

Country Newspaper For Sale

Only one in a thriving Western Michigan
town. Owner selling on account of ill health.
Is paying a good profit and can be made to
pay more. Write at once for particulars.

Grand Rapids Electrotpe Co.
Grand Rapids, Mich.



HIGHEST IN HONORS

Baker's Cocoa & CHOCOLATE



52

HIGHEST
AWARDS
IN
EUROPE
AND
AMERICA

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—Staple stock groceries and shoes. Doing nice business. At town 2,500. Will discount. Come quick. Address 621, care Tradesman. 621

For Sale—Grocery and market, also house furniture in flat above store, cor. of Harrison St. and Wisconsin Ave., Oak Park, Ill. 620

Free Sample—Agents only, faucet strainer, splash preventer; send 2c stamp (mailing cost); \$5 profit daily and upward; let us prove it. O. P. Seed, 93 Reade St., N. Y. 618

Wanted—To exchange, good income property, netting 5½% interest, for a clean stock of up-to-date general merchandise or good farm to the value of about \$5,000. Lock Box 223, Carsonville, Mich. 617

For Sale—Cheap, fully equipped paper and job printing outfit. Mrs. Carrie Beek, Perrinton, Mich. 616

For Sale—Furniture stock in Southern Michigan city of 5,000 inhabitants. A well established and growing trade. Fine buildings and location. Good reason for selling. Address Furniture, care Michigan Tradesman. 615

Plumbing and electrical business for sale. Well-established plumbing and electrical business. Invoices, plumbing \$3,456, electric \$4,126. Address A. B. Bellis, 406 Court St., Muskogee, Okla. 614

For Sale—Or exchange, real estate, stock dry goods and groceries. Invoice about \$6,000. Good town, good trade. Must sell on account of other business. Address J. S., care Tradesman. 613

Great Opportunity—For sale, lumber yard in a good location in Flint, doing six to eight thousand dollars per month business. Good reason for selling. For information, address Chas. Tarolli, Flint, Mich. 612

ONLY ONE THAT'S BEST

We have the best advertising plan to sell goods at a profit. Our plan increases your trade from 50 to 100 per cent, and you do not have to sacrifice your profits to get the results—the results will make the cost look small. Stop your grunting around about your dead business and place yourself in the way of prosperity by adopting new ideas, at least talk it over with us. We still conduct auction sales. G. B. JOHNS & CO., Auctioneers, 1341 Warren Ave. West, Detroit, Mich.

For Sale—Four thousand dollar stock of general merchandise; town about six hundred; Central Michigan. Only general store. Address B. W., care Tradesman. 609

Wanted—To borrow \$500 on stock of general merchandise in good farming country. Amount of stock about \$3,000. Address C, care Tradesman. 611

Wanted—Position as salesman, drug line preferred. Address Sales, care Tradesman. 610

For Sale—First-class grocery and meat market, doing a good business. Will sell to the right man and give long lease on building. The best town in Upper Michigan. Population about 4,000. Stock and fixtures will inventory about \$2,500. Get busy for it won't last. Address C. E. Smith, Munising, Mich. 592

For Sale—Land at \$3, \$5, \$10 and up per acre in Roscommon county, Mich. Joel Emery, Prudenville, Mich. 606

For Sale—Cheap, 25-light Pilot Acetylene light plant, 300 feet piping. Going out of business. A. M. Jones, Whiteland, Ind. 605

For information on small and large tracts of farm and grazing lands in Charles Mix and adjoining counties, write for circulars. John Fritz, Platte, S. D. 602

Do You Want 100c For Your Stock?—If so, we can realize you more than one hundred cents for your merchandise. We are expert sale conductors and can turn your merchandise into cash at a profit in a short time, doing the work for less than any one following this line. Bank reference and 3,000 merchants for whom we have done the work. Write to-day, Inter State Mercantile Co., 143 E. Washington St., Chicago, Ill. 599

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—Dry goods stock, inventorying about \$4,000. Trade mostly cash and very profitable. Rent reasonable. Located in thriving city of 30,000. Address No. 594, care Michigan Tradesman. 594

If you want to sell your business, residence or farm, no matter where located, we can find you a customer. If you wish to buy, write us. We may have just what you are looking for. Address Wm. J. Platt & Co., Bridgeport, Conn. 593

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



TURN YOUR STOCK INTO READY CASH

It can be done quickly without sacrificing your goods and with no bad after effect. My successful sale plan will throng your store with eager customers. Stocks reduced or closed out. Now conducting a rousing sale for S. S. Wilson & Co., Ludington, Mich. Write for terms and dates. B. H. Comstock, 907 Ohio Building, Toledo, Ohio.

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

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—\$7,000 shoe stock and fixtures. 8,000 population. Strictly cash business. Well established, college town. Wish to retire. Address 582, care Tradesman. 582

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

For Sale—10,000 No. 2 cedar railroad ties. R. W. Hyde, Posen, Mich. 574

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

Bakery For Sale—Well-established bakery business. 1060 Fifth St., San Bernardino, Cal. 562

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

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.

For coal, oil and gas, land leases, write C. W. Deming Co., Real Estate Dealers, Tulsa, Okla. 542

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

Will pay cash for shoe stock. Address No. 286, care Michigan Tradesman. 286

Buy new soda fountains of us. Also have four second-hand fountains. Michigan Store & Office Fixtures Co., Grand Rapids, Mich. 452

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

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

SITUATIONS WANTED.

Wanted—By general store merchant, to act as purchasing agent for a responsible commission house located in Grand Rapids, Detroit, or Toledo. References furnished and required. Address E. P. Forbes, Chippewa Lake, Mich. 607

HELP WANTED.

Wanted—Honest, trustworthy and ambitious drug clerk to do general work. Good wages to first-class man. Address immediately, F. R. Skinner, St. Charles, Mich. 619

Wanted—An expert young clothing salesman of personality and character. Can obtain a good position at the Giant. A. May & Son, Grand Rapids. 603

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.



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.

FIRE AND BURGLAR PROOF

SAFES

Grand Rapids Safe Co.

Tradesman Building

WHOLESALE GROCERS.

Full Report of Their Annual Meeting in the City.

The annual meeting of the Michigan Wholesale Grocers' Association was held in this city yesterday and was very well attended. President Rouse's annual address was as follows:

"At the close of my third year as your President it is my privilege to welcome you to this, my home city, and to tell you that your officers fully appreciate the fact that so many of you have taken the time to come here to-day to meet together, and we are certain that you will feel amply repaid for the time and expense.

"In connection with the work of the past year I will take the liberty to review briefly the work of the three years together, as I think it will prove very interesting to all of us to see the material progress we have made during that period.

"We have during this time become very much better acquainted with one another, and a number of the jobbers through this acquaintance are taking stronger interest in Association affairs than ever before. It is this knowing one another intimately that will make possible the accomplishment of any important undertaking in the future. We think our many sectional conferences have done considerable to bring about this closer acquaintanceship, and it is my opinion that the strength of our Association in the future will be in direct ratio with the terms of our friendship.

"We take pleasure in again referring to the cash discount rule which has now been in operation nearly three years. From expressions we have heard we know there are a number of houses in Michigan that will never abandon the enforcement of the discount rule, and it is to be hoped that every other house feels exactly the same about it. There is no danger regarding this rule, so long as each house insists upon the strict observance of the rule upon all occasions, but trouble will surely start and result disastrously if any house begins to make concessions in any case. I sincerely hope that each of you will continue the enforcement of this rule with an iron hand.

"We have worked very hard to accomplish the results in connection with the paying of freights to non-jobbing towns and it has been a source of much disappointment to your President that this has not been successful. We have felt upon two occasions that the matter was very near a success when something unexpected has prevented its accomplishment. However, I believe to-day the jobbers of the State are ready, and I believe the matter can be taken up and closed in the very near future.

"In connection with the Association work, I am going to presume upon your good nature and make a suggestion, and that is, that the biggest thing that your Association or any Association can do is to educate its members towards rational merchandising—to educate you and me to the point where we have the good

common sense to figure our cost on an intelligent basis—and then to place a selling price on our goods which will yield us a fair margin of profit above our cost of doing business, permit fair salaries to our employes and pay a reasonable return upon our capital invested.

"If I have any one idea firmly fixed in my mind it is that we as jobbers will have to come to the point where we make our prices and maintain our prices, regardless of our competitors. We must make ourselves and our selling organizations so strong that we can name a fair price, and then stand or fall by that price, and not do as many others are now doing—get the business at the best price possible, regardless of whether that price pays a profit or not.

"In conclusion, I wish to tell you that the three years of my service have been a pleasure and an education. I have learned to see the other fellow's viewpoint and what a bearing it has upon the solution of the many problems that come before the Association. I want to thank you for the consideration you have shown me and for the support you have given me as President of the Association, and to pledge my loyal support to the officers you elect to-day to take charge of the work."

The Secretary's report showed a total membership of forty-eight, including three additions during the past year, as follows:

Northrop, Robinson & Carrier Co., Lansing.

William Bradley Sons, Greenville.
Standard Gro. & Milling Co., Holland.

The Secretary made the following statement regarding the work of the year:

"One special State meeting has been held during the year and two meetings of the Executive committee. Sectional meetings have been held in various parts of the State at different times.

"During the year the Secretary has made the following trips: Hillsdale, Jackson, Benton Harbor, Greenville, Flint and Toledo, one trip; Port Huron, Holland, Cadillac, Battle Creek, Muskegon, Lansing and Bad Axe, two trips; Manistee, Petoskey, Traverse City, three trips; Kalamazoo, five trips; Saginaw, Bay City and Detroit, twelve trips. Have also made three trips to Chicago.

"In the month of October last, a request came from the Indiana Wholesale Grocers' Association that your Secretary act as Secretary of their Association in conjunction with the Michigan work. Your Executive Committee having very kindly agreed to the proposition an arrangement was entered into with that organization.

"Comparing the conditions of our State with those existing in other States, I am led to the conclusion that we have every reason to feel proud of the things we have accomplished. Our work with the various manufacturers with reference to selling to the retail trade has resulted in a very satisfactory condition in

this State. In fact, it would be hard to find a State where there is as little direct buying as exists in Michigan. Manufacturers generally are very friendly with the Michigan Association."

A. E. Gregory, Chairman of the Executive Committee, reported as follows:

"In making this, my first report as Chairman of the Executive committee, it gives me great pleasure to greet you in the city of Grand Rapids.

"During the year that has just passed, your Executive Committee has held three meetings, one at Detroit, June 1, 1909; one at Detroit, September 10, 1909, and an informal meeting at Jackson, September 28, 1909.

"At the informal meeting held at Jackson, September 28, a request from the Indiana Wholesale Grocers' Association that Mr. Biggar be permitted to act as their Secretary in connection with his work in Michigan was presented and accepted, conditional upon a satisfactory arrangement being entered into. We are pleased to announce that the arrangement entered into has proven entirely satisfactory and we believe the fact that both States employ the same Secretary will result in more harmony along the border line, and will have a stronger influence with manufacturers.

"While I believe the conditions in Michigan have been constantly improving, there are many opportunities for further advancement. The only thing that will enable the jobber to make a profit in his business is co-operation with his competitor. At the present time there seems to be a greater desire to co-operate than there ever has been before. This would indicate good prospects for the coming year. We should permit no opportunity to pass where by co-operation we can enlarge our profit account.

"Permit me to urge upon the members present at this meeting that you report to the officers any abuses that may come to your notice and in this manner make the Association as valuable as possible."

Election of officers resulted as follows:

President—H. V. Taylor, Detroit.
First Vice-President—Thos. J. Marsden, Detroit.

Second Vice-President—Marshall D. Elgin, Grand Rapids.

Third Vice-President—Rudolph Otto, Saginaw.

Executive Committee.
Rollin A. Horr, Saginaw.
Arthur E. Gregory, Grand Rapids.
E. A. Dibble, Hillsdale.
Jas. R. Tanner, Boyne City.
Geo. S. Danser, Petoskey.
Fred J. Fox, Saginaw.

The following resolutions were unanimously adopted:

Resolved—That it be the unanimous vote of the Michigan Wholesale Grocers' Association that a vote of thanks be spread upon the minutes of this meeting for the splendid efforts covering the past three years in behalf of every wholesale grocer of the State of Michigan by our Presi-

dent for these three years, Mr. Guy W. Rouse, and be it further the sense of this meeting that his lines of future usefulness may be many, both for his own good and ours.

Resolved—That it is with deep regret that we note the retirement from the active ranks of the wholesale grocery business of the State one who for thirty years has been identified with our interests, Mr. Amos S. Musselman.

At a meeting of the Executive Committee, held subsequent to the convention, Mr. Biggar was re-elected Secretary for another year. The change in the Presidency from Grand Rapids to Detroit will necessitate the removal of Mr. Biggar to Detroit. This will be a matter of very general regret to Grand Rapids people, who have come to regard Mr. Biggar very highly during the three years he has resided in this city.

The local jobbers entertained their guests at a luncheon at the Pantlind Hotel. At the conclusion of the repast Mr. Rouse presided and brief addresses were made by Samuel M. Lemon, Gilbert W. Lee, B. B. Cushman, Wm. C. Phipps and E. S. Edwards.

Probable Change in the Reo Automobile Company.

It is understood that the option on the Reo Automobile Co. recently given to the United States Motor Co. has been permitted to lapse. It is stated that the option price was \$7,000,000. It is now reported that the General Motors Co. has secured an option on the plant for \$10,000,000 and that the option runs for ninety days from May 5. Whatever the other stockholders of the company may do, it is quite evident that Mr. Olds will insist on an exchange of cash for stock, inasmuch as he has no ambition nor wish to own common stock in the General Motors Co., which has been thinned down by wind and water and blue sky until it represents an amount very much in excess of the actual or tangible or prospective values of the plant. It is based entirely on the earning capacity of the various constituent plants, which may be very materially reduced in the near future.

Some idea of the marvelous profits of the Reo Automobile Co. may be obtained from the following compilation, which is furnished the Tradesman by an officer of the Reo Company:

	Capital Stock	Stock Dividends	Cash Dividends
1905	500,000		50,000
1906	750,000	250,000	187,500
1907	1,000,000	250,000	650,000
1908	1,000,000		800,000
1909	2,000,000	1,000,000	1,200,000
Total	\$2,000,000	\$1,500,000	\$2,887,500

BUSINESS CHANCES.

Auctioneer—Stocks of merchandise closed out or reduced anywhere in U. S. or Canada; expert service; satisfaction guaranteed. For terms and date address R. G. Holman, Harvey, Ill. 623

For Sale—Stock of dry goods, clothing, shoes, hats, caps, ladies' and gents' furnishings. Will invoice about \$8,000. Can reduce stock to \$5,000 in thirty days. Annual cash sales \$20,000. No credit business. Best store in town. Located in one of the best towns in Michigan for its size, population 1,600. Finest farming country in State surrounding it. Rent cheap. Stock new. Best opportunity in the State. No trader need apply. Will sell for cash only. Address No. 622, care Tradesman. 622

Again Intruding



with the insistent and confident hope that continual reminder may ultimately bring into the fold of its dispensers one after another of those dealers who, while knowing full well its excellence and undoubted probity, yet are undecided and hesitating.

The old "saw"—"Delays are Dangerous"—suggests that any dealer on the "fence" of uncertainty had better "climb over" to "White House" instant—be "in the swim"—grow with IT—get the benefit of its ADVANTAGES.

DWINELL-WRIGHT CO.
BOSTON—Principal Coffee Roasters—CHICAGO

SIXTY THOUSAND

**SOLD IN
SIX YEARS**

FIRST AND STILL THE BEST

- ¶ The fact we have sold sixty thousand McCASKEY REGISTERS in the six years we have been in business is sufficient proof that THE McCASKEY SYSTEM IS A SUCCESS.
- ¶ No thinking man doubts that.
- ¶ Since it is a proven success in handling credit accounts WITH BUT ONE WRITING why haven't you one?
- ¶ What it has done for sixty thousand merchants it will do for you.
- ¶ Let us prove it.
- ¶ A postal card will bring you information free.



The McCaskey Register Co.
Alliance, Ohio

Manufacturers of the famous Multiplex Duplicating and Triplicating Sales Pads. Also Single Carbon Pads in all Varieties.

Detroit Office:
1014 Chamber of Commerce Bldg.
Grand Rapids Office:
256 Sheldon St., Citizens Phone 9645
Agencies in all Principal Cities



LOOK OUT FOR CORN FLAKE PIT-FALLS



As a last resort a few small, unknown manufacturers of Corn Flakes, who couldn't succeed with their own brands, are packing private brands for wholesalers and certain rolled oats millers.

When these are offered to you, find out who makes them. Ten to one you never heard of the manufacturer.

Some salesmen claim that they are packed by Kellogg, and some only go so far as to say that they are "just as good as Kellogg's." Neither statement is true. Kellogg packs in his own packages only.

KELLOGG TOASTED CORN FLAKE CO., Battle Creek, Mich.



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.

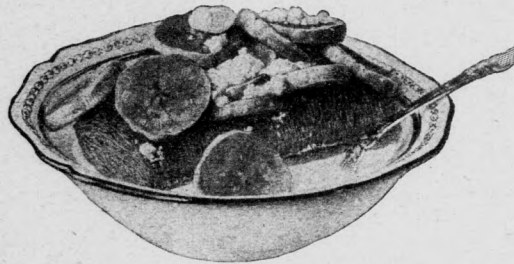
Exclusive Distributors
GRAND RAPIDS, MICH.

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.



him off if they'd had any use for him. Dogs are all right for pets, but when it comes to protection for money, books and papers they don't stack up with a

Don't Depend On a Dog

We know it is mighty hard work to convince the owner that his particular dog isn't the best all around store protector and the most voracious

Burglar Eater

on earth, but as a matter of fact thousands of stores have been robbed where nearly everything was taken except the dog—and they could probably have coaxed

First Class Safe

We have the right kind, the kind you need. Write us to-day and let us quote you prices.

Grand Rapids Safe Co. Tradesman Building Grand Rapids, Mich.