

ANNOUNCEMENT

OWING to the growth of our business in Municipal and Corporation Bonds, and for the added convenience of our customers, we have leased office space on the Ground Floor of the Michigan Trust Building at the Ottawa Street Entrance, to be used exclusively by our BOND DEPARTMENT.

These offices will be occupied on or about Wednesday, June 9, under the direct personal charge of Mr. Hugh Blair, our Treasurer, and we extend an invitation to the public, especially to our Out of Town Customers who may be in the city for Merchants' Week, to visit us in these new quarters.

We offer only high grade securities suitable for the investment of the funds of Banks, Estates, and conservative individuals, especially Municipal Bonds—City, County, Township, School and Irrigation Issues; Timber Land Bonds, and the securities of well managed Public Service Companies.

Our Department for dealing in local Bank Stocks and Industrial Securities will be continued, and we shall maintain a Bureau of Investment Information, especially in reference to Local Securities.

We will occupy as heretofore our suite of rooms on the Eighth Floor of the Michigan Trust Building for the General Executive Offices of our Company, but after June 9 all business of the Bond Department will be conducted at the First Floor Office.

CHILD, HULSWIT & COMPANY

BANKERS

MUNICIPAL AND CORPORATION BONDS

MICHIGAN TRUST BUILDING

Policyholders Service & Adjustment Co., Detroit, Michigan

A Michigan Corporation organized and conducted by merchants and manufacturers located throughout the State for the purpose of giving expert aid to holders of Fire Insurance policies.

We audit your Policies.

Correct forms.

Report upon financial condition of your Companies.

Reduce your rate if possible.

Look after your interests if you have a loss.

We issue a contract, charges based upon amount of insurance carried, to do all of this expert work.

We adjust losses for property owners whether holders of contracts or not, for reasonable fee.

Our business is to save you Time, Worry and Money.

For information, write, wire or phone

Policyholders Service & Adjustment Co.

1229-31-32 Majestic Building, Detroit, Michigan

Bell Phone Main 2598

Every Cake



of FLEISCHMANN'S

YELLOW LABEL YEAST you sell not only increases your profits, but also gives complete satisfaction to your patrons.

The Fleischmann Co.,

of Michigan

Detroit Office, 111 W. Larned St., Grand Rapids Office, 29 Crescent Av.

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

Pure Cider Vinegar

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

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

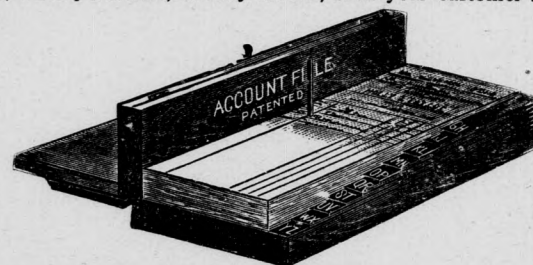
Detroit, Mich.

Simple Account File



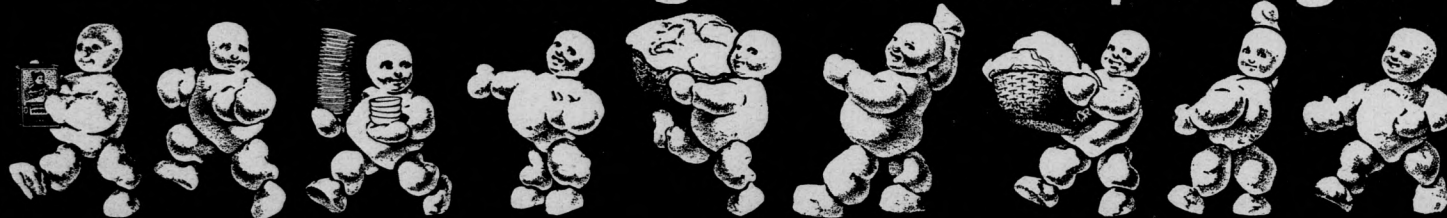
A quick and easy method of keeping your accounts. Especially handy for keeping account of goods let out on approval, and for petty accounts with which one does not like to encumber the regular ledger. By using this file or ledger for charging accounts, it will save one-half the time and cost of keeping a set of books.

Charge goods, when purchased, directly on file, then your customer's bill is always ready for him, and can be found quickly, on account of the special index. This saves you looking over several leaves of a day book if not posted, when a customer comes in to pay an account and you are busy waiting on a prospective buyer. Write for quotations.



TRADESMAN COMPANY, Grand Rapids

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-Sixth Year

GRAND RAPIDS, WEDNESDAY, JUNE 9, 1909

Number 1342

OX TEAMING.

President Wm. H. Anderson, of the West Michigan State Fair, shows a combination of fine sentiment and keen business judgment in his suggestion that a well-trained yoke of oxen in the hands of a thoroughly competent driver would prove a most interesting feature at the coming annual exhibition at Comstock Park.

Beyond question such a feature would be an absolute novelty to 75 per cent. of those visitors to the Fair who are not yet 20 years of age; while the old fashion of awarding a prize to that farmer's boy who exhibits the best broken yoke of steers, trained by himself, would interest everybody, including the farmers' boys.

Nearly fifty years ago there was a farmer who lived east of Grand Rapids out on the Robinson Road—whose name none of the old timers in that district are able to recall—who was frequently seen on Monroe street and always admired because of his team of big, well groomed and admirably trained pair of red oxen which were broken to harness and to being driven with reins. Stout tugs fitted to broad leather bands over breasts and shoulders; regular headstalls of broad leather straps, with ordinary halters; broad, strong bellybands, breeching, crupper, backstraps and holdbacks made up the harness, with the reins fastened either side of the headstalls and no bits. And these oxen were rapid walkers and were "broke to pace."

This outfit, coming into town with a load of cordwood or hay, or sometimes with sawlogs or pork and grain, always attracted attention as a novelty and because the team were so well trained and well cared for.

Recently there died abroad one of the wealthy citizens of Grand Rapids whose boyhood was spent on a pioneer farm in the "South Woods." For years in after life this man conducted a store on Monroe street and, very exact and careful as a dresser and in regard to his personal appearance, it was one of the unaccountable mysteries to his neighboring merchants that he would, standing in the doorway of his store, permit scores of fine looking spans of farm horses pass his door unnoticed. But let a good looking yoke of oxen come along and in spite of mud, snow or slush—this was before Monroe street was paved—out he would go and hail the driver to come close to the sidewalk that he might visit with and learn all about the cattle. This man was in no sense a sentimentalist, but he never forgot the fact that between the ages of 14 and 18 years he was the trainer of oxen whose chief employment, winter and summer, was haul-

ing beech, maple and hickory four-foot wood, shingle bolts and stave bolts and saw logs from the "South Woods" to Grand Rapids. The gentleman's name was Wm. S. Gunn.

President Anderson might add a bit of character acting to his yoke of oxen idea for the Fair, perhaps. If he finds it possible to secure a yoke of well broken oxen to show the aristocratic, high grade side of ox teaming, he might, likely, by a little research, find a yoke of interferers—the persistent, stubborn, foolish two who waste half of their energy shoulder to shoulder with fore feet braced in opposite directions, leaning hard against each other as though each was determined to down his team-mate. That would be a novelty, too.

ADVERTISING GRAND RAPIDS.

Through the cordial co-operation and timely ingenuity, skill and generosity of the members of the Grand Rapids Advertisers' Club a marked and valuable addition to the drawing power of the annual Merchants' Week in Grand Rapids will be in evidence to-morrow.

The Civic Pageant and Floral Festival is the first really pretentious affair undertaken by our business men since Grand Rapids became a really metropolitan city, and taken in connection with the coming of over 5,000 visitors for a three days' outing as our guests it will prove a graceful and impressive feature of Merchants' Week.

There will be sixty or seventy floats in the pageant, each with its typical tableaux, besides about a hundred automobiles and other vehicles, all of them elaborately decorated with flowers. These features are to be provided by various merchants, manufacturers and civic interests, and so, of a necessity, will take on the character of advertisements.

Indeed, the Civic Pageant as an entity will be practically a carnival of advertising, and naturally and appropriately so, as it has been conceived by and will be carried out under the auspices of a large group of especially well qualified gentlemen who are professional experts in the science of advertising.

In view of this fact there comes an uncommonly practical and good opportunity for the Board of Trade to exploit at a comparatively moderate cost a striking form of municipal advertising if the designs of the Thursday street spectacle are carried out successfully. It is planned to have moving pictures of the parade taken as it passes the reviewing stand at Monroe and Ottawa streets. Presumably the tableaux, as they pass and are photographically recorded, will, in design and texts of their va-

rious banners and placards provide an extensive, elaborate and entertaining record of Grand Rapids' industries and general business interests.

With such a series of films, a good moving picture machine and a good lecturer it will be possible for the Board of Trade to acquaint every community in Michigan with the resources of our city as a trade center; and this may be amplified by the use of picturesque stereoscopic views showing Grand Rapids as a delightful and beautiful home city.

SUPPRESSING THE NEWS.

Probably the most pronounced black eye ever bestowed upon any business community by a Board of Health was that sustained during the years 1892-93 by the manufacturers, merchants and freeholders of the city of Detroit.

At that time the appointment of members of the Board of Health was vested in the Mayor of Detroit, this power having been secured by virtue of a bill which Dr. Duncan McLeod succeeded in having enacted into law at Lansing. The late Hazen S. Pingree was then Mayor and during the two years indicated Dr. McLeod, Dr. Schulte, Dr. Webber and again Dr. McLeod were respectively appointed to be health officers. Doctors Schulte and Webber resigned their positions for political reasons. That is to say, they declined to submit to the dictation of McLeod, who, although deposed, still held in some mysterious way a balance of power. And so, finally, Dr. McLeod was re-instated.

During those years Detroit had a serious smallpox epidemic and the policy of refusing to give to the daily press the official records of the situation was inaugurated by McLeod. Doctors Webber and Schulte declined to follow this policy. McLeod, again in power, resumed the suppression of information. Bound to give the news, the newspaper reporters obtained it otherwise and very soon developed unimpeachable evidence that conditions were wretched—much worse than was generally known. These conditions involved an utter absence of proper sanitary resources and observances at the isolation hospital and woeful indifference and carelessness as to maintaining a proper guard over patients and the premises, thus endangering the health of a large and rapidly increasing population in the northern part of the city. An absurdly large corps of house-to-house inspectors, disinfectors and physicians, appointed from the ranks of ward heelers and political hangers-on, was found to be negligent of their duties and in a large number of cases wholly incompetent for the performance of those duties.

McLeod, stubborn and not in accord with the great majority of physicians and sanitarians in Detroit, maintained his policy until at last the newspapers demonstrated clearly that he was guilty of misrepresentation that was almost if not quite criminal; that he had a higher regard for the political influence of his department than for the health of the city and that, successfully hoodwinking Mayor Pingree, he had the vigorous and influential support of that official.

Meanwhile, in spite of earnest pleadings on the part of the business interests of the city that the actual facts in the smallpox trouble might be officially and truthfully given to the papers daily; in spite of unanswerable evidence that exaggerated reports resulting from the refusal of McLeod to furnish facts were seriously affecting the business interests of the city, the warfare between the administration and the public continued. Everywhere, outside of Detroit, the papers were "playing up" the Detroit smallpox epidemic and making strong arguments as to the fallacy of suppressing the news.

Presently the people went to the Legislature and succeeded in securing the passage of a new law placing the appointment of members of the Board of Health in the power of the Governor of the State. Mayor Pingree declined to recognize the new regulation, Dr. McLeod refused to recognize the new Board of Health or to surrender possession of the records and equipment of the Health Department.

Accordingly the new Board of Health, supported by the Police Department, took forcible possession of the Health building, the hospital and the records, McLeod was ejected and Dr. Samuel P. Duffield was installed as health officer. All of this involved about two years of civic turmoil, extensive alarm and extraordinary expense, to say nothing of the injury to business.

Dr. Duffield at once made public the details of the actual situation; the working force of the department was reduced by more than 50 per cent.; the co-operation and confidence of practically the entire community was at once secured, the heelers and hangers-on were cast aside and within six months the epidemic was under full control. Inside of nine months there was no epidemic of the disease.

In view of these facts and scores of similar records in cities all over the land the alleged suggestion that the Grand Rapids Board of Health intends to suppress the news as to smallpox—there are only nine cases and these are mild ones in the city at present—is decidedly unwise.



Seasonable Trims To Be Given Attention By Dealers.

Written for the Tradesman.

A display of garden tools sells much more goods if there is something along with it that shows results to be attained by the use of these same tools.

A recent and very effective window of garden implements had the whole floor covered with some of the greenest velvet sod that ever obeyed the laws of gravity. It was so green it might have come from Ould Ireland itself!

An assortment of lawn mowers were placed at each end of the window, while on a garden seat toward the background rested a young fellow clad in overalls. A lawn mower sat in front of the dummy, the handle, which was lying against his knee, being grasped in one hand, while with the other he was wiping his forehead with a big red bandana. The windowman had tilted the workman dummy's hat far back on his head, to further give an appearance of labor interrupted by effects of the sun's fierce-beating rays.

At the left of the window stood a country lass with a rake in her hands. The girl dummy was posed in the act of raking up the grass that the young man was supposed to have cut, a hummock of which lay at her feet.

The entire background was neatly covered with poultry netting, over which climbed quantities of Japanese wistaria, of the very finest kind of manufactured flowers, shading from a deep violet into the palest lavender. The beauty of this rich coloring was alone enough to pause people's feet in intense admiration, and then they couldn't help but see the garden utensils to be employed in helping "Nature in her secret processes."

All the flowers in pots in the window were artificial, which, of course, allowed the trim to stay longer in position.

Several handsome jardinières (borrowed from a friendly crockery store) stood around, filled with Boston ferns and dracaenas.

There was a coil of hose leaning against a convenient hose reel. Different varieties of spades, including four-tined ones, and rakes and hoes stood at either end, sandwiched between the lawnmowers mentioned, and besides these large tools there were any number of smaller ones, with which to do dainty lawn and garden work.

This window brought to itself any quantity of favorable comments and

an extra number of sales were directly traceable to its existence.

It might be stated that not a single placard was visible, the window trimmer this time relying entirely on the goods to speak for themselves, which they seemed fully capable of doing.

Fountains as Accessories.

Not all window dressers realize the great decorative value of small fountains or other running water in window exhibits. Anything, no matter what, that moves in a window is going to arrest attention. Naturally a large space will be required whenever anything of this sort is attempted.

I remember seeing a very beautiful display that had a pretty white marble fountain as its central piece. The fountain had four saucers, the water falling in fine drops from one to another. In the lowest saucer were very large fan-tailed goldfish. In the entire background was a representation of a house painted on canvas, the "wings" filling the ends of the window.

In front of the middle canvas a small veranda or balcony was built out, and seated on this, leaning over the railing as if enjoying the play of the goldfish in the fountain below, were three of the prettiest dummy ladies you ever saw. All the trio had on elegant garden-party dresses and willow-plumed picture hats.

The chairs in which they were posed were of the most expensive in grass porch-furniture. An immense palm (the real thing, not the "perpetuated" abomination) shaded the dummy lady sitting in the center, and at either end of the balcony stood the most perfect of the largest-size fancy round box trees such as Alfred J. Brown, the seedsman, imports every year from Amsterdam. Underneath the balcony were three tubs of the ball-shaped box trees, these, also, being of a large size.

This unusual display was in a dry goods window and primarily was to make the store talked about, secondarily to sell the description of summer costumes worn by the lady dummies. The exhibit well accomplished both designs.

Japanese Piazzas.

Many people are particularly partial to piazza goods brought from Japan and enjoy making a screened-in porch speak loudly for that most delightful country of the Orient.

One lady, whose friendship I feel highly honored in possessing, did quite a lot along this line last year to her big square screened-in piazza.

A couch covered with a bright figured Oriental fabric stood in one corner and a couple of thrifty chrysanthemums of generous proportions lent their grace to the scene. A mammoth Japanese umbrella just about filled the space overhead. "Memory" or "wind" bells made tinkling music for listening ears with every breeze that blew. A cool-looking green matting rug covered the floor and fiber chairs invited to ease of arm and limb. Fans there were in abundance, gay with pictures of the foreign ladies with the wonderful hair adorned with the tiny ornaments peculiar to their native country.

My friend is lucky enough to have a husband who has immense confidence in his chum-wife's ability and taste and lets her carry out all her pet plans for the betterment of their home; so this spring she very considerably enlarged this porch about which I have been telling and added quite a number of other kinds of Japanese embellishments.

Now is the time of all the other months of the summer for the merchants who deal in goods of the above variety to push them to the front with all the effort possible. Their windows should breathe of the Orient at frequent intervals; these can scarcely be too often.

Graduation Goods.

This merchandise should be made the most of just now, as hundreds of "sweet girl graduates" will have to have fine delicate dresses in which to receive their diplomas. The diaphanous materials suitable for Commencement exercises lend themselves to such artistic draping in the window that there should be no difficulty in finding easy purchasers therefor. "Goods well displayed are half sold," and certainly there is nothing prettier than the sheer muslins, filmy batistes, etc., with which to make attractive trims.

H. E. R. S.

Movements of Working Gideons.

Detroit, June 8—Detroit Camp of Gideons elected the following officers June 5 for the ensuing year: Aaron B. Gates, President; George S. Webb, Vice-President; W. D. Van Schaack, Secretary-Treasurer; A. C. Holmes, Chaplain; G. H. Joslin, Counselor.

The President of the Camp was selected to look after and report to the Camp every three months on Bibles in Detroit hotels, condition, numbers and needs. George S. Webb desired more time to report on hotels wishing Bibles.

The Gideon banquet at the Griswold House Saturday evening was arranged by J. C. O'Neal, who had the dining room decked with flowers and plants, reminding one of a Southern garden, fragrance and beauty. At each plate a carnation and on every flower a smile. Thirty-seven were present—Chas. N. Smith, National President; Gordon Z. Gage, State President, and wife; Jacob J. Kinsey, State Secretary and Treasurer, with his wife; Samuel P. Todd, State Chaplain and State Field Secretary; W. D. Van Schaack and wife, A. C. Holmes and wife, Wm. Murch, John Adams Sherick, George S. Webb and

wife, P. C. Kantz, J. C. Joslin, wife, son, daughter and father, Aaron B. Gates and wife, W. R. Barron, wife and daughter, Rev. W. G. Nixon, C. L. Mitchell and wife, Mrs. Saxon, J. M. Paterson, Mr. and Mrs. Bush, Miss Evo, Mr. Piebush, Mr. Banks, E. P. Field and Mabel Lee.

On motion, Detroit Camp voted \$5 toward the expense of sending the State Chaplain and Field Secretary to the National convention. It also instructed Camp representative, W. D. Van Schaack, to use his influence and vote in the National convention for Samuel P. Todd as National Secretary of Gideons.

Responses to toasts were made by Gordon Z. Gage, P. C. Kantz, George S. Webb, Wm. Murch, W. R. Barron, John Adams Sherick, Rev. W. G. Nixon, Samuel P. Todd with Chas. M. Smith as toastmaster. Songs by Miss Evo, Mr. Barron, Mr. Piebush, Mr. Banks and Jacob J. Kinsey.

The fund service at the Grand River avenue M. E. church was well attended Sunday morning, June 6, and \$17 was added to the Bible fund.

The City Mission service Sunday afternoon was addressed by Samuel P. Todd, aided by six Gideons.

The Griswold House meeting Sunday evening was conducted by Detroit Camp of Gideons, led by Camp Secretary-Treasurer, W. D. Van Schaack, aided by forty others, filling the parlor and using the hall. E. H. Rider, 628 Warren avenue, this city, enjoyed the service and songs to the extent that he joined the Gideons.

Aaron B. Gates.

More in His Line.

Four days after his periodical fall from the water wagon Jaggles began a sight-seeing trip in the mysterious land of abnormal animals. "Help, help!" he yelled frantically; "here comes the piebald elephant and the purple giraffe accompanied by the pea-green hyena and the baby-blue baboon!"

"Shall I call the doctor, dear?" asked Mrs. Jaggles anxiously. "What could he do?" asked poor Jaggles; "telephone for the curator of the zoo!"

Faith is always foolish to those who have their eyes in the feed trough.



H. G. Behrens
Phrenologist

39-41 Porter Block
Grand Rapids, Mich.

Andrew Carnegie has said: "Not to know yourself phrenologically is sure to keep you standing on the 'Bridge of Sighs' all your life."

Every business and professional man needs phrenological assistance to get the most out of his chosen calling.

I take pleasure in referring you to the following well-known Grand Rapids people:

E. J. Adams, lawyer, Rev. Geo. H. Hancock, W. W. Huelster, Dr. F. A. Votey, Mrs. H. D. Jewell, F. E. Burleson, Dr. George A. Chamberlin, Mrs. J. Hawkins, Johnson & Colleton, druggists; Dr. W. M. Burleson, E. A. Stowe, W. J. Goldsborough, Geo. W. Welsh, Dr. John F. Burleson and I. L. Walker, also W. N. Ferris and Rev. H. D. Borley of Big Rapids, Mich., and Rev. John Gorden of Chicago.

What Other Cities Are Doing.

Written for the Tradesman.

Cadillac is improving its pretty park by the lake and its cemetery, the work being in the hands of a landscape gardener of Grand Rapids.

Kalamazoo will establish four public playgrounds, where the children may recreate during the summer vacation.

The city of St. Louis is preparing for a Home Coming and Farmers' Week, to be held Aug. 16-21. There will be doings every day as the following programme will indicate: Monday, Reception day; Tuesday, Fraternal day; Wednesday, Sugar Beet day; Thursday, Merchants' day; Friday, Church day; Saturday, Everybody's day.

Even sooty Pittsburg will have a Clean-up Day this year, under the auspices of the Civic Commission and the Street Cleaning Department. It will occur June 28 and everybody is being urged to help bring to pass a "Clean-up Day in Pittsburg."

After long discussion Battle Creek has decided that home trading is better and that home made pumps shall be installed at the Goguac Lake station.

Pittsburg, which has been a storm center during the recent business depression, reports a revival in the nail and wire business during the past few weeks that is little short of marvelous. The Dispatch says editorially: "Six weeks ago the nail and wire business was languishing, with its warehouses stocked to the utmost. To-day it is working, regardless of

the holiday, trying to keep up with its orders. The surplus is all gone, the sales having been beyond all precedent. The warehouses of the American Steel and Wire Co. have a capacity equal to three months' output of the mills. All this and more has been sold in less than half the time. There are orders ahead. And there is three months' work assured, to restock the warehouses, even if not another order came during that time. These are the facts. It requires no prophetic vision to foresee mills of all kinds striving their utmost to meet orders next fall. The depression has passed. The oncoming wave will be higher than the last. There are greater opportunities in the future than any that have been realized. There will be greater industry and under better conditions."

Memphis is one of the live cities of the South. Work will begin soon on an office building, twenty-one stories, at the corner of Madison and State streets. Right across the street the Cotton Exchange building, eighteen stories, will go up, plans for this structure having been completed. Work will begin at once on a union station for the trunk roads radiating from Memphis, the cost of which will be approximately \$7,000,000. A courthouse costing \$1,500,000 is nearing completion. The residential districts are spreading out faster than street improvements can be provided for them. Recently one of the best pilots on the Mississippi River, the one selected by the United States Government to carry the great bat-

tle ship Mississippi from the Gulf to Natchez and back, declared that, without one obstacle, he could have brought the battleship to the wharves of Memphis. And Memphis people are sitting up and taking notice. They will ask the United States to send one of its big ships to Memphis and then will begin to do business right away direct with the foreign markets.

Atlanta's new public auditorium represents an expenditure of \$250,000, which is to be paid for out of the city budget. The lot, 200x300 feet, cost \$60,000 and the building \$189,000. There are two auditoriums, the smaller seating 1,000 and the larger 7,800. The recent May Musical Festival held in the new building netted \$12,500. The National Automobile Association has selected Atlanta as one of the four cities in the country—New York, Chicago and Boston being the others—in which to hold exhibitions, and the show will open Nov. 9. Many other conventions have been secured and the auditorium represents one of the city's principal assets.

The city commission plan of government went into effect in Sioux Falls, N. Dak., recently and is working well so far. Almond Griffen.

Pretty Touch of Sentiment.

A traveling man carefully adjusted a carnation in his lapel at a dinner a few nights ago in one of the local hotels. "Do you know"—he turned to his neighbor—"I never see a carnation without recalling a bit of sen-

timent I found out in Ohio. There is a little hotel at Ashtabula—the Stoll House—and as each guest is seated for dinner the waitress places a carnation before him with the menu card. This being an attention not expected by transients at hotels in small cities, I enquired of the girl if the occasion was one out of the ordinary.

"No," she replied, 'we give every guest a carnation each day at dinner.'

"When she had gone for my order an old salesman seated next confided to me: 'Years ago Mr. Stoll's life was centered in a beautiful little daughter. She took great pleasure in distributing carnations to the boys of the road who Sundayed here at dinner. Death took her away, and from that day to this the carnations are a feature of the excellent table not only Sundays, but every day.'

"Somehow," and the diner caressed the flower in his buttonhole, "I have looked on a carnation with reverence since then."

Getting at Gosling.

Little Effie was telling her aunt all about the interesting things she had seen on her grandfather's farm.

"And were there any chickens and ducklings?" asked aunt, amused.

"Yes, indeed, hundreds of them," said Effie, "and the cutest little-little—oh—you know what I mean?"

"Lambs?" prompted aunt.

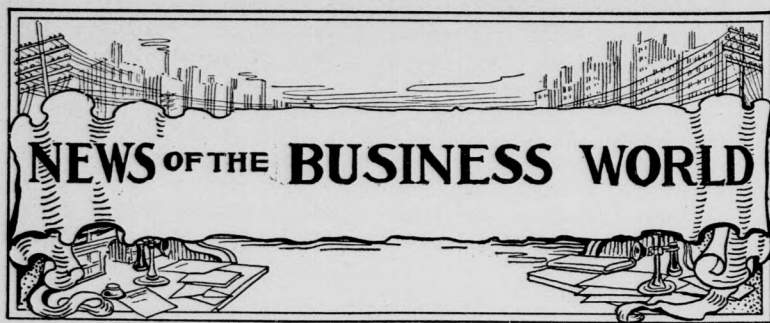
"No—no," said Effie, impatiently, "little-little—dear me, what's a goose's babies called?"

OF INTEREST TO YOU

When a grocer sells cheap baking powders he invites dissatisfaction. The cake being spoiled by the powder, all the ingredients will be classed as inferior, to the discredit of the grocer who sold them. The sale of lower-cost or inferior brands of powders as substitutes for the Royal Baking Powder, or at the price of the Royal, is not fair toward the consumer, and will react against the reputation of the store.

Royal is recognized everywhere and by every one as the very highest grade baking powder—superior to all other brands in purity, leavening strength and keeping quality. It is this baking powder, therefore, that will always give the highest satisfaction to the customer; and a thoroughly satisfied customer is the most profitable customer a dealer can have.

Ask your jobber for Royal Baking Powder. In the long run it yields more profit to the grocer than the low-priced alum brands.



Movements of Merchants.

Sandusky—A variety store has been opened by Briggs & Briggs.

White River—D. E. Staples has opened a grocery department in connection with his creamery.

Allegan—E. T. Messinger is succeeded in the grocery business by Kolloff & McLaughlin.

Cadillac—Allen & Wheeler are rebuilding their shingle mill, having lost their former mill by fire.

South Haven—A book and art store has been opened on East Sutter street by Chas. Olmstead.

Saranac—Another warehouse, 20x80 feet in dimensions, is being erected by the Saranac Produce Co.

Jackson—A. J. & C. J. Paltemgh have engaged in the confectionery business at 301 East Main street.

Battle Creek—James L. Baker is succeeded in the cigar business by Guy Ramsdell and Claud Preston.

Jackson—A tobacco and cigar store has been opened at 120 South Mechanic street by Harry Chapman.

Alamo—H. L. Van Vranken has sold his general stock to A. M. Griffith, who will continue the business.

South Haven—David Reid, formerly engaged in the livery business here, has taken over the Johnston Hotel.

Plymouth—Todd Bros., of Detroit, will succeed Wm. Gayde in the meat business and will take possession June 16.

South Boardman—The Frank LaBar stock of groceries has been purchased by Wm. Wakefield, of Suttons Bay.

Allegan—B. F. Foster, dealer in implements and seeds, has sold his stock to Griffith & Co., local implement men.

South Haven—C. F. Gish has purchased the grocery stock of H. Cain & Co., which was formerly the stock of Suhr Bros.

Trenton—Wm. Westphal has engaged in the grocery business at the corner of Washington avenue and Maple street.

South Haven—Carpenter, Hamblin & Wilder have sold their hardware stock to people who have removed same to Gary, Indiana.

Crystal—John C. Lewis, who is engaged in the meat business, has taken his brother, Martin Lewis, formerly of Alma, into partnership.

Kalamazoo—M. R. Haight, confectioner, has engaged in the manufacture of ice cream cones under the style of the Kazoo Cone Co.

Battle Creek—David Selker, of Detroit, dealer in men's pants, will remove his stock to this place, opening a store at 29 East Main street.

Ionia—Scheurer Bros. will open a cigar store in which they will also dispense soft drinks. A similar store will be opened by them at Mt. Pleasant.

Traverse City—Howard Musselman, manager of the local branch of the Musselman Grocer Co., has been elected a director of the First National Bank.

Fairgrove—James C. Yeomans is succeeded in the grocery business by Harvey P. Randall, for several years past engaged in the same line of trade at Kingston.

Gagetown—Christopher Kastner has engaged in the grocery business, conducting a cold storage business in the part of his building not occupied with his grocery stock.

Eaton Rapids—A. D. Maurer, who conducts a novelty store, has taken as a partner N. W. Spencer, an auctioneer, of Charlotte, who will, however, continue his original work.

Linden—Sage K. Warner will continue the general merchandise business formerly conducted by Tamlyn & Warner, having purchased the interest of his partner C. Tamlyn.

Meauwataka—The H. Hogue & A. Smith Co. is erecting a store building, which it thinks will be completed by June 20 and which it will occupy with a stock of general merchandise.

Crystal—A power dam is being erected by M. J. McConkey, from which he expects to develop power to run a sawmill and grist mill and furnish power for the electric light plant at Stanton.

Eckford—The general merchandise stock of F. E. Deming & Co., Ltd., of Homer, has been purchased by W. R. Hiffman, who will remove same to his new store building, where he will engage in business.

Lansing—The Cameron & Arbaugh Co., which conducted a general store at 401 Washington avenue, has been dissolved, B. C. Cameron having disposed of his interests and retired. The business will, however, be continued by F. N. Arbaugh, who owns a controlling share in the business.

Holland—Werkman Sisters have sold their millinery stock to J. P. Huyser, who will secure the services of a milliner and continue the business. The Werkman Sisters will retain the ownership of the building at 50 East Eighth street, but will retire from the business in which they have engaged during the past twenty-three years.

Hastings—The Miller & Harris Furniture Co., of this place, which conducts a branch store at Belding under the management of Albert Hall, who is a partner in that branch of the

business, is about to open another store in Grand Rapids on South Division street. Mr. L. C. Harris will move to Grand Rapids and take charge of that store.

Battle Creek—A paper, wood and willow ware and grocery store is to be opened at 88 South Jefferson avenue by Redner & Cortright. Mr. Redner has been engaged in the grocery here for several years and Mr. Cortright has been a traveling salesman for the past seven years, prior to which time he conducted a general store at Hickory Corners.

Manistee—Dahlquist & Co., who now occupy the east store room of the Savings Bank block with a line of shoes and men's furnishings, have leased the west room and have taken down the tile wall which formerly divided these two stores, thus giving them a store room 48x90 feet in size. They will occupy the west part with their shoe stock and the east portion with a line of clothing and furnishing goods. They expect to put these changes into effect by Aug. 1.

Manufacturing Matters.

Monroe—The Roehme & Rauch Co., which manufactures cordage and folding boxes, has increased its capital stock from \$300,000 to \$500,000.

Battle Creek—A co-partnership has been formed by Claude Preston and Guy A. Ramsdell to engage in the sporting goods business under the style of Preston & Ramsdell.

Marenisco—The Gogebic Lumber Co. will build several miles of railroad track near its sawmill at this place. About eighty men will be employed and work will begin shortly.

Detroit—A men's and women's and children's furnishings store has been opened by R. J. Cowan at 2342 Woodward avenue. Mr. Cowan was with Strong, Lee & Co. and Crowley Bros.

Leslie—A corporation has been formed under the style of the Leslie Elevator Co., which has an authorized capital stock of \$20,000, of which \$15,500 has been subscribed and paid in in cash.

Bay City—The old Saginaw Valley Traction Co. power house at Carrollton is being converted into a reneer plant and the company is accumulating a stock of hardwood logs hauled in from the north by rail.

Saginaw—Fred H. Beach has merged his tailoring business into a stock company under the style of the Beach Tailoring Co., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Norway—At the Sturgeon mill of the O. C. Lumber Co., shingle making is the only manufacturing being done. Plenty of logs are coming down the Pine and Sturgeon Rivers, and it is expected that the whole mill will be in motion this week.

Kalamazoo—A corporation has been formed under the style of the Parent Cigar Co., which will conduct a manufacturing business, with an authorized capital stock of \$5,000, of which \$2,500 has been subscribed, \$400 being paid in in cash and \$2,100 in property.

Escanaba—Mr. Judson, manager of the Escanaba Manufacturing Co., at this place, is making preparations to launch a new company to conduct business under the style of the Escanaba Veneer Co., whose plant will probably be built during the summer, operations to begin about Dec. 1.

Detroit—The machinery business formerly conducted by Schweppe & Wilt has been merged into a stock company under the style of the Schweppe & Wilt Manufacturing Co., which has an authorized capital stock of \$70,000, of which \$60,000 has been subscribed, \$13,000 being paid in in cash and \$35,550 in property.

Coopersville—A. R. Van Allsburg, of the furniture and undertaking firm of A. R. Van Allsburg & Son, has sold his interest to L. D. Mills, local druggist, and the business will now be conducted under the style of Van Allsburg & Mills, Louis Van Allsburg assuming complete charge. Mr. Mills will continue the drug business.

Bay City—Ross & Wentworth are stocking the Campbell-Brown Lumber Co.'s sawmill, which is running day and night. They are also interested in the firm of Sheldon, Kamm & Co., manufacturers of interior and builders' millwork, operating an extensive plant. This firm finishes the larger part of the Ross & Wentworth rough lumber, including pine and hardwood.

Menominee—The Roper Cedar & Lumber Co.'s cedar mill is almost completed, and the machinery will be installed in time to start operations this week. The business was established by James Roper and Harry Roper lately became identified with it. The company is one of the largest and most enterprising of the lumber and cedar concerns doing business in this place.

Bay City—This city has lost a large industry through an injudicious policy relative to industries. Local parties had arranged to erect a big hardwood flooring mill, investing approximately \$100,000, but the policy of the city toward an affiliated firm caused an abandonment of the project. The recent action of the Bay City Board of Review in boosting lumber property assessments has caused a great deal of dissatisfaction.

Lansing—The Northrop, Robertson & Carrier Co., which conduct a manufacturing pharmaceutical business and also deal in grocery specialties, has been reorganized, the capital stock being increased from \$62,000 to \$150,000. The officers are the same as the old company, being as follows: President, Burr D. Northrop; Vice-President, Eugene L. Robertson; Secretary and Treasurer, M. Ralph Carrier. Among the new stockholders are R. E. Olds, Edward F. Peer and Richard H. Scott. The company will now occupy new quarters at the foot of Ionia street, the building being three stories in height, with a frontage of 179 feet on Ionia street and extending 190 feet toward the river. It is understood that the purchase price of the new location was \$20,000. In addition to the grocers' sundries already carried, the company will now put in a stock of groceries.

GROCERY AND PRODUCE MARKET

The Produce Market.

Asparagus—75c per doz. for home grown.

Bananas—\$1.25 for small bunches, \$1.75 for Jumbos and \$2 for Extra Jumbos.

Beans—String beans and wax beans—both from Illinois—command \$2.25 per bu.

Beets—35c per doz.

Butter—Both solid packed and print butter have advanced during the past week, with a firm tone. The receipts have not been up to standard for the season, but the make will, no doubt, increase in the very near future. The demand, however, is likely to increase with it, both for consumption and speculation. The quality of the butter arriving is improving each week, and we now have the best butter of the season. Local dealers hold factory creamery at 27c for tubs and 27½c for prints. Dairy ranges from 15c for packing stock to 19c for No. 1.

Cabbage—Virginia commands \$1.50 per crate. Texas fetches \$1.75 per crate.

Cantaloupes—Texas stock commands \$3 per crate for either 45s, 54s or 60s.

Carrots—New, \$1.50 per box.

Celery—California, 75c per bunch; Florida, \$4 per crate.

Cocoanuts—\$3 per bag of 100.

Cucumbers—60c per doz. for home grown hot house. Florida stock, grown outdoors, fetches 50c per doz.

Eggs—Local dealers pay 19c f. o. b., holding case count at 20c and selected candled at 21c. The call from retailers has shown a considerable falling off, but this has failed to influence values unfavorably. Prices are about the same as a week ago and a strong market is expected for the coming week. General sentiment has settled to the opinion that eggs are worth present prices, and many dealers who have held back awaiting developments will probably begin putting away stock this month, and this feature will no doubt prevent any sagging of values. Storage buyers of eggs have taken the surplus stocks and every indication is that the total in coolers this season will come fully up to last year's aggregate, although representing a much greater investment. The weather has been favorable for a maintaining of good quality and many outside buyers are in Michigan market securing supplies for their own territory.

Grape Fruit—Florida stock is steady at \$6 per box. California stock is taken in preference at \$3.75.

Green Onions—15c per doz. for Evergreens and 18c for Silver Skins.

Green Peppers—\$2.50 per 6 basket crate.

Honey—14c per lb. for white clover and 12c for dark.

Lemons—\$3 for either Messinas or Californias.

Lettuce—Leaf, 9c per lb.; Florida head, \$1 per box.

Onions—Texas Bermudas are in strong demand at \$1 for yellow and \$1.10 for white.

Oranges—Navels are in fair demand at \$3@3.50 per box. Mediterranean Sweets are moving freely on the basis of \$2.75@3.

Parsley—25c per doz. bunches.

Pieplant—75c per 40 lb. box of outdoor grown.

Pineapples—Cuban stock commands \$2 per box for 42s, \$2.25 for 36s, 30s, 24s and 18s. Florida pineapples range about 25c per box higher than Cubans.

Plants—65c per box for cabbage or tomato.

Potatoes—90c for old and \$1.60 for new stock from the South.

Poultry—Paying prices for live are as follows: Fowls, 11@12c; broilers, 20@22c; ducks, 9@10c; geese, 11@12c; turkeys, 13@14c.

Radishes—20c per doz. bunches.

Strawberries—Missouri stock is still in evidence, ranging in price from \$2.50@3 per 24 quart crate. Illinois berries are expected to have the turn next week, and Michigan berries will begin to come by that time.

Tomatoes—Texas, \$2 per 4 basket crate.

Veal—Dealers pay 5@6c for poor and thin; 6@7c for fair to good; 8@9½c for good white kidney.

Kalamazoo Gazette: C. C. Adams, one of the best known salesmen of the State, has resigned his position with the Globe Casket Co. and will soon move to Gove City, Kansas, where he has purchased 640 acres of the best land in that great State. Mr. and Mrs. Adams have disposed of their home, 1002 South Park street, to Mrs. Dunham. Mr. Adams is not only popular on the road, but he is also one of the kind of boosters that Kalamazoo people do not like to see leave the city.

A. W. Stein, general dealer at Elmira, has purchased the grocery stock of Alla Pettingill, 95 South Division street, and will continue the business under the personal management of C. R. Gates, who has clerked in the Elmira store for several years. Mr. Stein will continue to reside at Elmira and devote his entire attention to his general store there.

The Grocery Market.

Sugar—Refined grades are strong and advances are hourly expected. The Federal refinery moved its quotations up 10 points last Friday. It looks like a good time to buy sugar.

Tea—The market still holds firm, with the demand fairly good, the principal interest centering in new crop Japans, which are being held at from 1c to 3c above last year's prices. The tariff uncertainty is still a factor. According to a report by Vice-Consul-General Babbitt from Yokohama, the Guild of Tea Merchants in Schidz-noka-Ken has decided to ask the government for a subsidy for ten years of \$105,000 gold per year in order to compete with Indian and other teas in the United States and Canada. This is due to the general falling off in exports and to the fear that the new United States tariff will impose a duty on teas. Colombo advices are to effect that last week's sales of black Ceylons amounted to 1,500,000 pounds, for which there was a good general demand, with prices for quality very firm and advanced. Greens remain steady at former rates.

Coffee—Official reports on Rio and Santos grades show a decrease in the world's visible supply on June 1 of 478,693 bags. This places the present world's visible supply at nearly 2,000,000 bags less than on June 1, 1908. This fact gave the spot market some strength, and was doubtless responsible for some of the active trading. Rio and Santos coffees, particularly the latter, show a hardening tendency as to price. Mild coffee is steady to firm and more active. Java and Mocha unchanged.

Canned Goods—Future tomatoes are selling in a small way at unchanged prices. Corn is doing somewhat better, a strong demand having sprung up and quotations for many grades have been advanced 2½@5c. Future corn is in fair demand at unchanged prices. Peas are firming up. The season in Indiana, New York, Michigan and Wisconsin is very backward, and some of the Western packers have withdrawn prices on some grades and advanced others. Unless the weather changes future peas will probably make a general advance. Asparagus is about steady. All California canned fruits are selling fairly well at cheap prices, with no prospect of any immediate change in sight. Supplies of all kinds are liberal and the demand is beginning to show heavier proportions. All canned berries hold firm. Canned pineapple is selling freely at steady prices. The demand for spot salmon of all grades is very good for consuming purposes. Stocks are small, so that prices are very firm. Sardines are steady and unchanged for domestic packs and very firm for imported. The prospect of a duty on Norwegian sardines and fish balls is stimulating the trade on these items.

Dried Fruits—Apricots are steady and in fair demand for the season. Raisins show no change. Prices have been made for August shipment at about ½c above present spot prices. The demand for raisins is light. Currants are in light demand at un-

changed prices. Other dried fruits are dull at ruling quotations. Some new 1909 prunes are selling at all sorts of prices. Nominally the basis price is 3c, but lower prices have been heard, and some holders are asking 3¼c. Sales have not been very large as yet. Old prunes are still about at unsettled prices, but the general demand is small. Peaches are quiet at ruling prices.

Syrups and Molasses—Compound syrup is dull at ruling prices. Sugar syrup is selling as fast as made, prices being unchanged. Molasses is moderately active for the season, prices showing no change whatever.

Rice—The market is still very strong. Fancy heads are cleaning up rapidly and it is now a question whether they will last until new crop, before which time an advance of fully 1c per pound is looked for. Supplies of domestic Japs are also in small compass, with consuming demand very brisk.

Rolled Oats—An advance of 20c per barrel and 15c per case of family packages is shown for the week, which brings the price to a very high point, although it is said conditions fully warrant the advances, and manufacturers contemplate advancing farther unless the raw market should show signs of easing off.

Cheese—As production increases the market is gradually reaching a lower level, a decline of from ½@1c per pound having been made during the past week. Stock now coming also shows better quality. The general tone has not yet settled to a steady basis and, while values are not expected to go very low, owing to the general firmness existing on nearly all food products, the fact that the winter and spring range has been far above the normal makes it natural that lower figures will rule.

Provisions—All cuts of smoked meats show an increased demand and the price is very firm. Both pure and compound lard are firm at an advance of ¼c, and both are in good consumptive demand. Barrel pork is 25@50c higher. Dried beef and canned meats remain unchanged, with increased demand.

Fish—Cod, hake and haddock are unchanged and in light summer demand. Salmon is in fair demand, notably Alaska fish, but still there are no developments in the situation and prices are unchanged. Future prices have not yet been named on any grade, but Columbia River Domestic sardines are nominally unchanged at \$2.55 for 1908 goods and \$2.85 for 1909, but lower prices than \$2.55 have already been heard of, and the market seems on the edge of the same demoralization which has almost always characterized it. Imported sardines are unchanged and dull. Mackerel is very quiet and unchanged as to price. The trade are expecting the daily arrival of new shore mackerel, which usually breeze up the market a little. Norways are unchanged and dull.

The Grand Rapids Stove Co. has increased its capital stock from \$80,000 to \$125,000.

ENRICH THE PEOPLE

By Abolishing the Evil of the Drink Habit.

Commercialism is the characteristic disease of the American people. Our presidential campaigns for nearly fifty years have been waged and won on simple questions of trade. The most successful thing for any party to do is to touch the pocket nerves of the American people. Therefore, to make a winning case for temperance we must array the commercialism of America against the liquor traffic.

Considered merely as a question of dollars and dimes, the liquor problem will some day become a burning issue in our politics. The entire amount received for tariff is approximately \$225,000,000 per annum, while the total output of gold in this country is \$100,000,000 per annum, and the silver produced is perhaps \$60,000,000, or, combined, as much as the annual liquor bill of New York City, which is estimated at \$1,000,000 a day. As an economic question, neither the tariff nor the gold and silver issue is in it with the drink problem.

No power of legislation and no power that can be obtained by labor combination can help the laboring man who spends his money in drink. It is estimated that fully one-half of the drink bill comes out of the wages of the workingmen. The wage classes of the United States can not support in idleness and luxury something like 250,000 liquor dealers and their families, their bartenders and their families and pay the enormous rents of their dramshops and hope to prosper themselves.

Archbishop Ireland, in an address some years ago, said:

"Three-fourths of the crime, three-fourths of the inmates of poor houses and asylums, three-fourths of those who are recipients in any way of public or private charity have been reduced to poverty through their own intemperance or through the intemperance of their natural protection."

Golden opportunities are awaiting the laboring classes of America, the wages paid them are generous, and every field is wide open for their ambition. But their means are swallowed up by the saloon. A conservative estimate is that in the large cities the daily receipts of the saloons average \$20 a day. By multiplying the number of saloons in your city or town you can see what an enormous sum is wrung from the people, and as fully 50 per cent. of the money spent in saloons comes directly from the working classes you will have little difficulty in figuring out how much money the working people are spending in the saloons of your community.

Much is said of giving to all people comfortable homes. The late Joseph Medill, testifying before a congressional Committee of Labor and Education, said: "The money thrown away on liquor by the wage workers in the last ten years would have provided each family with a home, free of rent, thereby emancipating them from servitude to a landlord." The catechism of social economy is brief.

How enrich the people? Make them sober.

The Massachusetts Bureau of Statistics of Labor as a result of its investigation declared that of all the paupers in the State institutions three out of every four were addicted to the use of liquor and nearly one-half had intemperate parents.

The late Carroll D. Wright, than whom there was no higher economic authority, said: "So far as my observation goes, drunkenness is at the bottom of the poverty of the working classes and not the industrial system or the influential conditions surrounding the workingmen and their families."

Terence V. Powderly, for many years the general master workman of the Knights of Labor, says: "The liquor traffic is responsible for the misery among nine-tenths of the working classes."

Some years since an item went the rounds of the newspapers which was authenticated by a member of my church in New York whose father was the President of the bank in question. A large manufacturer in Marseilles, Ill., one Saturday paid out about \$700 to his employees in new \$5 bills. On Monday about \$400 in those bills were deposited in the local banks by saloonkeepers. This does not prove that all this money was paid for liquor, as it is not known how much change was given back, but it does prove that the men who drink make it a rule to pay the saloonkeeper before any one else gets his pay. It brings out in a striking and unanswerable way the relation of the saloon to the industrial problem.

Not overproduction but underconsumption is our trouble. You can not spend your money in the saloons and in the stores also. Close the saloons and much more goods would be demanded and more would be manufactured, multiplied labor would be required to make them, wages would be high and everybody would be happy.

A woman came into a store showing by her timidity that she was not accustomed to buying. Asking for a pair of shoes for a little girl and questioned what number, she answered: "She is 12 years old."

"But what number does she wear?"

The mother had to acknowledge that she did not know, as it was so long since she had bought a new pair. The father used to drink, but soon after he stopped he told the wife to get "Sissy" a pair of shoes. It was so long since the mother could buy a pair of shoes for the child that she said she thought if she told him how old the child was the salesman would know just what size to give her. The wives and the children of the men who drink "consume," in the economic sense, too few shoes, too few clothes and too little food.

If the money now wasted on drink were used to promote our productive industries, if the money now spent in the saloons were spent in the stores, there would be such a revival of business throughout the land that we would think the millennium had dawned upon us.

A man accustomed to spending his wages mainly in drink, awaking from a debauch, was frightened by his dream—four rats approached him—a fat, sleek rat, two lean rats and a blind rat. His little boy ventured to interpret the dream. He told his father that the fat, sleek rat was the saloonkeeper he visited so often. "The lean rats are mother and me, while the blind rat is yourself." Don't be a blind rat!

If you must drink buy the liquor by the gallon and make your wife barkeeper. A gallon of whisky costs \$3, a much better quality than that sold in the average saloon. Each gallon contains about sixty-five 10 cent drinks. Now, if you must drink, give your wife 10 cents for a drink, and when the whisky is gone she will have, after paying for it, \$3.50 left, and every gallon thereafter will yield the same profit. Allow your wife to put this money away and when you have become an inebriate, unable to support yourself and those dependent upon you, and you are shunned by every respectable man, your wife will not only have money to keep you until your turn comes to fill a drunkard's grave, but when at last the fool killer attends to his business your wife and children will be able to get along gloriously without you.

Madison C. Peters.

What Is Doing in Other States.

Written for the Tradesman.

The Senate in Connecticut has passed a bill which provides for establishing two trade schools in two cities of the State. It is now very difficult to educate boys in the trades in that and other states.

The Illinois State fair will remain in Springfield for this year at least, despite the efforts of Peoria to secure the show.

Gov. Hughes, of New York, has signed bills appropriating \$5,000,000 for good roads, \$1,500,000 for the maintenance of improved roads and \$1,397,000 for ordinary highway repairs. The State now has a highway system, liberally financed, which will develop in a few years in a network of good roads in every county. Control is vested in a State Commission.

The Illinois Legislature has passed a law which authorizes the establishment of county forest reserve districts by popular vote within the various counties and provides for the appointment of a president and four commissioners to have charge of forestry affairs within each district so established.

Colorado, Wyoming and New Mexico have made large legislative appropriations for the establishment of dry farming stations and experimental farms. The essentials in dry farming are summer fallowing, thorough cultivation and harrowing the land after every rain or snow. The harrowing is for the purpose of forming a dust blanket or mulch, which holds the moisture in the soil.

Early California fruits have been bringing as high prices as usual in the East. The first shipments of cherries arrived during the latter part of May and a carload was sold

in New York for \$4.144, while a part of a car marketed in Chicago brought an average of \$2.77½ per ten pound box.

Reports indicate a decrease of 10 to 20 per cent. in the cotton acreage in Arkansas, due to the boll weevil scare and to interest in diversified crops. The corn acreage is decidedly larger, much new land being opened up, nearly all of which is devoted to corn.

Beginning this month the prohibition drouth is on in earnest in Kansas. The Attorney General asked for more radical laws governing the sale of intoxicants by druggists, and he got more than he asked for. The Legislature passed a law prohibiting the sale of intoxicating liquors in any form by anybody and for any purpose in the State. The constitutionality of this absolute prohibition law will doubtless be tried out in the courts.

Kansas has also passed a stringent child labor law, which the State Labor Commissioner will undertake to strictly enforce. An important section of this law is the one which forbids boys and girls from working after 6 o'clock at night, and it applies to the employment of children in theaters or on lecture platforms and even to boys and girls who sell peanuts, popcorn and papers. Messenger boys can not work during school terms or after nightfall at all.

The recent decision of the Supreme Court of Ohio, in affirming the judgment of the Cincinnati courts, gives to cities of the State the right to enact ordinances prescribing standards for milk and to seize and destroy such as is found not to meet these requirements.

After a long and hard fight the Legislature of Wisconsin has killed a bill appropriating \$200,000 for the State prison binding twine factory at Waupun. This leaves the State Board of Control with a nearly completed prison twine plant on its hands, but without the means of setting it in operation and without authority to use the property for any other purpose.

More corn has been planted this year throughout Mississippi than ever before, largely because of the boll weevil. The planters have found that they can not rely on cotton alone and they are sowing oats and increasing their alfalfa acreage, besides planting corn and other diversified crops.

Almond Griffen.

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WOMEN'S AUTO CLOTHES.

With Time They Are Getting More Sensible.

Written for the Tradesman.

Chug wagon owners by this time have their machines all painted up, and chug owners' wives have been paying heed to their auto get-ups for the coming fray.

The sand and the dust and the sun and the rain ruin good clothes and the best that the indefatigable auto woman can do who has common sense in her cranium is to have a good black voile skirt of lightest possible weight—made minus a multiplicity of folderolly trimmings—and to rely for attractiveness entirely on her pretty shirt waist. A lacey lingerie waist is really more practical—although it does not sound so in the telling—than a tailored waist, whose collar wilts and whose cuffs gather to themselves all the dirt they touch.

Automobile veils are an absolute necessity and they are not such an expensive luxury as at first, for now the stores show regular beauties—in black, white, grey, navy blue and pale pink, blue and buff chiffon—which may be washed in gasoline without the least fear of spoiling them.

These veils, or scarfs, rather, are long and wide and may be worn either with or without a hat.

By the way, I notice that a great many of the whiz wagon women are going about without hats in autos this season, and I think it is a move in the right direction. In autoing everything of the impractical, the unnecessary, should be strictly eliminated, and why hats have been tolerated so long by women automobilists has been a complete mystery to me. Even a small hat gets buffeted by the wind and to my mind they seem to be a positive nuisance. Even a plain hat gets extremely shabby on country roads and a chiffon scarf serves every purpose of a hat without any of its inconveniences.

Better yet, however, is a handsome scarf of crepe de chine, in some pastel shade, for this keeps the sand and the dust out of the hair a great deal more efficaciously than does the scarf of chiffon. Such a scarf may be wound quite tightly around the head, somewhat like a turban, completely covering the hair, and pinned securely in place with beauty pins. Thus sham-poops will not have to be resorted to so often as usual.

Auto gloves, the regulation kind, are always expensive. They are triggered out with natty little straps—stitched into the side seams—and furnished with a fine quality of mother-of-pearl buttons, both of which add to the cost to the purchaser.

None but sensible heeled shoes should be worn on long automobile jaunts, as, oftentimes the women of a party all have to "get out and help push." In pleasant little emergencies like this high French heels show up in all their glaring inefficiency.

It is well to have concealed somewhere in the auto's anatomy several pairs of rubbers and two or three umbrellas. Especially are the latter to be remembered if the auto is in

the habit of going about without its top. As to rubbers, they come mighty handy when there's a swamp to be trudged through, and especially if here the women have to push as well as when the auto "gets stuck" going up a steep sandy hill.

I know one wise auto woman who always goes prepared for rain, even if the skies are bright when she leaves home and the indications say "Clear weather." Both her family and friends laugh at her for this course, but for all that they are mighty glad to avail themselves of her forethought when a sudden drenching rain comes up. The umbrellas and the storm coats are not laughed at then. "Better be safe than sorry" is her motto.

As to fine togs in autos, one woman auto owner voiced the sentiment of others when she said:

"No woman who knows anything about automobiling is going to array herself in finery, even for a drive around the city. The woman who does this only makes a display of her ignorance of the sport. She starts out in all kinds of furbelows and generally arrives at her destination a sadder but a wiser creature. I have seen a young lady all 'fixed up to kill,' who was, indeed, a 'killing' sight when she ended her five-mile drive—big hat shockingly out of plumb, feathers all whipped to pieces, roses half torn off. Her dress would be all wrinkled from sitting on it in one position and from the crowding in the seat. No, it does not pay to dress otherwise than perfectly plain for autoing."

H. E. R. S.

What Is the Secret of Happiness?

The wise man discovers exactly what he needs to be happy, and endeavors persistently to acquire the essentials.

It is easy to blunder badly about these essentials. Lots of men are furiously anxious to marry. They are persuaded that life is impossible without one particular woman, often to discover that life is impossible with her. Similarly, money popularly is regarded as necessary to happiness, although we all number men among our acquaintance far more miserable in a costly residence than they were when living in a humble "home."

Indeed, it is fairly evident that to the majority of human beings "what one is" is of infinitely greater importance than "what one has." There are, of course, exceptions, but they are comparatively few. The passion for mere possession is rare. The miser is abnormal. Men love money because money means power, or, may be, good wine.

Women love money because it means costly clothes and many jewels. The desire to wear beautiful clothes is entirely admirable. A woman often expresses her personality with splendid completeness in her dress. We are apt, perhaps—particularly if our incomes are small—to denounce the love of diamonds as vulgar; but, after all, children and all lovable, simple souls adore things that glitter.

In attempting to discover the secret of happiness—which is the aim of all philosophy—the initial difficulty

is the variation of individuality, the fact that one man's food is another man's poison. But this difficulty is superficial. We are all more alike than we are inclined to admit. Besides, I am not concerned with the extraordinary man, with the possessor of the great soul or with him who has no soul at all.

The philosopher himself is too often the man apart. He does not understand the common wayfarer, who wants a good time, who is ready to bear with cheerfulness such ills as flesh is heir to if haply he may have his meed of laughter. And the common wayfarer is bewildered. He discovers that to be good is not necessarily to be happy, and that to be naughty is equally unreliable. Many admirable persons and many outrageous scamps obviously are discontented and wretched, while the happy are found both among the virtuous and the vicious.

The industrious and the lazy, the silent and the loquacious, the domesticated and the gypsies, the married and the unmarried, the bond and the free, believers and unbelievers, socialists and anti-socialists, are all divided, some happy and some unhappy. The greatest thing in the world can not be attained by opinion, conviction, circumstance or virtue.

The unhappy man is the dull man, and the dull man is the man without a soul. That is the truth, and the whole truth. The dull man eats and drinks and works and sleeps and grumbles and sniggers and is just a rate payer. Most of us have to do all these things. We have to be rate payers. The horror comes when we are just rate payers—and nothing more.

To remember the great pageant of history, to recall the fact that we are the heirs of the ages, the descendants of knights and clowns and poets and pirates—and then to be content just to be rate payers is appalling.

The dull man never laughs at himself, never plays the fool, never loses his head, never dreams. A street is a street to him, not the scene of daily and innumerable dramas. A child is a child, not a bewildering conundrum. He believes the evidence of his eyes (he actually boasts of it), and fancies that things really are as he sees them. There is no conceivable error so utterly false, no heresy so mischievous.

Dulness means a lack of imagination, and without imagination life and happiness are both impossible. Religion and art, from one point of view, share the same mission. They bring to man the sense of amazement. They teach us that the world is a wonderful fairy palace, the place of hourly miracles. Then we discover that we ourselves are most amazing creatures. The dull man is not interested in himself, has no self-love. I am certain that no man can love his neighbor unless he has learned to love himself. From ourselves we discover humanity.

I do not mean that it is desirable to be inanely conceited, but to be consciously self-interested and immensely amused. The sprite still lives in

most of us. Who of us can tell what we shall do under new and unexpected circumstances? That is the fun of the thing. That is the interest of life. Then we find out that the real things are such shams, and that our lives are actually passed among the unrealities.

Think of the happy people one knows and enquire. I know a clerk who is happy on \$15 a week because his wife thinks he is a hero and he thinks she is beautiful. He is not a hero to you and me, but in her dream world Launcelot is nothing by comparison, while in his dream world she is another Helen.

It does not always make us happy to be loved. That is unfortunate. Love can be critical and to be criticised is to be hurt.

I know a nun who is happy dreaming of the glories of a wonderful gray wonder-world. I know a Salvationist who is happy because he is a son of God. I know a cheerful, royster-ing, often penniless writer who is happy because to him all men are good fellows and all women adorable. The happy socialist dreams of the brotherhood of men; the cantankerous socialist yearns to interfere with his fellows.

It often happens that the men who stimulate imagination and encourage our dreams themselves fail to attain happiness. They stand on the mountain and point out the way, but they themselves never reach the land of delight. They are, however, the great men, and you and I are the common wayfarers. Their way is not our way, and it may be that their sorrow is more precious than our joy.

Sidney Dark.

This would be a dreary world to some if their neighbors were all good.



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E. A. STOWE, Editor.

June 9, 1909

WELCOME TO OUR GUESTS.

An individual, an association and a community which invite guests to accept of their good fellowship and neighborly cordiality must do so solely because they desire the presence, the society and companionship, for a time, of those who are invited.

There can be no "strings" to the effort if a maximum of pleasure for both guests and hosts is to be obtained.

In order to accomplish such a result on the part of any organization, municipal or otherwise, there must be harmony and co-operation during the period of the visitors' presence as guests.

That is precisely the situation in Grand Rapids this week. The business men of our city are a unit in extending the warmest kind of a welcome to the visiting merchants and their wives who are their guests. The membership of the Board of Trade, embodying over a thousand citizens and representing every department of the industry and commerce which have made of Grand Rapids the metropolis of the western half of the State, are acting as one man in extending the glad hand of welcome and good fellowship.

The welcome is without qualification of any kind. Our guests are here because we want them to know what Grand Rapids is like in summer time; because we want them to see and enjoy what we have in the way of entertainment and because we never feel quite so much like ourselves and our town as when we are giving other people an interesting and a good time. Moreover, we want them to feel that they own the town and to come again next June that they may confirm the impressions gained upon the present occasion.

INFAMOUS IMPUDENCE.

It was reserved for the fifty-fourth annual convocation of the Michigan Grand Commandery Knights Templar at Detroit this week to receive the most contemptible and most outrageous affront ever bestowed upon

that distinguished body of representative citizens.

The offenders were the members of the labor union bands in Detroit and other cities in Michigan.

The band accompanying De Molai Commandery, No. 5, of Grand Rapids, to the conclave is the Grand Rapids Battalion Band, an excellent organization of about forty members, and competent, from an artistic standpoint, to march and perform by the side of any body of musicians in the country. Its members, supreme in their confidence in their own excellence as musicians and without fear of competition, are not members of any labor union.

And so the dummies, the wind jammers and the cheap John musicians constituting the other bands at the Detroit function refused point blank to march in the parade yesterday. Conscious of their inferiority and knowing that they would suffer woefully by contrast with the Grand Rapids musicians they utilized their last resource—the autocratic lawlessness of the union.

De Molai Commandery, however, stood by the Battalion Band by withdrawing from the right of the line and by taking the extreme left, with only a life and drum to give them the cadence. But on Wednesday at the competitive drill at Bois Blanc Island the Battalion Band was the whole thing in a musical sense and won overwhelming applause throughout the contest.

It is not at all strange, with its community of musicians dominated by labor union bums and beer guzzlers, that the real lovers and appreciators of the best there is in music, who have worked so hard and contributed so generously for years to place Detroit on a musical footing adequate to the culture, wealth and population of the city, have not succeeded. And they will not gain the desired distinction either, in spite of their enthusiasm and their wealth, until they annihilate the Detroit musicians' union.

TO GIVE OUT THE FACTS.

The Pennsylvania Railroad is frequently credited with leading off with some very excellent innovation or reform. It has long been counted one of the best managed corporations of the kind in this country and certainly it is very prosperous. The usual custom when there is an accident on the railroad is for every employee of the company to spend his best efforts in trying to hush it up and conceal information. Any newspaper reporter of considerable experience can tell you that in the majority of instances it is very difficult to learn the facts of a railroad accident from railroad men. They are very reticent. This is not necessarily representative of their personal judgment, but it is understood to be in obedience to orders. The superiors have long entertained the notion that it is a mistake for them to give out anything for publication except the time tables and other matter which may properly be considered as free advertising. They

do not want the public to know anything about the mishaps—and of course mishaps are absolutely certain to come even on the best regulated and most carefully maintained railroads.

The management of the Pennsylvania Railroad has recently issued orders to all the employees along its lines, directing them to give out every possible detail regarding accidents if any occur, and to give the information promptly and to whomsoever asks for it in a courteous way. This is really better for the railroads because the reporters are bound to get a good deal of information and if they can not get it from those best informed they can get it at second hand from passengers who are injured and from such sources as they can command, which possibly may be prejudiced, and if so, the reports would appear even worse than the facts. If the railroad officials will give out the facts they will be the first ones consulted. Another advantage is the assurance which it gives to the friends of those who may be on trains which have met with mishap. It is proposed hereafter in the event of an accident to get the names of the killed and wounded and the extent of the latter's injuries, for the purpose of putting it on the wire at the earliest possible moment, and thus the information will be promptly provided to those to whom it is of special interest. The plan thus adopted might profitably be followed by every other railroad corporation in the country.

THE LEMON DUTY.

An interesting coincidence is that on the day the Senate decided to tack on to lemons an additional duty of half a cent a pound the demand was made in that august body that free lemonade should be furnished by the sergeant-at-arms. It is customary in warm weather to furnish lemonade to the Senators and now, in response to the demand, it can be found by the bucketful in the cloak room and the few outsiders who have been permitted to taste it declare that it is of high grade. It is, moreover, interesting to note in this connection that Senator Root opposed the proposition to increase the duty from one cent to a cent and a half per pound on this fruit. He said that lemon growers in California made an average profit last year of \$530 per acre, a statement which is calculated to start many Eastern men toward the Pacific slope on the first train. No plot of ground of size enough to be called a lemon ranch contains less than five acres and some of them contain many times that area. The owner of the average five acres devoted to lemons would make more than \$2,500 a year and whoever owned and succeeded fairly well with ten acres would make \$5,300 per year, which is a very fair income for the labor and land. Senator Root evidently does not believe in revising the tariff upward all the time.

Where the life is consumed in love's sacrifice the halo takes care of itself.

IN ITS INFANCY.

The performances of Count Zeppelin's airship have attracted world-wide attention and well they may. To have traveled more than 600 miles in the air, going from one place to another and then returning, is really a great feat and a record breaker. Of course, his apparatus is clumsy and expensive, but neither the first typewriter nor the first sewing machine could compare in compactness and results with the present every day product. The Zeppelin airship is 450 feet long and 50 feet wide and they have to keep it on rafts out in the middle of the lake, in order to find room for it. It is costly to build and costly to operate and especially is it fragile. This was pertinently illustrated when in trying to land it was badly torn by being entangled in the limbs of a tree. It represents ideas and contains suggestions which will be utilized by its own and other makers to achieve great improvements. Inventors and mechanics will keep at it industriously until in the future traveling through the air may be no more unusual than talking through it is to-day. The ingenuity of several nations is at work on this problem and in this as in other great advances millions of money will be spent in experimenting, but each experiment brings practical accomplishment for commercial purposes just so much nearer.

The honor shown William Judson at the annual meeting of the National Wholesale Grocers' Association at Detroit last week reflects credit, not only upon the recipient, but upon his associates and the city of Grand Rapids as well. Mr. Judson has always stood well in his home town and it is a matter of congratulation that his reputation for probity, conservatism and enterprise is recognized by the wholesale grocery trade all over the United States.

A Pittsburg man who was released from prison last week after nineteen years' service was greatly interested in the numerous institutions that have come into existence and common use since he disappeared from public view. The first thing he wanted was a ride in an automobile.

There are too many trying to prove their love for the good news by telling all the bad news.

There is a lot of difference between believing a thing and believing that you believe it.

If this seems to be a heartless age the only thing to do is to put your own heart into it.

Most men who start out to pay a flying visit to sin acquire the right to vote there.

People who run after trouble always blame Providence when they catch it.

Taking pleasures as they come is happiness; running after them is misery.

The absences of the divine are always due to our blindness.

HARDLY SENSIBLE.

A little while ago the Michigan convention of humane societies rejected by an overwhelming majority a resolution to thank the former President of the United States for his aid in protecting Michigan birds, because he is at present engaged in killing wild animals in Africa.

To the average mind the question at once arises whether there is not a difference between song bird protection in this or any state and the ridding of Africa or any continent of the human destroyer whether it be the lion, the rhinoceros, the python or such other beasts as have terrorized the human being in the parts of the earth where such beasts live—such beasts, in fact, as the ex-President is doing his best to kill.

Behind it all is this gathering of the humane societies—humane, be it observed—ready to affirm that these man eaters are more important than the human beings they have killed and eaten; and is humanity the world over to be benefited by allowing these animals to greatly multiply and so destroy the human life upon which they feed; and shall we write down Col. Roosevelt as deserving the reproach of the humane societies in convention assembled?

In September of last year Dr. Rupert Blue took charge of San Francisco's fight against the plague, which had then killed five million people in India alone and gained a foothold on every continent. The principal distributors of the disease germs were rats and the only way to prevent a disastrous outbreak of the plague on the return of hot weather was to kill them. The Citizens' Health Committee entered upon a campaign of rat-killing, which they followed up so strenuously that within three months the plague had been conquered and Dr. Blue was honored by a banquet for his distinguished services. Was the banquet a mistake and would it have been more humane had the Committee by an overwhelming majority refused the banquet to the Doctor for killing the San Francisco rats?

Of late years discoveries of the greatest importance in the treatment of disease have been made by experiments on living organisms and public sentiment is practically unanimous that this method is indispensable to the art of healing. Dr. Koch, of Berlin, traces the cause of tuberculosis by vivisection to bacilli; by experimenting with live animals a German physician discovered a remedy for lockjaw, while Pasteur's tests by the same method resulted in a cure for hydrophobia. Will any one in the light of these facts question the need of such means in the endeavor to relieve human suffering and, conceding that the animal does suffer, is it sensible to insist that human life must be sacrificed that the lower order of life may be free from pain?

It certainly seems that the cruelty-to-animals idea can be carried too far. It does look as if the Humane Society went a good deal out of its way when it censured the ex-President for killing wild beasts that prey

upon mankind; and it does strongly suggest that all of such misplaced sympathy is the result of an overfondness that stays the surgeon's knife, a single cut of which ends what would otherwise be months of suffering. It is hardly sensible to endure the toothache night after night when the dentist's forceps can end the pain at once, and while it seems like going to extremes to say that sympathy for the rats of San Francisco and for the bacilli of tuberculosis was never thought of and much less intended, it is submitted that the logic in spite of the protest remains the same.

That same mistaken sympathy that prompted the resolution is present and making itself felt to-day in far too many American homes in the bringing up of children. Here, if anywhere, should extremes be avoided. The word and the blow with the blow first can not be too much deplored; but the result of such discipline does not stand inferior to that which allows the child always to have its own way, because parental indulgence sees only cruelty in opposing the child's will. It is the loving kindness tempered with common sense that is called for most, and that same sense with the kindness behind it will know when to avoid extremes or courageously to meet them. It is the country's great need to-day to give up the overfond, not to temper too much the wind to the shorn lamb, to let the oak grow strong by beginning early to wrestle with the tempest, to learn the limits that separate man and beast and, learning this, to remember that it was He, speaking as man never spake, who said, "Ye are of more value than many sparrows."

It is safe to conclude then that the man-eating beast will still fall before the hunter's gun; that germ and germ scatterer will give way to science—lessons learned from vivisection and that the overfond reformer will learn in time that it is hardly sensible to attempt to stay the world's good work by passing senseless resolutions.

GOOD ADVICE.

"What can I do in the matter of window trimming," writes a retail merchant, "in a store which has two front windows, each of which has four panes of glass 32x36 inches in size?"

The gentleman goes on to say that between the two windows is a double doorway, flush with the windows, and that the upper portion of each door holds a pane of glass 22x34 inches in size.

So far as the window trimming is concerned it is a misfortune that the doors are flush with the windows; that there are no recessed sides, even shallow ones, to the doorway. And merely as an extraneous suggestion it is advised that a few dollars be expended in making such an improvement.

The business conducted by the enquirer is that of general merchant, from carpet tacks to threshing machines; shoe laces to dressmaking and

millinery; gloves and handkerchiefs to cottons, woollens, dress goods and clothing; teas, sugars, coffees to canned goods, flour and fed, lime, cement, coal and baled hay.

For such a business two windows, each 5 feet 4 inches by 6 feet, are rather small, but even so and even although the trade coming to such a store prefers to look at things "close by" and where they can touch them if need be, such windows may be made to help business by suggestion just as the great plate glass windows of the metropolitan stores perform the same service.

The secret of all window trimming, large or little, is to avoid overcrowding; to make the little touches produce big effects. So far as the windows under discussion are concerned, their respective cross sash-bars, unless they are ridiculously large and clumsy, do not constitute a really fatal obstacle to attractive window displays and they will not work nearly the same injury to a display as will the wide, gloomy board awning which extends from the store about 10 feet to the tie-rail in front.

Assuming that the awning must, for various practical reasons, remain where it is, then our first advice is, See that the glass is kept perfectly clean. Then see to it that there are no goods depending from the ceiling of your store to shut out the light which is let in through the two large windows at the rear of your store, which, also, must be kept perfectly clean.

Next, do not put anything large in your show windows. Nothing at all that will any way dim the modified light that comes through them. In this way it will be possible for the farmer's wife and daughters who are sitting outside in the family carriage or the farm wagon, "waiting for pa," to see clear through your store and perhaps to discover something they may desire very urgently.

In order to clear your ceilings of goods hanging therefrom and in order to remove a carload of stuff piled high in the middle of the store—thus giving full value to your front windows and minimizing the awning evil, it is suggested that you fit up the second story of your store, now little else but a carelessly kept storeroom with space wantonly wasted, as an attractive and well lighted sales-room. You have the inside stairway now. Make it and the room above of some practical value to your merchandising.

And when you rip away that old awning write us and we will offer some further suggestions as to trimming two windows "each of which has four panes of glass 32x36 inches in size."

MAKING THE DAY LONGER.

Although the bill introduced in the British Parliament providing for putting the clock ahead during the spring so as to insure the use of more hours of daylight, and putting it back again in the fall of the year, was at first considered as a huge joke, the idea has gradually taken hold on many people not only in Great Britain, but

in this country also. The idea, of course, is to urge people to rise earlier in summer and utilize to a greater extent for business or pleasure purposes the hours of daylight. The putting forward of the clock seems rather ridiculous, but it is a fact that so many are governed rather by their timepieces than by the actual conditions of day or night that the ocular delusion that the juggled clock would create would no doubt aid many to change their habits of rising and retiring.

In this connection a proposition has been made by Commander Hayden, of the Navy, that Government employes in Washington commence work an hour earlier in the morning and knock off an hour earlier in the afternoon during the summer than at other times of the year, and thus secure a longer period of daylight for recreation and diversion. Such an arrangement would be quite as effective as the proposed juggling with the clock, which would be open to some objections.

The modern tendency is to devote a greater portion of the day to rest and recreation than formerly and to restrict business avocations to the early and middle hours of the day. In the best regulated business establishments working after hours is discouraged as much as possible. That it would be wise to commence work earlier in the morning in the summer and close business earlier in the afternoon will no doubt be generally admitted, but the great trouble is to secure absolute uniformity in such rules. Owing to keen competition in business one merchant is not apt to favor an earlier closing hour than his competitors are willing to observe. It is this view of the case that has induced the author of the British proposition to favor putting ahead the clock in summer and putting it back in winter, hoping by such a process of juggling that people would be deceived into changing their habits and practices without actually noticing the fact.

In England, where the days are so long in summer and so short in winter, the juggling process may actually be justified, but in this country, where the proportions of night and day are more evenly balanced, no such means would seem to be necessary or expedient.

Texas is a wonderful State and its enterprising people take great pleasure in sending out reports of its marvelous achievements and productions. A recent report that several men had been killed by falling hailstones in a Texas town was received with some doubt, and it was speedily followed by another giving the weight of the stones at seven to ten pounds each. If it is suspected that this statement of weight is exaggerated, we will probably be told that several ice houses were filled with hailstones which will be used to bust the ice trust this summer.

Any one can understand the divine love when it is in terms of human kindness.

GREAT TRANSFORMATION.

Change of Food Into Thoughts and Acts.

The alimentary canal is about 30 feet long, the colon about 5 feet long, leaving 23 or 24 feet for the small intestine. This small intestine is the great digestive organ; it is here that the great part of the work of digestion is performed. The stomach is an antechamber for the digestive process. It is that part of the digestive apparatus in which the food is prepared for the more complete process which takes place in the small intestine. In the stomach the food is reduced to liquid form. The mouth is supposed to do this work of reducing the food to a liquid so far as possible. The mixing of saliva with the food and the thorough fletcherizing, the thorough masticating of food, are done in the mouth. Saliva and gastric juice both act on the food. The saliva dissolves the starch, converts it into sugar, into maltose; then the gastric juice begins its work and converts the portein into peptone, in other words, dissolves the other digestible elements of the food.

Let us study the process of digestion for a moment. There are five digestible elements—starch, albumin, fats, sugar and salts. By sugar we mean cane sugar, malt sugar and milk sugar. These are the three principal kinds of sugar. The most abundant of the food elements is starch. The most important perhaps is the albumin or protein, and another important element is the fat. Then we have the sugar and the salts. Sugar is very closely allied to starch because starch by the process of digestion is converted into sugar. Sugar is in the process of plant growth found first in the form of starch. Then some of the starch is converted back into sugar. For instance, in the maple tree in the winter the carbohydrates are stored up in the roots of the trees and in the springtime under the influence of the warmth and the sun this starch is converted into sugar and is passed up into the tree to be made into buds, twigs, bark and leaves; the farmer bores a hole in the tree, steals this sap out, boils it down and makes maple sugar. So also in sugar cane the sugar is on the way up to be converted into starch in the seed of the sugar cane; and the same is true of the corn. The sugar in the sweet corn when the corn is right for roasting has not yet been converted into starch, so it is very sweet. As the sweet corn gets very ripe it is not very sweet, but at the ordinary time for getting roasting ears the sugar has not yet been converted into starch.

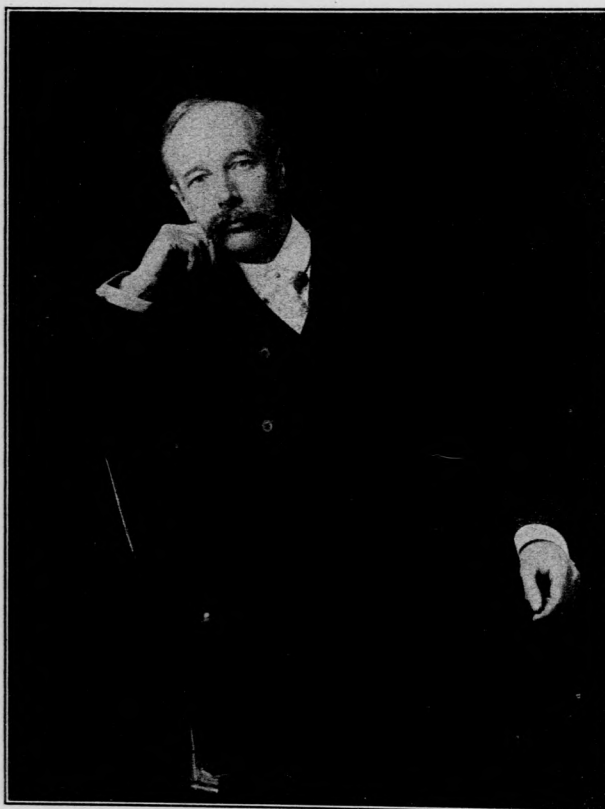
Now in the presence of digestion this starch that was made from sugar originally is converted back into sugar, as we shall see. There are five digestive organs, so there are just as many digestive organs as we have food elements, one for each one, but they are not arranged in the same order. The mouth, the stomach, the liver, the pancreas and the intestines are the five great digestive organs. The mouth makes saliva, the stomach

makes gastric juice, the liver makes bile, the pancreas makes pancreatic juice and the intestines make intestinal juice. Each digestive organ makes a digestive juice, so there are five digestible food elements, five digestive organs and five digestive fluids.

The first digestible food element is starch. The saliva is the first digestive fluid and begins its work in the mouth, the first digestive organ. It converts starch into sugar. Now the gastric juice converts albumin into peptone and the bile digests fat. Thus we have all of the important digestible food elements digested, and we have some left to spare. There is the pancreatic juice. What does it do? It reviews the work. It does just what the saliva does. It digests

bile comes next and it is an alkaline fluid. So we have this alternation, the alkaline first, then the acid and then alkaline again.

The saliva does not do all of its work in the mouth alone. It takes the saliva thirty or forty minutes to do its work upon the food, and no one would want to hold a morsel of bread in the mouth as long as twenty minutes or even fifteen minutes. Even Mr. Fletcher would get tired of that, I am sure. After the gastric juice has been secreted about thirty or forty minutes and the stomach contents become quite acid with the gastric juice, the work of the saliva ceases. At any rate it ceases upon the outer mass of the food and the albumin begins to be digested. Here is a mass of food made up of starch and albu-



Frank E. Leonard, Father of Merchants' Week

starch. It does just what the gastric juice does, digests albumin. It does exactly what the bile does, digests fat. So the pancreatic juice is the most wonderful of all the fluids. It digests all the different food elements—starch, albumin and fats. The intestinal juice has but one office to perform; it digests cane sugar. It does a little perhaps to some of the other digestible elements, but not very much, so little that it is hardly worth noting.

All the different digestive fluids digest salts. The gastric juice digests those salts which are capable of solution in an acid medium, and the others digest those salts which are capable of digestion in an alkaline medium. The saliva is an alkaline fluid, the gastric juice an acid fluid. The

min. The albumin is in the form of fine mesh work, and the starch lies in between; so when the starch is acted upon by the saliva and the albumin is melted down by the gastric juice, you can readily see that the whole mass is reduced to a liquid state, and that is what happens in the stomach. So the food is thoroughly prepared in the stomach for the action of the bile, the pancreatic juice and the other digestive juices in the intestine which perform the real work of digestion.

Another important work which the stomach does is to disinfect the food. Pasteur, you know, was the real discoverer of germs. At any rate he discovered the great office and function of germs. He attached very great importance to them and he con-

sidered germs very essential to animal and vegetable life. Indeed, he went so far as to state it would be impossible for animals or vegetables to live without germs; that germs were essential to life in all its forms. One of his students, Professor Roux, questioned this, and he proved the professor was mistaken by raising some beans in sterile soil. He took some earth, sterilized it by baking so that the germs were all dead and planted some beans in this soil. He kept all the germs away and watered the beans with sterile water, and the beans grew and flourished. As a result Professor Pasteur was obliged to admit germs are not necessary for the growth of vegetables, but he said, "I still insist that germs are necessary for the growth of animals." Finding germs so abundant in animals, particularly in the alimentary canal, the Professor had arrived at the conclusion that they were necessary, but Professors Nuttal and Thierfelder, two other investigators, made a very interesting experiment with some guinea pigs by which the guinea pigs were brought into the world under such conditions that they remained sterile. They were brought into the world by means of a surgical operation and were kept absolutely sterile; and they grew and thrived without germs.

The intestine is one of the most wonderful of all the structures in the body. We think of the intestine as simply a squirming tube. I think of the intestine almost as something independent of the body. I think of it as something that has a life by itself, like a great serpent acting as a servant to the body, rendering useful functions. One of the most wonderful things which the intestine does was discovered by Professor Roger, of Paris, an eminent pupil of the great Professor Bouchard who discovered all about intestinal autointoxication some years ago. Suppose a child swallows a small pin and it gets down into the intestine. There it is sticking into the wall of the intestine. What is there to hinder it going right straight through the wall? But there is not the least bit of danger at all that any harm will come from that pin. The child will get along all right. Let me show you why: The intestine knows what has happened and it immediately prepares for the emergency. As soon as it begins to stick in, the intestine begins to thicken on that side so the pin will not get through. Then it contracts both in front and behind, and pushes up the pin into a vertical position and keeps on until it reverses the pin completely. Then it lets go and the pin goes on down through the intestine head foremost and there is no harm done at all. That is not a theory or a fancy at all. That is exactly what the intestine does and it does it every time. When anything with a sharp point is put into the intestine it proceeds at once to handle it so that no harm can come from it.

I mention this here simply to show you what intelligence the intestine has. It is not a mere process of solution going on in the alimentary canal,

but a process that requires wonderful intelligence all the while. The food is closely watched from the moment it leaves the mouth at the back of the throat until its work is ended in the colon, the great spacious reservoir where absorption takes place. The food is under intelligent inspection and controlled and watched every moment.

It is only when we violate some of the laws of health, making conditions such that it is thoroughly impossible for normal work to be done, that anything goes wrong. Under ordinary conditions everything goes right in this wonderful transformation—or transfiguration, as I like to call it, because it is most wonderfully like a transfiguration when we think of the bread and the apples and the potatoes that we eat. We take these things into our bodies, and by the marvelous process going on in the intestines they are converted into blood and from blood into tissue, so that what we eat to-day is to-morrow walking about and talking, creating and doing things. I assure you, my friends, that this transformation of food into living bodies and into thoughts and acts is the most wonderful thing that we come in contact with in our daily experience.

J. H. Kellogg.

Incident of Early Days at a Pioneer Settlement.

Written for the Tradesman.

Silas Holman was the only merchant in fifty miles of the Hog Back. Born in the wilds of Maine, he came to Michigan in the thirties, and penetrating the heart of the Northern wilderness began lumbering operations after the style of the Yankees—drawing whole trees to river or mill—and he made a success of his venture after a fashion.

His first move was to open friendly negotiations with the Indians, after which he had smooth sailing. Holman understood Indian character and was regarded by them in the light of a big Chemokeman or white father. His wife became acquainted with some of the better class of Indian women and they visited back and forth.

The wife of the Chief was a medicine woman of no mean qualifications and her ministering hand was often extended to suffering white women of that early day.

Holman established a store and trading post, buying furs of the Redmen, exchanging goods therefor, much to the satisfaction of all parties concerned.

One often hears the remark that the only good Indian is a dead one. Holman did not hold to that idea. He found among the Indians of Michigan many who were the soul of honor, while, of course, there were others totally wanting in honest traits—very much like white folks, for that matter.

Two young Indians came to the store one day and asked for tobacco. "Trust Injun; he pay" declared one of the Reds. The merchant hesitated. "Injun pay; Injun heap honest; Injun no pay, send Injun to jail."

On the strength of such protestations of honesty the young bucks got

their tobacco. It is needless to add that the scamps did not again show up in the settlement. From this instance Holman might have condemned the whole race, but he did not.

The white man's firewater served to demoralize the Indians to a large extent, making them quarrelsome and dishonest.

Mr. Holman's store was a room 12 by 16, with a board counter across one side, behind which were shelves loaded with such dry goods, clothing, etc., as met the demands of the primitive settlers. Groceries were concealed in boxes beneath shelving and counter.

The whites and reds were at peace and yet at times some evil disposed white woodsman, filling up with firewater, would create a disturbance, leading to fisticuffs and hard feelings.

In that early day the woods harbored many very undesirable characters, such as escaped convicts, the riffraff of foreign countries, broken-down, dishonest business men from the East, forgers and bad men in general. To offset these, however, were many of the sturdy sons of good families who were the salt of the earth, brave, humane, honest and God fearing all around good citizens.

I do not call to mind any time in the early days that the evil element among Indians or whites predominated. Even in towns like Muskegon, where at times it seemed as though the roughs monopolized everything, the better element, once aroused, never failed to win out for law and order.

The mills and camps boasted some hard men, men who were born fighters, men who were feared if not respected by their neighbors. Now and then a man of this sort would get on a rampage and set a whole settlement in an uproar.

At such times woe to the Indian who put in an appearance. Big Doc. Kaggs, the bully of three camps, often swore to exterminate every blasted Indian on the river, and it was this open threat that caused the Redmen to fight shy of the big white man from the Susquehanna.

In an evil hour, however, Jim Doane, the midget clerk behind Holman's counter, tapped a keg of brandy and sold freely of it to a band of Indians from over in the neighborhood of Pentwater.

Indian Joe led these fellows, a tall giant, with the reach of a modern heavyweight prize fighter. It seems that he had heard about the big white bully and his boast, and had made his way to Hog Back for the express purpose of putting Doc. Kaggs to the test.

Without firewater the Indians would hardly have dared create a disturbance. It happened to be a day off among the villagers, many of whom had gone outside to call on friends or indulge in fishing and hunting.

The moment Indian Joe and his dozen stalwart bucks began to feel the effects of the firewater trouble ensued. Joe demanded the whereabouts of Doc. Kaggs. Jim Doane scented trouble and declared that the white bully was out of town.

The big Redskin was wroth at this and threatened the clerk with a knife. Confusion prevailed and Jim had all he could do to jostle the Indians outside the store. Once this was accomplished he locked and barred the door and awaited developments.

The intoxicated bucks made a rush for the boarding house, which they surrounded. Doc. Kaggs was here with only one other man, with whom he had been engaged in a game of cards. The shouts outside called the attention of the two whites, who sprang up at once.

"Good heavens, Doc., the yard is full of Injuns!" exclaimed Kaggs' companion.

"Where's Doc. Kaggs—we want Doc. Kaggs!" yelled Indian Joe, brandishing a formidable looking knife.

The tanned cheek of the white bully paled. Twelve Indians against two white men were odds not pleasant to contemplate.

"We're in for it now, Doc., gasped his companion.

The cook and her daughter fled up the stairs in the greatest terror. Doc. Kaggs said nothing, but his eyes roamed about, filled with anxious fears. He well knew that the Indians had come to "do him up" for his former boasting, and with such odds to contend with the situation was very startling.

"Do something quick," yelled Kaggs' companion, "or we shall all be murdered. Can't you hide in the cellar before they smash the door down?"

"I'll not run from a dirty Redskin!" ejaculated the other. His gaze rested an instant on a huge black kettle that stood on the rusty old cook stove. Instantly he snatched this and ran upstairs.

The second man made a sneak for the cellar, not caring to expose himself to the wrath of a parcel of drunken Indians.

Directly over the door on which Indian Joe was pounding was a chamber window which was now fully open to air the room. Doc. Kaggs knelt at the sill, and inverting the heavy black kettle poised it an instant, then let it fall full upon the feathered poll of the howling savage.

A smothered shriek followed as the big Indian fell in a heap, his head and face completely enveloped by the

deep iron kettle. The utensil was heavy and its fall from a considerable height knocked not only the fight but senses as well out of Indian Joe.

The yells that went up were hideous, but they were not yells of defiance. Suddenly deprived of the services of their boastful leader the Indians fell back in awed dismay.

Doc. Kaggs sat back and laughed and roared.

The Indians gathered sufficient courage to drag their insensible leader aside, removing his iron mask, only to reveal a bloody face and disordered headgear.

About this time Mr. Holman returned to the settlement accompanied by several men, and the warlike Indians were soon made to understand that any further demonstrations by them would be followed by condign punishment.

The Reds bore their insensible Chief with them as they departed. It was afterward learned that the big fellow suffered for many months from the blow he had received from the iron kettle. No further attempt was made by the Redmen to meddle with Doc. Kaggs, who remained the bully and brag of the settlement until the advent of a stalwart Methodist circuit rider a year later, who, being put upon in an insolent manner by Big Doc., doffed his clerical robes long enough to dismount from his horse and give the boastful bully the trimming he so richly deserved.

After that peace reigned in Hog Back and the scenes that knew Doc. Kaggs and his swagger knew him no more forever. J. M. Merrill.

Busy During Vacation Time.

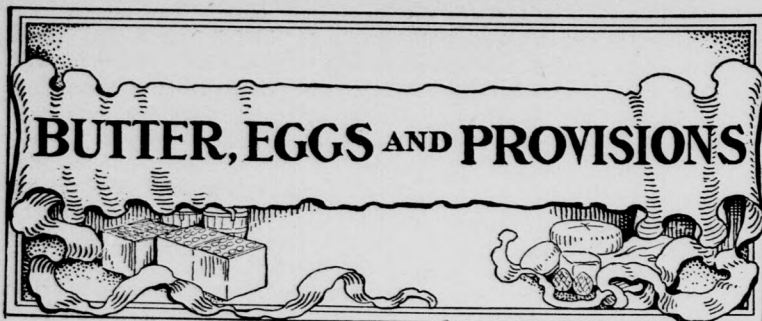
A local life insurance agent writing one of his companies says: "This is my busy time of the year. The 'let-up' or vacation fever is in the air among my competitors. With them there is an hour or more off the beginning and ending of days, with Saturdays excursion days, a couple or more of solid weeks of tiredness in doing nothing and a general all-around relaxation of energy. Even the churches are turning down the salvation tap to a dwindling drizzle. So, taking advantage of the situation, the Devil and I are doing business."

Work for folks you do not like is good training in a heavenly disposition.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.



More Definite Ruling on Moisture in Butter.

Treasury Department,
Office of Commissioner of Internal Revenue,

Washington, D. C., May 27, 1909.

To collectors, internal revenue agents and others:

Upon representations by a committee of those engaged in the butter trade, and after a careful investigation into the subject through officers and agents of this bureau in the field, the conclusion has been reached that under the conditions existing the inspection, sampling, seizure and formalities incident to the enforcement of the act of May 9, 1902, defining and imposing a tax upon butter as adulterated which contains an abnormal per cent. of moisture, have in many cases worked a hardship upon those engaged in this industry, and to obviate this it has been decided to adopt the following plan for the execution of this work in the future:

First, no samples of butter which,

upon preliminary tests by the officers taking the same, show less than 16 per cent. of moisture should be forwarded to the laboratory of this office, and only one sample out of every ten, or from every tenth package, found to contain abnormal moisture, if the owner of the butter agrees to accept the preliminary test as conclusive, will be so forwarded; otherwise a sample out of every package will be taken and submitted to this office. The samples taken by officers for the preliminary tests should not exceed three ounces in quantity, while those to be forwarded to the laboratory of this office should not exceed one-half pound, taken after the method or manner prescribed in T. D. 1449 of January 2, 1909. The preliminary tests should be made immediately by those taking the samples, and if found to be less than 16 per cent. moisture the goods should be at once released, provided detention or seizure has formally, or by agreement, been made.

Second, for the purpose of relieving those in the butter trade of the

loss or burden through the delay and formalities incident to forwarding samples to this office for analysis, formal seizures of the butter found upon the preliminary tests to contain 16 per cent. or more of moisture, and its detention until payment of the tax thereon has been made, officers are instructed to release all the butter thus found to be adulterated upon the payment of the tax due thereon by the ostensible owner or person in whose custody the same shall be, upon condition that said butter shall be reworked and the excess of moisture removed therefrom before the same is sold.

Goods may be thus released without waiting for the report of the official chemist upon the sample forwarded to this office, which, if corroborative of the preliminary test, would in no wise affect the status of the case, but if in contradiction to the preliminary test analysis proved that the butter did not contain abnormal moisture a claim for the refund of the amount overpaid will be entertained upon presentation through the office of the collector to whom such overpayment was made. Collectors will be required to see that adulterated butter so released is not placed on the market for sale until the excess of moisture is removed or proper steps taken for the necessary reworking.

Officers taking samples of butter are directed to use great care to avoid mutilation and consequent loss to the owners of the goods sampled, and they are authorized to pay for the

actual quantity taken and found to be not adulterated at the current wholesale price of the particular grade or brand of goods and include this expenditure in their accounts. In all cases before taking samples officers should notify the owners of the butter, or the person having custody of the same, of their intention to sample the goods, so as to allow the owners to be present, and also to take samples of the butter in question, if they so desire, but as these duplicate samples will not be necessary in the Government test the expense of same will have to be borne by the owner.

All rules or decisions heretofore published in conflict with the above are hereby modified and revoked in so far as is necessary. A strict compliance with this decision by the officers in the field charged with the enforcement of the law will obviate much of the delay and burden complained of by those engaged in the butter business.

Robt. Williams, Jr.,
Acting Commissioner.

The Very Thing!

"What we require to keep us in the public eye," briskly said the senior member of the newly-formed five-down-a-dollar-a-week real estate firm, "is a good, smart, appropriate slogan. Can you suggest anything?"

"I've got it!" exclaimed the junior member, after a quick think, "and here it is: Be Contented With Your Lot!"

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We refer to the Editor Michigan Tradesman or either of the five banks with whom we have accounts in New York

Twenty-Three Reasons For Free Hides.

1. A continuation of the Dingley tax will in due time mean a monopoly of the hide and tanning business in Chicago. How would you like that?

2. It will eliminate the competition of independent tanners.

3. It will eventually cause an advance of 50 cents a pair in the price of shoes.

4. It will ultimately bring about the formation of a shoe manufacturing monopoly by the packers. How would you like to see that?

5. It will bear most heavily upon the mechanic, farmer and laboring man, and will impose a serious burden upon the workingman with a large family.

6. The duty increases the cost of the American workingman's footwear by double the amount that it increases the cost of the finer shoes worn by the wealthier classes.

7. It will benefit nobody but a trust.

8. Under the present arrangement the people must pay for the protection given the packers by the Dingley bill.

9. The United States is the only progressive country that imposes a duty on hides.

10. It is a fact that this country does not itself produce enough hides to supply the demand.

11. The duty has made possible the manipulation of the price of raw hides to the injury of the independent tanner.

12. Previous to the enactment of the Dingley bill hides had been on the free list for a quarter of a century.

13. James G. Blaine, nearly twenty years ago, protested: "It is a great mistake to take hides from the free list, where they have been for so many years."

14. The tariff on hides has absolutely failed as a revenue producer.

15. Through its operations the foreign manufacturer can buy his leather in the United States at from 8 to 10 per cent. less than our own manufacturers can buy the same leather. Just think of that?

16. Under this irrational policy the foreign manufacturer has an emphatic advantage over the American manufacturer in competing for the world's markets.

17. The "drawback" on exported leather made from imported hides is a decided handicap to the American manufacturer of shoes.

18. Not even the farmers or the cattle raisers derive any benefit from the tax that they did not previously enjoy. Its sole beneficiaries, thus far, have been the beef packers.

19. The question of free hides is a national and not a local or sectional one.

20. The Dingley tax on hides already has proved a serious interference with the operation of independent tanneries and shoe factories, and has curtailed the profits of legitimate business without in the least benefiting the public.

21. The duty should be removed, if for no other reason than the fact that the Republican administration is practically pledged to revise the tariff downward.

22. The net result of the hides duty has been to increase the revenue of the beef packers, protect and encourage the foreign manufacturer and workman and develop the tanning industry of Canada and other foreign countries.

23. Free hides will benefit all the people and enable our manufacturers to compete with the entire world.

Self-Pity.

Are you sorry for yourself? Are you down on your luck? Are you sick of your job? Are you living in an atmosphere of gloom?

Remember that the fishes in the dark lakes of the Mammoth Cave have only rudimentary eyes and have lost the sense of sight.

There are about sixteen million men in the United States who are more or less like these fish, while a few hundred thousand are out in the sunlight snapping up the good things that the world offers.

Many times a business is small and offers small opportunities because the man at the top is small, and an institution is rarely any larger than the ideas of its head man.

Sometimes a business fails to round out and fill the measure of its environment because the boss has never learned that men mean more to him than money.

But there are times when an employer is mentally big and fine, well trained, longing to expand, grow and get up speed, but is curbed and checked by the indifference, incompetence and inefficiency of the men on his pay roll. Such a man pushes and plans, digs and builds, writhes in agony of spirit, suffers keen disappointments, but keeps on with an unshaken faith in men. If you work for such a man your job will be as big as you make it. If there are several of you trying to make your jobs big, there will be better jobs with that same employer. The size of the job will be limited only by the buying capacity of the trade that he can reach in an ever widening circle of influence. The only problem for such an employer is how, most surely and most rapidly, to develop efficiency in his employees.

If you work with such an employer, work for him, too. Help him all you can. His success means your success if you are in step with the procession.

All life is motion; you can not stand still. Which way are you going? Are you a "comer" or a "has been?"

George Landis Wilson.

Fortunate.

Captain (spinning a yarn)—I was for eight days a prisoner among the cannibals.

Lady—And how was it they didn't eat you?

Captain (calmly)—Well, the truth was the chief's wife had mislaid her cook book.

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I can use all grades, but especially want good, fresh, full grass June stock in crocks or parchment lined sugar bbls. at 18½c delivered Grand Rapids, this week's shipment.

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We want shipments of potatoes, onions, beans, pork and veal.

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Are recognized as the best products of the cow and hen that come from any section of the United States. We have always been the leading handlers of Michigan products in the Philadelphia market, and today are handling many of the leading creameries in Michigan. We have room for more, and can handle your goods to your entire satisfaction.

Many of our regular creameries are trial shippers in the start. Get in the procession and ship your butter and eggs to Philadelphia's leading commission merchants.

Yours for business,

W. R. Brice & Company.

P. S.—Ask Stowe of the Tradesman about us.

Egg Cases and Egg Case Fillers

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We would be pleased to receive your inquiries and believe we can please you in prices as well as quality.

Can make prompt shipments.

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EATON RAPIDS, MICH.

THE SPONGE INDUSTRY.

How the Trade Was Captured by the Greeks.

Written for the Tradesman.

In the annals of labor very few incidents can be found more striking and dramatic than was the capture by the Greeks of the sponge fishing industry at Tarpon Springs.

The work of taking sponges had been carried on along the coast there for years, but not nearly so many were gathered from these grounds as from the sponging grounds down about Key West.

In both places the sponges were taken by means of a three-pronged hook which was fastened to the end of a pole. The poles used varied in length from 18 feet for shallow water to 50 or even 55 feet, which is about the limit of depth for this method.

For sighting the sponges they used a simple contrivance consisting of a common wooden bucket, from which the bottom had been removed and a piece of window glass fitted in its place and sealed in.

The men gathering sponges would be out in a boat, this bucket would be placed an inch or two inches down in the water and a man wearing a broad brimmed hat so as to shut out the light from above could look through the glass and down through the water to the bottom, seeing plainly any sponges that might be growing there.

The hook fishing is at best a rather slow way to take sponges, but the thing went on year after year, and a goodly number of whites and negroes earned some kind of a livelihood at the work, little dreaming that other men and other methods were soon to displace them.

In April, 1905, as an experiment, two Greek divers were brought to Tarpon Springs. There came also very soon two or three Greek gentlemen of means and education who spent some time sailing about on the waters of the Gulf, making no one the wiser as to what might be the object of their journeys. Later developments showed that doubtless their experienced eyes were sizing up the wonderful possibilities of the sponging grounds of the Florida west coast.

The experiment of bringing the two divers proved a great success and within four months 400 of their Greek countrymen followed them. In a year's time a thousand Greeks, making their headquarters at Tarpon Springs, were engaged in sponging, and the industry had practically passed into their hands. Others from the same land have come since to obtain a share of the harvest.

Sponges are gathered by diving so much more rapidly than by the pole and hook fishing that those using the latter method could not compete with their foreign rivals.

The American sponge fishers were advised to learn diving and a school was started for teaching them. I understand that a few learned and have followed diving successfully.

But not all can withstand the heavy pressure under water, and a man who

comes up from his first lesson bleeding at the nose and with the blood starting or ready to start at the eyes and mouth is quite likely to be ready to leave the business of submarine diving to the Greeks, who have followed it for generations.

Another effort was made to save the industry, in some measure at least, for the Americans.

It should be explained to the reader that taking sponges by diving within three miles of the Florida shore is forbidden by a State law which was in effect long before the Greeks came at all. But this statute placed no restraint upon them, for they could easily pass out beyond the three-mile limit to the high seas, where there were abundant sponging grounds over which the State of Florida had no jurisdiction.

The situation was gotten at in this way: To save a part of the industry for the Americans and also to save the sponges from too rapid depletion a measure was passed by Congress in 1906, to take effect the following year, making it unlawful to land, deliver, cure or offer for sale in the United States sponges taken by diving or by means of diving apparatus in the Gulf of Mexico or the Straits of Florida between May 1 and Oct. 1; or if taken at any time where the water is not over 50 feet deep.

It is absolutely necessary in the sponging business to have a landing place within a reasonable distance for the storing or disposal of the product. So the law in effect makes a closed season for diving during five months of the year.

The warm weather is the best time for the pole fishing, but the passage of the law did not reinstate the old sponge fishers in their occupation. A few work on the sponging boats, but most of them have drifted off into other callings.

The effort failed, as every such effort fails, to save a slow expensive process of doing any kind of work when it comes into competition with a swifter, cheaper method. With the exception of the captains of the vessels, who are, in the main, Americans, more than nine-tenths of those engaged in taking sponges at Tarpon Springs are Greeks. Even in the packing houses Greeks are displacing the Americans in the labor of preparing the sponges for shipment.

Doubtless the capture of the industry just described wrought severe hardship to individuals, as must always be the case when a means of making a livelihood is abruptly taken away from a people who have long depended upon it, yet it really seems to be in accordance with the eternal fitness of things that the gathering of this curious marine product should be in the hands of these hardy and capable Greeks, whose forebears were seafarers when the world was young.

From May 1 to October 1 the Greek spongers who remain at Tarpon Springs fish with hooks. Many go away to other sponging grounds to work during the summer months, returning in the fall.

The coming of the Greeks to Tarpon Springs certainly has made a

great industry of the sponge gathering. I talked with persons not directly interested who seemed to think



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References—Aetna National Bank, Chelsea Exchange Bank

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Wholesale Dealers and Shippers Beans, Seeds and Potatoes
Office and Warehouse Second Ave. and Railroad

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Grand Rapids, Mich.

that the closed season for diving is a loss to the Greeks and really but little benefit to any one.

But there is a difference of opinion on this point, for some hold that such a measure is necessary to prevent the extermination of the sponges.

The first year after the Greeks came it was exceptionally good weather for sponging and about one and a half million dollars' worth of sponges were taken. Not right at first, but after a time, owing either to the superabundance of the product or to manipulation of the market or to both these causes, there was a drop in prices and for a while the bottom rather went out of the sponge business. This may have had something to do with the abandonment of sponge fishing by the Americans, but I did not learn the details in regard to this phase of the subject. Since the first year the annual product has not been so great, and is now running about six to seven hundred thousand dollars' worth. During the diving season that closed May 1 of the present year the weather was much of the time distinctly bad for the business. Prices, I was told, have now gotten back about to normal.

In the opinion of some persons the sponge beds have not been depleted at all, but have actually become better, owing to the tearing up of the old growths and the starting of the new.

The plant—like the animal of which our commercial sponge is the skeleton—has not only a sex reproduction but also a reproduction which is best likened to growing plants from cuttings.

When an old sponge growth is taken up it is said that portions remain and fragments drop off which make new sponges. For how long a time and to what extent this manner of propagation can be depended upon to rehabilitate the sponging grounds certainly no one but an expert can say.

I believe it is the history of sponge gathering in the Mediterranean Sea that at least the better grades become scarcer and scarcer, and as time advances it becomes necessary for the divers to work in ever deepening waters.

Along the western coast of Florida the natural conditions seem to be so favorable for the prolific growth of sponges that it would appear to be an easy matter to so arrange legislative restrictions that the supply need never be exhausted.

The laws both of the United States and of the State of Florida aim to protect the young sponges and are so framed as practically to forbid the taking in any manner of those that do not exceed four inches in diameter.

The foreign people who have come and taken possession of this industry themselves form an interesting subject for study. At first the men came alone, now they are bringing their families and buying homes. I was told that the Greeks all aim to become citizens as soon as possible. While most of them work upon the water, some engage in business and others are owners of vessels and diving apparatus.

Names as long and as euphonious as those which adorn the pages of Grecian history are to be found in Tarpon Springs. Mentanis & Alexandratos conduct a grocery business. Kalimeris & Kritsidimas are another firm. One man has the name Skeofilakas Siseamanis and another is called Sakellerios Konlourgiogis. In a list of the business men of the place I noted one named Economos, the head of a firm having a department store. What could be more appropriate!

The foreign speech is heard continually. The menu card in the restaurant in which we took luncheon was as Greek as a page of Xenophon in the original.

A gentleman who has lived in Tarpon Springs and has observed the Greeks ever since they came there describes them as peaceable and law-abiding. In the four years of their residence he has seen only one or two under the effects of liquor and there have been marvelously few arrests from any and all causes.

When not at work playing cards is their favorite recreation, but they do not play for money. In so far as they know American customs they are civil and obliging. As fast as they learn the ways of this country they are willing to conform to them. Almost without exception they are energetic and industrious.

In another paper I will give some account of how the work of taking sponges is carried on by these Greeks.

Quillo.

Smiles Are Worth Dollars.

Personality.

'Tis everything in clerking.

Enthusiasm.

That's another of the important things never to be lost sight of.

The two go hand in hand. Inseparable when it comes to being a good clerk.

How many times you go into a store, to be waited on by a clerk whose chief characteristic is a lackadaisical exterior. Nothing seems possible to melt the iceberg.

Of course such a clerk may be suffering from a physical or (what is worse) a mental ailment which we wot not of; but we have to take its consequences, which are anything but agreeable.

The day is beautiful overhead, underfoot. You enter the store completely under the influence of the salubrious weather. You approach the counter of the lackadaisical one. In ignorance of such a person's mental atmosphere you feel like expecting an exhilaration like your own. Instead you are chilled at once by a coldness that cools your transport, and are put out of the mood of buying. Then you do one of two things: You do not buy as much at this time as you had intended or you "merely look"—and do your purchasing at another shop.

"Now, that's too bad on the innocent merchant."

Can't help it. No one courts grouchiness, it matters not where one runs across it.

Sunshiny smiles are an open sesame the world over.

Meet a little child along the street.

You don't know it. It does not know you. Smile. It smiles back and "camaraderie" is established between you.

So with clerking.

Don't hire a clerk who hasn't a smile that comes easy. He's a pessimist or his liver's out of order, depend upon it. The former may be—probably is the result of the latter. Then get a clerk whose liver works normally. Too much bile is bad for business. It tinges the clerk's behavior with melancholia. It reduces him to a walking, a living representation of the fact that this is a pretty good old world to live in.

Hire a smiler.

Smile yourself.

Fire a fellow who won't smile and fill his place with one who can and does.

Smiles are dollars and cents in your pocket, let alone that warm feeling around the heart.

Smile! Smile! Smile!

Then smile again.

Mother Was Present.

It was the first time in three days that Mrs. Very Rich had seen her children, so numerous were her social engagements.

"Mamma," asked little Ruth, as her mother took her up in her arms for a kiss, "on what day was I born?"

"On Thursday, dear," said the mother.

"Wasn't that fortunate," replied the little girl, "because that's your day home?"

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

Post Toasties

Any time, anywhere, a delightful food—
"The Taste Lingers."

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

G. J. Johnson Cigar Co.

S. C. W. El Portana
Evening Press Exemplar
These Be Our Leaders

"Economy" Road Rollers and Floats

Recommended by best authorities on road making. Agents wanted among implement dealers in every locality.

F. L. Gaines, 509 Ashton Bldg., Grand Rapids



Grand Rapids Floral Co.

Wholesale and Retail

FLOWERS

149 Monroe Street, Grand Rapids, Mich.

Success

BECAUSE we want the best trade and the most of it, we do printing that deserves it. There is a shorter way to temporary profits, but there is no such thing as temporary success. A result that includes disappointment for somebody is not success, although it may be profitable for a time.

Our printing is done with an eye to real success. We have hundreds of customers who have been with us for years and we seldom lose one when we have had an opportunity to demonstrate our ability in this direction.

Tradesman Company
Grand Rapids, Michigan

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, June 4—While speculative coffee is extremely quiet, the market for the spot article has shown decided improvement. Orders have come by mail and wire from many different sections of the country and holders are much pleased. Larger amounts are being called for and the whole outlook is favorable for the seller just now. In store and afloat there are 3,478,341 bags, against 3,529,274 bags at the same time last year. At the close Rio No. 7 is worth in an invoice way 8@8½c. The demand for mild grades, in sympathy with the better call for Brazilian sorts, has shown improvement and some very good lots have changed hands. Good Cucuta is worth 10¼c.

The volume of business in the tea trade is not large, but there seems to be a steady although slight improvement every week. Old Japans are pretty well closed out here and the remaining stocks are firmly sustained. Formosas are well sustained and 16c is about the correct figure.

Heavy arrivals of raw sugar and a rather light call for refined have produced a rather depressing effect upon the market as a whole, and instead of an advance in granulated, as might have been quite safely predicted, there has been a decline. The grocery trade seems to be pretty well supplied and both sides are resting on their oars. At the close the prevailing rate for granulated is 4.85c.

Fancy rice has been in better demand than the lower grades and the supply of such is not overabundant. Purchasers take only enough for immediate requirements. Prime to choice domestic, 5½@6½c.

Spices are quiet. From time to time there is a spurt of trade, but, as a rule, matters jog along in the same rut. Quotations are practically without any change.

Molasses and syrups show practically no change and sales are of the smallest possible lots, as might be expected with the advancing season.

Every week seems to give additional encouragement to sellers of canned goods and corn this week seems to be the center of attraction. Not long ago Southern Maine style of corn could be readily found at 55c f. o. b., but this is not exactly the case to-day, although this figure is, perhaps, the prevailing quotation. New York State standard, 65c, but trading in the same is not brisk. Maryland tomatoes that are really full standard 3's are held quite generally at 65c. This is a little above the buyer's idea of the true value and they are not making purchases with freedom. There are sales quite frequently reported at 62½c, but such goods are, perhaps, hardly up to the mark as standards. Futures seem to be pretty well sustained and 70c seems the established figure, with some asking 2½@5c more. Future Jerseys, 80c. Other goods are practically unchanged.

Butter is rather quiet and very

little change has taken place during the week. Creamery specials, 27@27½c; extras, 26½@26¾c; firsts, 25½@26c; Western imitation creamery, firsts, 21@22c; Western factory, firsts, 20c.

Cheese is steady and quotations are well held. New York State full cream, 12¾@13¼c.

Eggs are lower. Arrivals have been heavy and Western firsts are not quoted above 20½@21½c; seconds, 20c.

Porter Fitch, of Fitch, Cornell & Co., has returned from a trip among the creameries of the Middle West. He reports the season two to three weeks late, and the make of butter comparatively light; indeed he predicts light production this season, and does not believe that the early shortage will be made up during the summer. Mr. Fitch says that in all the years that he has been visiting the dairy districts he never saw the cows so poor. His conclusions are that prices will be high during the storage period, and the outcome of the season's speculative deal will be very uncertain.

Mr. Boshart's bill requiring the branding as "Watered Process Cheese" of all cheese in the making of which water is applied to the curd has been vetoed by Governor Hughes, who explains his action as follows:

"The policy reflected in recent legislation of requiring commodities to be suitably branded or labeled is of great importance to the just interests of those engaged in agricultural and industrial pursuits and for the protection of the general public. This bill, however, has been criticised upon the ground that the proposed description 'watered process cheese' is not absolutely just, and that another description might readily be required which would fully meet the purpose in view and furnish no basis for any misapprehension. In order that this matter may be considered and full justice be done in securing the proper branding of the commodity in question, it seems better that it should be referred to the next session of the Legislature, and that this bill should not be approved."

Triumph of a New Idea.

About the quantity of reading matter furnished in the average Sunday newspaper there is no reason to complain—unless it be on the score of too muchness—but the quality often leaves much to be desired. The only shining and unqualified exception to this rule is found in the unique Sunday Magazine of the Chicago Record-Herald. There is nothing else like it in the whole range of American journalism. It is a real magazine that is regularly issued as a part of the Sunday paper. It is filled with first-class fiction, able articles, choice pictures and a wide range of good miscellany, all by popular or really famous authors and artists. When writers such as Conan Doyle, Anthony Hope, Jack London, Sewell Ford and Cyrus Townsend Brady are counted among the contributors to a Sunday paper its triumph can no longer be doubted.

The Sunday Magazine of the Rec-

ord-Herald is far and away the best literary treat offered to newspaper readers in the United States to-day. The largest monthlies and independent weeklies can not surpass it in quality or sustained interest. You will always find one of the finest serials of the year in its pages, often captured from the big monthlies at record prices. Its short stories, including those of the delectable Shorty McCabe, can not be surpassed.

Nothing Doing.

Motorist (in village store)—Do you keep automobile supplies?

Proprietor—No, sir-ee! Don't you know this here county went prohibition nigh onto two years ago?

VOIGT'S

Do You Want Your Customer's Goodwill?

Then just suggest to her that you're not only selling Crescent flour, but guaranteeing it to give absolute satisfaction.

She may not complain to you about the flour she now uses, but chances are she's complaining to some one, and the proper stunt for you is to sell her Crescent flour, then she can't complain to anyone.

In talking about your goods people are either boosters or busters, and on the flour proposition "Crescent" is the simple way to make folks boost.

VOIGT MILLING CO.

Grand Rapids, Mich.

CRESCENT



Thousands of families use it who are not satisfied with the cheaper kind

Judson Grocer Co.
Grand Rapids, Mich.

Buckwheat

Just what the name indicates. We furnish the pure, strong buckwheat flavor. We manufacture buckwheat by the old fashioned stone method, thus retaining all the buckwheat taste. Insist on getting Wizard Buckwheat Flour. Send us your buckwheat grain; we pay highest market price.

Grand Rapids Grain & Milling Co.

L. Fred Peabody, Mgr.

Grand Rapids, Michigan



"State Seal" Brand Vinegar

is a repeater—the consumer comes back and demands the same kind, that means satisfied customers: What does this mean to you Mr. Retailer? Order now. Ask your Jobber.

Oakland Vinegar & Pickle Co., Saginaw, Mich.

ANOTHER FOOL LAW.

Limiting the Hours of Labor For Women.

Written for the Tradesman.

One of the acts of the last Legislature seeks to regulate and limit the hours of female labor alike in store and factory. It provides that girls and women shall not be employed longer than an average of nine hours a day or fifty-four hours a week and not longer than ten hours in any one day. The law ostensibly is for the benefit of women who work, but if strictly enforced it is quite possible the intended beneficiaries will be the first to find fault, and their protests will be loudest and longest. In this city, and presumably nearly everywhere else, female factory hands to a large degree are on piece work. Those who have youth and strength and ambition will be able to speed up, no doubt, and produce as much in nine as in ten hours. For those who have seen their best days, however, the reduction in hours will mean a reduction in production and a corresponding reduction in pay. For those workers who are paid according to the hours they put in, the time workers, the reduction in hours will in many instances bring cuts in the pay, and this will mean hardship. Female labor is none too well paid, neither in Michigan nor in any other state, and it is unlikely that the new law will add any to feminine prosperity or happiness. This class of workers are not in a position to enforce demands for more pay. Too many girls and women are seeking places in factory and store to make such demands probable of success.

The new law no doubt is well intentioned, but the necessity for it in Michigan is not apparent. Female labor is not abused in this State nor it is ground into the dust. In this city, which is a fair sample of the State at large, the longest week in any of the factories is fifty-nine hours. In many factories the hours are fifty-nine in winter and fifty-five in summer. In several the regular hours are fifty-seven in winter and fifty-five in summer, quitting time Saturday being at 3 o'clock and noon, respectively. In some factories the women are already on the fifty-four hour schedule. In this city to make fifty-four hours the maximum will cause no serious embarrassment to the employers except in a few industries. The shoe factories and the brass works where many women are employed may be inconvenienced because the departments are so closely related that to work one nine hours and another ten will cause a tangle. In the other industries the solution will be in the employment of more girls if those already on the pay roll are unable to get out the work. In most of the industries there will be serious inconvenience at certain seasons of the year. In the candy factories, for instance, the rush comes in September, October, November and December. During these months the factories are put to capacity and must often work over time. Under the law women may not work longer than ten hours in any one day, and this cuts

out overtime with its extra pay. The other industries also have their busy seasons, with demands for overtime, and manufacturers must find other methods to get the goods out.

The largest employers of female labor in Grand Rapids are the knitting works, of which there are five. Other industries are three factories for making men's clothes and two for women's and children's wear, two shoe factories, three brass works, three or four cigar factories, two box factories, several printing offices and book binderies and a variety of smaller industries. Very few, if any, women are employed in the baking industry.

The greatest embarrassment from the new law will be to the merchants who employ female help as clerks. They, too, must observe the law. In the cities where stores close at 6 o'clock during the week the only perplexity will be Saturday night. The ten hour maximum for any one day will compel some figuring to keep open until 9:30 or 10:30 at night. The merchants in this city have not agreed among themselves as yet how to get around this point. Some favor closing at 6 o'clock Saturday, as on other nights in the week, and it is probable some of them will adopt the plan for the summer. Others are planning a relay system, some coming later in the morning and remaining until closing time. In the smaller towns, where the stores remain open until 8 o'clock or later every night, the merchants will either have to close at 6 or run the store themselves when the ten hour limit has been reached for the women clerks.

The new law will not go into effect until the middle of August or first of September. Those affected by it, merchants, manufacturers and the employes themselves, have nearly three months to study how it affects them.

Her Native City.

The misapplication of words in ordinary conversation is one of the positive and peculiar traits of a large proportion of the negro race, due in a measure to their desire to appear "educated" beyond their fellows.

An example of this characteristic occurred recently at Birmingham, Ala., when a group of elaborately attired negroes were leisurely sauntering along the handsome streets of that bustling Southern city, showing the sights to a young woman of the party who resided in another part of the South. Discussing the varied attractions of Birmingham, a dusky beau remarked that "Miss Pearl Lucile was very much delighted with our town, on this her first visit."

Promptly, Pearl Lucile in all the bravery of fashionable garb and fortified with the knowledge that she was esteemed a "star" guest, replied: "Of course, I am. I like this town so much I intend to make it my native city."

Life without restraint is not long without wreck.

The most uplifting talk is an upright walk.

Karo

The Syrup of Purity and Wholesomeness

ALL your customers know Karo. And the better they know it, the better they like it—for no one can resist that rich, delicious flavor—and every sale means a quick re-order.

Karo is a syrup of proven goodness and purity. Unequalled for table use and cooking—fine for griddle cakes—dandy for candy. It's never "dead stock," and every can shows you a good profit.

Karo is unquestionably the popular syrup. The big advertising campaign now on is helping every Karo dealer.



**CORN PRODUCTS
REFINING COMPANY**

New York

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.

WILLS

Making your will is often delayed.

Our blank form sent on request and you can have it made at once. We also send our pamphlet defining the laws on the disposition of real and personal property.

Executor
Agent

The Michigan Trust Co.

Grand Rapids, Mich.

Trustee
Guardian

ARCH ROCK.

Its Formation According To Wawatam's Vision.

Written for the Tradesman.

There is a tradition handed down for ages, from the Eocene tribes, through the Montagnes, Otchipwes, Otaways and other Algonquin Indians, that over twenty-six million moons back the Eocenes rode on horses which had long hair, flowing manes and tails and legs with four toes on the feet. Wawatam said: My great, great grand-father told me that his great, great grand-parents' ancestors often galloped over the Arch Rock on those four-toed steeds and he had ridden over on the Indian ponies of this age.

He said the Ajibik Rock was formed at once by a great rush of waters. The water was over all the land and very deep, except the Widjiaw (mountain) where many moons after the Yenges made a fort. The water staid moons and moons and then went away, so that some of the Kitigan (fields) about the Widjiaw were dry land.

Then Amik (the beaver) made an okwamin (dam) in the Kitigan, near where the Arch is now. All at once the Kiji Manito got in a rage and sent lightning and thunder with torrents of rain and the Four Winds of Ishpeming (Heaven). The land rocked like a cradle and the Manito was so wroth that he caused great rents in the land which split Michili-Mackinac Island in two parts. The waters flowed off in the great crack and some washed away the beaver dam down the hillside and hurled a great stone out of the hill, since called the Kiji Manito. That hole is in the shape of a half moon and the Yanges named it the Arch Rock. When the waters drained away the two parts of the Island closed and left the long crack that can be traced to this day. The Kiji Manito, then appeased, caused the land to bring forth grass and sweet smelling flowers, beautiful trees of beech, maple, oak, white-wood, cedar, pine, spruce, balsam and other evergreens. He placed Michili-Mackinac in care of the Spirits of Earth, Air, Water and the Four



Winds of Heaven, and made it the dwelling place of peace and rest. "Here," he said, "I will often come to visit you, and make it a tourists' home, where my children can breathe pure air and build temples in which to worship Me." It shall be called the Fairy Isle, Michili-Mackinac, and the Mishiki (Turtle) shall be the Chief Totem of all the tribes. The

Spirits shall visit all the Earth, where heat, disease, noise and ennui exist, and tell the people where there is rest for the weary and care is left behind."

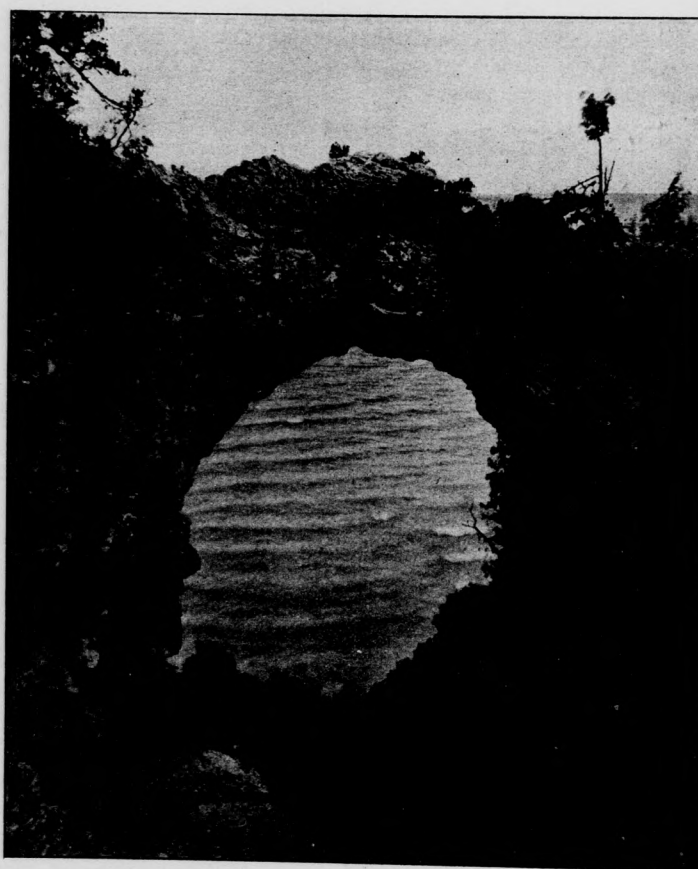
When the vision of Wawatam was ending, he looked up and saw a great canoe loaded with parcels, makaks (boxes) and human beings. It was several stories high, propelled by abwin (paddles) revolving, entering the harbor. On each side of the abwin were totem symbols, "D. & C." painted in relief. In astonishment he exclaimed, "Deus et Celestis! Eh! Heh! Kinewa-go-da-yon!" (You ought to go) and disappeared to the eastward by way of the Arch.

Spirits know all things and languages. Indians worship the Kiji Manito in various ways, through the

It Is the Short Words Which Hit Home.

Big words sound good—sometimes. But it is the little monosyllabic fellows that hit home. This applies particularly to advertising. Some advertisers seem to think that short words are wasted on those to whom they wish to carry their merchandise messages. I have in mind a clothing campaign that ran in the newspapers of a Southern city a year or so ago. These advertisements were intended to sell made-to-measure clothes to average men—that is, to the men who pay anywhere from fifteen to twenty-five dollars for a suit.

Now, the average man does not read Milton during luncheon hour, nor does he concern himself very seriously with Darwinian theories of evolution. When he wants a suit of



Arch Rock

Sun, Moon and Stars, and see God in everything. Are the palefaces doing much better? Kitchi-Mashkiki. Michili-Mackinac Island, Mich.

Wanted a Reduction.

The village grouch was slowly unwinding his pocketbook, preparatory to settling a long over-due bill for medical attendance.

"Can't you make it a little less, Doc?" he whined; "five dollars seems a heap fer settin' a broken leg."

"But you must remember that it was a compound fracture," said the patient doctor, firmly.

"That's just why I asked you to shave it a bit," said the grouch. "I often heard that you doctors reduced fractures!"

All great facts are due to some great faith.

clothes he wants to know where he can have one made up stylishly, what kind of material he is going to get and at what price.

The advertisements in the campaign in question would have done justice to the English of a Harvard professor. Polysyllables were strewn right and left. The man who wrote those advertisements was a past master at performing rhetorical stunts. He went up into the clouds and stayed there. He didn't even come down to earth long enough to say a stray word about prices. Oh, no; that would have been entirely too plebeian.

Did the advertisements sell clothes? I don't know. Do you think they did? I do know this much: The firm behind those advertisements is now running very simple, attractive copy in the newspapers—and you couldn't

find a big word in their announcements with a field glass. The present advertisements contain good, sharp line-cuts of various patterns of materials, and the price is stated in fat black type that isn't apt to be overlooked.

People who want to buy clothes, or shoes, or hats, or anything else, are not looking for literary effusions. They are looking for information about the goods. The advertiser has got to talk to his public in language that public can understand. Using big, high-sounding words might result in his being as little understood as was the doctor by the boy at a country inn. This is an old story, but it illustrates my point. Driving up to the inn one evening and throwing the reins to the boy, the man of medicine said:

"Here, young man, stabulate this tired quadruped. Apportion to him an adequate supply of nutritious element. And when the aurora of the morning sun is breaking over the oriental horizon, I shall reward you with a pecuniary compensation for your kind and amiable hospitality."

The boy looked blank, and calling back to the inn said: "Hey boss, there's a Dutchman out here 'at wants to see yer."

A Fable of Modern Finance.

Written for the Tradesman.

In a certain large city dwelt a man. He was a banker, much esteemed in his church, among his friends and his business colleagues.

One day Opportunity knocked at his door. "Come in," courteously cried the host.

Then he took certain funds, not his own, and invested them as Opportunity suggested. Verily it "looked good" to him, but he sailed very, very near to the maelstrom of Disaster. However, his speculations succeeded, much money flowed into his coffers and he became a rich man. Those others whose funds he had appropriated were, also, enriched.

The community bowed before him. He was a financier.

In the same place lived another man. He, too, was a banker, esteemed in his church, by his friends and his business colleagues.

Opportunity rapped at his portal; he likewise bade him enter.

By the advice of Opportunity he embarked on an enterprise with ballast of other men's funds. Alas! Disaster drew him in and engulfed him with all that was his and that belonging to others.

He was seized, judged, condemned by a jury of his peers. How the world loathed and reviled him.

He was a felon.

Hear then and heed: A dishonest man who succeeds is a financier; a dishonest man who fails is a felon.

A. N. Allen.

More Stunning.

Smart—Pardon the remark, old man, but that was an awfully stunning gown your wife wore to the play last evening.

Dresser—Humph! You should have seen the bill for it!

ORDERS BY MAIL

We have chosen the name

DEPENDON
TRADE MARK

as a trade mark for desirable merchandise in our various departments.

Many have asked why we selected that particular name.

Every mercantile house, like every individual, when a certain age is reached,

Establishes a Character

All our Department men and all our Salesmen believed the name **DEPENDON** TRADE MARK best described this established character of John V. Farwell Company.

We Expect Every Officer and Every Employee to Represent that Idea

We insist that goods shall be as represented and fully equal to samples, that

Good Habits, Good Character and Fair Dealing

Shall Be the Standard of Every Representative

We are enlarging and improving our "orders by mail" system, which is now, we believe, the best in the United States.

FIRST, Because we have space and other physical requirements.

SECOND, Because we have given this subject, together with the stocks, special and thorough study.

The name **DEPENDON** TRADE MARK will be exemplified in this "order by mail" system in giving dispatch, accuracy and completeness to every order.

Your orders by mail are respectfully solicited, and when you are in the city please make our store your headquarters.

Yours very truly,

John V. Farwell Company

Chicago, the Great Central Market

We do not sell to Catalog Houses, have no Retail Store and sell to Merchants only.

VILLAGE IMPROVEMENT.

Some Generalizations Which Apply To Any Town.*

Being invited to talk with you on the subject of Village Improvement reminds me of an exigency which, it is said, once confronted the late John A. Brooks, the pioneer founder of your pretty village.

It was away back in 1840, when there were no real public highways in this section of the country except your river to the lake and the trails to Grand Rapids, Muskegon and Ionia, the Saginaw country on the east and the Grand Traverse country to the north, while Indians were the rule with land-lookers, hunters and trappers as about the only exceptions.

According to the story, an energetic young man from Philadelphia and enthusiastic in his devotion and acquaintance with Fenimore Cooper's novels appealed to Mr. Brooks, whom he had come upon in a small shack at this point, for "the shortest road to God's country." He told how for weeks he had been traveling up the east shore of Lake Michigan looking for a desirable place to establish himself in business as a general merchant. "And," he continued, "my horse is worn out, I'm tired out myself, I've seen all I want to of the wilderness and the Indians, and I want to get back to God's country as soon as possible."

*Address delivered by E. A. Stowe at annual banquet Newaygo Improvement Association June 3, 1909

Mr. Brooks asked what particular part of God's country he desired to reach, and the reply was, "Any part." Then Mr. Brooks asked what kinds of merchandise he expected to handle when he found a location, and the reply was, "All kinds—everything."

"Got any money or credit?" asked Mr. Brooks in an aimless sort of way, and the man from the Quaker City allowed that he had about \$1,500 in cash and could get credit for a like amount.

"Holy mackerel, man!" ejaculated Mr. Brooks, "I can't give directions or advice to a man like you. Anywhere in Michigan is 'God's country' for a man fixed as you are. Stay right here with us and let me put a little common sense into you."

And the young man accepted Mr. Brooks' advice. Inside of sixty days he was the best male cook in this neighborhood; within six months he was a skilled axeman and two years later when he left for Northern Wisconsin he was counted one of the best woodsmen and land-lookers in these parts. Moreover, he owned two horses instead of one and had added something like \$500 to his original cash capital. I can not tell you this young man's name, but the tale as told in the State capitol at Lansing when Mr. Brooks was the representative (1857-58) of Newaygo, Oceana, Lake and Mason counties, spoke of his being one of the most energetic and prosperous lumbermen in Wisconsin.

What is the analogy?

How does the story apply to your

invitation that I should talk with you?

There is not much except that just as the Philadelphian had cash capital and credit the citizens of Newaygo have cash capital and credit.

Where he was tired out, discouraged and hopeless, you are strong, healthy and full of enthusiasm and confidence.

Where he bumped up against a man who started him along right lines, you have assumed the risk of inviting a chap who only hopes he can tell you something that may be of value.

As to common sense—well, we have that, all of us.

And common sense tells us that improvement, national, state, county, city or village improvement means primarily the improvement of the individuals who represent these various departments of social, political, religious, educational, industrial, commercial and financial effort.

And so the question of village improvement—seemingly an intricate one—may have all of its perplexities wiped completely away by the co-ordinate, harmonious exercise of wisdom, broad, fair minded views and generous contributions of influence, effort and patriotism on the part of the individuals.

"It is one of the easiest things in the world," said the late Robert G. Ingersoll, "to talk about the millennium, and it is little less than idiotic to do nothing but talk about it when it is within the reach of every sensible man and woman living."

Likewise improvement is within the

reach of every village on earth, but it is vitally necessary that any effort in that direction must embody less talk and more of the Golden Rule.

During the Civil War a commissary train moving toward Chattanooga was passing over a rain-soaked stretch of muddy road that had been cut through and through by the wagon wheels when the lead team of six mules became stalled and blocked the entire train. In vain the driver used his whip and such expletives, profane and reverent, as were at his command, and in vain did the brigade teamster and his assistants come to the rescue in like manner. The team could not bridge the wagon.

A white headed old negro finally said, addressing the officer in charge: "Massa Keurual, I spec's dem mules are des hongry fer help. Dey's des out of chune."

"Straighten 'em up, Uncle Harry, an' be quick about it," said the Colonel, at which Uncle Harry went to the lead span and whispered an unintelligible lingo into the ears of each mule, repeating the operation on each span. Then with a swift loud laying on of the lash and a "Now dere, you dere, Yi-hi-i," he sent the team and its loaded wagon along on its journey. "You see, boss," said the negro, "the team has ter be in chune wid de driver."

And so it is in all cases where good results are sought, "the team has to be in chune;" no discord and as little opposition as possible.

Therefore I urge, without knowing definitely as to conditions here, as

Marketed on the Square Deal Policy

Kellogg's Toasted Corn Flakes

No Direct Sales to Retailers

The average grocer buys on just as favorable terms as Department Stores, Chain Stores, Buying Exchanges, Mail-order Houses, etc. How about other brands of Corn Flakes?

No Quantity Prices

You don't have to buy five or ten cases of Kellogg's to get the bottom price. The single case price is the bottom price, and retailers can buy in small quantities as needed, and move the goods fresh to the consumer. How about other brands of Corn Flakes?

No Free Deals

A free deal on a perishable article, such as a package of cereal, is intended only to overload the retail merchant and generally results in stale goods going to the consumers to the injury of both merchant and manufacturer. How about other brands of Corn Flakes?

No Premiums

to deceive the public. No crockery in the packages, just a good ten cents' worth for ten cents. How about other brands of Corn Flakes?

Sold On Its Merits

to a discriminating public, who buy Kellogg's because it's the best of all the Breakfast Foods—it's the "Call-Again-Food." How about other brands of Corn Flakes?

Isn't It Good Business

to stick to the Cereal that gives you a good profit and a square deal and satisfies your customers?

Kellogg
Toasted Corn Flake Co.
Battle Creek, Mich.

W. K. Kellogg



your first step toward improving Newaygo that you agree among yourselves to formulate a campaign and stand by each other through thick and thin until the campaign you may lay out has been given a fair, energetic and thorough test. Don't be satisfied with making a beginning.

Look ahead three or five or ten years and don't start out with the idea that you are going to secure the really and permanently best results inside of ten years.

Civic righteousness is a result of slow growth, a matter of education, and it is the factor of chiefest value in social science. It is of value from the instant it begins to develop and its merit increases in exact proportion to its expansion.

Technically village improvement involves what are termed circulation, hygiene and beauty. The first is embodied in the highways and railways in and immediately adjacent to a village and the water pipes, sewers, gas mains, telegraph and telephone and electric light wires which constitute the public utilities of a village. That is what is meant by circulation.

Next comes hygiene. That is to say the wholesomeness, the healthfulness of the village surroundings, the front or exposure or aspect of a village as one stands in the distance and looks it over and the prospect embodies the views one obtains as he stands at different points in a village and looks out upon the surrounding country.

These two essentials, circulation and hygiene, are dependent upon each other and together must control the development of the third technicality—beauty.

It is possible to secure approximately adequate circulation and hygienic conditions for a village without the introduction of much beauty, but it is impossible to develop beauty where circulation and its other health-giving partner are wanting.

Now as to Newaygo.

Your best assets, after your citizenship, for the improvement of your village are your river and your hills.

Here you are about thirty miles by the river from Lake Michigan, with the waters drained from about 400 square miles of territory coming to your doors. Eight miles away you have a hydro electric power producing plant that is the talk of the electric world. Look out from your town in any direction and you have strikingly attractive views which fitted properly into the opportunities afforded by the aspect of your town would contribute tremendously toward making a beautiful home town of Newaygo.

All of this is general.

To get down to commonplace details:

Clean streets and alleys, if you have them, are tremendous factors in the improvement of a town; well kept lawns, neat and thrifty gardens; trim and well painted buildings not necessarily expensive; sidewalks in good condition; rookeries and tumbledown sheds eliminated; conglomerate accumulations of old barrels, boxes, abandoned vehicles, ashes and general rubbish removed and disposed of permanently and systematic, careful cutting down of weeds and the burning of them are all important factors in the improvement of a town.

Moreover, these are all ordinary

and familiar matters which may be easily and inexpensively corrected if—

The late Mr. Shakespeare observed: "Your If is the only peacemaker; much virtue in If."

And in the case of improving any village or city that little word if cuts a most important figure.

As I say, all of these well known disagreeable features of the average business city may be constantly avoided by the people of any city or village if only that people co-operate harmoniously, enthusiastically and persistently along systematic, inexpensive and thorough lines.

Another most important move and one not prohibitive as to expense which the people of Newaygo may most wisely take into consideration is the care and control of the shore lines of your river.

Now I am a strong defender of private vested rights, but I am also equally strong in my faith that public vested rights are entitled to protection.

Therefore, believing that your best asset from the aesthetic standpoint is your river, I can not urge you too strongly to get together as citizens and as owners of private rights on the matters of both preserving the natural beauties of your river and in regard to improving such portions of its banks which, under the stress of pioneer needs and pioneer thoughtlessness, are at present ugly and disfiguring.

While I say this I am hoping that no one will say or even think that Newaygo is too small a town to consider such a matter. The area covered by or the population contained

in a town have nothing to do with the wisdom of preserving and embellishing the banks of any considerable stream of water upon which a town may be located.

Such a stream is or should be a combination of utility and luxury and may be if the men and women directly interested possess a spark even of public spirit, otherwise, civic pride and righteous citizenship.

And this may be done and should be done as a matter of deference and devotion to the merciful Omnipotent who provides such opportunities.

I can not tell you how you shall lay out your streets beyond advising that there is a possibility, I will even say a probability, that one day Newaygo will have a population of 5,000 and at a later day this will increase to 10,000, and so on. In view of this fact and as a sign to your descendants that you are not wholly a haphazard, shiftless community, you will make a mistake if not having at present any such restrictions, you fail to enact an ordinance regulating the platting of property.

Take my own city, Grand Rapids. It has streets anywhere from 40 to 100 feet wide and ranging from half a square to several miles in length, and there are more offsets or "jogs" of 50 to 75 feet at the street crossings than in any city I ever saw. Each man has been permitted to tie his plat to the adjacent ones or to indulge in blind alleys at will, and it is absurd.

Not that I want exact squares or symmetrical parallelograms, and not that I am afraid of angling streets or even winding ones; but there should be a harmonious system to

Wood & Phipps
Engravers
 PRINTERS AND PUBLISHERS.
 GRAND RAPIDS, MICH.

TELEPHONE NO. 5095

plating village or city property so that one citizen may not needlessly injure another citizen's lots or acreage.

Indeed I am strongly in favor of a civic center—a locality where public buildings and private buildings of especial dignity and importance may be situated and from which if possible other streets may radiate. The Major L'Enfant plan for the city of Washington and the lesser and incomplete copy of that plan seen in Detroit are valuable not only because of the beauty idea but because it simplifies and improves the town's transportation facilities—the circulation I referred to at the outset.

And just here, at this point, permit me to express the hope that should Newaygo decide to take up the matter of a civic center, as many villages and cities are now doing, you will not create a Comprehensive Civic Plan Commission without a single architect as a member of the Commission.

Then, too, in this age of high grade and abundant literature upon nearly every topic under the sun there is no positive need for expending large sums of money for the services of some notable foreign architect to tell you what best to do. You have capable men right at home—civil engineers and other men of good ability. Let them do what the foreign expert has to do for a big fee. Such men have a direct pride and interest in the town. They can make a survey and estimates, they can study up on civic centers of note, acquaint themselves with all details, all causes, all effects and in the end give you a comprehensive, practical and artistic report at probably less than half the cost of the services of the eminent expert.

And if they fall short of your expectations you can, as a community, let them know the fact and make another trial.

Chief among the obstacles to a community effort to improve a village are the three qualities known as selfishness, greed and ignorance.

This is plain talk, which applies equally well and justly to every community in the country, whether it represents a great city or a lesser one, a village or a hamlet.

Ignorance breeds greed, which, in turn, is brother to selfishness, and all humanity is more or less afflicted with these attributes.

Seemingly it is impossible to wholly eradicate these faults, but we can, whenever we will, overcome them to a very large degree. And that is what must be done to achieve anything like success toward village improvement.

I know of a city in Michigan, a city nearly 80 years old, which has exceptional natural advantages as to location and possible development along industrial and commercial lines, and which by all the natural laws of evolution should to-day have a population of at least 100,000; whereas it has, in fact, less than 15,000 to-day. It has from the beginning been the scene of bitter and persistent contention between its citizens. Divided

into factions its business men have unfailingly bucked against each proposition made by either of the other cliques. Instances are well known there where some one citizen has quietly bided his time for twenty or thirty years to pay off a sore spot score, to get even with some other fellow citizen. Everything in the shape of public improvements—paving, sidewalks, sewers, water supply, public lighting, street cars, and what not—have been secured only after long and bitter fights in the Council chamber, in the newspapers and on the streets. Socially the place is in a continuous turmoil, and from an educational standpoint the town is not up to the average.

What has been the result?

Not only has this place failed to realize the greatness for which it was intended by Nature, but whatever it has as public utilities has cost the citizens at least 100 per cent. more than would have been the expense had harmony and decent co-operation prevailed to a limited extent.

We can not, any of us, divest ourselves altogether of the spirit of selfishness, or of the taint of greed, or of the weakness of ignorance. But we can, every one of us, become more generous, less covetous and avaricious and better and more widely informed. We can, if we will, take a broader, fairer view of the community in which we live. We can, if we will, realize that genuine public spirit does not mean self exaltation so much as it represents the Golden Rule.

"He's the leading man of the town," is a commonplace one hears in every town he visits, and it is applied usually to the man who has the largest bank account. This rock ribbed, thoughtless estimate was voiced once upon a time to Col. Roosevelt, our late President, on the occasion of his visit to a city of considerable importance.

"What? The leading man in a city of over 100,000 inhabitants?" exclaimed the Colonel. "What has he done?" he concluded.

"Oh, he's President of —," began the proud would-be biographer.

"President!" interrupted the Colonel, "that's nothing, no matter what he is President of. What has he done?"

"Well, he's the wealthiest man in the State," said the citizen half apologetically, and the Colonel made no further comments.

And, after all, that is what being the leader in any community is certain to suggest. What has he done for his fellow men, for the community in which he lives? Dollars are a very necessary asset, but they are not worth much to the owner unless they enable him to do something for somebody besides himself and those who are dependent upon him. Dollars which stimulate greed and selfishness and nothing else are a curse.

And so I say to you who truly desire to promote the welfare of Newaygo, Strive for a broad view of your town and its possibilities; for a fair estimate of your neighbor's interests when considered in relation to your own interests. Try to place yourself

in harmony with the views of others by yielding a point now and then. Forget that you are well off and prosperous if it happens that the neighbor is hard pressed and anxious. Put away envy, jealousy and bigotry.

This is not saying that you must be the only one to capitulate. If you have a good cause, a valuable opinion or a worthy project which your friends and neighbors can not comprehend, make it plain to them and make your defense fair, earnest, sincere and dispassionate. Keep your temper always.

And bear in mind that valuable results are not born by merely thinking and talking about them. You must do your own individual part, both as to personal effort and contributions.

The other day a suburb of Chicago was made clean and beautiful by the children of the town. It was done in a single day because the operation was carefully planned, systematically and unselfishly carried out.

The same thing, done more deliberately and more permanently, may be accomplished in Newaygo if only you will work to a settled plan, work unselfishly and harmoniously.

Back to the Woods.

He was only a salesman in a music store at \$15 per, and she the daughter of a millionaire, but they loved and were tacitly engaged. All they needed to clinch things and make them happy was the old man's consent. He was not a hard-hearted old man,

and he had once sold sheet-music and pianos himself.

"To-morrow evening you will ask him," murmured the fair girl as she rolled her eyes heavenwards.

"I will," replied Harry, as a slight shiver passed over him.

"At sharp 7:30, because he is going out."

"I won't be a minute late."

But on the next evening 7:30 came and no Harry. Then 7:40 and 7:50 and 8 o'clock. It was 8:15 when he came cantering up the front steps and yanked the bell.

"Father left at 8 o'clock, sir!" said the girl as she drew herself up.

"I'm sorry, dear."

"But it is too late. Never again!"

"But, you see—"

"Never again!"

"I had 20 cents up on the White Sox and I had to wait until the score came in to see who won. I'll see your father to-morrow eve and—"

Her face became Scotch granite and she pointed to the door. He had won 20 cents and lost an heiress. A month later she married a Count, and he had his per reduced to \$11.

Should Be Tame.

"Great onions! But this is a fierce cigar," warmly exclaimed the touring motorist, who had bought and lighted the weed in a crossroads' store.

"Fierce? Now, I can't understand that," said the storekeeper, in surprise; "the drummer I bought 'em from declared they wuz real domestic!"

What we are doing for YOU

Advertising SHREDDED WHEAT

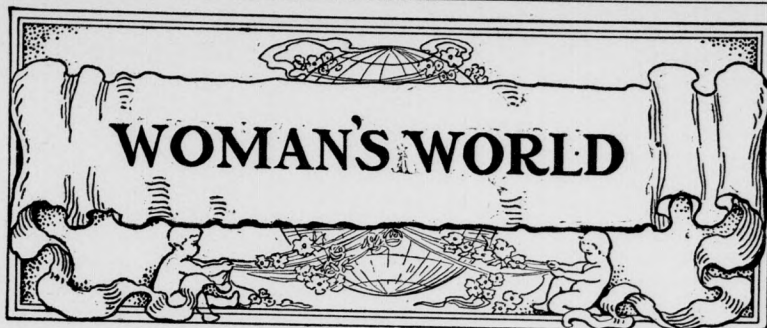
In daily newspapers in 200 cities,
In special preferred positions in eighty-two magazines,
In twenty back covers of illustrated weeklies,
In street cars in sixteen large cities,
Operating four miniature factories showing process of making
Shredded Wheat Biscuit and Triscuit,
Maintaining three lecturers with stereopticon lantern outfits,
Distributing 16,000,000 "sample" Shredded Wheat Biscuits,
Distributing millions of folders, booklets and cook books.

We are doing all this to make business for

YOU

What are you doing to push the sale of the cleanest, purest, most nourishing cereal food in the world?

THE SHREDDED WHEAT CO., NIAGARA FALLS, N. Y.



Man Should Be Ruler of the Home.

The greater a woman's strength of character, the stronger her mind and her will, the greater is her joy in yielding obedience to the man whom voluntarily she has crowned as her king. It has been well said that a weak woman can never comprehend the delight of complete surrender to a strength in which she glories and which she loves. This is among the greatest joys of marriage to the woman of strong mind and character. Such are not of those who cry out against the "tyrant man," who maintain that the wife and mother should rule in the home. The feeble satisfaction of having one's own way is not, for them, comparable to that of leaning confidently upon a strength which they are proud to believe is greater than theirs.

But it is only by the man whom she loves that a woman rejoices in being governed. Unloved mastership is irksome, often intolerable. When the rule is without love to soften and sweeten it, when, worse still, it is un-

just, then the government does not appeal to the heart of any woman, no matter how meek, as a source of joy and blessing.

George Eliot tells us that marriage must invariably be a relation either of sympathy or conquest, a saying which is in great part true. It can not be denied that much matrimonial discord arises from the fact that both husband and wife are set upon having their own way; moreover, are aggressive about it.

They go to church and say, "I will," then before long one or the other says, "I won't," and the trouble begins. There is an old story of one Irishman who asked another why it was that he and his wife were never of the same mind about anything.

"Sure," said Pat, "it's mistaken ye are. The matter is that we are both of one mind; she wants to be master and so do I."

The first quarrel between married people is much to be deprecated and might easily be prevented by the exercise of ordinary politeness between

the two who have sworn to love and honor each the other. The necessary familiarity of the marital relationship is apt, unless caution is observed, to produce more or less disregard of the little courtesies of life, which can not but make trouble.

"To contradict is always rude, whatever the matter be;

Besides, it should be understood that thoughts to all are free."

Because people see things differently is no good reason why they should quarrel; a little forbearance, a little good humor, will usually set matters right; at any rate, there ought to be no struggle as to which shall give up. There is nothing, excepting a genuine question of conscience, which is worth a quarrel between man and wife.

There are those who profess to or believe that an occasional disagreement, not of a serious nature, adds a certain piquancy to married life; still, it is best to beware thereof, lest it develop into nagging and struggling for the last word, which has been well defined as the most dangerous of infernal machines. Husband and wife should no more strive for it than they would fight for the possession of a lighted bomb. And supposing one gets it, what good would it do? There are always more and more last words, some of them cruel as blows.

No, marriage should be a harmonious song, and, like one of Mendelssohn's, without words.

Dorothy Dix.

She Found Out.

"I thought I'd stop for a minute and inquire the price of tomatoes," she said to the grocer as she sat down her basket.

"Yes'm—they are 3 cents apiece."

"Whist, but isn't that high?"

"It is, but we must have protection for the American raiser, you know."

"And how much for a washboard to-day?"

"Thirteen cents—reduced from fifteen."

"And what makes that, sir?"

"The tariff, ma'am."

"Oh, I see. And how much for 'taters, if you please?"

"They are up 30 cents a bushel."

"Whist again, but what makes that?"

"What they call ad valorem."

"Of course. And what's the price of flatirons, if not too much trouble?"

"They are down cheaper than ever."

"And it's because—"

"That's free trade."

"Um, I see. Well, Patrick will be thankful to them great men in Washington when I tell him what you say."

"You understand it, do you?"

"As plain as day, sir. The price of flatirons and washboards has come down to give the poor a chance to live, and the price of tomatoes and 'taters has gone up to give the rich a squeeze, as should be the case. Thankee, sir, and good-day to ye."

How About YOUR Pickle Department?

If you're not doing the Biggest Pickle Business in town it's because you're not selling

"Williams" Sweet Pickles

IN AIR-TIGHT GLASS TOP BOTTLES

Our pickles are prepared from fresh, sound fruit, pure granulated sugar and the best spices we can buy. We even make the vinegar for them to be sure of purity. By such care we obtain the flavor, quality and delicious crispness.

We pack them in the glass top bottles to prevent rust, leakage or spoilage. The bottles also make a most attractive display. As a natural result of such care and quality they have a lively sale.

**"Williams" Sweet Pickles and all other "Williams" Products
Conform to the National Pure Food Law**

The Williams Brothers Company

Picklers and Preservers

Detroit, Michigan

THE HARDWARE TRADE.

Marked Changes Which Fifty Years Have Brought.

Present conditions are so radically different from those which prevailed when our ancestors of a few generations back had their principal tools (there were no machines used in the ordinary vocations) made at the blacksmith shop, it seems quite essential that we trace the course of trade from its earlier and more primitive days to its present era of perfection and imperfection. The evolution of hardware, and the progress of its marketing, have followed the same course of development from local home production to the wide range of exchange which has marked the general progress of civilization and better living in this and other countries. Crude utensils and implements have given place to well made and highly finished tools and machines, and the early methods of barter are superseded by the newer methods of merchandising.

The hardware business began in the dark and dirty corner of the general store, emerged by degrees into the daylight and lamplight of an approximate equality, and finally, abandoning its companions, started upon a career of its own, with a full fledged hardware sign over the front door. The casual and superficial observer reaches the conclusion that the business is now engaged in a recessionary movement, but a careful study of the conditions will warrant a different conclusion, that it is forging ahead—is making progress in the right direction.

It is true that in the large cities the department store has made inroads upon the business which formerly went to the exclusive hardware establishment, but, on the other hand, the great bulk of the trade, represented as it is by the country retail merchants, has been extended and increased by added lines which, under previous allotments, belonged to other branches of merchandising. In other words what was formerly considered the tail of business has begun to wag the dog. It has been discovered that not only can the hardware store be made more attractive in appearance, and therefore more readily and cheerfully visited by prospective buyers, if its stock and show room are not exclusively devoted to nails, barbed wire, pitchforks, strap hinges, screws, carriage bolts and kindred articles. Naturally, the more profitable lines are those which can be displayed in the front window, in glass cases, and upon a well appointed division of floor space, and which require the better salesmanship to insure their prompt sale. Articles, notably those classified as machinery, which were formerly sold by demonstrators and canvassers at high price and great expense, are now part of the regular hardware stock and are sold in the ordinary course of trade. Paints and glass have disappeared from the drug store and appeared in the hardware store because they easily belong with building material and trimmings. Cutlery is steadily finding less favor

in dry goods, notion and drug stores, and is becoming a larger element in the sales of the hardware merchant, partly because the hardware dealer handles the higher quality and keeps a better assortment, and partly because he has learned the advantage of making a handsome display of this attractive line. Guns, ammunition and sporting goods are no longer divided between the exclusive handlers of these lines and the druggist, but are now generally sold by the hardware dealers. Many decorative articles, and those designated as Yankee notions, add to the artistic effects and to the net profits of the hardware stores.

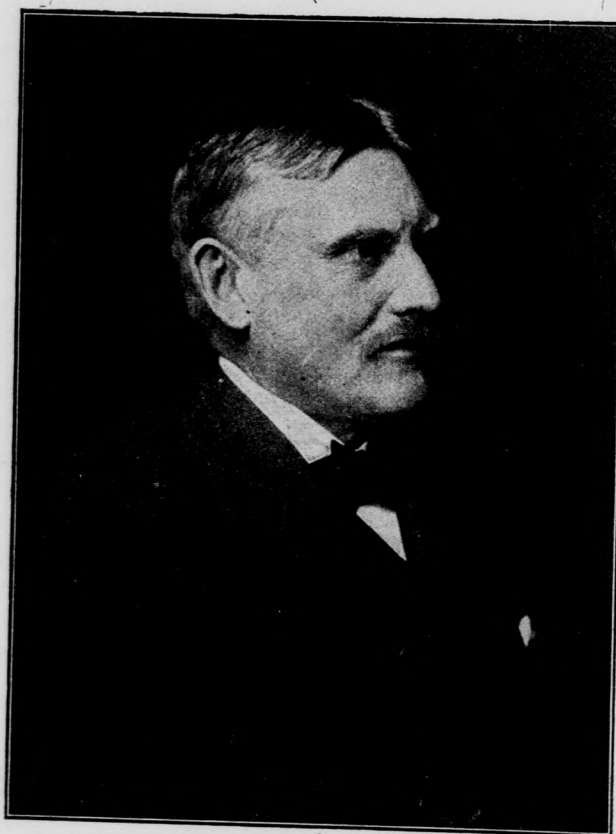
What is true of the retail is equally true of the wholesale stock. One of the great advantages which the job-

I recall the question asked by my worthy senior a number of years ago while watching in our cutlery room the installation of a show case for cut-glass ware, "Mr. Bartlett, is it possible that we have come down to this? This evolution is partly due to the marvelous prosperity and rapid growth in wealth of our people in every section of this great country. With an increased ability to purchase has come a natural desire for better quality and finer goods. Education has been extended into the realm of esthetics by travel, by expositions and by the natural craving for refinement as the human moves farther and farther away from the age of savagery. The family which formerly ate its beans and cabbage from tin pie plates with iron handled knives

rection of luxury, but in insistence upon higher qualities of staples, of tools, and of what we call shelf goods. This demand has led the jobbers to select the highest grades produced by the manufacturers of various lines and assemble them under a single trade mark or brand, thus enabling the retailer to offer a large assortment of goods, each article of which carries the distinctive mark of high quality. This renders the retail stock self-advertising, for (quote our O. V. B. motto, "Any article of high quality sold to a consumer advertises, without cost, every other article which bears the same brand"). This self-advertising feature, and the assurance of substantially uniform good quality, are not the only benefits which the retail merchant has derived from the exploitation by the jobber of special brands. It has given him an object lesson in the unwisdom and unprofitableness of supplying his wants as they occur from each and every salesman who happens along at the time those wants manifest themselves. A retail, like a wholesale, stock made up of lines, each of which carries a variety of brands, is not only unsightly but unsatisfactory, and is less profitable than one selected with a view to having the articles in each line differ only in size or construction. The, at least, partial control of a brand in a local market, reduces the competition between retailers to a minimum. As an illustration, many merchants will remember when the hardware stock was not complete unless it included Ames shovels, an article so well known and so staple that, wherever competition existed, was necessarily sold at a very light margin of profit. No better shovel than that bearing the Ames label is made to-day, but the ratio of its sales has become exceedingly small.

Prejudice of the retailer against some manufacturers' brands has resulted from the innovation and competition of the catalogue houses. Naturally, neither the jobber or retailer cares to assist in distributing the product of the manufacturer who openly or surreptitiously supplies catalogue houses with his goods, at the lowest prices charged the largest jobbers. A merchant at Madison, Wisconsin, rightfully contends that he should be placed upon the same general basis of prices as a retailer in the city of Chicago, if he is to successfully compete for the consumers' trade in his own neighborhood; trade, which by the rules of environment and of tributary advantage, belongs to him. The two arguments in justification which the offending manufacturer offers, are, first, that the catalogue houses buy very large quantities and, therefore, the temptation to sell them at low prices is too strong to be resisted, and, second, that these houses buy and introduce articles which the country retailers can not be induced to put in stock and display.

If the only distinction made between different classes of trade is to be based upon the ability to purchase quantities, the retail business of this



A. C. Bartlett

ber possesses over the manufacturer is his ability to supply upon demand a large variety of articles, all of which can be promptly shipped under one invoice, thereby economizing in labor, in time and in transportation expenses. The greater variety which the jobber can consistently furnish, the greater is his advantage over the manufacturer, and the more valuable are his services to his customers. And so the modern hardware jobber is carrying lines of goods which two decades ago would have been considered very much out of place in their present environment; and the retailer is doing his full share towards reconstructing the indices of those volumes which name the articles bought and sold by the various branches of trade.

and forks is now having its winter strawberries served from a cut-glass fruit dish with a silver spoon.

Last month the president of a railroad company told me of a recent visit of one of his officials to a small town in Dakota—a town built upon land which eight years ago belonged to an Indian reservation—where he saw in use twenty-nine automobiles.

Hardware retailers, and assuredly hardware jobbers, have not, as yet, undertaken to carry well assorted stocks of automobiles, but no man will venture to predict how distant or how near is the day when those machines will be listed in the jobbers' catalogues, with a liberal discount to retail dealers.

The demand for better things has manifested itself not only in the di-

country will soon be centered in a very few catalogue houses, located in a very few cities, and there will be no room or use for the country merchant. That such a condition shall or shall not prevail in the future, is, as I believe, within the province of the retailers of this country to determine.

While, as I have said, there is a well defined prejudice against handling the brands of goods which are passing through each railroad freight station, and each express office, on their route from the catalogue houses directly to the consumer, there is a lack of zeal and of fixed determination on the part of the dealers to absolutely exclude, so far as possible, those brands from their own stocks. Without intending to advertise any particular manufacturer, may I ask simply by way of illustration, how many merchants, when purchasing from the traveling salesman or in the sample room, ask to have articles of hardware made by Landers, Frary & Clark (who a year ago announced that their goods would no longer be sold by the catalogue houses) to be used in filling their orders, rather than those made by competing manufacturers who supply catalogue houses? How many merchants ask if the special brand of saw they are buying is made by Disston, or by some maker who is supplying the wants of the illegitimate competition; and then decline to purchase those made by the latter. And yet, do you realize that if all the hardware dealers should earnestly and with one accord discriminate in favor of their friends and against their real enemies among the manufacturers of the general hardware they handle, in twelve months not a catalogue house in the country could advertise an attractive assortment of hardware? Do you realize that as soon as manufacturers of specialties in your line learned that you are really in earnest in this matter, such specialties would be withheld from those houses, and the catalogue business, so far as our branch is concerned, would be absolutely dead. Do you realize that if each hardware dealer would awaken in his community among dealers of other lines of merchandise—dry goods, grocery and general merchants—this sentiment, this determination to use the influence and power which they possess in the interest of their own and their neighbor's business, the trade catalogue houses in all lines would soon be on the wane?

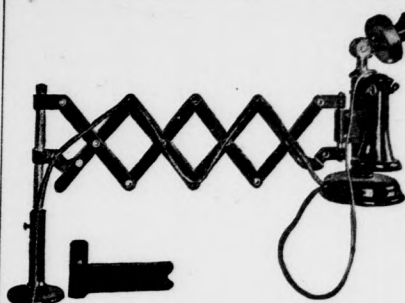
You say this means work. Certainly it means work, persistent, hard work, but is there anything in this world worth the having which does not require effort to secure? Is there any greater pleasure in life than that which results from achievements, especially when the obstacles to be overcome are great? The loyal manufacturers and jobbers can not successfully fight this battle without substantial aid from you who are nearest the consumer. So long as you show indifference regarding the brands you sell, as to whether they are competitive or non-competitive; so far as competing stocks of cata-

logue houses are concerned; still further, so long as you demand from your jobber the brands of goods which are in evidence in catalogue houses in preference to those of equal or better quality which such houses can not purchase, so long will you continue to build up the kind of competition which you so emphatically denounce.

The plan which at one time was adopted by both jobbers and retailers (and which is still to some extent in vogue) of insisting that manufacturers who sell to catalogue houses should compel their customers to advertise prices affording a profit to the general retail trade, has proved to be a boomerang. One buyer has repeatedly told me that, without question, he alone has erected two stories upon a new building of a catalogue house by strongly advocating this plan and thereby adding to the profits of that institution. So long as 10 per cent. of the manufacturers (and unless the more drastic means are adopted there will always be a greater than 10 per cent.) cater to this class of trade, with no selling price restrictions, there will be a sufficient number of items to advertise at or below cost to render the whole assortment attractive. Americans lose to be fooled, and none are more susceptible than the buyers of merchandise. Orders sent to catalogue houses for goods advertised at cut prices will carry with them memoranda of all the items wanted by the household and by co-operating neighbors, upon the presumption that if some prices are low, the others are necessarily low.

As I said, the second excuse offered by manufacturers for selling to catalogue houses is that they buy and introduce articles which the country retailers can not be induced to put in stock and display. I believe this excuse is a valid one, and that the indictment could well include city jobbers as well as country retailers. Every merchant is adverse to putting time and labor upon an article which is not known to consumers, although, as a rule, the largest profits are realized upon the sale of new articles which have not reached the competitive stage. I remember hearing years ago the representative of the manufacturers of Bailey planes say that when his people got out a new plane, they found its introduction next to impossible until the catalogue houses, through their wide advertising facilities, had made it popular among consumers.

If all merchants, wholesale and retail alike, would do more real missionary work by way of enlarging their assortments with the latest product of the manufacturers, displaying them in their ware rooms, and talking them to their customers, they would not only, to an extent, relieve the dispensers of catalogues of some of their self-imposed duties, but would increase their own profits. Let me say at this point that I do not believe there has been so nearly a universal neglect of opportunity by retail merchants in any other direction than in that of advertising. I



No. 83 No. 85

Burns' Adjustable Desk Telephone Brackets

Have You One?
Over 30,000 In Use

"Fits any Telephone." Its intensely practical and time-saving features will instantly appeal to every busy 'phone user.

You can't afford to be without one, it brings the 'phone to you and takes it out of the way when you don't want it. Takes up very little space and holds your 'phone right. Can be mounted anywhere a screw will hold. Made also for holding two telephones.

Write for No. 31 Bracket Bulletin.
Price, \$3.00 for Standard Length.

AMERICAN ELECTRIC CO.
CHICAGO, ILL.

When you come to Grand Rapids on that business trip, don't forget that

RAMONA

IS OPEN



Two performances daily
of the best that

Vaudeville

affords

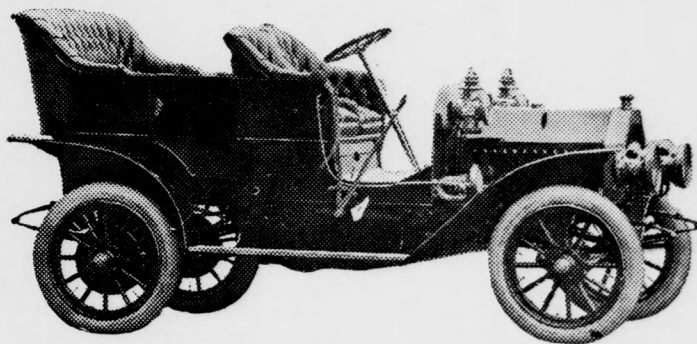
All the usual
Resort Diversions



THE BUICK RECORD

We have made many strong claims for the Buick cars, but none that we have not made good. We have said that Buicks are dependable—we have proved it through five years of satisfactory service.

We have said that they would stand all kinds of road conditions—we have not only proved it by winning endurance contests and hill climbs, times without number, but any Buick owner will tell you that he proves it every day that he drives his car.



Buick Model F, \$1,000, 22-Horsepower, 5-Passenger Touring Car

is the car on which the Buick reputation has been made and the fact that its sale shows a big increase each year is ample proof that it is what the public wants. Profit by the experience of others—buy a car that has earned a high reputation for reliability and all around merit. Ask for particulars.

BUICK MOTOR COMPANY

G. P. DOWLING, Branch Manager

Louis and Ottawa Sts.

GRAND RAPIDS

do not mean bill posting, or necessarily newspaper advertising, but rather getting next to customers with something equivalent to personal interest or contact. There are thousands of farmers and mechanics all over the country, each of whom is confident that the head of the catalogue house feels a deep personal interest in his welfare because he has received from him letters filled with warm expressions of friendship and assurances of loyalty to the interest of the particular class of citizens to which the farmer and mechanic belong; and with those letters have come large picture books which must have cost great sums of money to compile and publish. These books are accepted as souvenirs of good will. In contrast to this method of securing business what are the regular retail merchants doing? Are they studying the prospective wants of their customers, calling upon them, writing letters or sending circulars to show their appreciation of past trade and solicitude for present and future orders? Are they doing as much to "get next" to people with whom they are acquainted, as are distantly located strangers to "get next" to the same people? Our house (and I presume other jobbing houses have done the same) undertook to assist a little in this direction by issuing small, illustrated price lists containing low, but still profitable prices which our customers could send out, with their names, and their's only, upon the title page and elsewhere accompanying these lists with personal letters of their own writing. The main object was to attract visitors to the retail stores. Now our people are in something of a dilemma. There are quite a large number of our customers who tell us that they consistently and conscientiously tried the plan and that the results were surprisingly good. They beg us to continue the issue of these small books and to send new ones periodically. The larger number of our customers have derived little or no benefit from the plan. Investigations lead us to believe that the want of success upon the part of any merchant was due to his putting the books upon his counter and trusting that by some miraculous or automatic process, they would do their own work; or to his dropping them into the waste basket because he did not wish to make the exertion which would be involved in their proper distribution. There may be a hundred better methods for reaching the consumer, but the retail merchant should certainly adopt and employ one or more of the hundred in attracting the attention and thereby securing the patronage of consumers.

The proposal of the late postmaster-general to still further facilitate the away-from-home purchasing of merchandise is another blow at the retailer who is carrying a stock of goods for his own profit and for the convenience of his customers. That our Uncle Samuel should make possible the speedy and cheap delivery of letters, newspapers and general literature to all his kindred,

however remote may be the relationship or their abiding place, with little reference to the cost involved, is not called in question by the taxpayers who make good the deficit, but that the kindly old gentleman, who is not the owner of any suitable means of transportation, should undertake to hire men and vehicles to do the draying of small parcels of merchandise all over this country at a great loss of money to himself is altogether another matter. There are arguments other than that of a direct money loss which can be offered against this proposed new innovation. For example, what is called "a postage stamp rate" for long or short distances has never been and can never be made applicable to the transportation of merchandise. To undertake to make the same tariff from New York to Leavenworth, Kansas, that is made from New York to Sing Sing, is fighting the laws of nature. The Government itself does not demand that its soldiers and supplies shall be taken from the Atlantic seaboard to Portland, Oregon, at the same rate they are taken to West Point on the Hudson. To be sure, the Government is shipping as a rule, bulky and heavy articles only, but why should the limit to the individual citizen for universal delivery at the universal rate be placed at eleven pounds; and how long would it remain at that figure? When would it reach eleven tons? Again, the theory of restricting the minimum postage rates to parcels of merchandise mailed at given points and for delivery along specified routes hardly seems practicable. How long would our citizens generally tolerate that kind of discrimination, especially since the awakening they have received during the past few years by the Federal Government upon the question of unjust discrimination?

Still another argument, and the one which should prove the most potent of all, how could the Government justify itself in discriminating against the villages and small cities throughout this country in favor of large cities, eventually concentrating the retail business in a few of the largest cities? When small articles can be combined in freight shipments for distribution from the termini of free delivery routes, the village store will become a mere occasional convenience and the village itself will eventually be found only in history.

Senator Beveridge has introduced in the Senate a bill providing for the experimental establishing on a few isolated routes this new branch of rural free delivery, for the purpose of testing its practicability and advisability. Unfortunately, at least, so I see it, the experiment would neither prove nor disprove the practicability of the general plan for the reason that small, detached territories would afford very insufficient bases for calculating the economic value or the aggregate expense of the scheme when applied to the country at large. We who are engaged in the hardware business have learned that the model of a machine, although complete in its construction, furnishes no ade-

quate basis for figuring the probable output, quality of product, or cost of operation of the full sized machine. How much more difficult would it be to form, from a few experimental routes, a correct estimate of the expenses which would be incurred and the results which would be attained should the Government undertake to deliver merchandise throughout this widely extended country. The delivery from a single railroad point over the various rural routes emanating from that point would have hardly the semblance of relationship to the comprehensive and immense plan with all of its ramifications contemplated by the advocates of a merchandise attachment to the mail service. Permit, me, at this point, to congratulate the retail hardware associations of the various states upon the extent and the effectiveness of their work in opposing Congressional legislation looking towards this unreasonable expansion of the rural free delivery system. You will have similar and perhaps still more laborious work to do before and during the next session of Congress, and you will need the assistance of all of your neighbors in whom you can arouse an interest in the subject.

Among the changed and improved conditions manifesting themselves in various sections of this country, is the gradual tendency towards cash transactions. In pioneering days (now confined to a few states and our two remaining territories) it was quite essential that many newcomers should be granted credit until crops

could be harvested and sold, or payment for labor be realized. Now that farmers are using their bushel baskets with which to harvest their greenbacks, there should be little demand for credit from that class of customers. In fact, during recent years, the farmer, professional man, mechanic or day laborer, as a rule, could ill afford to draw upon the future for his current expenses, when he had the bright present in hand and the prosperous past behind him. In most instances it is better and, in fact, easier for a man to pay for his clothing and tools when he purchases them, than it is after he has worn them out. It is a fine thing for any man to have an established credit but an overworked credit is a curse rather than a blessing. In most sections where time is not giving way to cash, does not the fault lie with the merchant rather than with his customer?

And now lastly, but not leastly, I would call your attention to changed conditions relative to the ethics of business. There has been a marked change in the business world since the days in which our grandfathers lived, when business affairs were too frequently conducted with deceitfulness and mis-direction. Such methods are, at the present time, wholly discountenanced among business men. In considering this phase of the question, this paper does not recognize any relationship between real business and illegitimate transactions which endeavor to class themselves under its good name. The blood and

MICHIGAN SERVICE FOR MICHIGAN PEOPLE

It is often stated by our competitors as a fact detrimental to our Company that the Michigan State Telephone Company is not a local enterprise. This statement means that we are not local to Detroit, nor to any other city in the state.

Of course, if the statement is made by our competitors for the purpose of pointing to an advantage which they enjoy, they must claim the converse—that they are local in some particular city or town.

Local telephone service necessarily means restricted telephone service.

In order to serve a community properly, it is necessary not only to furnish local service, but to have the facilities for instantly connecting local subscribers in different localities throughout the State, and even throughout the United States.

This the Michigan State Telephone Company can do. It is the only company operating in the State having such facilities.

The Michigan State Telephone Company is local, not only to Detroit, but to the entire State of Michigan, in its operating management, ownership and independence from outside interference. It is just what its name implies—

A state-wide Michigan proposition.



thunder tales of cheap story papers and yellow covered novels which fire the imagination of youth are not literature but mental poison. The professed healing of disease by mysterious and hidden methods is not the practice of medicine, but quackery. The winning of criminal or civil suits at the bar of justice through technicalities, questionable evidence or chicanery is not the practice of law but of knavery. Turning water into golden wine in Wall Street is not business, but fraud. In business, real business, we must look for the attributes of fair dealing, exact justice and genuine altruism. The command, "Thou shalt not steal," with its variations, does not contain all of the negative law and gospel applicable to modern business. In business dealings, "Thou shalt not attempt to deceive," is the Eleventh Commandment, and its place is up towards the head of the original Decalogue. The old adage, "Having bought the devil, the devil I must sell," is certainly one not at present contained in the Business Code of Morals. The merchant, for example, can no more consistently dispose of worthless goods under the brand or representation of first quality than he can pass counterfeit for genuine money. The farmer must market his small potatoes, but they should not all be at the bottom of the bin. The fruit raiser must sell his inferior peaches, but they are not to be entirely hidden from the purchaser's sight by the luscious specimens at the top of the basket. The manufacturer must dispose of his culls, but they are to bear the distinctive mark of their grade. The merchant must sell second and third qualities of goods to meet the requirements of his customers and the competitions of other dealers, but those goods are to be sold upon their merits.

The old theory, fathered by the unscrupulous and morally unsound, that governmental diplomacy and commercial business are best conducted through channels which are not subject to strict ethical rules, has been generally abandoned in favor of the one which stands for a "square deal" in every manner of transaction between men. Whatever may be the practice, the latter theory has been universally accepted. The Machiavellian system has become so nearly obsolete that it would require more than ordinary bravery or assurance for one to argue in favor of expediency as against justice.

Ethics as applied to business is, at once, more comprehensive and more definite than that quality which the general public adopts for every day use. In business, a corporation organized under the laws of the state has the same property rights that are accorded to individual ownership. And those rights are to be as fully recognized and respected in the case of a corporation as in that of an individual. Herein business rules oftentimes differ from the rules in practice by the general public. A business man, as such, would no sooner cheat or defraud a railroad company than he would a college professor or

a clergyman. A citizen, as such, who is a model of uprightness has been known to ride down town on a street car, and, if overlooked by the conductor, fail, without apparent compunction of conscience, to cancel his indebtedness for service rendered by the company. And yet wilfully neglecting to pay street car fare is as much a sin against good morals as to steal a nickel from a blind beggar; but it is not so repulsive.

A merchant who would knowingly undervalue his importations of merchandise, and thereby defraud the Government of a portion of its revenue, should and would justly be considered a cheat and criminal; while occasionally, at least, an individual who would be shocked were his integrity called in question, will, upon returning from abroad, declare that he has not exceeded the one hundred dollar limit of purchase fixed by the Government as free of duty though his trunks contain new articles which he would not be willing to sell for many times that sum. The traveler quiets his conscience with the thought that the law was not made to cover cases like his own, that Uncle Sam has no intention of depriving him of the privilege of making his personal attire a little smarter at the low prices prevailing in London; or of bringing presents from Paris to the members of his immediate family and a few friends without paying tribute to an immoderately rich Government. The traveler's diagnosis of the case, so far as his dear Uncle Sam is concerned, may be quite correct, but he has evidently overlooked his signed declaration made before landing from the ship, and the further consideration that he is breaking the law of the land.

Accepting a trust conferred by others for the protection of their inter-

ests and using that trust for the personal gain of the trustee, is not only reprehensible but dishonest. For example, were the stockholders of a railway company to elect any one of my readers as a director, and were you so elected to permit the knowledge gained through such directorship to influence you in increasing your holdings of that company's stock, even through purchases in the open market, you would be guilty of a betrayal of your trust. In other words, should you use a knowledge of conditions acquired while acting as trustee (by virtue of your election by the stockholders to the board of directors) in purchasing my stock below the price at which I should have sold it had I possessed the information you gained through acting as my representative, you would be guilty of wrongdoing—of dishonesty, even though the identity of the buyer and seller were never disclosed. I am not attempting to belittle or excuse either major or minor, past or present, offenses against law and morals, but to emphasize the correctness of my statement regarding the existing comprehensiveness of business rules of ethics.

Times have certainly changed. There is no manufacturer in this country to-day, who, to satisfy the cupidity of a supposedly respectable contractor, could be induced to make files and horse rasps from bar iron to be furnished to the United States Army, as was done during the War of the Rebellion. No longer is it necessary to watch reputable jobbers in order to guard against the shipment of cheese for grindstones because they happen to be the same shape, or against the shrinkage in weight of kegs of nails which have passed through those jobbers' warehouses.

The retailer of the present does not think misrepresentation of qualities is essential to his prosperity, or that trade must be secured from his competitor by trickery or by the undermining of reputation.

Merchandising and morality, commerce and conscience, trade and truth, are in theory bound together by the closest ties of relationship, and in practice, those ties are becoming more generally recognized.

The associations which you have formed and are maintaining not only promise, but assure a constant and more perfect exhibition of those principles of frankness, fairness, unselfishness and integrity which are marking the progress of the business world.

A. C. Bartlett.

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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.



One-Twelfth Gross of Ideas—Assorted Small.*

I accepted the invitation to meet with the present workers of the National Hardware Association in much the same spirit one returns to his native place after a long absence. To make such a beginning understood to the new members I must explain I was one of the few present when the organization had birth, almost helped at the christening and now point with fatherly pride and I might add, national, to your splendid manhood. You were not born with a silver spoon in your mouth, nor has your pathway been strewn with roses; you were not an endowed institution, but worked for all you got and have saved your earnings. You were capitalized with honest intentions, your best fortune came through satisfactory selection of officers whose intelligence and untiring efforts have accomplished results; united interests once scattered which were without form and void. But now when the Secretary of Wisconsin or any other state touches the "Argos button" interested ears all over this great country are placed near the ground to catch the answer. You have proved your right to exist and made it possible for every hardware merchant in the country to reap profits.

There is nothing new under the sun so you need expect from my subject. "One-twelfth Gross Ideas—Assorted Small," only new prescriptions for old complaints. They may possibly relieve tension in the strained places and make the collar fit smoother on the old callouses or new sores. They will be suggestions rather than wearying arguments, hence rest from thought. You can sleep through the reading with more profit than you can gain by keeping awake.

My first prescription is for an almost incurable disease called "over-work." Some people pass through life without a pang of it. Ordinarily it is an inherited trouble and can be traced to poverty, pride or ambition. We all want to get on in life and we start out in business trying to beat that old enemy, "over-head expense," by sacrificing our best days and strength, doing with our own hands thousands of things we could profitably delegate to cheaper workers. Strong backs are good, but strong heads are better. The captain of a vessel does not "swab" decks, the President of a bank does not "sweep out," but many of us through force of habit and lack of thought continue "swabbing" and "sweeping." It seems

harder to break the habit than do the work. The date is now when that condition can not continue. There is so much more to do on account of the narrow margins of profit and the necessity of reaching greater volume that other shoulders must stand the strain of increased responsibilities. Most of us are slow in appreciating the rapid increase in population or the possibilities of increasing the volume of our business. While we are developing a larger business it is within our possibilities to develop greater capabilities in our clerks. More "runt" salesmen have been developed by "runt" proprietors trying to do all the work than from all other causes combined. It is embarrassing to see ourselves as others see us, but if we do balk at holding up this mirror we have friends who will do it for us—the world is sure to see the picture.

Write a new business creed based on modern ideas of system. It will save your brain and back, lessen the hours of work and increase the hours of rest. There will be a different atmosphere in two places—in your home and in the store; wife and children will no more be the dumping ground of your imaginary discouragements and your employees will be divorced from similar annoyances. True, none of them were intended on your part, but are natural products of an over-worked brain and an over-worked body.

There are two important things usually lacking in a retail hardware store; well paid clerks and well assigned duties. There is to-day a wider difference in the cost price of strong brains and strong backs than ever before, and the wise manager is the one alert in discovering and advancing the interested and intelligent employe. Nothing puts more ginger into a lagging lot of salesmen than picking up a bright one in the rear and passing him over indifferent heads who have supposed themselves safely entrenched in front. I am assuming that this is all done fairly and is well deserved.

Demand for efficient and classy clerks has outgrown the supply. I mean the old-fashioned working clerk with new-fashioned alertness. Perfect organization is far more difficult to obtain in a small business than in a large one. The large one must have it down to perfection, but if gone at with that determination in view the small one, or the retailer, can approximate the same result. Among the essentials to attain this end the division of duties must be clearly defined. To bring this about monthly or

semi-monthly meetings for half an hour must be held by proprietors and clerks. For that time they must be on equal footing, helpful suggestions invited and if possible, adopted. Frequently these come from minor clerks. Altogether you thresh out in the open and dispose of many simple things that if not explained in this way might grow into grievances. An imaginary grievance is an industrious germ that may hatch out troubles. These meetings are frequently a surprise party in that some of the better suggestions come from a young clerk low down in the salary list, one who is giving evidence of an approaching raise, and it is another tip to the proprietor to keep an eye on that chap before his merits are recognized by some competitor. Summed up, I believe we must rely on our own kindergarten for our best clerks, and their efficiency depends much on our ability to both hold them to our bosoms and yet keep them at arm's length. There is something in business besides profit gotten by grinding day and night to the exclusion of rational pleasure, little of which many of us have enjoyed in the past, or will until we have thrown the fetters off our own limbs and placed the responsibilities on the shoulders of others.

Organizing Clerks.

The average retailer's volume of business has been so limited, his clerks were so few he has been doing too much with his own hands. It has cost him loss of profit and made life a drudgery. I look back upon a forty-five year history of blunders and am now slowly awakening to enjoy the advantages reached by placing each man in a niche he fits. Owing to the simplicity of the situation I wonder it did not appeal to me earlier in life. Clerks, like partners, have to be first, second and third in responsibilities. Put your best clerk nearest the front door latch and keep him there. Do not let the matter of price interfere with the success of your new plan. See that he is one that can command the confidence of the public and the respect of the other clerks. Have him stay where you have placed him and demand that he shall not sweep out nor wheel freight but that he sees it is done by others and done right. He must be good enough when you are absent to adjust such matters as warrants, etc., with admirable policy, in

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*Paper read by Geo. W. Hubbard, of Flint, at annual convention National Retail Hardware Association.

fact, he must be broad enough to preside at a Hague Peace Conference, able to satisfactorily arbitrate and settle minor difficulties that occur among the clerks under him or with customers. Passing from him to the other clerks, and I am thinking of a business employing half a dozen or more, where the business is now good and getting better, each must be assigned to their positions and taught not to breed confusion by jumping over each other and getting out of their own jurisdiction. Your monthly and semi-monthly meetings with your help, referred to in the earlier part of my talk, will make you familiar with the individual strength and weakness of your clerks and in time, and only through time, you will master the situation and eliminate a vast amount of friction so common in the ordinary retail hardware store. This may sound to you theoretical because of the difficulty in securing interested help. Make your own help if you can not find the finished article, manufacture it from the best raw material available. The best recruiting office which I have found has been my barn, from which came some bright country boys. Not one in ten proved good enough to warrant advancing from the barn to the store, but when I did find one that milked the cow dry and yearned for more chores to do and did them well he was picked up and advanced to the dignity of a clerk. Not less than eight boys rescued from that humble beginning are to-day successful hardware merchants in the State of Michigan. It carries out an old theory that I have had for years: You occasionally have to get a little cross breeding through the good country raised boy to build up the quality of our city degenerates.

Partnership Quarrels.

If trouble ever arises in partnerships in any kind of business in any part of the country I venture to say nineteen times out of twenty it is traceable to one cause and one only. If I make it clear to you and you never before thought of it in the light presented you will wonder why you have not: There is only one real manager in any partnership whether that copartnership consists of two or a dozen men. That is the one the firm selected as the financier. He is the captain of the company and all the rest are either lieutenants, corporals or privates. He is the boiler, the others are the steam gauge, water glass and valves—they are simply accessories. Over-buying by the floor partner without consulting the financial partner and learning from him the condition of the firm's finances is the very beginning of partnership friction. No success is reached when any floor partner ever said of the office one: "If he will attend to his business I will to mine." There is no time in the history of a partnership when that doctrine is not absolutely dangerous and foolish, while it is true all are equal partners and share equally in the profits and dignity of the concern in the eyes of the public. To avoid trouble and always do business on "Easy street" work under your natural leader, work with a willing,

heart, for his is the position that brings on night sweats, nervous prostration and suicide. Floor partners don't go home and tell Mary that the office partner doesn't work as hard as you do, for that is false, providing he is doing his full duty. You will sleep well and grow fat while over-buying from an agent that has jollied you, while the financial partner has worried and grown thin trying to borrow from a banker that can not be jollied. Summed up, recognize by constant consultations with your financial partner the importance of his work, the necessity of not marching in advance of him and stop adding to the firm's liabilities when he sounds the warning which he should do when he can not discount every bill maturing. I repeat, nineteen out of twenty differences that occur between partners arise from the one cause—not placing one man at the head and then not recognizing that head. It is not humiliating to do it and it is often humiliating when it is not done.

Catalogue House Competition.

I am not and never have been in accord with the majority of merchants on this subject. All classes of them from the shoe string vender to the big silk merchant, including the hardware merchants of the United States, have lived through a "reign of terror" on account of this modern competition, which is just as legitimate a business as our own, and if they make it succeed along their chosen lines better than we make our business succeed along our chosen lines I am ready to take my hat off to them and say they have more right to prosper than I have. Aside from this one yellow streak in you, gentlemen, I challenge the world to equal you in courage and wisdom. I will not admit what much of the hardware literature confesses, that I am afraid of the catalogue house and can not successfully meet them in an open fight. I would see that the laws were not made more favorable to them than to myself, and so far I am with you, but I would not ask the Government to discriminate against them and would be exceedingly careful that the public did not get the impression that my efforts in this direction were imperiling their interests. In short, I believe in a still hunt, and while I would turn a trick neatly on a competitor every time I had a chance I would not do it by the aid of either brass bands or legislation. Merchants weaken themselves and advertise the catalogue houses by discussing them over their counters or with their customers, who they believe have been buying away from home. All reference to them advertises the catalogue house and it is exactly what they want done. Articles are written by individuals and published in trade papers—we openly discuss them in our meetings, and the catalogue houses get hold of those papers and discussions, shrewdly repeat them and furnish the public with our sayings and doings, and I ask, What better ammunition could we furnish our enemies' guns? The still hunt will win against the hurrah boy parade in any kind of business. I would do busi-

ness first and explain afterwards. You never saw a well-fed lot of stock wandering away to feed at a neighbor's farm, but you have heard and seen lean and skinny ones rooting under the neighbors' gates and breaking over fences to get at food. The point is this: Keep such a supply of merchandise in your own store and so priced you can safely appeal to the intelligence of your customers and show them they can not afford to go away from you for you have the quantity, the quality and the price. With that condition existing I doubt if many of them will go or want to go. I have heard more good men say they would rather leave their money in their own home town than I ever heard say they were spending their money in Chicago or other points. I believe it is up to us to meet this competition with full stocks, reasonable prices and cordial greeting on the part of ourselves and our clerks. The managers of catalogue houses are flesh of our flesh and bone of our bone, and there is nothing in the conditions surrounding their business life and the conditions surrounding our business life preventing our making our several places of business as attractive to our trade, backed by our personal acquaintance with our customers and their acquaint-

ance with us; nothing that leads me to believe that they possess any natural advantages over us unless I am ready, which I am not, to admit they are better business men than I am. The public is being educated apace with ourselves and it is possible conditions do not maintain now that did two, three or five years ago. This is especially true of farmers who now enjoy telephones, electric cars, magazines, newspapers and schools, with more time to enjoy and be benefited by them than formerly, and I might add more time for such enjoyment than we have—they are well past the "gold brick" period and the catalogue houses and other strangers to them have to hand them out to our farmer friends with greater caution to-day than ever as the situation is much better understood by the average man not in trade.

Hobson went practically alone to sink a boat in the pathway of an enemy. To-day I am your Hobson and possibly my reward will be like his, except the kisses and admiration of the fair sex, for I expect no kisses from you; I have been too outspoken for popularity.

Building Up a Credit.

Every one of us is striving to buy goods cheap, cheaper than our competitors if possible. There is just

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one simple direct road that will accomplish this result—beat the other fellows in paying promptly and getting the largest discount on every bill. Make it so manifest in Dun and Bradstreet that every manufacturer and jobber will want your business and give you the price. There are several voluntary contributions the wise man makes that the unwise refuses to make in this matter of rating. One is a mistake made in refusing a financial statement to commercial agencies like Dun and Bradstreet. This refusal arouses a suspicion and you can easily have an injustice done you.

Another is the reputation you establish with the manufacturer and jobber in adjusting differences, such as shortages, breakages, warrants, etc. They will not believe a word you say if you do not occasionally find an over or something under priced, or you have failed to report a footing or an extension that favored you. You do not hear them say you are not honest, but they know you are not and they raise your credit spelled with a "z." We are judged by our letters, we do not have to go through a correspondence school to learn truth and courtesy. When you are writing or dictating a letter remember that those you buy from never saw you nor ever will, and all they know is what they can judge from hearsay and as you make yourself appear in your letters. Herein lies an opportunity for making a good or bad impression, in fact, it is almost your only way. A majority of the office men who read our letters are so accustomed to that work they become experts and can read between the lines and can tell before we have finished whether we are telling them the truth, the whole truth, and nothing but the truth. You may not spell well and lack in rhetoric, but you can give exact facts in a pleasant way and thereby help your credit.

There is another way of building up your credit which is not the least, although the last, under this head. It is the impression you make on the traveling agent. Wise boys are they, with eyes and ears in every part of their anatomy. They don't expect you will buy every time they call, but they do expect every time they call to find you with a good clean stock of both manners and merchandise and if you are out of either their house will get the report sooner or later and that will have something to do with your credit and buying powers. I want to say just this one word for the average traveling salesman: He certainly makes the commercial report with the house he represents. With those particular lines he brings to us he should be so thoroughly familiar that we can justly place him on the pedestal of instructor. He should know, and generally does, more about the line he represents than we have ever had an opportunity to learn. It pays us to put a large measure of confidence in the traveling man. He does not now, if he ever did, resort to trickery, knowing exactly the final result of such a course. While he is contributing to the upbuilding of our credit he is doing the same for him-

self. Our work is mutual, and whatever benefits one does the other.

Old Fashioned Financiering.

I do not care how good my book-keeper is or how shipshape he or she gets off the monthly balance sheet, those sheets do not contain just what I want to know quite often enough each month. I must know every Monday morning of every week in the year exactly how much we owe, whom we owe it to and when it is due. So every Saturday night I turn to the only part of the ledger that particularly interests my creditors and on a sheet of paper I set down every dollar of our indebtedness, foot it on the adding machine, then take from that list all accounts to be paid during the coming week and learn that amount. I have now reached the point where real financiering begins. To the cash balance on hand I add the sales and collections for a week ahead conservatively estimated, and if these do not prove sufficient and money is to be borrowed, that amount I put in red ink. Red ink is only used when we must borrow, and it becomes a sign of distress and appears just as few times each year as possible. It means hold up the buying, attend to the collections, get better hold of the finances. Running a business is like running an automobile or driving a horse—you can manage either one of them better if it does not get the start of you. A great deal more mismanagement can occur in the thirty days intervening between two monthly statements than between two consecutive Mondays, and the load is not likely to topple so much that you can not push it back if you see it in time so it does not do any harm and may do much good to sandwich in a few extemporaneous statements in the intervals between the regular ones. Under the head of old fashioned financiering I have a suggestion especially helpful to a beginner and not bad for old-timers: Have just one close confidential friend (besides your wife) and that is your banker. I have been on a bank board for years and learned that directors know but little about the financial condition of merchants on the street. Many theater companies have what they call "an angel," who knows all about their affairs and puts up enough backing to head off "tie counting" between towns. It is wise to have "an angel" in business—let your banker be that one. Keep him wise to your true financial condition so he can lead the discussion when your case is up for consideration before the Credit Committee of the bank. You can always satisfy one man easier than you can half a dozen. You would rather have your law case tried before a fair judge than take the chances on a guessing jury's verdict. Please couple these two thoughts—the home-made weekly statement and the banker "angel"—and you can, if you are honest and he is intelligent, satisfactorily realize all business demands. It will avoid open board discussions sure to occur if every member of it does not know all about you, which knowledge is his right and duty to acquire. Directors are not always prudent, and

needless suspicion may spring up and become troublesome unless our case is settled in advance. It is safer to take one man's hand and slide over thin ice than have the assistance of half a dozen men. It pays every business man to have one "angel" and keep him alive on a diet of facts without any fiction trimmings.

The Buyer.

Next in importance to the financier of a business is the buyer for the house, and in good judgment he must be the financier's equal. He pitches the game and the financier is the catcher. They form the battery and the final standing of the house is all up to them. Poor pitching is sacrificing quality for price; over-buying to attain that end makes your stock dear when to the cost you add rent, interest, depreciation, etc. More bad playing is in changing from standard lines with which your name has become identified and your trade looks to you for rather than lines they know nothing about and labels they have never seen. If a code of signals between a pitcher and catcher in a ball game is valuable, some code should be established between your buyer and your financier, for there is much more at issue and errors are more costly.

I conclude by thanking the members of the National Hardware Association and their friends who are present for the time they have given me in which to tell the old, old story, the telling of which has brought me pleasure even if it brings you no profit. In its writing I have wandered through

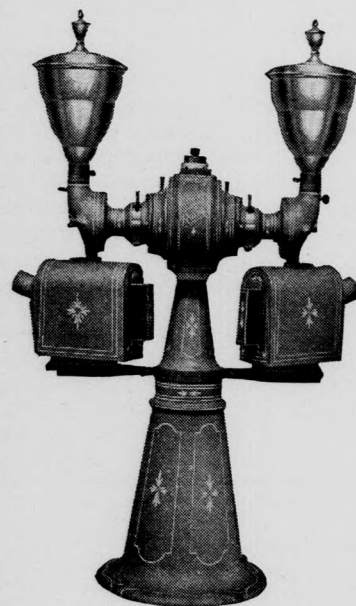
many fields of experience, pictured successes where I know I have met defeats. I realize before I hear your criticisms I have not confined myself to lines especially adapted to National Association work, but my excuse is that the work is being better done by the young men now than we older ones were able to do it in the beginning. The times have changed and you are in better touch with the times, but I wanted to come to your meeting, I wanted to see you all again, and your reward will be in the happiness it gives me to be with you.

What Is the Genesis of True Courage?

Of all qualities possessed by the manly man, perhaps none is more generally envied and admired than is true courage. Looking for this quality, however, the young man who may be most appreciative of it at the same time is most likely to mistake the virtue.

The truth is that courage in its true sense may be a little hard to define. In the lower animals, almost any creature when cornered by an enemy will fight for its life. In this respect the guinea pig, armed by nature with a set of formidable incisors, equaling that of the rat, will fight viciously one of its own fellows, but with respect to all other creatures that may attack it, the guinea pig is more cowardly and defenseless than is a wood dove, brooding over her young in her nest.

For purpose of illustration, this courage of the guinea pig in fighting



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only against his kind, suggests a phase of courage in man which often fails of the true test. Could it be possible that in the low order of intelligence in the guinea pig there is enough of animal pride in the creature to make it afraid not to fight? For often in the case of reasoning man he finds himself in positions of pressure from his friends, or from the gaping spectator at large, which forces him most unwillingly to a show of false "courage."

Some time ago a representative business man, whose name is widely known, told me of an experience of his when he was in school and perhaps 18 years old. One day he and a fellow student, in the presence of a group of their fellows, had a slight misunderstanding which would have been forgotten over night had only the two of them been present. But among their fellows sides were taken and in a few minutes these partisans had arranged a meeting for next day, in which the two boys were to settle the matter with bare fists.

My friend confided to me that if ever in his life he had felt inclined to shirk a job, this was the occasion. But he was afraid not to appear at the appointed time and place. Arriving there, he found a score of boys in two groups, his own champions cheering his approach wildly. A glance at the other group showed him that his antagonist had not yet come. As the time of the meeting came and passed, and as minute after minute followed, my friend recalled how his own courage began to rise. In a little while, spurred by his partisans, he was even swaggering a little over the "cowardice" of the other fellow.

But suddenly the tardy one appeared, hurrying up with an apology and explanation. Both were accepted and the fight began. To this day my friend insists that the other boy was quite as much indisposed to fight as he was, and in his riper judgment he says that, coming out of the fight as victor, he never has won a victory which in his own heart has given him less satisfaction!

How much more serious and deplorable, however, is the statement made by a pioneer in the old "gun carrying" days of the wild west, who once told me that he had witnessed at least five killings done by men who, after drawing the weapon, had been afraid to use it!

That courage which is worthy the name in fullest sense, however, is too strong in its own appreciation of what true courage is, ever to be forced by circumstance to word or act which in the man's heart must stamp that word or act an expression of cowardice.

In my observations of men this higher courage is a growth commensurate with the man's judgment, knowledge, honesty, and human sympathy. Such courage must be the offspring of these several virtues; this higher courage must be inevitable in the possessor. Knowledge and judgment must teach such a man that he is not infallible; human sympathy will impress upon him

the necessity for charity, according to this knowledge and judgment, and honesty at all times must be conservator to his courage.

In whatever form the possessor of this true courage may exercise it, he may count upon the expression of it not failing of its end. It may be a word, or the absence of a word; it may be an act or the absence of an act. But whatever the expression of the quality in the man, it must be interpreted instantly as the true courage, which in all times has been the measure of a man's true manliness.

Too often it is overlooked that true courage in community life may have a hundred forms of expression. Alone with himself no man ever had opportunity to prove a true courage, for the reason that its expression always must be in the nature of self-defense—which may not be courage at all. But in the crowded ways of civilization only the true courage may be developed and having it, a thousand calls may be made upon it where self-interest is the least concerned in the individual's exercise of that courage, an element of unselfishness must obtain in its possessor. His honesty and his humanity must force its growth.

Too often the young man looks to an expression of physical might as the index to courage. It may be, but as in the examples cited in this article, most frequently the physical challenge is open to inquiry as to its justification. But in those cases where a courageous man in righteous wrath rises fearlessly to challenge an aggressor, he stands as one of the most dangerous creatures that walk the earth. His knowledge has prompted him to move; his judgment is with him to direct and his honesty is a bulwark which makes fear impossible to his nature.

But often in as full measure this courage in such a man is shown when only a word is spoken. The lifting of a warning hand may bear its indelible traces. The silent pose and poise of the man's figure may become a figure fit to stand in bronze as a statue of courage.

But let it not be forgotten by the young man, who with all the world admires courage, that his true courage is not to be put on as is a cloak. That as a virtue it can not be taught by scholastic method. All history, digested, may impart only its transitory inspiration. For courage always must be the child of knowledge, judgment, honesty, and human sympathy.

John A. Howland.

Painful Ailment.

Although gout is generally reckoned a disease of rich men and free livers, one of the worst of sufferers from it was a well-known English minister, who died not long ago.

A friend once said to him: "Doctor So-and-So, what is gout like?"

The clergyman smiled sadly. "If you put your hand in a vise," he said, "and let a man press as hard as he can, that is rheumatism; and if he can be got to press a little harder, that is gout."

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FANTASTIC ETHICS.

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That misguided person who, in the responsible position of training youth for contact with a realistic world, goes to that exaggerated extreme of preaching a wholly ideal and impossible honesty, beauty, and fellowship as things logically to be expected by this neophyte in his contact with life is working harm to the cause of real human progress.

In this last winter, in some of the newspapers of the country, a syndicate supplied a series of articles designed to appeal to the young and for the most part setting forth in idealistic form the whole category of these virtues which the idealist feels ought to exist, regardless of whether they do or not. The whole tenor of the series, however, was to the effect that the young person should follow the idealist regimen; that he should look to find disciples of it in the haunts of men. Nothing in the series suggested that the convert to the thought might one day be disappointed in the reality; nothing remotely intimating that some of these ideal pearls might fall sometimes to pass current at face value among his fellows.

Often I have asked myself, In such circumstances, are such teachers fools or liars? It seems to me that there is no middle ground upon which to stand in judgment of such fantastic ethics! No man who has mixed with the world for twenty years will dare say that his experience of his kind has led him to high appreciation of all men! Rather, he will be inclined to congratulate himself if, nursing high ideals for himself, he has found twenty friends upon whose honor and truth and courage he feels that he can depend in any circumstance. To make twenty such friends in twenty years is no small task imposed upon a man!

That subtle evil which may come of this misdirected and unreal philosophy often shows itself in the disappointed young man who has been disarmed for the shock that awaits him. To accept as friend some unworthy one, rely upon him, trust him, honor him and then to find him unworthy of it all—this is tragedy in the life of many a young man! In the experience of thousands it leaves

a never to be forgotten hurt. To that extent which he has been studiously unprepared for the possibility—this hurt may lie deep and festering.

The question I would ask is, Why should the young man be taught this false philosophy at all? Why should he be disarmed against the truth as he must find it?

To the extent that the teacher would lead him to believe that the world's rule of conduct is based in such ideals it makes the virtues more or less commonplace. In truth, virtue shines out as a jewel only against the dark background of evil. Its value to the young man must be enhanced if he shall be taught its rareness. He must have greater hold upon it if he is prepared for the fact that often he may find it undervalued by those with whom he comes in touch. Why should he be deceived in its possession?

Suppose that somewhere in the wilds, with dark coming on, you should meet a stranger alone, bound for the place from which you had been all day traveling, and he should ask you as to the difficulties and dangers of the trip. You have encountered these difficulties and dangers—they lie behind you. Suppose that in such a circumstance you should feel disposed to kindness to this traveler and decide that instead of telling just where the difficulties and dangers of the trip lie you should deny that any such difficulties and dangers lie in the road!

Suppose that you told him there is no precipice at all where the road winds perilously near the edge of the deep gorge, a thousand feet sheer to the bottom! You tell him that the mountain stream dashing across the path is only ankle deep when you know that you escaped with your own life only by the hardest swimming against the icy current! You lay stress upon the statement that there is no stretch of morass under a dark, dense forest—that all is upland plain in that particular section through which he must pass!

In trying to do your duty by a fellow man in such an emergency, could you find excuse for such distortion of fact? If you could feel beforehand that he would escape these pitfalls and dangers, could you expect that he would escape the

sense of being lost, hopelessly? Depending upon your description of the easy road and finding it so beset with dangers, would he continue upon such a track with confidence sufficient to carry him through.

But this is the course which so many teachers of the young decide upon in their mistaken zeal. Carefully they avoid telling the young traveler just what he must expect in his life journey. If they do not know what these difficulties and dangers are, why do they presume to teach? If they do know, where is the kindness in attempting to deceive?

I would not minimize in any degree the unfailing, lasting consciousness which may do so much in making the life of the honest man worth the living. But not for a moment would I attempt to say to him that he may expect to meet at every turn in life an appreciation of his ideals. Rather I would emphasize to him the chances for his being misunderstood and his worth discounted.

Holding fast by the virtues he must find loneliness rather than cheerful, appreciative companionships. He must expect to pay for their possession. The interest charge of unselfishness must be met. Truth telling, always, may cost him at least temporary pangs. Instead of applause, often he must expect the "What a fool!" from the men who can not understand.

It will be worth all its costs—yes; but the point is that the young man must understand that this cost must be paid! He may expect to pay that cost to men who will give no receipt for it—who will sneer at him that he has made the payment at all. Don't be deceived in this, for to lend your judgment to such deception may be to rob you of something that all the money in the world can not buy.

John A. Howland.

She Could Swim.

Suburbanite (floundering about in the green water and soft mud)—Look here. When I bought this lot didn't I tell you I had just been married?

Real Estate Agent—You did, sir.

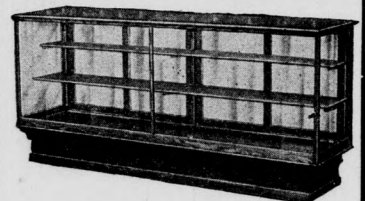
Suburbanite—Well, do you think this is the proper place to bring a bride?

Real Estate Agent—I do, sir. Didn't I hear you call her "Duckie" two or three times?



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BACK ON THE FARM.

Reminiscence of Sleeping in the Hay-Mow.

Written for the Tradesman.

Farm life has its beauties and then again it hasn't. If you really want to hear about just the beauties you can always find a man who will tell you that of all the comfortable places to live the farm is the most comfortable and that for a growing boy there's no place on earth that has the farm beaten. You will probably find the man who tells you that living in town, and he's there because he got shoved off the farm back in the eighties by a tired out mortgage-holder, and the only reason he says it is because he's pretty sure that he'll never get back.

Then somebody else will tell you that of all the exquisite places in which to live the exquisite of all is right next to Nature's heart down on the farm. And you can just bank on it that the lady who tells you that—for, of course, it would be a lady—is another city party who never saw a farm except through a telescope and wouldn't know any more about salting a mess of butter than her hubby would about striking a back furrow.

And then, too, there's another one who thinks the farm is an ideal place to hang out at. He's the man who swings around on his office stool and takes off his nose glasses and says that he does wish that Jennie would consent to his selling out so that he could get away from all this hack work and move onto a farm. I knew one of those fellows once who finally did get Jennie to consent to it. He sold his store and bought a nice spot, according to his notion, about six miles from town. Oh, yes, he enjoyed it for about six weeks, but after he'd been wallowing around in the mud for two years and had a couple of crop failures, he found that the only thing he liked on the whole place was the windmill; and he liked that because he could climb up to the top of it and look over and see the town where he used to live.

Yes, I say that if you want to hear about just the beauties of farm life you can always find someone to tell you about them; but if you want to get the straight of it you go to somebody else. You might go to the farmer himself just as he comes into the house some night after milking six or seven cows on top of the day's work. He can tell you all about it if he wants to because he is right in the business and has been for quite a while. But I'm afraid you'd get a rather cloudy story from him, broaching the subject to him that way.

Say, I'll tell you what you do: You just ask that growing boy who was mentioned away back there at the beginning. He can tell you a few things about the farm and farm life and you can take my word for it that he'll paint a picture that's pretty near in its true colors. He's been hustled out in the morning enough times so that he knows there's work in it; he's played Indian among the trees in the pasture lot and turned summersaults on the fresh hay so

that he knows there's fun in it; he's slept in the cool dark freshness of the old hay-mow and dreamed dreams until he knows there's real romance in it; he's eaten whole stacks of his mother's pies and cakes and plain stuff until he knows there's plenty of good wholesome living in it; he's found lots of things, too, let us regret, that he wants to get away from—bye and bye he does get away from them, let us add, and then he sees the things that he wants to get back to.

And so I say that if you want to get the straight of it you ask the boy. I know him, for I've lived with him all my life. And if you can't find him you come to me. In fact, for fear you can not find him, I'm going to tell you a few things, anyway. And this time, just as a beginner, I'm going to tell you about the sleeping in the old hay-mow:

Nights in June when the chores were all done, and the milk had been strained, and they'd washed in the old tin basin on the back porch and wiped on the roller towel, the boy and the hired man would go to the lake. It was the only thing to do, because a fellow was all sweaty, you know, after working all day, and the old lake was warm, and if you stopped to think about it for a minute you couldn't help going.

So the boy and the hired man and the dog, they'd start out. It was only a mile, straight back. First you'd go across the orchard cornerways, and then down the road until you came to the woods, and then you'd have to wind all around on an old log road and climb and climb, and bye and bye you'd come right out on top of a big sand hill and there was the old lake, lapping soft and quiet like down at the bottom.

About fifteen or twenty minutes the boy and the hired man would stay in, paddling and swimming around and just cooling off and enjoying themselves in general, and then they'd start for home. Sometimes it would be pretty dark when they went back, and the woods would have all kinds of noises in them. But they never got frightened because the boy trusted the hired man, and I guess the hired man trusted the dog, and so the three got safe home again.

And when they did! Climb into bed between stuffy sheets and under a low roof? Well, I guess not. Who'd get up the clumsy old ladder and tumble off into the hay first—that was the question. And sleep! You could just curl up or stretch out, whichever you chose, on that soft green bed, so big that you could roll over and over ever so many times and never fall out. How the boy used to dream! I won't tell on him what those dreams were, for that wouldn't be fair, but I guess the most of them never came true and I doubt if they ever will, but it was fun for him to dream them, anyway.

And then along about 5 in the morning you'd hear the pigeons. They came in through a broken pane of glass away up in the peak, and they'd play along the old hay fork track and "coo" and call each other names un-

til they would wake up the boy and the hired man. Then those two would lie on their backs and rub their eyes and watch the pigeons. Sometimes the boy would crawl over to the edge of the mow after a while and look down, and away down below the horses would be sticking their heads out and nibbling stray wisps of grass and stomping their breakfast calls.

Pretty soon the barnyard gate would slam and something would tinkle and rattle. You'd see the hired man get a wiggle on him then and start for the ladder. You'd see the boy start, too, for dad was coming with the milk pails and another day was started on its way.

But this is only one of the things the boy knows about. Some of them aren't nearly so nice as the sleeping in the old hay-mow, but, as I said in the beginning, I think he'd include them because he'd tell you the straight of it. Maybe some day I'll tell you more of them. I can do it because I have lived right with the boy all my life. G. Lynn Sumner.

The Only Thing.

The only thing you get in this life is love, and the only way to get that is to give it in an abundant way. If you give life so that your brothers can live, and that more abundantly, you will get the very best of everything. Love is the only true reward. Money blesses only when it makes greater love possible. If you begin to love money for its own sake it will take your life in the end and a miserable end it will be, too.

But money spent for other things than those by which your power to love is increased will prove to be like Dead Sea apples after all is said and done. G. L. Bowman.

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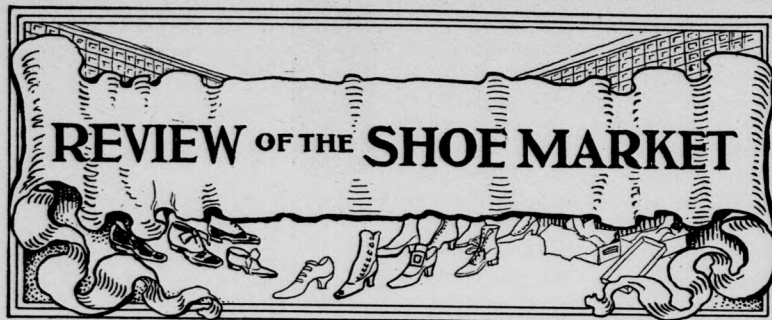
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An Open Eye For Ideas on Selling.

Written for the Tradesman.

Do you know I love to look about occasionally and see what the sons of men are doing under the sun? Don't you? I get a great many of my most fruitful ideas in that way. Being an out and out shoe man, of course, I am particularly interested in shoes, shoe store displays and the various stunts which shoe merchants of my city are staging from time to time.

My own experience of the fruitfulness of this sort of thing—I mean this habit of looking about, keeping one's eyes open to the schemes other shoe men are incubating and in general to the business methods of merchants in other lines—leads me to think it is a downright good habit for the shoe merchant to get into the habit of keeping his eyes and his ears wide open. We get ideas through the eyes and through the ears; through our reading and through our observations; but we have our moods when it bores us to read—moods when we are not disposed to hear, but rather to look and store up our impressions. At another time, when the productive mood is upon us, we can lay hold on these stored-up impressions, go to work upon them, re-arrange them to suit our own requirements or add to them as pleases our fancy. In the end we have something peculiarly our own; but the germ of it, and the inspirational atmosphere in which the germ unfolded and developed, came from an outside source. We saw what the other fellow did—and he may have been another shoe merchant, the window trimmer of a big department store or a street fakir advertising his wares or doing psychological things with the mob of street idlers.

Training the Eye To See Things.

People with nerves are pretty apt to be people with moods. Most of us doubtless have had the experience of finding it easy to read and absorb at certain times; at other times very difficult to focus one's attention on the printed page. We all have hours—some of us perhaps days—when the creative faculties are at low ebb; times when correspondence is a bore; times when we can not think of a blessed, blooming thing out of the merest commonplaces to say about our shoes in the delayed copy for which our printer is clamoring. Again there are moments when every faculty is alert and ideas on salesmanship, window trimming and newspaper advertising come trooping in like belated but thrice welcome guests.

Now it is a good thing to learn the gentle art of making the most of the mood that is on. When the desire is

great upon us to read, let us read. And inasmuch as we never know precisely just when this mood is coming, or just when we shall have the opportunity of utilizing the mood when it is with us, it is a good plan to have our trade journal conveniently near. The retail shoe merchant might very well have a good book on selling plans, shoe store advertising, or general advertising, on his desk. By having such suggestive literature easily accessible many little snatches of time might be well employed which otherwise are wasted. The minutes and the hours which we fritter away doing absolutely nothing make an appalling aggregate in the course of the year.

But perhaps the greatest opportunity we have for getting new ideas and for getting into the productive mood is one which is least appreciated; namely, the opportunity for looking over the other fellow's work. Of many of us it may be truly said as it was of certain ones of long ago: "Having eyes, they see not." I recently read quite an apt and interesting little dissertation on the gentle art of listening, in which the writer made the statement that good listeners were not so plentiful as good talkers; and that really, when you come to think about it, the art of listening intelligently and sympathetically is a rare and beautiful trait. The practical moral of the little skit emerged when the conclusion was reached that those who listen intelligently generally have something worth while to say when they speak. All that can be urged in favor of listening can also be said in favor of seeing—keeping one's eyes open to the new, the apt, the effective.

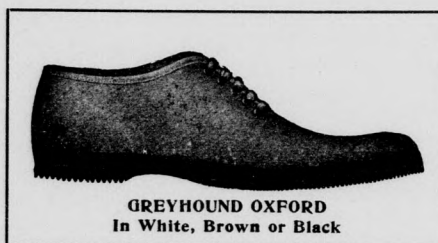
The retail shoe merchant can get ideas from brother merchants, from merchants in other cities, from Nature. Of course, it is not supposed that he would reproduce the other fellow's window trim, or build a shoe store advertisement on the other fellow's advertisement as a model. Sedulous imitation is bad psychology and bad ethics. But one can get helpful ideas from outside sources, and what is more to the point, one can get himself worked up to the fine frenzy of original productivity by rubbing up against the fellow who is doing things out of the ordinary. The shoe merchant who has trained his eyes to see things is day by day getting his just recompense of reward by seeing things that are helpful and suggestive.

The Repairman's Interested Audience.

Passing along one of our prominent streets the other day my attention was

Greyhound Tennis Shoes

Are universal favorites. They are not only stylish in appearance, but have the fit and wearing qualities necessary for the best service.



GREYHOUND OXFORD
In White, Brown or Black

We also have Greyhound Tennis Shoes in Blucher Oxford and Balmoral Shape in white, brown or black.

These shoes have been on the market for several years and the demand for them is so great that a separate factory has had to be constructed for their manufacture.

No shoe stock is complete without a full line of this shoe. It is the best seller on the market and is a BUSINESS BRINGER and TRADE PULLER.

Grand Rapids Shoe and Rubber Co., Inc.

Grand Rapids, Mich.

State Agents for HOOD RUBBER COMPANY, Boston



Pentagon Welts

Are men's fine shoes retailing at
\$3.50 to \$4.00.

Equal to all others in looks,
style and comfort. Excel all
others in their class in wear.

Snappy up-to-date lasts and
made from the best of Gun
Metal, Velour, Box Calf, Vici
Kid and Genuine Kangaroo.

Our trade mark guarantees
them.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

attracted by a large and apparently deeply interested group of people gathered in front of a store window. I was on the opposite side of the street, but I crossed over to see what was doing. The sidewalk was almost entirely blocked and I experienced difficulty in getting near enough to the window to see what was drawing the crowd. But by dint of worming my way gradually in among the spectators I presently found myself near enough to see what was causing the excitement. And what on earth do you suppose it was? Just an ordinary son of Italy covered with grime and perspiration seated on an ordinary stool with an ordinary lap-stone in his lap, an ordinary pair of worn shoes on the lap-stone, plying the usual craft of half-soling and otherwise rejuvenating these ordinary old shoes. He was a rapid workman, to be sure; but there was nothing startling in that circumstance. He was doing his work well; but there's nothing spectacular in that. The only unusual circumstance about the entire performance—and it was the thing that attracted the crowd—was his position. He was right in the center of the window. People could see every move he made. Now if he had been ten feet back from the window, behind the waist-high railing, as other workmen were, no one would have paid the slightest attention to him. But just because he was seated right there in the window in full view of every passer-by the sidewalk was blocked at times and the whole day through he had an interested group of spectators.

The novelty feature is important in shoe store advertising and in the window trim. It's the unusual thing, the something or other just a little different, that catches and holds the attention. The possibilities of appeal to the novelty loving instinct, which, by the way, is a universal penchant of the human biped, are practically unlimited. You can gain novelty by out-of-the-ordinary type face, by original displays of type, by unique illustrations in an advertisement, by the wording of your advertisement. You can employ the novelty principle in working out the designs of your window trims, by the arrangement of your shoes in the window and by a hundred and one other devices for surprising the public and getting their attention riveted on your footwear proposition. And it is really surprising how rapidly the novelty principle works; and, best of all, when you do seize upon it and set it to work in some feature of your business it does not entail any hurtful consequences. The continuous, persistent and often ridiculous appeals which retailers of shoes often make to cupidity foster the bargain hunting spirit; unwise exaggeration of the durability of shoes leads shoe store patrons to expect the impossible in footwear; but to surprise the natives into taking notice of yourself and your wares by some unusual turn in the advertising stunt, or in the arrangement of your window, brings none of the ill effects incident to deception or misrepresentation.

Shoe Window With Summery Atmosphere.

I saw a really clever and seasonable window in one of our large shoe stores the other day which embodied this novelty feature, together with several other good principles in display advertising.

The shoes displayed were summer slippers and pumps in white, pearl gray, navy blue, brown and black suedes; and women's white canvas shoes, gun metal, patent and tan oxfords. The line was called the "Town Pump" line. Each price ticket bore the phrase, "The Town Pump," along with the lot number.

In the center of the window was a wooden pump, painted a dull drab color and equipped with a short iron handle and an iron spout. On either side of the pump were rocks and pebbles and pieces of old knotty, gnarled, lichen-covered bark. The floor of the window was built up in such a way as to present an uneven appearance, and then these irregularities were covered with soft green moss. In two or three places in the window where depressions were made there were shallow iron pans (the bottoms of them covered with moss and pebbles) in which an inch and a half or two inches of water appeared. There was a crude settee made of limbs of trees and grapevines. The window was highly suggestive of the country. One could almost in fancy feel the cooling zephyrs and inhale the fresh country air. The old pump looked inviting. One felt an inner hankering to rest on that settee; to feel that soft, cool, gratifying moss gently yielding under his feet.

Seasonable shoes came in for their share of conspicuity. They sat up pertly on boulders, gnarled chunks of wood, on improvised wooden stands and on the settee. They somehow seemed to partake of the freshness and coolness of their environment. It was a good window to look upon, and that it made a strong appeal to the women folks was very evident from the large number of ladies who paused to inspect it.

Now that is an example of what I consider good window trimming. It was simple, appropriate and inexpensive. The only thing in the window that had to be bought (aside from the goods displayed) was the pump; and any clerk with an old saw, a packing case, a handful of nails and a little paint could make a pump that would answer the purpose quite as well. The boulders, moss, pieces of bark, chunks of wood, and so forth, could be had by sending a cheap man or a boy out into the country for a few hours.

The only inconsistency (and not many people would notice that) in the whole business was in the name of the line. It was called, "The Town Pump," while the window pictured a "country" pump. Cid McKay.

Always Out.

A prominent man called to condole with a lady on the death of her husband, and concluded by saying: "Did he leave you very much?"

"Nearly every night," was the reply.

The Dishonest Employee.

"I have to spend two-thirds of my time watching Samuelson, and I am getting tired of my job," said one department head to his manager not long ago. "Think of the wasted energy! Think of the loss to the institution! Think of the personal loss to me! I owe it to myself to develop myself up to the highest and best, but I tell you that it is impossible for me to do it economically in this institution under present conditions. That man, Samuelson, is crooked—instantly crooked. If I don't keep my eyes on him all the time I am sure that he will put something over me. He did it often before I woke up to the fact that I had to watch him in order to save my life in this place. I am telling you this frankly because I think you ought to know why it is you are not getting as much out of me as I am capable of giving. Apparently you are satisfied with my work and I may be foolish to call your attention to the fact that I am not doing my best, but I've got to be honest with you. I know I am not mistaken in my charges. I thought I was mistaken at first, but I've been on this job long enough to have gathered some facts which speak for themselves. I know I am absolutely right when I say that not only the greater part of my time but much of the time of other employees is wasted because of the presence of Samuelson in the organization." It matters little whether this employee was right in his charges or not. The point is: Every dishonest, crooked, inefficient person in an institution lowers

the value of the work of every other individual in that institution. The employer who retains in his employ a man who can not work in harmony with the majority is doing himself, his institution, his employees and society a wrong—how grievous this wrong depends upon the value of the service which that institution could render society were it working efficiently. Frank Stowell.

Two men were having an argument as to their respective strengths. "Why," said the first, "every morning before breakfast I get a bucket and pull up ninety gallons from the well." "That's nothing," retorted the other. "I get a boat every morning and pull up the river."

The best work shoes bear the
MAYER Trade Mark

We are manufacturers of
Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

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

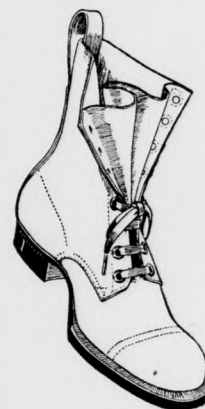
Some Shoe Dealers Jump at an Opportunity

And others don't get up till they are called.

Now we don't like to say that we want you to do this or do that. The mere fact that we want you to see our new Spring lines is no reason why you should unless you want to.

But we believe firmly that your strongest possible guarantee for a business-pulling, money-making, satisfaction-giving spring trade is a liberal stock of

"H. B. HARD PANS"
For Men and Boys



A High Cut
H. B. HARD PAN
Carried in Stock

The growth of sales and popularity of this line is due to honest, through and through shoe making—we are educating the public to the comfort and wear value in "H. B. Hard Pans"—but one reliable dealer in each town can secure this line—the prestige and the profits go to him.

We believe it will be to the advantage of any retailer to spend at least a half hour in looking over the complete line of samples our salesmen now on the road are showing.

Prompt deliveries from an always ready factory stock.

Herold-Bertsch Shoe Co.

Makers of the Original
H. B. Hard Pans

Grand Rapids, Mich.



THE BARGAIN SALE.

Sidney Simpkin's Scheme and How It Worked.

Written for the Tradesman.

One morning I happened to read in the want columns of a newspaper this unique advertisement, "Situation Wanted by a Scheme Deviser. Can hatch up schemes that will sell anything from doughnuts to diamonds."

I was in need of a special kind of a scheme, so I answered the advertisement and waited to see what would show up. The next day a tall, sad, dreamy-eyed fellow dropped into my office and, without waiting for me to ask his business quickly and roughly introduced himself as Sidney Simpkins.

"What's your dope?" he asked brusquely.

"Dope?" I enquired indignantly.

"You're on—sure you're hept—what is your graft. Sabe?"

I was speechless with anger at his crude manner of addressing a gentleman about to offer him a position.

"Come across faster," he said impatiently. "I have no time for sparring with hot air."

I was half inclined to tell him to get out, when I reflected that he was a queer specimen, so I tried to inflict a wound into his nerve with a cold piercing stare.

"Now—nix on the disturbance in your think-tank," he snapped at my silence. "Come on—spring the stunt. Do I get wise?"

"You certainly do," I laughed. "Now I want a scheme that will move a dead line of out-of-style ladies' ready-made suits and a lot of fluffy stuff. I got stuck for them on a bad debt, and I want to get my money out of them the quickest and cheapest way."

"What's the drag for me?" he asked in the same rapid fire manner.

"About 25 per cent.," I said.

"Nix. Make the noise double," he replied, "and I'm right back at you on the job."

I simply stared in astonishment at his nerve. But then 50 per cent. was better than nothing. Something in his dreamy eyes told me that he could be trusted, so I tossed him the keys to the warehouse and told him to go ahead.

"Say," he drawled, as he passed through the door, "I'm hooked up with a pal. His name is Moses Ditenhoffer. He's a winner at any kind of a gabfest. He sometimes gets into my games with his coin hooks. If he butts in this play be careful you don't double cross him, sec." And with that Sidney Simpkins was gone.

Afterwards I could never tell just what made me turn him loose on the job; but there was something in his rough-shod way of doing things that inspired confidence. I felt sure that he could put on a good live scheme to move those goods if anyone could.

I did not hear from him for several days and I was just beginning to feel a little uneasy when I received a pencil-scrawled note. It was from Sidney. He said that if I wanted to see how we were coining money to drop in at his new store. He gave

me the street and number. I wondered what under the sun he could be doing with my stock of goods over on that street. I lost no time in reaching that section of the shopping district, but I was not prepared for the startling sight I beheld when I left the street car and approached the row of narrow two-story frame shacks.

I was almost overcome when I read in brilliant, glowing, flaring letters, "Royal Clothing Sale—Gowns of Princesses on Exhibition—Were Seized for Debts—Must Be Sold at Once."

Before I had time to read any more concerning the sensational offer Simpkins appeared on the sidewalk in a Hebrew disguise. I recognized his long, lanky, lean form at once.

"What is the meaning of this foolishness?" I demanded.

"Soft pedal that noise," he hissed in my ear. "Can't you see that I've set the world on fire over here?"

And so he had.

"But you are misrepresenting these goods," I exclaimed.

"Not on your noodle," he snapped back. "To my way of thinking all women are princesses. I'm the only article that's off color. But to do business with these people I had to change from an Irishman to a Jew in short order."

"Well," he demanded, "are you with me or agin me?"

"With you to the finish," I said. It was the only thing I could say. "Go ahead with your show, but remember I don't pay any hospital bills or say 'Good Morning' to any judges for you."

Sidney had vanished on the inside before I had finished. Down the narrow, wood-rimmed street flowed a turbulent sea of eager bargain-seekers. No sooner did the Royal Clothing sign catch their hungry bargain-feverish eyes than they made a rush and crowded into the little store room. In an hour the hurrying, scurrying crowds were squirming and squeezing about the counters, jabbering and screeching in strange tongues.

The bargain fiesta of royal garments became a Mecca. How Simpkins, the potato-cultured Irishman, ever sold so much clothing to that crowd of Jewing-down buyers was a deep mystery. I stood back in the corner cowed and crowded as the maddened throng jostled together. From their lips arose an awful babble, and above this squeaking clatter could be heard the elastic and broken voice of Sidney Simpkins, the schemer.

Simpkins, mounted on a store box, told the eager crowd in a sort of a scrambled brogue about the ball dresses and the tea gowns from which the gold and pearls and diamonds had been removed to get them into this country. He explained how princesses of Belgium, Hungary and Roumania bought hats, bonnets and gowns by the trainload. He told this bargain-insane crowd that he had obtained all these magnificent garments for almost nothing and that he was selling them just for the purpose of

having the pleasure of helping humanity.

For two days everything went along swimmingly. Each night when I filled my pockets with cold coin I always patted Simpkins on the back and praised him for his wonderful scheme. But I could not understand why he had only half of my stock on sale. When I asked him about it he would tell me to forget to ask questions. The only thing I was supposed to do was to keep quiet and take my share of the proceeds.

On the morning of the third day I noticed another new store was being opened directly across the street. I was considerably worried when I saw they carried a line of goods similar to mine. Out in front of the new

GRAND RAPIDS FIRE INSURANCE AGENCY

THE MCBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

FLOWERS

Dealers in surrounding towns will profit by dealing with

Wealthy Avenue Floral Co.

891 Wealthy Ave. Grand Rapids, Mich.

Daily to Chicago \$2

Graham & Morton Line

Steamers

"Puritan" and "Holland"

Holland Interurban
Steamboat Car
Leaves 8 p. m.

Baggage Checked Through

Becker, Mayer & Co. Chicago

LITTLE FELLOWS'

AND

YOUNG MEN'S CLOTHES



Pearl Buttons

A large variety of styles and prices put up in cabinets or one gross boxes.

We can fill your pearl button wants.

Mail in your orders.

P. Steketee & Sons

Grand Rapids, Mich.

Wholesale Dry Goods

N. B.—During summer months we close at 1 P. M. Saturdays.

A HOME INVESTMENT

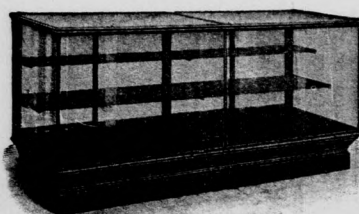
Where you know all about the business, the management, the officers

HAS REAL ADVANTAGES

For this reason, among others, the stock of

THE CITIZENS TELEPHONE CO.

has proved popular. Its quarterly cash dividends of two per cent. have been paid for about ten years. Investigate the proposition.



GOOD FIXTURES Versus POOR FIXTURES

The important point for you to consider is that we can give you

Good Fixtures at the Cost of
Poor Fixtures

If you only knew what quality means in buying store fixtures you would never consider any but the best. Write for catalogue.

GRAND RAPIDS SHOW CASE CO.

585 N. Ottawa St. Grand Rapids, Mich.
The Largest Show Case Plant in the World

store large signs were being hung, but they were rolled up like an awning so that not a word was visible. I went to Simpkins because I was anxious about the safety of our gold mine.

"Never mind that dump," he said. "They won't destroy our mint. Why, aren't you wise," he said, "that competition is the mosquito bite of business? People won't stand to be bit by the same mosquito in the same place all the time. The more mosquitoes the more the people jump about, and every buzzer has more chances at the different spots. It is just the same with these stores here. If people get bit one place they then go to another and get bit again. When they get the second bite they forget about the first one and go back again."

He kept on arguing about schemes and mosquitoes, but that did not satisfy my curiosity about the mysterious store across the way; in fact, I was more suspicious than I was curious. Finally Simpkins brutally told me that if I wanted to fill my chests with gold to go and lay down and stop growling. He said he was the watch dog and would do the barking at strangers.

After the third day the people seemed to be growing tired of Simpkins' royal clothing sale and business began to fall off rapidly. Immediately Simpkins sent out circulars announcing a five minute sale. This scheme provided that for five minutes only certain royal garments would be sold at less than half the marked price. I have seen dog fights and rough-house mix-ups, but nothing to equal the catch-as-catch-can scramble for those old style garments the first five minutes of that sale.

It was a terrible strain on the nerves to be an eye witness of that furious fray; almost more than a brave man like myself could endure. At the end of the first round the mass of shoppers looked like a flock of fighting hens. There was a short rest before the second round was called. The next was the liveliest of all—it was the limit.

At the end of this round I cautioned Simpkins to go slow. I could see blood in more than one eye. I had visions of a terrible massacre. About one-half of the shoppers were sore because they had not been able to get the prize purchases, and the other half were fuming and furious because the things they had bought were sprinkled with essence of lemon. Sales dropped off at an alarming rate during the next two rounds and the sixth was as quiet and solemn as a real funeral.

Then Simpkins started in to sell things for almost nothing and then the fight started again. I almost had heart disease when a woman snatched the disguise from Simpkins' face. When that aggregation of bargain-hunters saw they were being duped by a big raw-boned Irishman they sent up a cry that sounded like a million scrambled circus parades. Simpkins circled the room a couple of times, then like a circus rider began hurdling counters and dodging flying rats and hair puffs and all sorts of

femininity missiles. At the very first chance Simpkins shot through the door like an excited sky-rocket on the Fourth, and the bubbling, babbling, bellowing bunch that followed in his footsteps looked like a scrambled rainbow after a Kansas cyclone.

I almost had indigestion of the brain when I saw Simpkins dart into the new store across the street. And in that same terrified glance I saw the colossal sign being unrolled. It read, "Moses Dittenhoffer's Great Give Away Sale—Women's Clothing for Less Than Cost."

The infuriated shrieking mob of maddened women followed Simpkins into the store like a pack of hungry wolves; then I heard the voice of Moses calling to the bargain-rushers to buy his clothing.

I went back to the old store, which looked like an empty boomshell. I closed and barred the front doors, and as I was creeping out the rear entrance I met Simpkins creeping in.

Before I could speak he said, "My day's work is done. Mose will play mosquito across the way until they begin to feel his bites, then I'll be ready to play mosquito with the rest of these goods somewhere else by that time."

And as I watched Moses Dittenhoffer selling the missing half of my dead stock I began to appreciate the beauty of Sidney Simpkins' scheme.
C. L. Pancoast.

Getting the Good Things of Life.

The best way in which you can make money for yourself out of this business of salesmanship, is to make money out of your trade for your employer. Push his interests to the front, and it naturally follows that your own are benefited. There have been salesmen who slighted business engagements; took only a superficial interest in their product; made no effort to increase their own selling ability, and still cherished the notion that they were unappreciated by their firm. They thought they ought to receive more salary on general principles; and amused themselves with picturing what wonders they would perform if they were only inspired to the effort by a "raise." The good things of life never come to men of this sort. Such dreamers go shambling along waiting for the world to wake up and share their own idea of their greatness—until some day, when usually it is too late to make a new beginning, they wake up and share the world's idea of their own littleness and incapacity. No man ever succeeded unless he put more thought on his work than on what its proceeds would mean to him in the way of advancement and gratification.
W. C. Holman.

Friction Somewhere.

The motorist, who had been in a smash, had just recovered consciousness. "Am I all here, Doctor?" he asked, cheerfully.

"Not a part missing, old boy," replied the doctor, smilingly.

"Glad to hear that," murmured the patient, "but I feel as if I wasn't assembled quite properly."

Grocers and General Store Merchants

Can increase their profits

10 to 25 Per Cent.

On Notions, Stationery and Staple Sundries

Large Variety Everyday Sellers

Send for our large catalogue—free

N. SHURE CO.

Wholesale

220-222 Madison St., Chicago

Kent State Bank

Grand Rapids, Mich.

Capital - - - \$500,000

Surplus and Profits - 180,000

Deposits

5½ Million Dollars

HENRY IDEMA - - - President

J. A. COVODE - - - Vice President

J. A. S. VERDIER - - - Cashier

3½ %

Paid on Certificates

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



TRADE WINNERS

Pop Corn Poppers,
Peanut Roasters and
Combination Machines.

MANY STYLES.

Satisfaction Guaranteed.

Send for Catalog.

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

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.



Felt Hats

General store and dry goods merchants that are interested in this line can find some very good popular priced numbers in our stock. We offer them at following prices: \$4 50, \$9 00, \$12.00, \$13.50, \$16.50, \$18.00 per dozen.

Common Straw Hats

We have mens sizes at 60c, 90c, \$1.25, \$1.50, \$1 75, \$2 00, \$2.25; boys' at 50c, 80c, 90c, \$1.25; girls' at 90c, \$1.25, \$1.50 and \$2.25 per dozen.

Ask our salesman. Mail orders given prompt and careful attention.

GRAND RAPIDS DRY GOODS CO.

Exclusively Wholesale

Grand Rapids, Mich.

Dedication of State Park at Mackinaw City.

Mackinaw City, June 4—The dedication of the new State Park at this place to-day was attended by a large number of people from Grand Rapids, Detroit, Cheboygan, St. Ignace, Mackinac Island and last, but not least in number, Mackinaw City. At 11 a. m. all marched to the grand stand, on the old historic fort site, headed by the Cheboygan military company and band, the school children in costume with United States flags in hand and citizens of both sexes, from infancy to old age; a joyful and well-mannered assembly. The ceremonies began with an invocation, followed by music by the band and a flag drill by the school children, and ended with a cannon salute. Representative Baker delivered the address of welcome, Governor Kelley presented the park from the State to the Mackinac Island State Park Commission and Col. John R. Bailey accepted Michilimackinac State Park for the Park Board and delivered an historic address on the province of Michilimackinac, leading up to the massacre, June 4, 1763, as follows:

During the French regime that part of Canada, the Province of Michilimackinac, in the region of the Straits, was, as it is now, of great strategic importance. It was the center of the fur trade, a position to be held as the key to the Great Lakes and to control the local and nomadic Indian tribes.

As early as 1612, or before, through reports of Indians, it was known to Champlain, and Frenchmen were at Michilimackinac Island before 1628.

About 1668 that part of New France north of the Ohio was divided into three provinces: First, Hudson Bay: All territory north of latitude 49 and west indefinitely. Second, Quebec, with Canada east, southward to the head of Lake Champlain and westward to the headwaters of the Ohio. Third, Michilimackinac: The country west of Quebec, southward along the Ohio, across the Mississippi to the western boundary of Minnesota, north to 49 degrees and all the drainage into Lakes Superior and Huron. The maritime colonies of Acadia (Nova Scotia), Cape Breton, Newfoundland, etc., were included in New France.

The seat of government and trade of the province was located on the Island of Michilimackinac and its jurisdiction extended south of the Ohio and to the Pacific Ocean, Minnesota, Iowa, Wisconsin, Missouri, Michigan, Indiana, Ohio and parts of New York, West Virginia, Pennsylvania and Canada draining into Lakes Superior and Huron were included.

A trading post was established at Point St. Ignace about 1669, and there Dablon and Marquette moved the Mission from Michilimackinac Island in 1670. Besides the French *Courier de Bois* there were an Ottawa and Huron village, each with its fort.

In 1673 the French built the stockade at that Post of Michilimackinac and named it Fort de Buade.

Detroit was set off from Michilimackinac as a province in 1700. It

included all of Canada west above the cataract of Niagara and north to Lake Huron, that part of Michigan south of Saginaw Bay and most of Ohio and Indiana.

On the representations of Cadillac to Compt Pontchartrain, the garrison, with most of the Indians, was withdrawn to de Troit in the spring of 1701. In 1714 Fort de Buade, at St. Ignace de Michilimackinac, was regarrisoned and many Indians and traders returned. The French troops were there in 1728 and later, probably up to 1740 or 1742. Then the fort was moved to the south shore of the Straits, now Mackinaw City and adjacent land.

Here was constructed the second Post of Michilimackinac and the only fort of that name. It was a square area of two acres, enclosed with high cedar pickets. There were four block

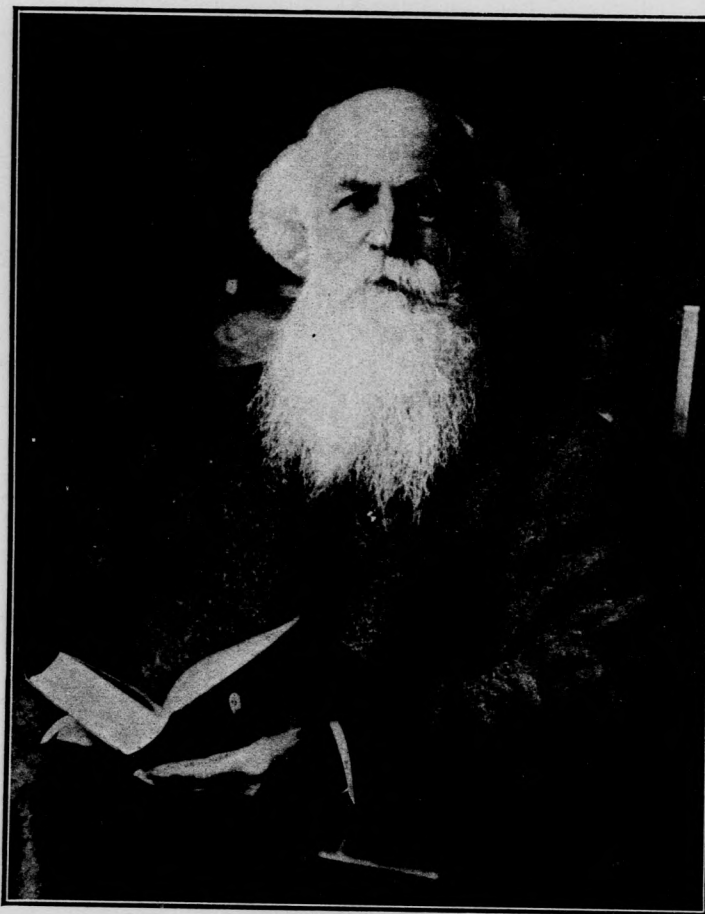
under Heney and three other English traders captured were subsequently ransomed.

The following year the fort was regarrisoned by British troops and occupied until July 15, 1780, when it was moved to Port Mackinac, the Post and Island of Michilimackinac and transferred to the United States in October, 1796.

At Michilimackinac, the home of the spirits and fairies, there were three posts on the Straits with their forts, French, British and American, where the soldiers of each Nation proudly marched over its sacred soil and their flags triumphantly waved.

Political Allegiance.

A matron of the most determined character was encountered by a young woman reporter on a country paper, who was sent out to interview



Col. John R. Bailey

houses, one at each angle, and on the lake front of the stockade the palisades were close to the water's edge. Numerous houses, barracks and other buildings formed a smaller square within, about thirty log cabins, roofed with bark, and as many families. Without the fort there were as many more houses and families, the buildings and grounds protected by cedar palisades. Frenchmen were married to squaws and conformed to the habits and customs of the tribes.

Here the massacre, June 4, 1763, occurred. Four hundred Indians, led by Minavarana, playing a game of bag-ga-ti-way, gained access to the fort and scalped and slaughtered out of ninety British soldiers about seventy men. Lieutenant Jurnette and Mr. Tracy, Major Etherington, Lieutenant Leslie, eleven soldiers, Alex-

leading citizens as to their politics. "May I see Mr. —?" she asked of a stern-looking woman who opened the door at one house.

"No, you can't," answered the matron, decisively.

"But I want to know what party he belongs to," pleaded the girl.

The woman drew up her tall figure. "Well, take a good look at me," she said, "I'm the party he belongs to!"

"Come right on in, Sambo," the farmer called out; "he won't hurt you. You know a barking dog never bites." "Sure, boss, Ah knows dat," replied the cautious colored man; "but Ah don't know how soon he's goin' to stop barkin'."

The most comforting truths we know have become ours when seen through tears.

What Are You?

You are not contained between your hat and your boots. Invisible unseen threads like spiders' filaments. The the invisible ether connecting stars, these weave out from you and mesh themselves into the infinite web of the cosmos.

You are continually sending out thoughts that journey through endless intricacies of immeasurable consciousness, you are drawing in and breathing forth again immortal soul-stuff, and there, even as a ditch digger, a hod carrier or engaged in any other useful occupation, apparently bending over between your hat and your boots, is the YOU of unutterable, unending significance, there is the concentrated point of all that you see and think, all that you dimly conceive and dream, all that you are to become; for, when you reach and stand upon what is now but your distant vista, there will be new horizons stretching beyond towards which you may journey, new sites beyond and beyond and ever beyond that. For in due time accomplishment journeys after conception, and no man need be fretted and worried lest out of the root of his being no growth springs up.

In every man the seed of the Divine is sown and there is infinite possibility of flower and fruit; what seems stunted and sterile is but that which waits upon time for fruition. The universe is good and its rhythmic swing is part of the goodness; and, as it balances between light and shade, success and failure, night and day, joy and sorrow, hope and frustration, it is bearing more and more into life and consciousness. Only, no point is final; there is no graspable goal; knocked down, we must rise up the stronger to the fight; as a horse, when he has run, runs again, so a man who has accomplished sets himself at a larger task.

This philosophy once believed and acted upon helps each man to liberate himself from his personal fate and to identify himself with the whole of life, with the prisoner and the president equally, transforming all events into the power to wait grandly upon eternal issues. Most of us under conventionality live by rote, by imitation, by fear of disapproval, instead of by the light of the soul and the inspiration of the inner voice.

Walt Whitman.

A Toast To Bread.

Here is to the backbone of civilization—bread. It satisfies when nothing else can satisfy. When the nectar of the gods tastes flat and insipid in the merry quaff—when the menu with its surfeit of viands and victuals fails to please—good, sweet, nutritious wheat bread comes like a ministering angel to put courage and spirit into the hearts of men. Arrayed in no delicious frostings or tempting garnishments, bread wields the scepter in its regal sway. Companion of peasant and prince at home in cabin and castle, it is, indeed, builder of men and of nations—our daily bread. —Northwest Miller.

THE WORLD MOVES.

Advantage of Living in the Present Age.

Evansville, Ind., June 8—When I read how the people lived and what they had to submit to two generations ago it makes my heart feel very sad. The mental attitude of the people to-day is very different, thank God. Jesus was right when He said, "The truth shall make you free."

The problems of life, death, mind, love, matter and the power of thought governing these things are having a very strong hold on the minds of a few people and they are going to help make the rest of their brothers and sisters free.

Two generations ago you and I would have been put to death for what we have done in the last few weeks, to publish such thoughts as I have written to you was against the law at that time.

The people want a liberal education from a scientific point of view. The power of intelligent thought has been trying to give them this ever since man has known anything about language, but the laws of our country and other man-made laws two generations ago would put a man to death if he would get out and preach other than he had been instructed.

Even in the last nine years my light has been put out many times and by men you would think were real good and kind gentlemen—men who claim to be followers of Jesus Christ. The "blue pencil" has been drawn through many of my articles and for no other reason than because of that influence I speak of. The men who will not accept the truth as other people see it are not good teachers or are not willing to allow them to express it in public or otherwise or not good advisers. The man that is willing to keep the people in ignorance, as they were two generations ago, is not a man whose heart is filled with love for all mankind.

I am so glad that you are a man with a free mind, a mind that is willing to listen to all sides, is willing to give every man a right to express himself. What you have done for me—not me, but the thoughts running through my mind—is, indeed, very wonderful. No man but myself can appreciate it. Many have read after us and wondered at such thoughts being published in a trade journal, but I know that no free minded person has objected to them, but still there are others who would have put our light out if they could.

Without the power of observation and reasoning man is a slave. The way Socrates, Plato and Jesus Christ thought and taught is the way I want to think and teach, and if we can get the people to give up the old ideas forced upon them two generations ago we can get them to fall in line with these thoughts.

What we need is for each one of us to forge an anchor and link a chain of his own together with the thoughts of truth and justice and plant it deep down in his mind. The great and fundamental truth of nature will operate in any mind, without instructions

from any teacher, if we will learn to have faith in it. Who is my teacher if my thoughts are not? Tell your children that they know right from wrong; that there is a voice telling them this and that all they have to do is to listen and obey and never make the same mistake over again.

If they do wrong to-day they will have to suffer. No forgiveness is in store for them. Don't pray if you have done that which you know was not right. The thing to do is to watch nature and see if she forgives a wrong.

A person may be well versed in the classics and know all about theology as it is taught in most all schools to-day, but, if he fails to reason on scientific principles his knowledge will never do the people any good.

The law we should follow is very simple: We should learn to love all beauty, whether of nature or of art, and respect others as we respect ourselves. If you have a beautiful thought I will entertain it, and will reason with it until I can understand it, it matters not who or what you are. No man has the whole truth. Nature never did intend a few men should be the whole thing. It takes all of all things to make the whole beautiful.

Without your help I can do nothing. No man or even a set of men can rule and control the people successfully. We must put God into our business if we wish to succeed and God is in every man, woman and child, not in just a few chosen ones.

If you wish to save your soul—your higher thoughts—don't come to me. Don't go anywhere other than within your own mind. Claim your birthright as a child of God. If you are a child of God, for God's sake listen to the influence within your own temple and don't let man made laws rule and control you.

When we write and talk about these things we are wading in deep water, but is the water any deeper for us than it is for any other person? The deeper we go down in our own minds the clearer the water will be and if we look strong enough we will be able to see the bottom, but if we are going to wash our hands in the cloudy water handed to us by the teachers of two generations ago I am afraid that we will never be able to even hit the bottom.

The only way to judge the right and wrong in regard to these things is the qualities of the stuff we have created by and through the thoughts that made them. "By their fruit ye shall know them." We can make beautiful plans, but it takes a genius to build a house. What we ought to do is to stop planning and study how to be a genius. Two generations ago, from what I have read, we had many great planners, but whenever a great genius would spring up the poor fellow had to keep still or go down to death.

"It takes more than Sunday dreams of Heaven to make a heavenly week" and "There is nothing more divine in this world than simple humanity"


and "The religion that can not live in business has no business to live."

Don't let us forget when we look all humanity in the face that we are looking at God and that we must not forget the six days in the week that it took to make everything. I believe it is my business to create good things every day in the week and I should work as hard on Sunday as on any other day. To tell the truth, I am not much of a believer in those teachers who work only on Sunday.

If I am a child of God I ought to be able to do many different kinds of work. God surely made a mistake if he made a man who could do but one thing. The great trouble with some people is they think they can do but one thing. "As a man thinketh in his heart, so he is." Let us change our way of thinking and see if we can not do something else other than that we have been doing.

Of course, if you are happy and do not want to do anything else, that is your business. My business is to do everything I can to help humanity

Edward Miller, Jr.



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Traveling Salesmanship in the Early Seventies.

Written for the Tradesman.

"When I began traveling as a salesman," said a gentleman who has been "on the road" for nearly forty years, "our profession as a class was looked upon almost in a spirit of fear. We were called 'drummers,' a name which was then synonymous with drunkard, rake and rascal!"

And the gentleman declared that there was not even slight foundation for this lack of esteem and confidence. "It was merely the result of a sort of spontaneous misconception of what was a new occupation, a novelty and a strange innovation. Local merchants looked at us askance and this fear was heightened by exaggerated tales told both by 'drummers' and their customers. We were all in the same boat—trying out an experiment.

"Then as now there were hale fellows well met among both travelers and the merchants they solicited, and then as now, men, that is, some men, insisted upon having good times once in awhile. But, man for man, I believe there were just as temperate, rational and successful salesmen on the road in the early 70's as there are at present.

"Of course we have all of us improved. Everything has improved. In those days the man who made a town a day was a good one, a very good one, while those who had to use boats, stage coaches, hired livery turn-outs, and the like, did the best they could—even as they do now.

"I recollect a trip I made in New England during one week in the spring of 1870. My schedule showed that if I had good luck I could make six towns including one reached after a twelve mile drive over the hills. I was young and enthusiastic and made eight towns, and besides receiving commendation from my employer was given a very flattering notice in the local paper of the town where I lived.

"Think of that now, with steam and electric roads nearly everywhere. And that time I refer to I was carrying general merchandise samples in two trunks and not very large trunks at that.

"Two years later Illinois, Wisconsin, Minnesota and Iowa were included in my territory, and I was handling nothing but clothing and had six big boxes. On one of my trips, in order to save time and expense I boarded a steamboat at La Crosse to go down over night to Prairie du Chien, about seventy-five miles. About half way down the distance and

shortly after midnight our boat went aground and we were hung up there until 4 o'clock next day, expecting every minute that we would be afloat again.

"And I want to tell you: There were three of us 'drummers' aboard, all young and good jolly fellows. And, of course, there was a 'bar' on the boat as well as under it. And we had several games of cards and several rounds of drinks; but there was not a sign of drunkenness, we did not become boisterous, uncivil or in any way disagreeable to anyone. Moreover, there were half a dozen young ladies on the boat, who were attractive and entertained us with music, took hands in a game or two of cards and seemed fully to appreciate that they had met men who were gentlemen.

"One of the funny experiences that came to one in '71 was when, in a small town, I called upon a merchant who had been in the habit of making semi-annual visits to St. Louis to buy goods and was rather boastful of the fact that he had never bought a bill of goods through a 'drummer.' He was just such a chap as I expected to meet, thin lips, long square jaws, clean chin with a muffler of whiskers around his throat just above his Adam's apple and an intuitive air of doubt and suspicion. His eyes were for his own exclusive use. Wouldn't even let a fellow get a good glimpse of them. Well, I made up my mind that I would get him. And after a considerable spiel I at last persuaded him to accompany me to the hotel to look at my samples.

"I was confident I had him, but in order to meet my estimate of the man I asked him to take dinner at the hotel as my guest, and he accepted. I sold him a bill of goods, nearly a hundred dollars' worth, but I succeeded only by letting him have my samples then and there and by permitting him to pay for his own dinner.

"It was the only way. He wanted the very articles he had looked at and handled and knew at their real value,' as he put it, and his insistence that he should pay for his own dinner was in order to deprive the hotel-keeper of the privilege of charging him with having been bribed by a Gentile. Then and only then I found out that both gentlemen were Mormons. And they were the only members of that sect in a town of nearly a thousand inhabitants.

"What is more, I had that Mormon on my list as a steady customer, willing to rely upon my word that goods equal to the samples I car-

ried would be shipped to him, for nearly six years, or until I went into new territory, which I am still covering.

"And, by the way my dear wife and the mother of a fine prosperous son, who is also 'on the road,' and of two as handsome daughters as you will find in a day's walk is one of the six young ladies whose acquaintance I made on the steamboat going from La Crosse to Prairie du Chien."

L. F. Rand.

"Mr. Buyer, I Represent—"

I wonder if buyers ever realize what influence they have upon the careers of the salesmen who call upon them," said a fellow traveling man to me not so long ago. "Every day there is sent onto the road some young, ambitious, enthusiastic, hard-working young chap. He has, perhaps, served his house on the inside for several years. He has done commendable work. Like all ambitious inside men, he has looked forward to the carrying of his own grips. The chance comes. Out he goes prepared to win.

"And then comes the shock. Buyers for some reason seem to look upon him as an enemy. They throw language at him which a real white man would not throw at a yellow dog. They snap and snarl at him as if he had tried to steal something from them instead of merely having visited them with the idea of serving them. The result is the enthusiasm of the young salesman is dampened; the bumps hurt him. Such treatment is enough to kick over the pail and let the milk of human kindness sink into the ground.

"Our young salesman may, under the goad of his salesmanager, whip himself into condition again. But think of the waste. Think of the unnecessary rowdiness of buyers. Think of the loss of sales power caused by buyers afflicted with narrow selfishness. I sometimes wonder how many dollars are lost during the year because of this lack of common courtesy on the part of those upon whom salesmen call."

For some reason or other I can not think I am mistaken when I say that a young salesman is a human being. On that account if for no other, he is entitled to courteous treatment. He deserves a square deal. A buyer need not necessarily purchase anything of him, but he can turn him away feeling mentally fit to go out and make a sale elsewhere.

The mind of a man is a delicate thing. It is not made to stand having a paragraph or two of vitriolic language poured into it. Yet how many buyers turn that kind of language into the minds of salesmen every day?

It pays to make friends all the time. The number of hours a business house should devote to this particular business every day is twenty-four.

Salesmen should be received as friends and sent away as friends.

Looking at it from the selfish standpoint, no buyer who truly has the interests of his house at heart will make an enemy of even the most insignificant salesman, for every sales-

man has it in his power to add to or subtract from the confidence which the public has in that house. Perhaps the power to injure may be insignificant. But would it not be infinitely better to have that little power used for the good of the house rather than for its injury?

No true salesman visits a buyer unless he honestly believes he has the power to be of service to that buyer and the house he represents. If he handles dry goods he believes that his particular kind of goods is needed to please the trade. Perhaps he is mistaken in this. But if the buyer is a wise buyer he will listen to the statement of the salesman's side. Then, if still unconvinced, Mr. Buyer can turn Mr. Salesman away in such a gentlemanly manner the latter will go away with his supply of enthusiasm increased rather than lessened, even although no order has been obtained.

I can sum this up by merely asking buyers to give salesmen the treatment which they themselves would enjoy were they on the road. And that, when we stop to think of it, is merely the Golden Rule applied to one infinitesimal part of business.

J. C. Hauser.

Seize Opportunities.

The art of seizing opportunities and turning even accidents to account, bending them to some purpose, is a great secret of success. Dr. Johnson has defined genius to be "a mind of large general powers accidentally determined in some particular direction." Men who are resolved to find a way for themselves will always find opportunities enough; and if they do not lie ready to their hand, they will make them.

Samuel S. Smiles.

If every traveler who came to Grand Rapids stopped at

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the outside world would hear pleasant stories about this city's accommodation.

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W. P. COX, Mgr.

Grand Council of U. C. T. at Kalamazoo.

The annual State convention of the U. C. T., which was held at Kalamazoo last Friday and Saturday, was largely attended. A reception was tendered the delegates and their families at 9 o'clock Friday morning, when old acquaintance was renewed and new acquaintance begun. At 10 o'clock the delegates convened, the morning session being devoted entirely to the appointment of the several standing committees. The late arrival of delegates made it impossible to hold the real business session until the afternoon.

On behalf of the Commercial Travelers of Kalamazoo, H. D. Bumgardner, senior counselor of Kalamazoo Council, welcomed the delegates with the following address:

"On behalf of the Kalamazoo Council, No. 156, I wish to thank you for the honor conferred on our Council and our city in selecting Kalamazoo as the place for holding our 1909 convention. It is certainly an honor to be host to such a grand body of commercial travelers. It is not only an honor but of great benefit to both our city and our local Council. The local brothers have worked hand in hand in preparation for this convention and have accomplished more than anything heretofore done to brighten the flame of enthusiasm in our Council. With that enthusiasm we are building a larger and stronger Council. When we are asked again to entertain you we will come to the front with 200 members, double our present membership.

"When we secured this convention we did not know how strong we were as a body of commercial travelers, but we found we had a good live lot of hustlers. We went to work to prepare for you and make this the banner convention. Every brother has done everything in his power, and the ladies also, to make you welcome to our city and have your brief sojourn with us pleasant in every particular. I trust that you will accept our hospitality and always remember the 1909 gathering of our great army of hustlers as the red letter convention of the United Commercial Travelers."

Following the address of welcome the following committees were appointed:

Resolutions—Frank N. Mosher, Port Huron, chairman; D. M. Ginchach, Wexford; W. S. Burns, Grand Rapids.

State of order—Lou Burch, Detroit, chairman; A. V. Chandler, Coldwater; L. N. Williams, Detroit.

Special committee on resolutions on the death of Grand Secretary Cook—A. G. McEachron, Detroit, Chairman; T. J. Harden, Jackson; F. C. Richter, Traverse City.

Revision of Constitution—E. A. Welsh, Kalamazoo, chairman; Grant H. Rouse, Detroit; John Hondorp, Grand Rapids.

Necrology—Charles Dye, Battle Creek, chairman; W. R. Compton, Grand Rapids; J. M. Shields, Petoskey.

Press—C. B. Hill, Kalamazoo, chairman; D. E. Keyes, Grand Rapids; Grant Rouse, Detroit.

Charters and Dispensations—H. A. Mark, Detroit, chairman; M. S. Brown, Saginaw; M. C. Empey, Bay City.

Credentials—J. C. Saunders, Lansing, chairman; Amos Kendall, Hillsdale; W. A. Steiner, Muskegon.

The afternoon session was called to order promptly at 2 o'clock by prayer offered by acting Grand Chaplain E. A. Dibble, of Hillsdale. Immediately following the opening prayer the special committee appointed on resolution on the death of Brother Cook reported.

Mayor Milham was introduced to the delegates by John Hoffman. Mr. Milham's remarks were very brief. He stated that he regretted he was not able to put into words the welcome that the citizens of Kalamazoo wished to extend to the distinguished body of Commercial Travelers. On behalf of the city Mr. Milham said: "I welcome you to our city and anything that you see or that we have, help yourself to. Anything that you do not see ask for and we will try to furnish it."

Former-Mayor A. J. Mills followed Mr. Milham and continued the welcome on behalf of the city. Mr. Mills struck the sympathetic chord and made a hit with the delegates when he welcomed the guests to the insane asylum. His address was along the lines of the work being done by the local institution which he represents and a cordial invitation was extended to the delegates to visit the Michigan Asylum.

The report of the Grand Counselor F. S. Ganiard, of Jackson, followed, he, in turn, being followed by various committees appointed at the morning session with their reports. The report of Mr. Ganiard showed that the organization throughout the State is in a most flourishing condition, five new councils having been instituted during the past year and all of the councils showing a marked increase in membership. His comparison between the commercial traveler of to-day and the one of ten or twenty years ago was of especial interest. The manner in which the soliciting of trade is now being conducted, the lack of loud striped clothes, the abolishment of the stories which were the usual manner of approach to the merchant, were of especial interest to the convention. He highly complimented the dignity of the commercial traveler of to-day. The present membership was reported as 50,000; the membership in Michigan is 1,900.

A very pretty tribute was paid Grand Counselor Fred H. Clarke by Brother Bertsch asking the endorsement of the Grand Council of Brother Clarke for Supreme Sentinel. The name of F. S. Ganiard for Supreme Sentinel was presented by Brother John Murray and Brother Ganiard was unanimously endorsed. It was moved to hold the next convention at Port Huron, June 3 and 4. The following officers were elected:

Senior Counselor—A. T. Lincoln, Hillsdale.

Junior Counselor—C. A. Wheeler, Marquette.

Treasurer—O. D. Gilbert, Saginaw.

Conductor—George B. Craw, Petoskey.

Page—John Q. Adams, Battle Creek.

Sentinel—E. A. Welch, Kalamazoo.

Secretary—F. C. Richter, Traverse City.

Executive committee—John D. Martin, Detroit; John A. Hoffman, Kalamazoo.

Delegate to Supreme Council—M. G. Howarn, Detroit.

Alternate for F. S. Ganiard—John Murray, Detroit.

Alternate for Fred Clarke—Harry Marks, Detroit.

Alternate for A. T. Lincoln—L. H. Williams, Detroit.

Alternate for M. Howarn—Herman Vassold, Saginaw.

More than 600 people enjoyed the ball at the Auditorium in the evening. Only members of the U. C. T. and their ladies were admitted. The hall was decorated with bunting in blue, white and yellow suspended from the chandelier in the center of the room, and palms were banked up near the entrance.

Saturday was given over mainly to pleasure, sight seeing and a parade.

The procession started promptly on scheduled time and as soon as the short business session of the morning was concluded. Captain Struble in his brilliant regalia and in company with Lieutenant Kramer and twelve of Kalamazoo's unrivaled police led the parade, leaving the corner of Park and South streets at 9:30 o'clock sharp. Next came the U. C. T. band of Grand Rapids, ten pieces, followed by the members of the council, wearing white uniforms.

The Jackson council delegation followed, headed by the Jackson ball team and was succeeded by the Grand Rapids nine. Following came the open carriages bearing many of the ladies, who were guests of the convention, each of the occupants carrying small pennants which bore the name of the council which they represented.

The Detroit delegates, dressed in white and carrying a large banner before them, followed the carriages and on their heels came another band and then the Cadillac ball team, making merry in a wagon. The Battle Creek trumpet and drum corps, the Battle Creek council, and the Saginaw team followed with the delegates of the latter city out in full force, bearing small grips and marching proudly onward behind a four-sided banner on which was inscribed, "We Make Business Bigger and Better," "Gee, Girls, He Sells Perfume," "Can't You See I'm Lonely?" and "All the Way from Boston."

The Kalamazoo Travelers startled the crowded streets with the light tapping of miniature drums, which were suspended from gold belts. The travelers were sixty in number, dressed in white with duck trousers, soft shirts, white caps and tennis shoes. Detroit council No. 9 with "Happy Hooligan" hats perched on one side of their heads, preceded the half dozen automobiles which brought up the rear of the procession.

Holding up Merchants in Name of Religion.

Seattle, June 8—Taking for his subject "Tolerated Graft on the Increase," Rev. M. A. Matthews, pastor of the First Presbyterian church, dealt with religious as well as other forms of grafting. In the course of his sermon Dr. Matthews said:

"Among the many kinds of graft now tolerated, and which are steadily increasing because of this toleration, is religious, or ecclesiastical, graft. When I first came to Seattle I found in the program of this church a number of advertisements of local merchants. I protested against this. No merchant ever sold five cents' worth of goods through an advertisement in a church program. The church, in accepting the merchant's money for the little two-line advertisement, was simply grafting, by using the church as a means of holding him up for the money paid for the advertisement.

"The average church dinner is also a specimen of ecclesiastical grafting. The church goes to the merchants of the city and begs the ham, bread, cake and sugar, then prepares the meal and then invites the very merchants who have given the materials to the dinner or luncheon at 50 cents per plate. The merchant gets no value for his money; he is simply held up by the church organization. If churches can not publish programs and can not give entertainments and dinners without this sort of grafting they should forever cease publishing programs and giving dinners.

"Churches also graft on the cities in which they are located by begging free water and free light, and by seeking to escape paying their just proportion of the taxes. I believe that every dollar's worth of church property in this and every other city should be taxed.

"No city or town will ever be free from the grafting thief until the political form of government is replaced by government by a commission. Pay them \$15,000, a year to conduct the business of the city according to business methods. Demand that they give every hour of their time, six days a week, to the conduct of the city's business. Put men with brains at the head of your city government, and you will forever free the city from the grafter."

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, June 9—Creamery, fresh, 23@26½c; dairy, fresh, 18@22c; poor to common, 15@18c.

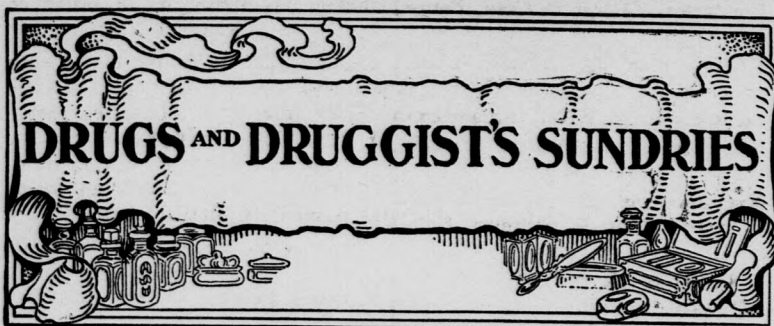
Eggs—Strictly fresh, 21½@23c.

Live Poultry—Fowls, 14@15c; ducks, 11@12c; geese, 10@11c; old cox, 10@11c; broilers, 25@30c; turkeys, 15@17c.

Dressed Poultry—Fowls, 15@16c; old cox, 11@12c.

Beans—New Marrow, hand-picked, \$2.85@3; medium, hand-picked, \$2.80; pea, hand-picked, \$2.80@2.85; red kidney, hand-picked, \$2.25@2.40; white kidney, hand-picked, \$2.50@2.65.

Potatoes—90c@\$1 per bu.
Rea & Witzig.



Michigan Board of Pharmacy.
 President—W. E. Collins, Owosso.
 Secretary—John D. Muir, Grand Rapids.
 Treasurer—W. A. Dohany, Detroit.
 Other Members—E. J. Rodgers, Port Huron, and John J. Campbell, Pigeon.

Michigan State Pharmaceutical Association.

President—M. A. Jones, Lansing.
 First Vice-President—J. E. Way, Jackson.
 Second Vice-President—W. R. Hall, Manistee.
 Third Vice-President—M. M. Miller, Milan.
 Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—A. B. Way, Sparta.

New Law Regulating the Sale of Drugs.

At the last annual meeting of the Michigan State Pharmaceutical Association a draft of a bill was adopted for the regulation of the sale of drug and drug products and the prohibition and prevention of adulteration, misbranding, fraud and deception. This bill was introduced at the last session of the Legislature by Representative Newkirk. It was passed by both houses and signed by the Governor. The full text of the law is as follows:

Section 1. No person shall within this State manufacture for sale, have in his possession with intent to sell, offer or expose for sale, or sell, any drug or drug product which is adulterated or misbranded within the meaning of this act.

Sec. 2. The term "drug" as used in this act shall include all medicines and preparations recognized in the United States Pharmacopoeia or National formulary for internal or external use, and any substance or mixture of substances intended to be used for the cure, mitigation or prevention of disease of either man or other animals.

Sec. 3. An article shall be deemed to be adulterated within the meaning of this act:

First. If, when it is sold under or by a name recognized in the United States Pharmacopoeia or National Formulary, it differs from the standard of strength, quality or purity as determined by the test laid down in the United States Pharmacopoeia or National Formulary official at the time of investigation: Provided, That no drug defined in the United States Pharmacopoeia or National Formulary shall be deemed to be adulterated under this provision if the standard of strength, quality or purity be plainly stated upon the principal label of the bottle, box or other container thereof, although the standard may differ from that determined by the test laid down in the United States Pharmacopoeia or National Formulary:

Second. If its strength or purity

fall below the professed standard or quality under which it is sold.

Sec. 4. An article shall be deemed to be misbranded within the meaning of the act:

First. If it is an imitation of or offered for sale under the name of another article.

Second. If the contents of the package as originally put up shall have been removed in whole or in part, and other contents shall have been placed in such package, or if the package fail to bear a statement on the label of the quantity or proportion of any alcohol, antipyrin, opium, morphine, codeine, heroin, cocaine, alpha or beta eucaine, chloroform, cannabis indica, chloral hydrate or acetanilide, or any derivative or preparation of any such substances, contained therein: Provided, that nothing herein shall be construed to apply to the dispensing of prescriptions written by regularly licensed practicing physicians, veterinary surgeons and dentists, and kept on file by the dispensing pharmacist, nor to such drugs as are recognized in the United States Pharmacopoeia and National Formulary, and which are sold under the name by which they are so recognized.

Third. If the package containing it or its label shall bear any statement, design or device regarding the ingredients or the substances contained therein, which statement, design or device shall be false or misleading in any particular, and to any drug or drug product which is falsely branded as to the state, territory or country in which it is manufactured or produced.

Sec. 5. The President of the Board of Pharmacy, the President of the State Board of Health and the Dairy and Food Commissioner shall jointly make such rules and regulations as may be necessary for the enforcement of this act.

Sec. 6. It shall be the duty of the Dairy and Food Commissioner to investigate all complaints of violations of this act and take all steps necessary to its enforcement; and to this end he shall appoint two drug inspectors who shall be registered pharmacists, and one competent analyst; which inspectors and analyst shall hold office at the pleasure of said Commissioner, and until others are appointed; and the said Dairy and Food Commissioner or his deputy and the said drug inspectors or any of them shall in a lawful manner enquire into the drug products which are manufactured or sold or exposed or offered for sale in this State, and may in a lawful manner procure sam-

ples of the same for analysis; and the said Dairy and Food Commissioner, his deputy, or said drug inspectors or any of them shall have power to enter into any factory, store, salesroom, drug store or laboratory or place where he has reason to believe drug products are made, stored, sold or offered for sale, and open any cask, jar, bottle or package containing, or supposed to contain any drug product, and take therefrom samples for analysis. The person making such inspection shall take such sample of such article or product in the presence of at least one witness, and he shall, in the presence of said witness mark or seal such sample and shall tender at the time of taking to the manufacturer or vendor of such product, or to the person having the custody of the same, the value thereof, and a statement in writing for the taking of such sample. The said Dairy and Food Commissioner shall direct said analyst to make due and careful examination of such sample and report to him the result of such analysis, and if the same is found to be adulterated or misbranded within the provisions of this act it shall be the duty of said Commissioner, his deputy, or any drug inspector assigned to such duty to make complaint against the manufacturer or vendor thereof in the proper county and furnish all evidence thereof to obtain a conviction of the offense charged, and in no case shall the Dairy and Food Commissioner or drug inspector making such complaint be required to furnish security for costs in any action instituted by him having for its object the enforcement of this act: Provided, nothing herein contained shall be held to prohibit or prevent other inspectors or chemists connected with the office of the Dairy and Food Commissioner from performing any of the duties herein imposed upon the said drug inspectors and analyst, whenever in the opinion of said Dairy and Food Commissioner the work of his office can be expedited thereby.

Sec. 7. In construing and enforcing the provisions of this act, the act, omission or failure of any officer, agent or other person acting for or employed by any corporation, company, society or association within the scope of his employment or office, shall, in every case, be also deemed to be the act, omission or failure of such corporation, company, society or association, as well as that of the person: Provided, that no dealer shall be prosecuted under the provisions of this act when he can establish a guaranty in accordance with the provisions of the national food and drugs act, June thirtieth, nineteen hundred six, or a guaranty signed by the wholesaler, jobber, manufacturer or other parties residing in this State, from whom he purchased such article, to the effect that the same is not adulterated nor misbranded within the meaning of this act. Said guaranty to afford protection shall contain the name and address of the party or parties making the sale of such article to such dealer, and in such case, if such guaranty was given in this

State, said party or parties shall be amenable to the prosecution, fines and other penalties which would attach in due course to the dealer under the provisions of this act: Provided, however, that said guaranty shall not afford protection to the vendor in any case if said product is adulterated or misbranded within the meaning of this act, and if said vendor shall have been previously notified in writing by the Dairy and Food Commissioner to that effect: Provided further, that in no case shall the Dairy and Food Commissioner serve such notice upon any vendor of any such product until said Dairy and Food Commissioner shall have notified the manufacturer or jobber of any such product of the findings of the State Analyst with reference to such product; such notification to such manufacturer or jobber shall be in writing and shall be mailed ten days previous to any notice sent to any vendor in accordance with this section.

Sec. 8. Nothing in this act shall affect any drug product manufactured in this State for export to any foreign country or for sale in any other state, when such drug product is not adulterated or misbranded within the meaning of the laws of such foreign country or state; but if said article shall be in fact sold or offered for sale for use or consumption within this State, then such article shall not be exempt from the operation of any of the provisions of this act.

Sec. 9. It shall be the duty of each prosecuting attorney, when called upon by the said Dairy and Food Commissioner, or by any person by him authorized as aforesaid, to render any legal assistance in his power in proceedings under the provisions of this act or any subsequent act relative to the adulteration or misbranding of drug products.

Sec. 10. Whoever shall do any of the acts or things prohibited, or willfully neglect or refuse to do any of the acts or things enjoined by this act, or in any way violate any of its provisions, shall be deemed guilty of a misdemeanor, and on conviction thereof shall be punished by a fine of not less than twenty-five nor more than five hundred dollars, or by imprisonment in the county jail for a period of not more than ninety days, or by both fine and imprisonment in the discretion of the court.

Sec. 11. The sum of six thousand dollars is hereby appropriated for the fiscal year ending June thirtieth, nineteen hundred eleven, and for each fiscal year thereafter there is hereby appropriated the sum of six thousand dollars. Out of the amounts appropriated by this act shall be paid all salaries and expenses provided for herein.

The Celebrated Royal Gem Lighting System
 with the double cartridge generator and perfected inverted lights. We send the lighting systems on 30 days' trial to responsible parties. Thousands in use. Royal Gem cannot be imitated; the Removable Cartridges patented. Special Street Lighting Devices. Send diagram for low estimate.
ROYAL GAS LIGHT CO.
 218 E. Kinzie St., Chicago, Ill.

WHOLESALE DRUG PRICE CURRENT

Acidum	60@	Copalba	1 75@1 85	Scilla	50	Magnesia, Sulph.	3@ 5	Sanguis Drac's	4 50@4 75	Oils	bbl. gal.
Aceticum	60@	Cubebae	2 25@2 35	Scilla Co.	50	Magnesia, Sulph. bbl	13@	Sapo, G	15	Lard, extra	35@ 90
Benzolcum, Ger.	70@ 75	Erigeron	2 35@2 50	Tolutan	50	Mannia S. F.	60@ 70	Sapo, M	10@ 12	Lard, No. 1	50@ 65
Boracie	16@ 23	Evechthitos	1 00@1 10	Prunus virg	50	Menthol	2 65@2 85	Sapo, W	13 1/2@ 16	Linseed, pure raw	56@ 60
Carbolicum	48@ 55	Gaultheria	2 50@4 00	Zingiber	50	Morphia, SP&W	2 90@3 1	Seidlitz Mixture	20@ 22	Linseed, boiled	57@ 60
Citricum	30@ 35	Geranium	70@ 75			Morphia, SNYQ	2 90@3 15	Sinapis	18@ 20	Neat's-foot, w str	65@ 70
Hydrochlor	14@ 15	Gossypii Sem gal	2 50@2 75	Tinctures		Morphia, Mal.	2 90@3 15	Sinapis, opt.	30@ 35	Spts. Turpentine	Market
Nitrosum	14@ 15	Hedeoma	2 50@2 75	Aloes	60	Moschus Canton	40@	Snuff, Maccaboy,	40@	Whale, winter	70@ 76
Oxalicum	44@ 45	Junipera	40@ 42	Aloes & Myrrh.	60	Myristica, No. 1	25@	De Voes	51@ 55	Paints	bbl. L
Salicylicum	1 1/2@ 1 50	Lavendula	90@ 93	Anconitum Nap's R	50	Nux Vomica po 15	10@	Snuff, S'h DeVoe's	51@ 55	Green, Paris	21@ 26
Sulphuricum	75@ 85	Limons	20@ 21	Anconitum Nap's R	50	Os Sepia	35@ 40	Soda, Boras, po.	6@ 10	Green, Peninsular	13@ 16
Tannicum	38@ 40	Mentha Piper	1 75@1 90	Arnica	50	Pepsin Saac, H &	1 00@	Soda, Boras, po.	6@ 10	Lead, red	7 1/2@ 8
Tartaricum	38@ 40	Mentha Verid	3 00@3 50	Asafoetida	60	P D Co	1 00@	Soda et Pot's Tart	25@ 28	Lead, white	7 1/2@ 8
Ammonia		Morrhuac, gal.	1 60@1 85	Atropine Belladonna	60	Picis Liq N N 1/2	2 00@	Soda, Carb	1 1/2@ 2	Ochre, yel Ber	13 1/2@ 14
Aqua, 18 deg.	4@ 8	Myrica	3 00@3 50	Aurantii Cortex	50	Picis Liq qts	2 00@	Soda, Bi-Carb	3@ 5	Ochre, yel Mars	13 1/2@ 14
Aqua, 20 deg.	6@ 8	Olive	1 00@1 20	Barosma	50	Picis Liq pints	1 00@	Soda, Ash	3 1/2@ 4	Putty, comm'l	2 1/2@ 3
Carbonas	13@ 15	Picis Liquida	10@ 12	Benzoin	50	Pil Hydrarg po 30	1 00@	Soda, Sulphas	2@	Putty, surict pr	2 1/2@ 3
Chloridum	12@ 14	Picis Liquida gal.	4@ 40	Benzoin Co.	50	Pix Burgum	12@ 15	Spts. Cologne	2 1/2@ 3	Red Venetian	1 1/2@ 2
Aniline		Ricna	94@ 100	Cantharides	75	Plumbi Acet	12@ 15	Spts. Ether Co.	50@ 55	Shaker Prep'd	1 25@1 35
Black	2 00@2 25	Rosae oz.	50@ 60	Capsicum	50	Pulvis Ip'cet Opil 1 30@1 50	1 30@1 50	Spts. Myrcia	25@ 30	Vermillion, Eng.	75@ 80
Brown	80@ 100	Rosmarini	21@ 25	Cardamon	50	Pyrethrum, bxs. H	1 00@	Spts. Vini Rect 1/2 b	10@ 12	Vermillion Prime	13@ 15
Red	45@ 50	Sabina	90@ 100	Cardamon Co.	50	& P D Co doz.	75	Spts. Vi'i R't 5 gl	10@ 12	American	13@ 15
Yellow	2 50@3 00	Santal	24@ 30	Cassia Acutifol	50	Pyrethrum, pv.	20@ 25	Strychnia, Crys'l 1 10@1 30	10@ 12	Whiting Gilders'	95@
Bacca		Sassafras	85@ 90	Cassia Acutifol Co	50	Quassia	8@ 10	Sulphur Subl	2 1/2@ 3	Whit'g Paris Am'r	1 25@
Cubebae	30@ 35	Sinapis, ess. oz.	4@ 5	Castor	1 00@	Quina, N. Y.	17@ 27	Sulphur, Roll	2 1/2@ 3	Whit'g Paris Eng.	1 25@
Juniperus	10@ 12	Succini	40@ 45	Catechu	50	Quina, S. Ger.	17@ 27	Terebenth Venice	28@ 30	Whiting, white S'n	@
Xanthoxylum	30@ 35	Thyme	40@ 45	Cinchona	50	Quina, S P & W	17@ 27	Thebromae	50@ 55		
Balsamum		Thym. opt.	40@ 45	Cinchona Co.	50					Varnishes	
Copalba	65@ 75	Theobromas	15@ 20	Columba	50					Extra Turp	1 60@1 70
Peru	2 75@2 85	Tigil	10@ 12	Cubebae	50					No. 1 Turp Coachl	10@1 20
Terabin, Canada	85@ 90	Potassium		Digitalis	50						
Tolutan	40@ 45	Bi-Carb	15@ 18	Ergot	50						
Cortex		Richromate	13@ 15	Ferri Chloridum	35						
Abies, Canadian.	18	Bromide	25@ 30	Gentian Co.	50						
Cassiae	20	Carb	12@ 15	Guilaca ammon.	50						
Cinchona Flava	18	Chlorate, po.	12@ 14	Hyosciamus	50						
Buonymus atro.	60	Cyanide	30@ 40	Iodine	75						
Myrica Cerifera	20	Iodide	2 50@2 60	Iodine, colorless	75						
Prunus Virgin.	15	Potassa, Bitart pr	30@ 32	Kino	50						
Quillaja, gr'd.	15	Potass Nitras opt	7@ 10	Lobelia	50						
Sassafras, po 25	24	Potass Nitras	6@ 8	Myrrh	50						
Ulmus	20	Prussiate	23@ 26	Nux Vomica	50						
Extractum		Sulphate po	15@ 18	Opil. camphorated	1 00@						
Glycyrrhiza, Gla.	24@ 30	Radix		Opil. deodorized	2 00@						
Glycyrrhiza, po.	28@ 30	Aconitum	20@ 25	Quassia	50						
Haematox	11@ 12	Althae	30@ 35	Rhatany	50						
Haematox, 1s	13@ 14	Anchusa	10@ 12	Rhei	50						
Haematox, 1/2s	14@ 15	Arum po	2@ 25	Sanguinaria	50						
Haematox, 1/4s	16@ 17	Calamus	20@ 40	Serpentaria	50						
Ferru		Gentiana po 15	12@ 15	Stromonium	50						
Carbonate Precip.	15	Glycerhiza pv 15	12@ 15	Tolutan	50						
Citrate and Quina	2 00	Hellebore, Alba	12@ 15	Veratrum Veride	50						
Citrate Soluble.	55	Hydrastis, Canada	22@ 25	Zingiber	50						
Ferrocyanidum S	40	Hydrastis, Can. po	22@ 25								
Solut. Chloride	15	Inula, po	18@ 22								
Sulphate, com'l.	2	Ipecac, po	2 00@2 10								
Sulphate, com'l, by	70	Iris plox	35@ 40								
bbl. per cwt.	7	Isalapa, pr.	65@ 70								
Sulphate, pure	7	Maranta, 1/4s	35@ 40								
Flora		Podophyllum po	15@ 18								
Arnica	20@ 25	Rhei	75@ 100								
Anthemis	50@ 60	Rhei, cut	1 00@1 25								
Matricaria	30@ 35	Rhei, pv.	75@ 100								
Folia		Sanguinari, po 18	15@ 20								
Barosma	50@ 60	Scilla, po 45	20@ 25								
Cassia Acutifol.	15@ 20	Senega	85@ 90								
Cassia, Acutifol.	25@ 30	Serpentaria	60@ 65								
Salvia officinalis	18@ 20	Smilax, M	4@ 45								
1/4s and 1/2s	18@ 20	Smilax, off's H.	45@ 50								
Uva Ursi	8@ 10	Spigella	1 45@1 50								
Gummi		Symplocarpus	2@ 25								
Acacia, 1st pld.	45@ 55	Valeriana Eng.	15@ 20								
Acacia, 2nd pld.	45@ 55	Valeriana, Ger.	12@ 14								
Acacia, 3rd pld.	45@ 55	Zingiber a	25@ 28								
Acacia, sifted sts.	45@ 55	Zingiber j	25@ 28								
Aloe, Barb	22@ 25	Semen									
Aloe, Cape	22@ 25	Anisum po 20	13@ 15								
Aloe, Socotri	45@ 50	Apium (gravel's)	4@ 6								
Ammoniac	55@ 60	Cannabis Sativa	7@ 8								
Asafoetida	45@ 50	Cardamon	70@ 90								
Benzoinum	50@ 55	Carui po 15	15@ 18								
Catechu, 1s	13@ 14	Chenopodium	25@ 30								
Catechu, 1/2s	14@ 15	Coriandrum	12@ 14								
Catechu, 1/4s	16@ 17	Cydonium	75@ 100								
Compophora	60@ 65	Dipterix Odorate	2 50@2 75								
Euphorbium	40@ 45	Foeniculum	4@ 6								
Galbanum	10@ 15	Foenugreek, po.	7@ 9								
Gamboge, po. 1	25@ 30	Lini	4@ 6								
Gaultheria po 35	35@ 40	Lini, gr'd. bbl. 2 1/2	3@ 6								
Kino, po 45c	45@ 50	Lobelia	75@ 80								
Mastic	45@ 50	Pharlaris Cana'n	9@ 10								
Myrrh, po 50	50@ 55	Rapa	5@ 6								
Opium	4 65@4 75	Sinapis Alca	8@ 10								
Shellac	45@ 55	Sinapis Nigra	9@ 10								
Shellac, bleached	60@ 65	Spiritus									
Tragacanth	70@ 75	Frumentum W. D.	2 00@2 50								
Herba		Frumentum	1 25@1 50								
Absinthium	45@ 60	Juniperis Co.	1 75@3 50								
Eupatorium oz pk	60	Juniperis Co O T	1 65@2 00								
Lobelia, oz pk	25	Saccharum N B	1 90@2 10								
Majorium oz, pk	25	Snt Vini Gall	1 75@6 50								
Mentha Ptp. oz pk	28	Vini Alba	1 25@2 00								

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

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1

ARCTIC AMMONIA

Doz.

AXLE GREASE

Frazar's

1 lb. wood boxes, 4 doz. 8 00

1 lb. tin boxes, 3 doz. 2 35

3 1/2 lb. tin boxes, 2 doz. 4 25

10 lb. pails, per doz. 6 00

15 lb. pails, per doz. 7 20

25 lb. pails, per doz. 12 00

BAKED BEANS

1 lb. can, per doz. 90

2 lb. can, per doz. 1 40

3 lb. can, per doz. 1 80

BATH BRICK

American 75

English 85

BLUING

Arctic

6 oz. ovals 3 doz. box \$ 40

16 oz. round 2 doz. box 75

Sawyer's Pepper Box

Per Gross.

No. 3, 3 doz. wood bxs 4 00

No. 5, 3 doz. wood bxs 7 00

Sawyer Crystal Bag

Blue 4 00

BROOMS

No. 1 Carpet, 4 sew. 2 75

No. 2 Carpet, 4 sew. 2 40

No. 3 Carpet, 3 sew. 2 25

No. 4 Carpet, 3 sew. 2 10

Parlor Gem 2 40

Common Whisk 90

Fancy Whisk 1 25

Warehouse 3 00

BRUSHES

Solid Back 8 in. 75

Solid Back, 11 in. 95

Pointed Ends 85

Stove

No. 3 90

No. 2 1 25

No. 1 1 75

Shoe

No. 8 1 00

No. 7 1 30

No. 4 1 70

No. 3 1 90

BUTTER COLOR

V. A. & Co.'s 25c size 2 00

W. R. & Co.'s 50c size 4 00

CANDLES

Paraffine, 6s 10

Paraffine, 12s 10

Wicking 20

CANNED GOODS

Apples

3 lb. Standards 1 00

Gallon 2 75 @ 3 00

Blackberries

2 lb. 1 25 @ 1 75

Standards gallons 5 50

Beans

Baked 85 @ 1 30

Red Kidney 85 @ 95

String 70 @ 1 15

Wax 75 @ 1 25

Blueberries

Standard 1 35

Gallon 6 25

Brook Trout

2 lb. cans, spiced 1 90

Clams

Little Neck, 1 lb. 1 00 @ 1 25

Little Neck, 2 lb. 1 50

Clam Bouillon

Burnham's 1/2 pt. 1 90

Burnham's pts. 3 60

Burnham's qts. 7 20

Cherries

Red Standards 1 40

White 1 40

Corn

Fair 75 @ 85

Good 1 00 @ 1 10

Fancy 1 45

French Peas

Sur Extra Fine 22

Extra Fine 19

Fine 15

Moyen 11

Gooseberries

Standard 1 75

Hominy

Standard 85

Lobster

1/2 lb. 2 25

1 lb. 4 25

Picnic Tails 2 75

Mackerel

Mustard, 1 lb. 1 80

Mustard, 2 lb. 2 80

Soused, 1 1/2 lb. 1 80

Soused, 2 lb. 2 75

Tomato, 1 lb. 1 50

Tomato, 2 lb. 2 80

Mushrooms

Hotels 24

Buttons 28

2

OYSTERS

Cove, 1 lb. 85 @ 95

Cove, 2 lb. 1 60 @ 1 85

Cove, 1 lb. Oval 1 20

Plums

Plums 1 00 @ 2 50

Peas

Marrowfat 90 @ 1 25

Early June 95 @ 1 25

Early June Sifted 1 15 @ 1 80

Peaches

Pie 90 @ 1 25

No. 10 size can pie 3 00

Pineapple

Grated 1 85 @ 2 50

Sliced 95 @ 2 40

Pumpkin

Fair 85

Good 90

Fancy 1 00

Gallon 2 50

Raspberries

Standard 0

Salmon

Col'a River, tails 1 95 @ 2 00

Col'a River, flats 2 25 @ 2 75

Red Alaska 1 35 @ 1 50

Pink Alaska 90 @ 1 00

Sardines

Domestic, 1/4s 3 1/4 @ 4

Domestic, 1/2s 5

Domestic, 3/4s 6 1/2 @ 9

California, 1/4s 11 @ 14

California, 1/2s 17 @ 24

French, 1/4s 7 @ 14

French, 1/2s 18 @ 28

Shrimps

Standard 90 @ 1 40

Succotash

Fair 85

Good 1 00

Fancy 1 25 @ 1 40

Strawberries

Standard 85 @ 1 10

Fancy 85 @ 90

Tomatoes

Good 95 @ 1 10

Fair 85 @ 90

Fancy 91 @ 40

Gallons 2 50

CARBON OILS

Perfection 10 1/2

Water White 10

D. S. Gasoline 13 1/2

Gas Machine 24

Deodor'd Nap'a 12 1/2

Cylinder 29 @ 34

Engine 16 @ 22

Black, winter 8 1/2 @ 10

CEREALS

Breakfast Foods

Bordeau Flakes, 36 1 lb. 2 50

Cream of Wheat 36 2 lb. 4 50

Egg-O-See, 36 pkgs. 2 85

Excello Flakes, 36 lb. 4 50

Excello, large pkgs. 4 50

Force, 36 2 lb. 4 50

Grape Nuts, 2 doz. 2 70

Malta Ceres, 24 1 lb. 2 40

Malta Vita, 36 1 lb. 2 85

Mapl-Flake, 36 1 lb. 4 05

Pillsbury's Vitos, 3 dz. 4 25

Ralston Health Food

36 2 lb. 4 50

Sunlight Flakes, 36 1 lb. 2 85

Sunlight Flakes, 20 1 lb. 4 50

Vigor, 36 pkgs. 2 75

Voigt Cream Flakes 4 50

Zest, 20 2 lb. 4 10

Zest, 36 small pkgs. 2 75

Rolled Oats

Rolled Avena, bbls. 6 35

Steel Cut, 100 lb. sks. 3 25

Monarch, bbl. 6 10

Monarch, 90 lb. sacks 2 90

Quaker, 18 Regular 1 50

Quaker, 20 Family 4 60

Cracked Wheat

Bulk 3 1/2

24 2 lb. packages 3 50

CATSUP

Columbia, 25 pts. 4 15

Snider's pints 2 25

Snider's 1/2 pints 1 35

CHEESE

Acme 15

Elsie 12

Gem 10

Jersey 14 1/2

Riverside 15 1/2

Springdale 16

Warner's 15 1/2

Brick 17

Leiden 15

Limburger 16 1/2

Pineapple 40

Sap Sago 20

Swiss, domestic 16

3

CHEWING GUM

American Flag Spruce 55

Beeman's Pepsin 55

Adams Pepsin 55

Best Pepsin 55

Best Pepsin, 5 boxes 2 00

Black Jack 55

Largest Gum Made 55

Sen Sen 55

Sen Sen Breath Perf 1 00

Long Tom 55

Yucatan 55

Hop to it 55

Spearmint 55

Schenker's 55

Bulk 5

Red 7

Eagle 7

Frank's 7

Schener's 7

CHOCOLATE

Walter Baker & Co.'s

German Sweet 24

Premium 35

Caracas 31

Walter M. Lowney Co.

Premium, 1/4s 32

Premium, 1/2s 32

COCOA

Baker's 39

Cleveland 41

Colonial, 1/4s 35

Colonial, 1/2s 33

Epps 42

Huyler 45

Lowney, 1/4s 36

Lowney, 1/2s 36

Lowney, 1s 36

Van Houten, 1/4s 12

Van Houten, 1/2s 20

Van Houten, 1s 40

Webb 72

Wilbur, 1/4s 30

Wilbur, 1/2s 39

Wilbur, 1s 40

COCOANUT

Dunham's 1/4s & 1/2s 26 1/2

Dunham's 1/4s 27

Dunham's 1/2s 28

Bulk 12

COFFEE

Rio

Common 10 @ 13 1/2

6	7	8	9	10	11
Spring Wheat Flour Roy Baker's Brand Golden Horn, family, 6 60 Golden Horn, bakers, 6 50 Duluth Imperial, 6 60 Wisconsin Rye, 5 00 Judson Grocer Co.'s Brand Ceresota, 1/8s, 7 00 Ceresota, 1/4s, 6 95 Ceresota, 1/2s, 6 85 Lemon & Wheeler's Brand Wingold, 1/8s, 7 10 Wingold, 1/4s, 7 00 Wingold, 1/2s, 6 90 Warden Grocer Co.'s Brand Laurel, 1/8s cloth, 7 00 Laurel, 1/4s cloth, 6 90 Laurel, 1/2s cloth, 6 80 Laurel, 1/4s & 1/2s cloth, 6 80 Laurel, 1/2s cloth, 6 80 Voigt Milling Co.'s Brand Voigt's Crescent, 7 20 Voigt's Flour, 7 20 Voigt's whole wheat flour, 7 20 Voigt's Hygienic Graham, 6 60 Voigt's Royal, 7 70 Wykes & Co. Sleepy Eye, 1/8s cloth, 6 80 Sleepy Eye, 1/4s cloth, 6 70 Sleepy Eye, 1/2s cloth, 6 60 Sleepy Eye, 1/4s paper, 6 60 Sleepy Eye, 1/2s paper, 6 60 Meal Bolted, 4 30 Golden Granulated, 4 50 St. Car Feed screened, 33 00 No. 1 Corn and Oats, 33 00 Corn, cracked, 31 50 Corn Meal, coarse, 31 50 Winter Wheat Bran, 30 00 middings, 31 50 Buffalo, 33 00 Dairy Feeds Wykes & Co. O P Linsed Meal, 34 00 O P Laxo-Cake-Meal, 31 50 Cottonseed Meal, 31 00 Gluten Feed, 29 00 Malt Sprouts, 25 00 Brewers Grains, 28 00 Hammond Dairy Feed, 25 00 Alfalfa Meal, 26 00 Oats Michigan carlots, 66 Less than carlots, 67 Corn Carlots, 84 Hay No. 1 timothy carlots, 15 00 No. 1 timothy ton lots, 16 00 HERBS Sage, 15 Hops, 15 Laurel Leaves, 15 Senna Leaves, 25 HORSE RADISH Per doz., 90 JELLY 5 lb. pails, per doz., 2 25 15 lb. pails, per doz., 4 50 30 lb. pails, per doz., 9 80 LICORICE Pure, 30 Calabria, 30 Sicily, 14 Root, 11 MATCHES C. D. Crittenden Co. Noiseless Tip, 4 50 @ 75 MOLASSES New Orleans Fancy Open Kettle, 40 Choice, 35 Good, 22 Fair, 20 Half barrels 2c extra MINCE MEAT Per case, 2 90 MUSTARD 1/2 lb., 6 lb. box, 18 OLIVES Bulk, 1 gal. kegs 1 40 @ 1 50 Bulk, 2 gal. kegs 1 35 @ 1 45 Bulk, 5 gal. kegs 1 25 @ 1 40 Manzanilla, 3 oz., 75 Queen, pints, 2 10 Queen, 19 oz., 4 50 Queen, 28 oz., 7 00 Stuffed, 5 oz., 1 90 Stuffed, 8 oz., 1 45 Stuffed, 10 oz., 2 40 PIPES Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob, 90 PICKLES Medium Barrels, 1,200 count, 6 00 Half bbls., 600 count, 3 50 Small Half bbls., 1,200 count, 4 50 PLAYING CARDS No. 90 Steamboat, 85 No. 15 Rival, assorted, 1 25 No. 20 Rover, enam'd, 1 50 No. 572, Special, 1 75 No. 98 Golf, satin fin., 2 00 No. 808 Bicycle, 2 00 No. 632 Tourist, 2 25 POTASH Babbitt's, 4 00 PROVISIONS Barreled Pork Mess, new, 19 00 Clear Back, 20 00 Short Cut, 19 50 Short Cut Clear, 19 50 Bean, 16 50 Brisket, Clear, 18 00 Pig, 24 00 Clear Family, 16 50 Dry Salt Meats S. P. Bellies, 12 Bellies, 12 Extra Shorts Clear, 11 1/2	Lard Pure in tierces, 12 Compound Lard, 8 1/2 80 lb. tubs, advance, 1/2 50 lb. tubs, advance, 1/2 20 lb. pails, advance, 1/2 10 lb. pails, advance, 1/2 5 lb. pails, advance, 1/2 8 lb. pails, advance, 1 Smoked Meats Hams, 12 lb. average, 12 1/2 Hams, 14 lb. average, 12 1/2 Hams, 16 lb. average, 12 1/2 Hams, 18 lb. average, 12 1/2 Skinned Hams, 12 1/2 Ham, dried beef sets, 13 1/2 California Hams, 9 Picnic Boiled Hams, 14 Boiled Ham, 12 Berlin Ham, pressed, 10 Minced Ham, 10 Bacon, 12 1/2 @ 13 Sausages Bologna, 4 Liver, 4 Frankfort, 9 Pork, 9 Veal, 7 Tongue, 7 Headcheese, 7 Leaf Boneless, 12 00 Rump, new, 13 00 Pig's Feet 1/2 bbls., 1 00 1/4 bbls., 40 lbs., 1 80 1/2 bbls., 3 80 1 bbl., 8 00 Tripe Kits, 15 lbs., 80 1/2 bbls., 40 lbs., 1 50 1/4 bbls., 80 lbs., 3 00 Casings Hogs, per lb., 30 Beef, rounds, set, 25 Beef, middles, set, 70 Sheep, per bundle, 90 Uncolored Butterine Solid dairy, 10 @ 12 Country Rolls, 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb., 2 50 Corned beef, 1 lb., 1 50 Roast beef, 2 lb., 2 50 Roast beef, 1 lb., 1 50 Potted ham, 1/2s, 50 Potted ham, 1/4s, 50 Deviled ham, 1/2s, 50 Deviled ham, 1/4s, 50 Potted tongue, 1/2s, 50 Potted tongue, 1/4s, 50 RICE Fancy, 7 @ 7 1/2 Japan, 5 @ 6 1/2 Broken, 5 @ 6 1/2 SALAD DRESSING Columbia, 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, 3 10 Arm and Hammer, 3 10 Deland's, 3 00 Dwight's Cow, 3 15 L. P., 3 00 Wyandotte, 100 1/2s, 3 00 SAL SODA Granulated, bbls., 85 Granulated, 100 lbs. cs., 1 00 Lump, bbls., 80 Lump, 145 lb. kegs, 95 SALT Common Grades 100 3 lb. sacks, 2 25 60 5 lb. sacks, 2 15 28 10 1/2 lb. sacks, 2 05 56 lb. sacks, 32 28 lb. sacks, 17 Warsaw 56 lb. dairy in drin bags, 40 28 lb. dairy in drin bags, 20 Solar Rock 56 lb. sacks, 24 Common Granulated, fine, 80 Medium, fine, 85 SALT FISH Cod Large whole, @ 7 Small whole, @ 6 1/2 Strips or bricks, 7 1/2 @ 10 1/2 Pollock, @ 5 Halibut Strips, 14 Chunks, 15 Holland Herring Pollock, @ 4 White Hp. bbls., 8 50 @ 9 50 White Hp. 1/2 bbls., 4 50 @ 5 25 White Hoop mchs., 60 @ 75 Norwegian Round, 100 lbs., 3 75 Round, 40 lbs., 1 90 Scaled, 13 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., 14 50 Mess, 40 lbs., 6 20 Mess, 10 lbs., 1 65 Mess, 8 lbs., 1 35 No. 1, 100 lbs., 13 00 No. 1, 40 lbs., 5 60 No. 1, 10 lbs., 1 50 No. 1, 8 lbs., 1 25 Whitefish No. 1, No. 2, Fam 100 lbs., 9 75 @ 3 50 50 lbs., 5 25 @ 1 99	SEEDS Anise, 10 Canary, Smyrna, 4 1/2 Caraway, 10 Cardamom, Malabar, 1 00 Celery, 15 Hemp, Russian, 4 1/2 Mixed Bird, 4 Mustard, white, 10 Poppy, 9 Rape, 6 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 5 oz., 3 80 Jap Rose, 50 bars, 3 60 Savon Imperial, 3 00 White Russian, 3 15 Dome, oval bars, 3 00 Satinet, oval, 2 70 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox, 3 00 Ivory, 6 oz., 4 00 Ivory, 10 oz., 6 75 Star, 3 00 Lautz Bros. & Co. Acme, 70 bars, 4 00 Acme, 30 bars, 4 00 Acme, 25 bars, 4 00 Acme, 100 cakes, 3 25 Big Master, 70 bars, 2 80 Marselles, 100 cakes, 5 80 Marselles, 100 cakes 5c, 4 00 Marselles, 100 ck toll, 4 00 Marselles, 1/2x toilet, 2 10 A. B. Wrisley Good Cheer, 4 00 Old Country, 3 40 Soap Powders Lautz Bros. & Co. Snow Boy, 4 00 Gold Dust, 24 large, 4 50 Gold Dust, 100-5c, 4 00 Kirkoline, 24 1lb., 3 80 Pearline, 3 75 Soapine, 4 16 Babbitt's 1776, 3 75 Roseine, 3 50 Armour's, 3 70 Wisdom, 3 80 Soap Compounds Johnson's Fine, 5 10 Johnson's XXX, 4 25 Nine O'clock, 3 35 Rub-No-More, 3 75 Scouring Enoch Morgan's Sons. Sapollo, gross lots, 9 00 Sapollo, half gro. lots, 4 50 Sapollo, single boxes, 2 25 Sapollo, hand, 2 25 Scourine Manufacturing Co. Scourine, 50 cakes, 1 80 Scourine, 100 cakes, 3 50 BOXES Soda Kegs, English, 5 1/2 Kegs, English, 4 1/2 SPICES Whole Spices Allspice, 10 Cassia, China in mats, 12 Cassia, Canton, 16 Cassia, Batavia, bund., 28 Cassia, Saigon, broken, 40 Cassia, Saigon, in rolls, 55 Cloves, Amboyna, 22 Cloves, Zanzibar, 16 Mace, 55 Nutmegs, 75-80, 35 Nutmegs, 105-10, 25 Nutmegs, 115-20, 20 Pepper, Singapore, blk., 15 Pepper, Singp. white, 25 Pepper, shot, 17 Pure Ground in Bulk Allspice, 14 Cassia, Batavia, 28 Cassia, Saigon, 55 Cloves, Zanzibar, 24 Ginger, African, 15 Ginger, Cochin, 18 Ginger, Jamaica, 25 Mace, 65 Mustard, 18 Pepper, Singapore, blk., 17 Pepper, Singp. white, 28 Pepper, Cayenne, 20 Sage, 20 STARCH Corn Kingsford, 40 lbs., 7 1/2 Muzzy, 20 lbs., 5 1/2 Muzzy, 40 lbs., 5 Gloss Kingsford Silver Gloss, 40 lbs., 7 1/2 Silver Gloss, 16 3lbs., 6 1/2 Silver Gloss, 12 6lbs., 8 1/2 Muzzy 48 lb. packages, 5 16 5lb. packages, 4 1/2 12 6lb. packages, 6 50lb. boxes, 4 SYRUPS Corn Barrels, 31 Half barrels, 33 20lb. cans 1/2 dz. in cs., 2 10 10lb. cans 1/2 dz. in cs., 1 95 5lb. cans 1/2 dz. in cs., 2 19 1 1/2 lb. cans 3 dm. in cs., 2 15	Pure Cane Fair, 16 Good, 20 Choice, 25 TEA Japan Sundried, medium, 24 Sundried, choice, 32 Sundried, fancy, 36 Regular, medium, 24 Regular, choice, 32 Regular, fancy, 36 Basket-fired, medium, 31 Basket-fired, choice, 33 Basket-fired, fancy, 38 Nibs, 22 @ 24 Siftings, 9 @ 11 Fannings, 12 @ 14 Gunpowder Moyune, medium, 30 Moyune, choice, 32 Moyune, fancy, 40 Pingsuey, medium, 30 Pingsuey, choice, 30 Pingsuey, fancy, 40 Young Hyson Choice, 30 Fancy, 36 Oolong Formosa, fancy, 42 Amoy, medium, 25 Amoy, choice, 32 English Breakfast Medium, 20 Choice, 30 Fancy, 40 India Ceylon, choice, 32 Fancy, 42 TOBACCO Fine Cut Cadillac, 54 Sweet Loma, 31 Hiawatha, 5lb. pails, 55 Telegram, 30 Pay Car, 33 Prairie Rose, 49 Protection, 40 Sweet Burley, 41 Tiger, 41 Plug Red Cross, 31 Palo, 35 Hiawatha, 41 Kyro, 35 Battle Ax, 37 American Eagle, 33 Standard Navy, 37 Spear Head, 7 oz., 47 Spear Head, 14 1/2 oz., 44 Nobby Twist, 55 Jolly Tar, 39 Old Honesty, 43 Toddy, 34 P. T., 32 Piper Heidsieck, 32 Boot Jack, 86 Honey Dip Twist, 40 Black Standard, 40 Cadillac, 40 Forge, 34 Nickel Twist, 52 Mill, 32 Great Navy, 36 Smoking Sweet Core, 34 Flat Car, 32 Warpath, 26 Bamboo, 16 oz., 25 I X L, 16 oz. pails, 31 Honey Dew, 40 Gold Block, 40 Flapman, 40 Chips, 40 Kiln Dried, 31 Duke's Mixture, 40 Duke's Cameo, 43 Myrtle Navy, 44 Yum Yum, 1 1/2 oz., 39 Yum, Yum, 1lb. pails, 40 Cream, 36 Corn Cake, 2 1/2 oz., 28 Corn Cake, 1lb., 22 Plow Boy, 1 1/2 oz., 39 Plow Boy, 3 1/2 oz., 39 Peerless, 3 1/2 oz., 35 Peerless, 1 1/2 oz., 39 Air Brake, 36 Cant Hook, 30 Country Club, 30 Fore-X-XXX, 32-34 Good Indian, 30 Self Binder, 16oz. 8oz., 22 Silver Foam, 24 Sweet Marie, 32 Royal Smoke, 42 TWINE Cotton, 3 ply, 20 Cotton, 4 ply, 20 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 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, 1 10 Bushels, wide band, 1 25 Market, 40 Splint, large, 30 Splint, medium, 30 Splint, small, 2 75 Willow, Clothes, large, 8 25 Willow, Clothes, me'm, 7 25 Willow, Clothes, small, 6 25	Bradley Butter Boxes 2lb. size, 24 in case, 72 3lb. size, 16 in case, 68 5lb. size, 12 in case, 63 10lb. size, 6 in case, 60 Butter Plates No. 1 Oval, 250 in crate, 35 No. 2 Oval, 250 in crate, 40 No. 3 Oval, 250 in crate, 45 No. 5 Oval, 250 in crate, 60 Churns Barrel, 5 gal., each, 2 40 Barrel, 10 gal., each, 2 55 Clothes Pins Round head, 5 gross bx, 55 Round head, cartons, 70 Egg Crates and Fillers Humpty Dumpty, 12 dz., 20 No. 1 complete, 40 No. 2 complete, 28 Case No. 2 fillers, 1 sets, 1 35 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, 85 No. 1 common, 80 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 25 2-wire, Cable, 2 25 3-wire, Cable, 2 45 Cedar, all red, brass, 1 25 Paper, Eureka, 2 25 Fibre, 2 70 Toothpicks Hardwood, 2 50 Softwood, 2 75 Banquet, 1 60 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 Louie Acme, 2 25 Single Acme, 2 25 Double Peerless, 4 25 Single Peerless, 3 50 Northern Queen, 3 50 Double Duplex, 3 00 Good Luck, 2 75 Universal, 3 65 Window Cleaners 12 in., 1 65 14 in., 1 85 16 in., 2 30 Wood Bowls 13 in. Butter, 1 25 15 in. Butter, 2 25 17 in. Butter, 3 75 19 in. Butter, 5 00 Assorted, 13-17, 2 30 Assorted, 15-17-19, 3 25 WRAPPING PAPER Common straw, 1 1/2 Fibre Manila, white, 2 1/2 Fibre Manila, colored, 4 No. 1 Manila, 4 Cream Manila, 2 1/2 Butcher's Manila, 2 1/2 Wax Butter, short c't, 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 Yeast Foam, 3 doz., 1 15 Yeast Cream, 3 doz., 1 00 Yeast Foam, 1 1/2 doz., 58 FRESH FISH Per lb. Whitefish, Jumbo, 18 Whitefish, No. 1, 12 1/2 Trout, 12 Halibut, 10 Herring, 7 Bluefish, 14 1/2 Live Lobster, 29 Boiled Lobster, 29 Cod, 11 Haddock, 11 1/2 Pickerel, 11 1/2 Pike, 8 1/2 Smoked, White, 12 1/2 Chinook Salmon, 17 Mackerel, 17 Finnan Haddie, 17 Roe Shad, 17 Shad Roe, each, 50 Speckled Bass, 9 HIDES AND PELTS Hides Green No. 1, 9 1/2 Green No. 2, 8 1/2 Cured No. 1, 11 Cured No. 2, 12 Calfskin, green, No. 1, 12 Calfskin, green, No. 2, 10 1/2 Calfskin, cured, No. 1, 13 Calfskin, cured, No. 2, 11 1/2 Pelts Old Wool, @ 30 Lambs, 15 @ 25 Shearlings, 10 @ 15 Tallow No. 1, @ 5 No. 2, @ 4 Unwashed, med. Unwashed, fine, @ 27 CONFECTIONS Stick Candy Standard, 7 1/2 Standard H H, 7 1/2 Standard Twist, 7 1/2 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, 7 1/2 Royal, 12 Ribbon, 10 Broken, 8 Cut Loaf, 8 1/2 Leader, 8 Kindergarten, 10 French Cream, 9 Star, 11 Hand Made Cream, 16 Renno Cream mixed, 14 Paris Cream Bon Bons, 10 Fancy—in Pails Gypsy Hearts, 14 Coco Bon Bons, 14 Rudge Squares, 12 Peanut Squares, 9 Sugared Peanuts, 12 Saited Peanuts, 12 Starlight Kisses, 12 San Blas Goodies, 12 Lozenges, plain, 10 Lozenges, printed, 12 Champion Chocolate, 12 Eclipse Chocolates, 14 Eureka Chocolates, 15 Quintette Chocolates, 14 Champion Gum Drops, 9 Moss Drops, 10 Lemon Sours, 10 Imperials, 1 Aul Cream Opera, 12 Ita Cream Bon Bons, 12 Golden Waffles, 13 Red Rose Gum Drops, 10 Auto Bubbles, 13 Fancy—in 5lb. Boxes Old Fashioned Moian Kisses, 10lb. bx, 1 30 Orange Jellies, 50 Lemon Sours, 60 Old Fashioned Hore round drops, 60 Peppermint Drops, 60 Champion Choc. Drps, 65 H. M. Choc. L't and H. M. Choc. L'ts, 1 10 Dark No. 12, 1 10 Bitter Sweets, as'd, 1 25 Brilliant Gums, Cryst., 60 A. A. Licorice Drops, 90 Lozenges, plain, 60 Lozenges, printed, 65 Imperials, 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 One Time Assorted, 2 75 Buster Brown Good, 3 50 Up-to-date Assmt, 3 75 Ten Strike No. 1, 6 50 Ten Strike No. 2, 6 00 Ten Strike, Summer as- sortment, 6 75 Scientific Ass't., 18 00 Pop Corn Cracker Jack, 3 25 Giggles, 5c pkg., cs, 3 50 Pop Corn Balls, 200s, 1 35 Azulikit 100s, 3 50 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, 12 @ 13 Brazils, 12 @ 13 Filberts, 12 @ 13 Cal. No. 1, 1 Walnuts, soft shell, 15 @ 16 Walnuts, Marbot, 13 @ 13 Table nuts, fancy, 13 @ 13 1/2 Pecans, Med., 13 Pecans, ex. large, 14 Pecans, Jumbos, 16 Hickory Nuts per bu. Ohio new Cocoanuts Chestnuts, New York State, per bu. Shelled Spanish Peanuts, 7 @ 7 1/2 Pecan Halves, @ 58 Walnut Halves, 30 @ 32 Filbert Meats, @ 27 Alicante Almonds, @ 42 Jordan Almonds, @ 47 Peanuts Fancy H. P. Suns, 5 1/2 @ 6 Roasted, 6 1/2 @ 7 Choice, H. P. Jum- bo, @ 6 1/2	

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon 55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Doz.
Small size, 1 doz. box .40
Large size, 1 doz. box .75

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots 31
El Portana 33
Evening Press 32
Exemplar 32
Worden Grocer Co. brand
Ben Hur 35
Perfection 35
Perfection Extras 35
Londres 35
Londres Grand 35
Standard 35
Puritans 35
Panatellas, Finas 35
Panatellas, Bock 35
Jockey Club 35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
38 3/4 lb. pkg. per case 2 60
18 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass 7 1/2 @ 9 1/2
Hindquarters 8 @ 10 1/2
Loins 9 @ 14
Rounds 7 @ 8 1/2
Chucks 6 @ 7 1/2
Plates 5 1/2 @ 6
Livers 6 @ 6

Pork

Loins @ 14
Dressed @ 9
Boston Butts @ 12 1/2
Shoulders @ 10 1/2
Leaf Lard @ 12
Pork Trimmings @ 9

Mutton

Carcass @ 10
Lambs @ 15
Spring Lambs @ 15

Veal

Carcass 6 @ 9

CLOTHES LINES

Sisal

60ft. 3 thread, extra.. 1 00
72ft. 3 thread, extra.. 1 40
90ft. 3 thread, extra.. 1 70
60ft. 6 thread, extra.. 1 29
72ft. 6 thread, extra.. 1 50

Jute

60ft. 75
72ft. 90
90ft. 1 05
120ft. 1 50

Cotton Victor

50ft. 1 10
60ft. 1 35
70ft. 1 60

Cotton Windsor

50ft. 1 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 95
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1 lb.
White House, 2 lb.
Excelsior, M & J, 1 lb.
Excelsior, 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, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.
Peerless Evap'd Cream 4 00

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

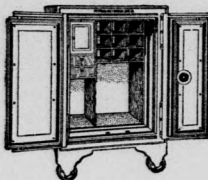
Poles

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 Brands



100 cakes, large size.. 6 50
50 cakes, large size.. 3 25
100 cakes, small size.. 3 85
50 cakes, small size.. 1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large 3 75
Halford, small 2 25

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 pos-
sible 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 sub-
scribers are ready to buy.
We can not sell your
goods, but we can intro-
duce 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.

Use

Tradesman

Coupon

Books

Made by

Tradesman Company
Grand Rapids, Mich

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.

First-class Indiana canning factory, nicely located on main line railroad, private switch. All necessary machinery and buildings. Main building, brick. Caretaker's house and stable on premises. Good paying coal business, making it possible to hire help the year round. Will exchange for shoe or general store or sell outright. Owner is old and has other business and desires to lessen his activities. Lock Box 963, Portland, Indiana. 701

For Sale—Stock general merchandise. Will invoice about \$7,000, in Western Kansas, 18 miles from railroad. Good opening for right party. Reason for selling, have other business to attend to. E. M. Collins, Jaqua, Kan. 709

Approved fire protection appliances of all kinds, consisting of chemical engines, liquid and dry chemical fire extinguishers. Watchmen's clocks, employees' time recorders. Waste pans, fire pails, etc. We should be pleased to quote you prices. Gillette Chemical Co., Henry M. Gillette, Mgr., 109 Monroe St., Grand Rapids, Mich. 699

Wanted—Partner with \$1,000 capital for general store business. Geo. W. Warner, Rexton, Mich. 698

For Sale—A clean stock of hardware, harness and implements in Eastern Colorado. Will invoice about \$9,000. Well-established business. Owner wishes to retire. Box 385, Yuma, Colo. 697

For Sale—Clean stock of drugs, soda fountain in connection, wallpaper, etc. Inventories about \$3,500. Not a registered druggist. Good opening for a live, hustling, druggist. Address W., care Tradesman. 695

G. B. JOHNS & CO.

1341 W. Warren Ave., Detroit, Mich.

Merchandise Brokers and Leading Salesmen and Auctioneers of Michigan

We give you a contract that protects you against our selling your stock for less than the price agreed upon.

For Sale—Producing gold mines, silver, copper, coal and iron mines; large number to select from; rare bargains. Investigate. W. E. Floding, Agent, Delphos, Ohio. 694

For Rent—Possession September 1; the best store room in the best building and the best business location in Fergus Falls, Minnesota; population, 7,500; particularly favorable opening for a fine dry goods or department store; practically only one competitor; a sure thing for the right man with requisite capital. Corner store room heated; 50 feet front, 142 feet deep; full trading basement; well lighted; all necessary fixtures. Apply Richard J. Angus, Fergus Falls, Minn. 693

For Rent—Store and flat, ideal location for bakery. M. Paulson, 408 Exchange St., Joliet, Ill. 692

For Sale—Small shoe stock, all new goods, located at corner Oakdale and East, Grand Rapids. Address L. E. Phillips, Newaygo, Mich. 691

A well-established business in Hicksville, Ohio, needs a partner with manufacturing ability and from \$3,000 to \$5,000 in cash. Will give full information on application. Address Jasper Evans, Hicksville, O. 690

For Sale—Well-established clothing and shoe business; best location in hustling town; a rare opportunity. Box 25, Deckerville, Mich. 689

For Sale—A clothing and hat business of long standing in thriving town in Southern Indiana, to be sold cheap for cash; established trade; reason for selling, death of active member of firm and widow wants to sell. Write Isaac Sherman, 421 E. 3rd St., New Albany, Ind. 688

Splendid opening for nice dry goods and shoe store, also jewelry and book store. Chas. L. Hyde, Banker, Pierre, S. D. 687

For Sale—\$135 Dayton Computing scale for \$100 cash. This scale was raffled at last convention of the Grocers' Association. Address Hugh J. Wolfe, 223 S. Washington Ave., Saginaw, Mich. 686

Drugs and Groceries—Located in best farmers' town north Grand Rapids; inventories about \$1,300. Rent cheap, in corner brick building. At a bargain, as we wish to dissolve partnership. Address No. 685, care Michigan Tradesman. 685

Are you looking for a business opening? I know of a few splendid locations for new retail stores and I know something about a retail line that will pay large profits on a comparatively small investment. Write me to-day for full particulars. Edward B. Moon, 14 W. Lake St., Chicago. 684

For Sale—A first-class meat market in a town of about 1,200 to 1,400 inhabitants. Also ice house, slaughter house, horses, wagons and fixtures. Address No. 707, care Tradesman. 707

For Sale—A well-established and up-to-date electrical supply and contracting business; no old stock; everything new. Andrew King, Bay City, Mich. 706

For Sale—Grocery, \$800, part cash, balance time. Good reasons for selling. 850 population. Two other groceries. Box 38, Centerville, Mich. 705

For Sale—Clean up-to-date stock of groceries and fixtures in city of 6,000. Doing better than \$1,000 month business. Other business, reason for selling. Address A, 436 W. Main St., Ionia, Mich. 684

Thirty-five electric pianos, all good as new. Running in good business places. Making over \$700 a month. Reason for selling, I am interested in manufacturing business in Chicago. Come and investigate before buying. This is a chance of a lifetime. No work to this business. It makes money while you sleep. If you have money and mean business, I will sell for \$8,000 cash. G. W. Ristau, Kaukauna, Wis. 704

Here is your chance to get in a good business. I have a candy business in Chicago which is making clear \$500 a month. Will stand investigation before buying. A business which will never run out. I am interested in manufacturing business and can not attend to this. Will sell for \$5,000. Five thousand cash. Answer if you have money and mean business. Address No. 703, care Tradesman. 703

For Sale—At once, or later, general stock, new goods, cash business, Southern Michigan. No trades. If you appreciate a good business, look this up. Address Harry, care Tradesman. 708

General Store For Sale—Owing to advanced age and desiring to retire from active business successfully conducted for 43 years, I offer for sale, at a bargain, my general store, brick building, 40x100 feet, house and out building with acres of land. Cost over \$13,000. Stock recently inventoried at \$6,954.45, not including such store fixtures as lamps, showcases, computing scales, etc. Total value, \$20,000. Will sell for \$12,000 cash. Am surrounded by good farming lands and well to do class of people. John G. Bruce, Burnside, Lapeer County, Mich. 702

Don't give your bad accounts to a collector. You can collect them yourself at no expense. My letters have done it for others. They will do it for you. Complete model set for \$3. Write me about it. H. C. Annable, 188 Essex St., Salem, Mass. 673

For Sale—Practically new stock crockery, glassware, notions, etc., in Northern Michigan resort town. Stock will inventory about \$1,500. Address No. 672 care Tradesman. 672

Summer Sales==the Force That Makes For Their Success

It is one of the laws of nature that the greater the load, the greater must be the effort expended to move it.

It is one of the laws of merchandising that the duller the season, the greater must be the effort to get trade.

Lessen the effort and the load will not move—the trade will not come.

Increase the effort and the faster will the load move—the faster will the trade come.

This is an unalterable law—the law of cause and effect.

And there can be no escape from it—without punishment.

You will punish your business—you will penalize yourself—if you let down this summer—if you fail to push hardest when trade is dullest.

Then comes the test of the real merchant.

Effort plus effort plus effort plus effort plus effort must go into the Summer merchandising—if there is not to be a decided losing of the advantages gained during the busy Spring season.

Just because there is a tendency to

let down on "the other fellow's" part is all the more reason why you should drive ahead—and gain a further lead.

To the end that you may have no dull season in your business—that you may not be handicapped in the drive ahead—we bring to you in our June catalogue the most attractive lines of Summer merchandise ever offered to the merchants of America.

Make no mistake. Your Summer sales—your Summer business—will not be real sales—will not be profitable business—if you haven't the right merchandise.

And you can not be sure that you have the right merchandise unless you have gone thoroughly and searchingly through our June catalogue—now ready for distribution.

If you are a merchant, ask for catalogue No. FF722. It is free.

Butler Brothers

Exclusive Wholesalers of General Merchandise. New York, Chicago, St. Louis, Minneapolis.

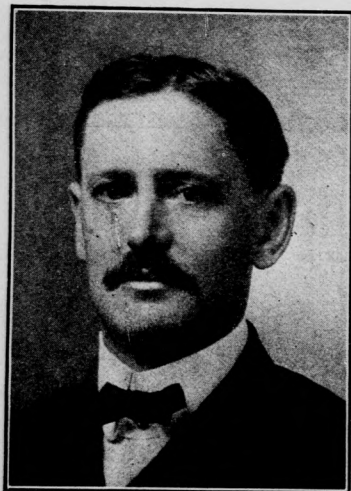
Sample Houses—Baltimore, Omaha, Dallas, San Francisco, Seattle.

GONE BEYOND.

Henry Snitseler, the Veteran Dry Goods Salesman.

Henry Snitseler was born February 6, 1861, on a farm near Vriesland, being the next to the youngest of a family of four sons and five daughters. He remained on the farm until he was 18 years of age, when he came to Grand Rapids and took a position with Voigt, Herpolsheimer & Co. under his brother, John, in the wholesale department, in which capacity he served the firm until five years later, at which time he became its traveling representative, which position he filled up to the time of his last sickness, having completed a quarter of a century as traveling salesman.

Mr. Snitseler was married in October, 1886, to Miss Louisa Liesveld, taking his bride to the home which he had already purchased and where



they have ever since resided, at 134 Clancy street. There are two daughters—one 18 and one 16 years of age.

Mr. Snitseler joined the First Reformed church when he was 19 years old and is a member of the U. C. T., Knights of the Grip, Foresters and Modern Woodmen. He was fond of all cleanly sports, such as base ball, fishing and hunting, and was steady-going in his habits. His family were dear to him and there was never a better husband or father.

He was stricken with tonsilitis about nine weeks ago, which later developed into blood poisoning, which extended to the kidneys and caused a congestion of the lungs which proved fatal. He spent two and one-half weeks at the U. B. A. Hospital, but returned to his home about ten days before his death. The funeral will be held at 2 p. m. Thursday at the home, Rev. J. Alexander Brown officiating, assisted by Prof. Vander Meulen, of Holland. Interment will take place in Oakhills.

Appreciation by Prof. Vander Meulen.

In the death of Henry Snitseler, this city loses one of her best citizens. Born in the neighboring country in 1861, he came to this city when 18 years of age and soon made many warm friends. His was such a genial and happy nature that he readily made friends wherever he went, and he was so consistently good humored and so kindly in his thoughts, as well

as in his deeds, that he never lost any friends when once he had made them. Enemies he did not have.

His long service as traveling salesman for the Grand Rapids Dry Goods Co. was marked by industry, efficiency and absolute trustworthiness.

He was passionately fond of his home and always made it a point to return home by the end of the week, so as to spend Sunday with his family, which consisted of his wife and two growing daughters. His was an ideal home man and his return was always hailed with delight and never failed to bring added sunshine and happiness to his little domicile.

He was a faithful member in full communion of the First Reformed church and, when well, was always to be found in his pew or ushering at both services on Sunday. He was respected and loved in his church circle for his clean, upright, large-hearted and faithful Christian life and his friends, as well as his family, are broken-hearted over his death.

A Suggestion.

Myer—The women of our town have organized an association, the object of which is the protection of the butterfly.

Gyer—The association should also encourage the making of buckwheat cakes.

Myer—Why so?

Gyer—Because, according to the ancient jokes, they make the butterfly fly.

Mean of Him.

"So the old styles are coming in again?" enquired Mr. Smart, as his wife adjusted her new hat.

"Don't be too sarcastic, dear," replied the gracious lady; "this is positively a strictly original design."

"Which merely shows your lack of knowledge of architecture," chuckled the brute. "I guess I know a mansard roof when I see one!"

Traverse City Eagle: Phillip Thiel has resigned his position as traveling salesman for the Valley City Coffee and Spice Co. and has returned to the grocery department of the Hannah & Lay Mercantile Co., where he was for many years previous to taking to the road. He was offered an added inducement to return, and it will also enable him to remain at home. Mr. Rogers, of Manistee, has taken the position with the wholesale house, and will have this territory.

Escanaba—The Escanaba Veneer Co.'s factory is under construction. It will give employment to fifty men and be in operation by fall. Only sheet veneer for furniture purposes will be manufactured this year, but the business will be expanded.

Detroit—The Regal Motor Car Co. has merged its business into a stock company with an authorized capital stock of \$100,000, all of which amount has been subscribed and paid in in property.

Hermansville—The Wisconsin Land & Lumber Co. is receiving large quantities of logs by rail and its hardwood mill is in full operation.

BUSINESS CHANCES.

First-class partner wanted for a first-class grocery. Successful experience. \$1,500 up or good stock considered. Sales over \$25,000. A. C. B., 109 Mich. Ave., W. Lansing, Mich. 710

Write C. M. Andrews, 1326 Broadway Bldg., South Bend, Indiana. Excellent business locations. Information free. 709

For Sale—\$500 stock of groceries at 85c on the dollar. Account sickness. Low rent and lease. Geo. B. Monroe, 37 Parkwood Ave., Grand Rapids, Mich. Telephone 9425. 711

For Sale—Drug stock, invoices \$3,000. Owner sick. 10% discount if taken before July 1. Address 677, care Tradesman. 677

For Sale—One 6-foot Burns' roaster and cooling-pan, one Frazer Manufacturing Co.'s stoner, one coffee granulator. Ask for price. Address McKinney & Co., Binghamton, N. Y. 671

Wanted—Investors for stock proposition of unusual merit. Zillsch., 116 S. Henry St., Madison, Wis. 670

For Sale—Grocery stock of about \$2,000 in city of 10,000 in a good location, doing good business, low rent. Reason for selling, ill health. Address J. D. P., 120 S. Washington St., Owosso, Mich. 669

Wanted—Stock general merchandise, clothing or shoes. Give particulars as to size and condition in first letter. W. F. Whipple, Macomb, Ill. 667

For Sale—Small barber shop earning \$100 a month. Will sell for half actual value if taken at once. Address W. V. Tremper, Midland, Mich. 666

For Sale—Clean and up-to-date drug stock located in Central Michigan town of 4,500 and is the county seat. Address H. care Michigan Tradesman. 665

Tuberculosis Conquered—Write for testimonials and pamphlet, "Why Nature's Creation Saves Consumptives." E. D. Morgan, First National Bank Bldg., Columbus, Ohio. 663

For Sale—Small clean stock of general merchandise and frame store building connecting with six room dwelling all in good repairs, bath, cement cellar, electric lights, located on paved street in thriving county seat of 2,000 in Northern Indiana. Good business. Sickness, reason for selling. Address No. 678, care Tradesman. 678

For Sale—Grocery stock and fixtures, inventorying about \$3,500, in hustling town of 2,000. Splendid farming country. Business established forty years. Good reasons for selling. Address Box 665, Lowell, Mich. 640

A client has six beautiful lots overlooking the Kent Country Club grounds, that he is anxious to dispose of and will sell at a very reasonable price or exchange for good stock of general merchandise. W. H. Gilbert, 104 Ottawa St., Grand Rapids, Mich. 658

All new general merchandise stock for sale in best building and location in thriving county seat town. Address H. L. Cooley, Grant, Neb. 650

For Sale—Clean stock of hardware in live town of 3,000 in Central Michigan. Fine farming community. Good factories. Town growing. Stock will invoice about \$5,500. Good competition. Address "Millington," care Tradesman. 645

Wanted—To rent, store building in live town, population not less than five thousand. Best location for bazaar line. Vacant store preferred. Will consider clean stock. Address No. 651, care Michigan Tradesman. 651

Wanted—Stock of dry goods, groceries, general merchandise or real estate, for a good Texas farm. Address No. 644, care Michigan Tradesman. 644

For Sale—Stock of millinery, notions and stationery, good rural town 1,000. Stock \$600. Reason selling, sickness. Address No. 642, care Michigan Tradesman. 642

For Sale—New and up-to-date stock of dry goods, shoes and gents' furnishings. Inventories about \$5,000. Brick block, electric lighted. Hustling country town of 1,500. Best of reasons for selling. Address P, care Michigan Tradesman. 657

For Sale—Or Trade—American Soda Fountain Co.'s marble fountain, having sixteen syrups, two soda drafts, three mineral drafts, fancy top with large mirror, refrigerator base, twelve foot counter with return, copper sink with drain boards; all in fine condition; cost over \$1,300; cash price \$500 or a trade; photograph sent on request. Address Matt Noll, Druggist, Atchison, Kan. 656

For Sale—General stock of merchandise. Must be sold by Sept. 1. Will sell all or part. Can reduce stock one-half. Will invoice \$7,000. We have good farming country, two general stores in town. Reason for selling, wish to go in d-business. Address Lock Box 11, Climax, Mich. 653

Wanted—To trade good eighty acre farm for stock general merchandise, to the amount of \$2,000. C. White, Midland, Mich. 637

Drug and grocery stock for sale; inventories \$2,500; owner wishes to sell on account of poor health. A. G. Holmes, Vernon, Mich. 615

For Sale At a Bargain—A staple stock of general merchandise and store building, solid brick block, two stories high, with two living rooms in rear. Six large rooms upstairs and warehouse. In one of the best farming and fruit sections in Western Michigan. For particulars enquire of Dr. L. Barth, Grand Rapids, Mich. 629

For Sale—General merchandise stock, buildings, etc. Value \$10,000. \$7,000 will buy it if sold soon. Good clean stock. Good location, etc., and has always paid a good profit. Good reasons for selling. Address Box 111, Kneeland, Oscoda Co., Mich. 630

For Sale—150 men's suits at 75c on the dollar. Most of them new stylish garments. Sizes from 35 to 40. Address No. 625, care Tradesman. 625

For Sale—A good clean business in town of 22,000. Machinery and help does the work. You handle the money. Big profits and no Sunday work. In same location nine years. \$1,600 buys all. Good reasons for selling. Act quick. Address L. S. Trump, Elkhart, Ind. 633

Bender Wanted—First-class man on chair work. Steady work, good wages to right party. State age and experience. Address S. Karpen & Bros., 22nd & Union, Chicago. 632

For Sale—Clean dry goods and general stock, located in good town of three thousand. Will inventory ten thousand. Doing big business. Want to go West. Address Jones, care Michigan Tradesman. 631

For Sale—Best located, cleanest department store in Southern Michigan. City of 6,000. Other business. Quick sale \$6,000 cash. Address No. 630, care Michigan Tradesman. 630

Administrators Sale—Completely equipped elevator, machinery, lands, warehouses, etc., located in Vestaburg, Mich. Sale takes place June 9th, at 1 p. m. Only elevator in town. Here is a good proposition for some one. F. H. Rowland, Adm. Riverdale, Mich. 643

For Sale—Clean up-to-date stock of groceries and fixtures in city of 6,000. Doing better than \$1,000 month business. Other business, reason for selling. Address A, 436 W. Main St., Ionia, Mich. 634

Drug store for sale. Elegant new stock. Fine soda fountain, fine fixtures. Will inventory about \$3,000. Not being a druggist and having other business, I wish to sell. Will make purchaser a good deal. B. T. Curtis, Reed City, Mich. 597

Miscellaneous—Merchants or parties looking for business locations will find splendid opportunities in Washington and Idaho, near Spokane. Write for information to P. O. Box 1441, Spokane, Wash. 624

For Rent—Finest location in Michigan for retail, wholesale or department store, formerly occupied by the Edwards & Chamberlin Hardware Company. Corner, 60x100, three stories and basement. Address Charles B. Hays, Agent, Kalamazoo, Mich. 507

For Sale—Bakery, confectionery and ice cream parlor. Good business, in the best little town in the State. Address Joseph Hoare, Fremont, Mich. 585

For Sale—First-class stock of drugs and fixtures, doing good business. Located on good street in Grand Rapids. Inventories about \$4,000. Address Prosperity, care Michigan Tradesman. 546

Stores, business places and real estate bought, sold and exchanged. No matter where located, if you want to get in or out of business, address Frank P. Cleveland, 1261 Adams Express Building, Chicago, Ill. 125

Will pay spot cash for shoe stock to move. Must be cheap. Address P. E. L. care Tradesman. 609

Wanted—To buy cheap for cash, stocks of dry goods, clothing, shoes and men's furnishings. H. Kaufer, Milwaukee, Wis. 481

Wanted—Second-hand refrigerator for meat market. Must have capacity for 1,000 lbs. meat. Address No. 472, care Michigan Tradesman. 472

For Sale—One 200 book McCaskey account register, cheap. Address No. 548, care Michigan Tradesman. 548

New and second-hand show cases, computing scales, soda fountains from \$25 to \$300. Counters, cash registers, wall cases, ice cream tables, chairs, stools, office desk. All kinds of fixtures. Michigan Store & Office Fixtures Co., 519-521 N. Ottawa St., Grand Rapids, Mich. 404

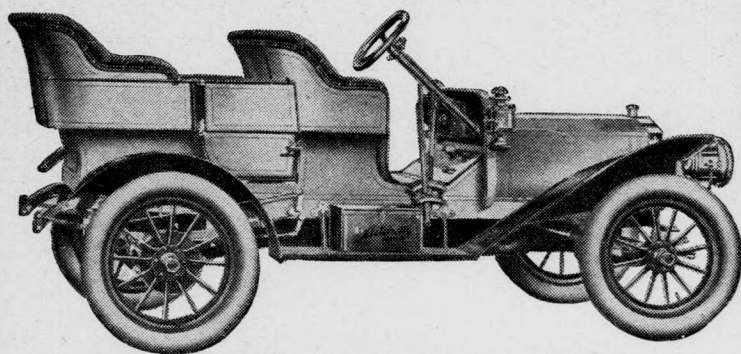
HELP WANTED.

Wanted—At once, a first-class jeweler-man and druggist. A permanent position for the right man. Write us at once. Vaughan & Co., Central Lake, Mich. 696

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 343

The Mitchell "30"

The Greatest \$1,500 Car Yet Shown



1909 Mitchell Touring Car, 30 H. P., Model K

Compare the specifications with other cars around the \$1,500 price—any car.

Motor $4\frac{1}{4} \times 4\frac{1}{2}$ —30 H. P.

Transmission, Selective Type—3 Speed.

Wheels—32 x 4.

Wheel base—105 inches.

Color—French gray with red running gear and red upholstery or Mitchell blue with black upholstery.

Body—Metal. Tonneau roomy, seats 3 comfortably and is detachable; options in place of tonneau are surry body, runabout deck or single rumble seat.

Ignition—Battery and \$150 splitdorf magneto.

In addition to the Model K Touring Car there are a \$1,000 Mitchell Runabout and a 40 H. P. seven passenger Touring Car at \$2,000.

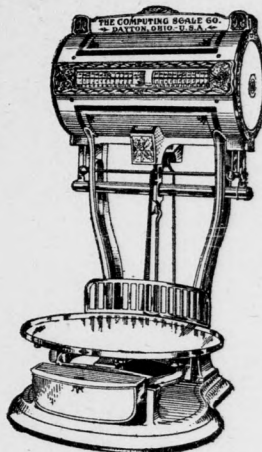
Over \$11,000,000 of Mitchell cars have been made and sold in the last seven years. Ask for catalogue.

The Mitchell Agency, Grand Rapids

At the Adams & Hart Garage

47-49 No. Division St.

Did You Get It All?



The new low platform Dayton Scale

Thousand of Merchants are confronted by the fact that their sales show only 5 or 10 per cent. profit when the goods are marked for a profit of 25 per cent.

They know that a bank can loan money at 4 per cent. and pay handsome dividends on the stock, while 90 per cent. of retail merchants cannot make enough profit at 25 per cent. to keep the sheriff from the door.

Using old style scales and an up-to-date cash register is like "locking the barn door after the horse has escaped."

The finest cash system on earth cannot prevent the losses caused by slow or inaccurate scales.

Your operating expenses such as light, heat, clerk hire, delivery, etc., run as high as 17 per cent. according to statistics.

Suppose they are only 12½ per cent.; this is one-half of your profit on a 25 per cent.

basis, leaving only 12½ per cent. as a net profit.

Suppose you give a ½ ounce overweight on a ½ pound package, this represents 6¼ per cent. loss or half of your net profit.

Suppose you give a ½ ounce overweight on a ¼ pound package; this represents 12½ per cent. or all of your net profit.

You cannot afford losses of this kind. Your only safety is in the use of a system of weighing which will prevent them.

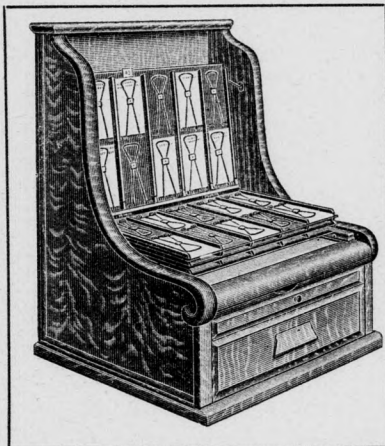
DAYTON MONEYWEIGHT visible weighing scales have proven themselves the only kind and make which will assure 16 ounces to the pound and protect both merchant and customer. Ask for catalogue.



Moneyweight Scale Co.

58 State Street, Chicago

Credit Register Systems To Fit Your Business



The McCaskey Credit Register

Is acknowledged to be the most COMPLETE device ever invented for handling retail accounts.

Every account ready for instant inspection showing every detail of the transaction and ready for settlement without making another figure.

Every turn of the leaf shows you twenty complete totaled accounts at a glance.

The Metal Register Leaves can be placed in the safe for fire protection.

You do not have to do double filing with the McCASKEY.

A Perfect Record of your business is furnished by the McCaskey System.

Credit Sales
Cash Sales
Cash on Account
Produce or Exchange Sales
C. O. D. Sales

All handled
with but
one writing

Do you want the particulars? INFORMATION IS FREE.

The McCaskey Register Company
Alliance, Ohio

Mfrs. of the Famous Multiplex, Duplicate and Triplicate Pads; also the different styles of Single Carbon Pads.

Detroit Office, 1014 Chamber of Commerce Bldg.
Agencies in all Principal Cities

What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and 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

You Wouldn't Go Out With One Shoe And Stocking On, Would You?



Your costume wouldn't be complete if you did, would it? Do you know your store stock isn't complete if you don't have BLUE LABEL KETCHUP?

It is all right to keep other kinds for those who don't mind—but have BLUE LABEL ready for the particular people. Those are the people it pays to please—and who pay when pleased. We don't mean by this that the price of BLUE LABEL is high—it isn't, it is low. If we sold only a few cases, allowing you the generous profit we do, we would lose money—but selling it by the trainloads enables us to make some money.

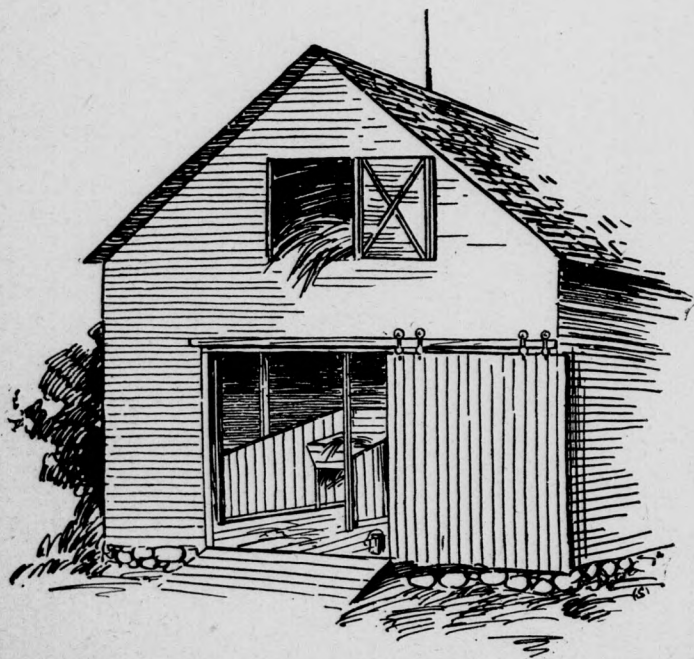
Nothing but the finest tomatoes and spices that money can buy go into BLUE LABEL KETCHUP—and that peculiar flavor which delights every one who tastes it is a secret that belongs only to

CURTICE BROTHERS CO.

ROCHESTER, N. Y.

(CONFORMS WITH ALL THE REQUIREMENTS OF THE
NATIONAL PURE FOOD LAW)

Lock The Door And Save The Horse



The losses that come to us in this life are for the most part the result of not living up to our best thought.

As a good business man you know that you can not afford to be without

A Bang Up Good Safe

Honest, now, what would you do if your store should burn to-night and your account books were destroyed? How much do you think you would be able to collect? Mighty little.

Don't run the risk, neighbor, you can't afford to. A safe, a good safe, doesn't cost you very much if you buy it from us.

It will only cost you two cents anyway to write us to-day and find out about it.

Grand Rapids Safe Co. Tradesman Building Grand Rapids, Mich.