

MICHIGAN TRADESMAN

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Twenty-Sixth Year

GRAND RAPIDS, WEDNESDAY, JUNE 16, 1909

Number 1343



THE WORLD IS WAITING FOR YOU



The world is waiting for you, young man,
If your purpose is strong and true;
If out of your treasures of mind and heart
You can bring things old and new;
If you know the truth that makes men free
And with skill can bring it to view
The world is waiting for you, young man,
The world is waiting for you.

There are treasures of mountain and treasures of sea
And harvest of valley and plain
That Industry, Knowledge and Skill can secure,
While Ignorance wishes in vain.
To scatter the lightning and harness the storm
Is a power that is wielded by few;
If you have the nerve and the skill, young man,
The world is waiting for you.

Of the idle and brainless the world has enough
Who eat what they never have earned;
Who hate the pure stream of the fountain of truth,
And wisdom and knowledge have spurned.
But patience and purpose which know no defeat
And genius like gems bright and true
Will bless all mankind with their love, life and light—
The world is waiting for you.

Then awake, O young man, from the stupor of doubt
And prepare for the battle of life;
Be the fire of the forge or be anvil or sledge,
But win or go down in the strife!
Can you stand though the world into ruin should rock?
Can you conquer with many or few?
Then the world is waiting for you, young man,
The world is waiting for you!

S. S. Calkins.

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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.

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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.

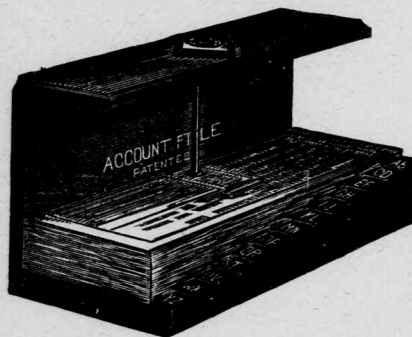
The Williams Bros. Co.

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

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ON OUR HANDS.

There is a song of gladness abroad. Pentup emotion is breaking out into melody and all the world is glad. A jubilate that humanity has been singing for generations is finding expression and young and old for the time being are singing with a fervor that time has never been able to abate:

"Good by, scholars; good by, school; "Good by, teacher, you're an old fool!"—the rhyme only being responsible for the final offensive word, as the slightest enquiry in regard to that same teacher's qualifications and merits will be sure to bring out.

The facts of the case are soon stated: From September to June is a long, tiresome journey, full of life's ups and downs—mostly ups—with not too many stretches of smooth easy going any of the way. The enthusiasm, not over much, which enters the schoolroom when the school year begins is soon exhausted, and when the "sums" are long and hard and the geography grows tough, it does not make either lesson easier to recall the delights of the departed summer and to reflect that it is a long time to Thanksgiving and a still longer one to Christmas; so that, when the winter grind begins in January—the backbone of the school year's work—the looking back and the looking forward are equally remote and the inevitable strife of the schoolroom begins, to continue until the boys and girls, burdened with books, go home on that "last day," making the air resound with the hearty, joyous song.

With the happy home-coming comes also the responsibility which for nine swiftly speeding months has been thrown upon the teacher and the home, a word which too often in such instances stands for mother only, wonders what is to be done now with the management of the lessonless children on its hands. With the girls the task is comparatively easy; but with the boys! Until 10 years old, the mother love usually retains its influence. After that while it is not lost it wanes. As some one aptly

puts it, "When the boy lets go of mother's skirts with one hand, with the other he is reaching out after his father's finger, and woe betide the owner of that finger if it fails to feel the clutch of the childish hand."

Usually, the mother is equal to the emergency; but it is open to remark that the man and the boy are not particularly delighted with each other. There seems to be a mutual restraint and by a common consent the boy takes himself off somewhere and the man, not equal to his job, lets him go. The fact is he "can't have the kid around;" he's in the way. His method is the man's method, and he gives the boy what money he wants and lets him go. "Where?" The question is an impertinence and it is not to be answered here. The point to be driven home is, whether we can in any way get rid of the feeling and the fact that for three long months we have these children on our hands and must so manage the— the imposition or something that when school again begins we shall not be ashamed of what we have done to train up these children in the way they should go so that when they are old they will not depart from it.

"What part of the year is the hardest?" was recently asked a teacher who rejoices in his calling. "The first six weeks of the school year, by all odds," was the immediate reply. "These long vacations are hopelessly demoralizing, and the children come back to us barbarians. The American home is not noted for its good discipline and a summer of lawlessness must be overcome before any school work can be entered upon with any hope of success. It is not to be expected that there is to be any trifling with books; but it does seem a pity, a great pity, that so much time and energy should be given to the needless task of insisting that the children must be obedient and respectful to those in authority. Then, too, I find that behind the stubborn, disobedient child stand the parents, who rarely hesitate to say that the difficulty must be in me for the last teacher never had any trouble," a statement indicating that the home must work more in harmony with the schoolhouse if the children are to get from both the greatest benefit.

To state "the having on our hands the average high school boy" is using an expression much too mild, the more so from the fact that the average father does not know what to do with him. At 17 the boy knows what he wants; at 18 he is quite determined to have it or he will know the reason why, and there is usually trouble. In the opinion of the expert a single word covers the whole

ground—companionship. The end of an article is not the place to expand the idea, but it is safe to say that a father with a boy of that age can do himself and that boy no greater good than to be very intimate with him all summer; so much so that when the vacation is over and business for both again begins, the two, both "good fellows" in each other's eyes, will rejoice that they found each other out, the father especially rejoicing that he no longer has that boy on his hands without knowing what to do with him.

AN OPEN CONFESSION.

A Michigan merchant made this confession last week:

"Yes; this is the first time I have availed myself of the hospitality and good cheer of the Grand Rapids jobbers, and I am not only not sorry that I am here, but I am quite willing to admit that I have made three stupid mistakes in not accepting the three invitations extended to me by your Wholesale Dealers' Association during the preceding three years."

When asked why he had never before participated in our Merchants' Week festivities, the gentleman replied that he had no reason beyond a sort of conviction that he did not care to be paraded as a country merchant in the city to be entertained—"just as though I could not afford to provide my own recreation."

"I do not like," he added, "to be patronized and wheedled at the same time. And to be honest with you, when I received my first invitation, in 1905, I sneered at the proposition as merely an effort to get us to Grand Rapids to buy goods, whether we needed them or not. I told one of my competitors, who was all on edge for a good time in Grand Rapids, 'Yes, you'll go down there and spend fifteen or twenty dollars and, incidentally, you'll buy three or four hundred dollars' worth of goods which you might buy just as well by letter or from the traveling salesmen and you'll come home tired, bored and disappointed.'"

Further questioning brought out the fact that the competitor he thus advised, as well as other business rivals, have returned home each year full of appreciative enthusiasm as to the cordiality and genuine character of the entertainment provided by the wholesalers of Grand Rapids and as to the picturesque beauty of our city. "They didn't seem to be able to talk about anything else for a week or two," he continued, "and there were so many who told practically the same story that at last I made up my mind that I wouldn't be a grouch any longer. Buy goods? Of course I bought goods, three or four bills, but not because I was urged to do so.

I was here, I needed certain lines and I was in the mood. I had taken in the minstrels, was a guest at two luncheons at the Club, took dinner at the home of one of your jobbers—and, say, it was a dream. And then that automobile ride about the city with another jobber and his wife and son, well now, wouldn't I have been a chump if I hadn't bought any goods? Do you know, I was a traveling salesman before I started in business for myself, my territory including Western New York, Pennsylvania, Ohio, Indiana and Michigan—of course it was nearly twenty-five years ago—but I know of no city in that territory that can compare with Grand Rapids in its home architecture, lawns and the general beauty of its residence streets."

HOMAGE TO DAME FASHION.

The dry goods man, the dealer in any clothing or textile fabrics can not, in justice to himself, afford to let the smallest of Fashion's mandates remain unnoticed. It is now said that while ruching is still worn, it is preceptibly on the wane, the high styles of a few months ago having given way to the simple Dutch collar. While the narrow widths still figure, they are passing. This should be a signal to close out the stock as speedily as practicable. Sell at cut prices for a few days. Make a special sale, if need be, but get rid of them before they fall flat.

This is but an illustration of what may be expected in the domains of Fashion at all times. We may smile at her mandates; but sooner or later we repent of our rashness. We may ourselves be content to wear an antiquated costume; but our patrons are more exacting. They expect modern goods, and will have no others unless deluded or offered a suitable reduction of price. If money is the god of the commercial world, fashion is to a great extent its mistress.

Extremes along any line may usually be reckoned as of short life, and most difficult to handle as their popularity wanes. Especially is this the case where the extreme is on the side which prevents a possibility of remodeling. The heavily pleated skirt made provision for remodeling; but the sheath skirt is doomed when its present usefulness has disappeared. Consider the prospects ahead when making purchases; watch the trend of Fashion, and be ready to yield to her caprices. There is a chivalry exacted by her in the commercial world quite as rigid as that of the knights of old; and to incur her displeasure may result as disastrously as did that of the courtiers in the Elizabethan period.

Conceit deceives only its owner.

THE FOURTH SUCCESS.

Merchants' Week Bigger and Better Than Ever.

The Fourth Annual Merchants' Week festival was a great success. It far surpassed former efforts to entertain the out-of-town patrons of this market. The attendance was larger, and new and pleasing features were introduced for the visitors to enjoy.

The first Merchants' Week was an experiment, and the Grand Rapids wholesalers and jobbers were highly gratified that 600 merchants responded to the invitations sent out. The second festival brought 1,200 visitors and the banquet had to be served in four divisions. Last year 1,750 guests were entertained, and this year at the banquet in the big tent 2,000 were served at the first table and 200 more were cared for as rapidly as seats were vacated.

The merchants began coming Wednesday, but the first day representation was light, due in part to the bad weather. By Thursday night 600 names were on the books. Thursday's feature was the civic pageant arranged by the Grand Rapids Advertisers' Club. Many floats illustrative of the city's business and industrial enterprises, and many carriages and automobiles, all elaborately decorated in floral and other effects, charmed the thousands who witnessed them. The civic pageant undoubtedly will be repeated another year on a larger and more beautiful scale.

Friday, the last day of Merchants' Week, brought the crowd. They began swarming in on the early trains and the noon trains added to the crowd. At 2 o'clock the representation showed 2,200, and still more were coming.

The last day was a day of pleasure, with a "seeing Grand Rapids trolley trip" to John Ball Park in the morning and all the concessions at the Lake open to the visitors in the afternoon. About 1,200 enjoyed the trolley trip, filling fourteen cars and trailers, with a Grand Rapids man and a megaphone on each car to tell of the points of interest passed and to answer questions. In the afternoon some went to the ball game instead of taking in the Lake attractions. At 6 o'clock everybody was headed for the big tent for the annual banquet.

The flaps to the big tent were thrown back promptly at 6:30 and by three channels the crowd surged in. There were two captains for each of the forty-five tables, and under their direction every seat was filled, 2,000 of them, in ten minutes. When the last seat had been taken there were still about 200 outside the ropes. The attendance was larger than the preparations, and this was due to the fact that many neglected to indicate their intention to come until they appeared to claim their tickets. Frank E. Leonard, Wm. Logie and A. B. Merritt explained the situation and those outside good naturedly accepted it, and a little later were cared for.

The banquet was served by Chas. S. Jandorf, and was all that could be

desired. The soup and coffee were prepared on a battery of eighteen gas stoves in the cook tent. The chicken and potatoes were prepared down town, packed into insulated boxes and hurried by special cars to the Lake and were served as hot as at any hotel banquet. And everything was served on time. There were no waits between courses. The serving was by the women of the order of the Eastern Star—200 of them—and the ninety table captains lent helping hands as needed.

Milwaukee merchants and manufacturers to the number of seventy-five, making a trade extension excursion through the State, were honored guests of the evening. President Moss had a seat at the speakers' table. His associates occupied two tables directly in front.

A. B. Merritt, Chairman of the Wholesalers' Committee of the Board of Trade, briefly welcomed the company as follows:

This is the crowning event of Merchants' Week, to which the wholesalers of Grand Rapids have been looking forward with great expectations for many weeks and which we hope you will look back upon with pleasant recollections for many years to come.

We are all to-night makers of history; for no gathering of this character and magnitude has ever taken place before. There have been many large banquets where hundreds of people have been fed, but history has not recorded a single instance where two thousand merchants, coming from every section of a great State, have been entertained in this manner by the business men of any other city.

We are glad to have so many of you with us. Three years ago we gave our first Merchants' Week and made our preparations with fear and trembling lest you should misunderstand our motives or turn a cold shoulder to our heartily extended hospitality; but you have honored us with your presence in larger numbers every year and our hearts are full of gratitude.

We have tried to give you a good time. Our committees have put in many hours of hard work, planning and carrying out the different features of Merchants' Week, and we sincerely hope the result has been satisfactory to you. One of the reasons we have been anxious to please you is because you have been so appreciative and because you have so graciously complimented us for our virtues and so kindly overlooked our shortcomings.

We want you to come to Grand Rapids often. We are trying to make it a beautiful and attractive city and we thank you for your loyalty to our business houses which is so greatly aiding us. We want you to feel that Grand Rapids is YOUR city as well as ours; we want to make you so in love with it and its people that, if ever you conclude to lay aside the duties which now employ you to seek new fields of activity, you will come and make your home with us in this, the fairest and most homelike city the sun ever blessed with his genial kiss.

Surely this may be counted a great era in the world's history when the business men are setting an example of brotherly love which must be pleasant for our ministers of the gospel to contemplate. We have some of them with us to-night. Those of you who were here last year will remember we had one for our toastmaster and, as you seemed to like him pretty well, we thought we would try one of another denomination to-night;

and I feel sure that, whatever you may think of his denomination, you will agree with me that he is all right.

He then introduced Bishop John N. McCormick, of the Western Michigan Protestant Episcopal Diocese, as toastmaster. Bishop McCormick presided with grace and dignity. His introductions were brief and to the point and the occasional stories he told were pat.

President Heber A. Knott, of the Board of Trade, in behalf of the Board, told how glad Grand Rapids was to entertain the visitors, and incidentally referred to Milwaukee and what made Milwaukee famous, as follows:

The Grand Rapids Board of Trade is an organization of one thousand business and professional men, representing every phase of our city's interests.

The Wholesalers' Committee of this organization conceived the idea of Merchants' Week, and we are here to-night under their auspices. On behalf of all the other interests of the Board of Trade, I join in the hearty welcome extended to you and assure you that every citizen of Grand Rapids is glad to have you visit our city of homes and prosperous industries.

We are not only honored by the presence of an unprecedented number of Michigan merchants, but our guests to-night include a delegation of Milwaukee's brightest jobbers and manufacturers who have been invading the territory north of Grand Rapids for the past few days.

Grand Rapids does not envy Milwaukee for the fame of its liquids, so long as the world concedes to us the first place in the furniture industry of the United States.

We believe Grand Rapids jobbers and manufacturers are broadminded enough to welcome all honest and fair competition, but we would remind our honored Milwaukee guests that Michigan merchants, thanks to the strong ties that bind us, have been educated to appreciate the principle of loyalty to our city and State interests.

The Grand Rapids Board of Trade believes that each community and each State have a natural and legitimate trade which belongs to it. We believe that the consumers, whether retail or wholesale buyers, should be loyal to those natural markets upon whose prosperity the success and happiness of the respective communities depend. It is the duty of each buyer to buy where he can most profitably do so, in his natural market. This principle recognizes the rights of every merchant before me to a legitimate trade in his community and it justifies our efforts as wholesalers and jobbers to secure such business in Western Michigan as naturally belongs to Grand Rapids.

So understood, there is a community of interests between all the merchants and jobbers of Western Michigan and, as long as the same principle is recognized, we are confident that the friendly co-operation which has existed in the past will continue to mark our relations in the future.

To make good these claims, we are trying to improve the already excellent transportation facilities centering in Grand Rapids. We are also making an effort, through our Wholesalers' Committee, by means of which freight deliveries may be made with all possible promptness.

We are proud of the fact that Grand Rapids has a deserved reputation for the stability of its institutions. Our seventeen banks have deposits aggregating thirty million dollars, and it is a matter of record that no Grand Rapids bank has ever failed.

Our furniture is known the world

over for its artistic qualities and honest construction. No city boasts of a larger percentage of wage earners who own their own homes. The relations between employer and employed are exceptionally harmonious and friendly. Our citizens are noted for their interest in civic beauty and for their zeal in promoting the social interests of life, which are often neglected by those narrow minded business men whose absorption in money making leaves them no time for the higher duties of citizenship.

We have aimed to make this Merchants' Week not only a means of promoting business, but from the first we intended it to be an annual fraternal gathering, to strengthen ties of friendship, to the end that we might co-operate to make Western Michigan famous throughout the country for its high type of business integrity; its unity of trade relations, and its loyalty to those principles of honorable commerce between men who respect mutual obligations and whose ties of friendship elevate life above a mere competition for gain.

President Moss, of the Milwaukee delegation admitted Milwaukee's fame, but said that as a matter of fact beer is only one item, and in point of magnitude stands fourth in Milwaukee's fame. The production of machinery and the metals is more than double the production of beer, and leather and clothing come second and third. With this as an introduction Mr. Moss discussed the ethics of commercialism, making an earnest and eloquent plea for honesty, integrity, character and the development of the civic spirit. "It is not what a man possesses that counts," he said, "but what he is and upon what he is depends whether life is worth living. Life is largely a matter of habit. We even vote by habit. If our basic principles be right every year adds to the value of our lives, but if wrong, then each year our standards and ideals go lower. Ideals foreshadow realities, and we should strive for the best." In conclusion Mr. Moss urged that we so conduct our business as to contract no moral debts. "Do not become moral bankrupts."

The Milwaukee octette rendered a selection and responded to an encore. Congressman Diekema was introduced to discuss "Mutual Obligations." He said this was the third banquet he had attended and he felt like a preferred creditor. He was glad to see so many nationalities represented, but after all men are much alike wherever they may be born. He was glad to see the clergy represented, for the clergy are never in the bankruptcy court and yet they do more business on less capital than any other class unless it be the politicians. He gracefully toasted the ladies and then getting down to his subject asked, "What are we here for? This function," he said, "is of the heart, not the head. It is not merely to eat, drink and to have a good time, but to promote friendship, fellowship and better acquaintance, out of which will grow a greater recognition of mutual obligations. The wholesaler owes it to the merchant to give him a square deal in the matter of quality of goods, and the merchant's obligation is to pay without compelling resort to the bankruptcy court. The wholesaler owes it as a

duty to set an example of honesty, right business principles, punctuality and civic patriotism, and it is for the merchant to follow the example. The wholesaler should develop business capacity and intelligence, and command sufficient capital to give his customers goods at prices that will enable them to successfully compete with those who buy in other markets, and it is up to the customers to buy in such quantities that the wholesalers can sell at a profit. The merchant owes loyalty to the wholesaler as the latter owes intelligence and capacity. Such gatherings as this bring us to a better understanding of our mutual obligations and responsibilities and with this better understanding will come a higher degree of mutual prosperity and happiness." In closing Mr. Diekema spoke of the advisability of spending money at home instead of in some far city. "The dollar spent at home will continue to do good to the town, but when the money goes across the Lake it is likely to stay there and ceases to be a factor in the upbuilding of your own community."

"The Man of the Hour" was the topic assigned to Lee M. Hutchins, and he prefaced his remarks with a compliment to the Milwaukee delegation. "If it is beer that has made Milwaukee famous it would be well if some other towns ascertained the brand," he said. He cited Moses, Martin Luther, Napoleon, Washington, Lincoln, Grant and McKinley as some of the world's famous "men of the hour," "men who had arisen with the need and had left their imprints upon the history of the world and of mankind. Roosevelt also is a 'man of the hour,' and his work has been to call us back to the old standards of honesty in business. Every man is at some period of his life the 'man of the hour,' and when that time comes he should be prepared, he should know what to do and how. This country is rapidly advancing to first place among nations in commercial affairs. Are we laying the proper foundations for the greatness that will be ours? We must pass through the clearing house of correct principles and honest dealing. Will we clear right?"

Guy W. Rouse discussed the Relations of Retailer and Jobber, pointing out how they can be mutually helpful, and urged harmony and cooperation for mutual good.

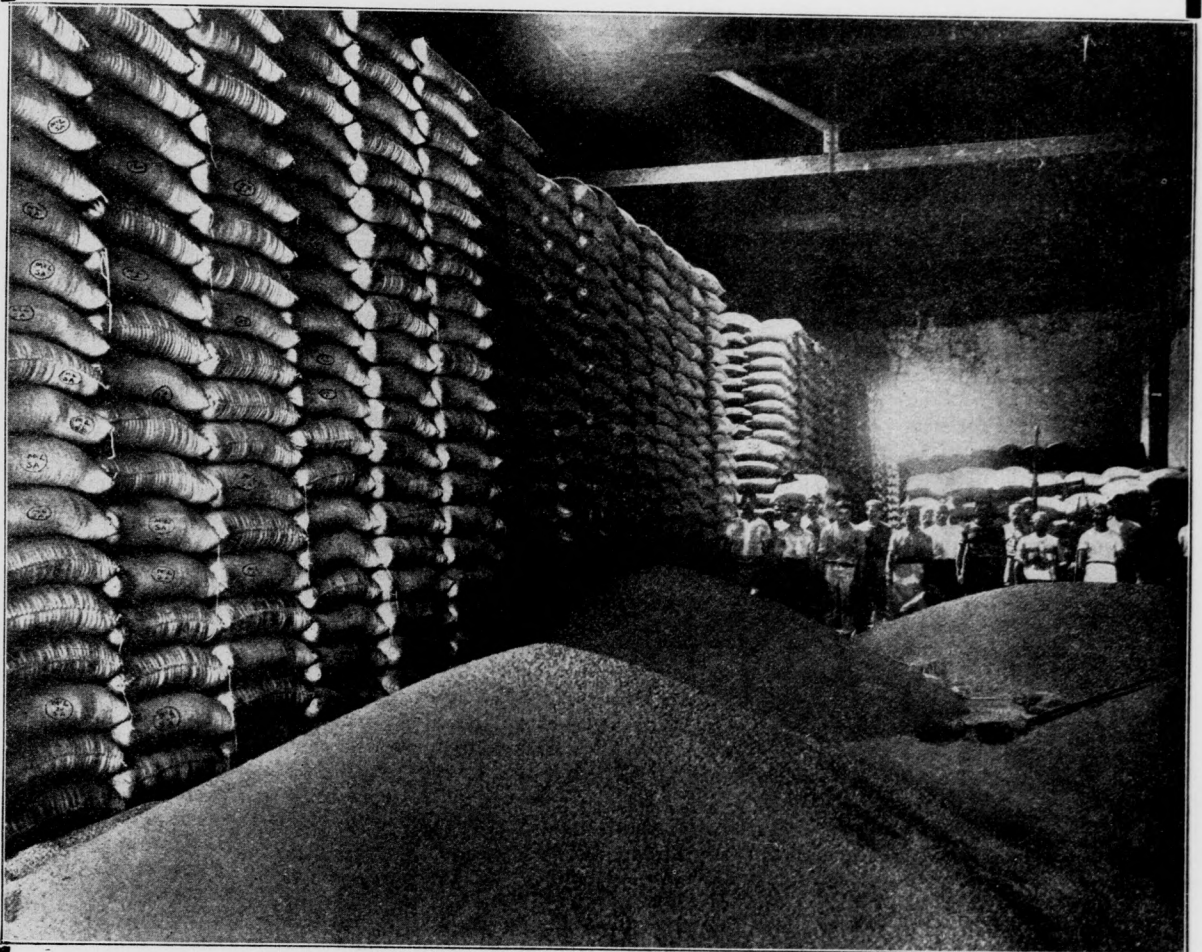
Prof. J. N. Van der Muelen, of Hope College, was the last speaker of the evening. His topic was "Business and Life." "Every man," he said, "should have an ideal; should endeavor to make something. If he were a merchant," he said, "he would want to be an efficient merchant, the biggest merchant, the most progressive, the most alive. He would advertise. The flowers with their gay colors, the birds with their plumage and song, the girl with her pretty face and ribbons, William Alden Smith—everybody and everything—advertise and so should the merchant. He would make a science of his business and there would be no detail of it he did

[Continued on page 38]

McLaughlin's Coffees

Always Better at the Price

Our large stock of every grade of green coffee protects our brands. For we are able to guarantee uniformity and you get the same coffee every time. Consider what this means to you in building up a satisfactory coffee trade. ❀ ❀ ❀ ❀ ❀



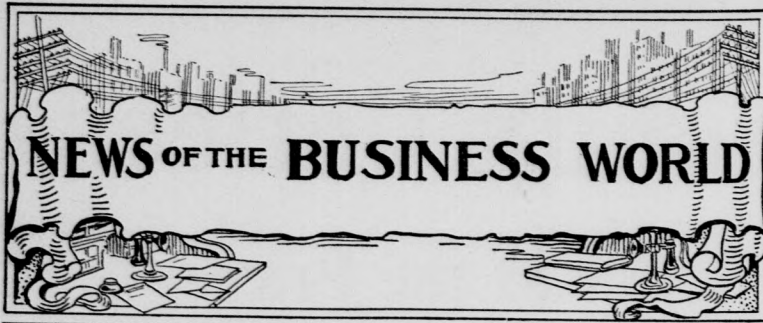
Mixing and Bagging Coffee at McLaughlin & Company's Santos Warehouse

W. F. McLaughlin & Co.

Chicago Houses—82-96 So. Water St., 16-18 Michigan Ave.

Warehouses—North Pier, Chicago, River

Branch Houses—Rio de Janeiro and Santos, Brazil



Movements of Merchants.

Gulliver—A general store will soon be opened by Lon Leslie.

Marshall—A new cigar store has been opened by John Moll.

Grattan—E. Brooks has sold his general stock to Geller Bros.

Hancock—A dry goods store will be opened by Tobin & Joellson.

Belleville—A confectionery store has been opened by W. A. Atyeo & Son.

Port Huron—Fred Bennett has purchased the grocery stock of John Fisher.

Allegan—S. W. Fuller has closed out his grocery stock and returned to farming.

Onkama—A bank has been opened here under the firm name of Hans A. Wendel & Co.

Onaway—Edward M. Everling is succeeded in the cigar and notion business by Henry Foy and Alex Freel.

Big Rapids—The grocery stock of the late J. K. Sharpe was bequeathed to his wife, who will continue the business.

Buckley—Chas. Johnson, having purchased the interest of his partner, G. A. Brigham, will continue the drug business alone.

Tecumseh—A five and ten cent store will be opened in the DeWolfe block by Mr. and Mrs. Fred Bollmeyer, of Toledo.

Ontonagon—Charles Hecox is removing his hardware stock from Sherman, where he has been engaged in business, to this place.

Lansing—F. W. Godding, formerly of Eaton Rapids, and Vern Abbey, of this place, will open a clothing and men's furnishing store here.

Lowell—Aaron B. Ives, formerly of Sunfield, has entered into partnership with G. Troub, who recently purchased the grocery stock of M. C. DeCou.

Engadine—Dr. F. L. Bright has erected a store building, in which he will engage in the drug business, which he will manage himself for the present.

Kalamazoo—The United Cigar Stores Co. has opened a store at 115 East Main street, which will be conducted under the management of H. S. Wernstein.

Newberry—The St. James Cedar Co. has been incorporated with an authorized capital stock of \$100,000, all of which has been subscribed, \$54,000 being paid in in cash.

Almont—A new bank has been formed under the style of the Almont Savings Bank, which will open up during the first part of July with a paid up capital of \$25,000.

Grand Ledge—W. J. Polley, who closed his cigar and tobacco store in Eaton Rapids a few weeks ago, has moved his store fixtures to this place and will re-engage in business.

Battle Creek—The paper, wood and willowware store opened recently at 88 South Jefferson avenue, east, by Redner & Cortright is to be conducted as a wholesale establishment.

Escanaba—Alex Gunderson, formerly engaged in the tea business with C. A. Carlson, has sold his interest to his partner and F. W. Dahlgren, who will continue the business.

Coldwater—E. C. Urick, who was for many years engaged in the bakery business at Elsie and has been lately succeeded there by Clark Burdard, will succeed M. D. Gust in business here.

Greenville—Earl B. Slawson, dealer in grain, lime and cement, has opened a store, which he thinks will be more convenient for his customers than his old office and warehouse, being in the business district.

Battle Creek—A corporation has been formed under the style of the C. R. Brewer Lumber Co. with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and paid in in property.

Kalamazoo—W. G. Duffield is succeeded in the grocery and dry goods business at 1601 South Burdick street, which he conducted under the style of the South Side Department Store, by Mullie & Kloosterman.

Detroit—A corporation has been formed under the style of the Specialists' Prescription Co., which will conduct the drug business with an authorized capital stock of \$2,000, of which \$1,500 has been subscribed, \$500 being paid in in cash.

Cadillac—The drug business formerly conducted by the A. H. Webber Co. has been merged into a stock company under the style of the Webber-Benson Co., which has an authorized capital stock of \$15,000, all of which has been subscribed and paid in.

Mayville—A corporation has been formed under the style of the Erb & Harbin Co. which will conduct a general mercantile business with an authorized capital stock of \$5,000, of which \$2,500 has been subscribed, \$1,000 being paid in in cash and \$1,500 in property.

Fayette—The general merchandise business formerly conducted by A. P. Anderson has been merged into a stock company under the style of the Home Supply Co., which has an authorized capital stock of \$2,000, of which \$1,000 has been subscribed, \$530 being

paid in in cash and \$200 in property. Mr. Anderson was joined in the formation of this company by Jules DeGrand, of the flour and feed firm of the A. & J. DeGrand Co., of Escanaba, and Adam J. Henry, of the same place.

McBain—The L. Bradfield stock of men's clothing and furnishings has been purchased by J. M. Roberts, who conducts a shoe and clothing business at Maple Rapids, which he will continue as heretofore, sending C. D. Stocker to take charge of the store here.

Flint—A shoe store has been opened at 410 South Saginaw street by Congleton & Rogers. H. F. Congleton has been a resident of Clio for thirty-five years and his partner, Earl A. Rogers, has been a salesman in the clothing store of Crawford & Zimmerman for the past four years.

Manufacturing Matters.

Saginaw—The Jackson-Church-Wilcox Co. has increased its capital stock from \$25,000 to \$60,000.

Detroit—The capital stock of the Baumgartner's Fashion Shop has been increased from \$30,000 to \$65,000.

Laurium—The Calumet Chemical Co. has now finished installing new machinery in its plant here, in which it will make baking powder, spices, extracts and sundries in addition to chemicals.

Detroit—The Detroit Socket Co. has been incorporated to manufacture hardware and vehicle parts, with an authorized capital stock of \$15,000, of which \$8,000 has been subscribed, \$1,000 paid in in cash and \$7,000 in property.

Kalamazoo—The Minute Washer Co. has been incorporated to conduct a manufacturing business with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$200 being paid in in cash and \$3,000 in property.

Constantine—The business of the Constantine Casket Co. has been merged into a stock company under the same style with an authorized capital stock of \$20,000, of which \$10,400 has been subscribed and \$4,500 paid in in property.

Ypsilanti—A corporation has been formed under the style of the Huron Paper & Papeterie Co. to manufacture paper and its products, with an authorized capital stock of \$2,000, all of which has been subscribed, \$500 being paid in in cash.

Kalamazoo—The Kalamazoo Sheet Metal Manufacturing Co. has merged its business into a stock company under the same style with an authorized capital stock of \$8,500, of which \$4,410 has been subscribed, \$200 being paid in in cash and \$4,210 in property.

Detroit—The Bleil, Champagne & Kunath Co. has been incorporated to manufacture various tobacco products with an authorized capital stock of \$1,000, of which \$500 has been subscribed, \$400 being paid in in cash and \$100 in property.

Holland—A corporation has been formed under the style of the Thompson Manufacturing Co., to make brass goods and plumbers' woodwork, supplies and materials, with an

authorized capital stock of \$50,000, of which \$30,000 has been subscribed, \$24,000 being paid in in cash and \$6,000 in property.

Things Doing.

During the past decade the vogue of the balloon, from being a cheap and ever available diversion to be featured on Fourth of July and circus days and as an attraction at every little imitation Coney Island or White City, has been evolved to a pronounced condition as a social, scientific, commercial and military fact.

Men and women all over the world who have amazedly witnessed the hot-air balloon ascent with its parachute drop as a thrilling climax are now making balloon trips on their own account, taking chances which ten or twenty years ago they would not have seriously considered under any circumstances.

The possibility of flying through the air in any direction and according to the wishes and judgment of a human being as pilot; of landing at a previously designated destination; of carrying a tonnage largely in excess of air ship or dirigible balloon; of remaining in the air as long as may be desired, and of attaining a speed of thirty or forty miles an hour, has been repeatedly demonstrated and without great loss of life.

Indeed, Prof. Alexander Graham Bell has compiled statistics showing that the percentage of loss of human lives in the development of aeronautics thus far is infinitely less than were the losses of lives recorded in the development of steamboats, steam railways and electric railways.

Another gentleman well known in Wall street predicts that from now on, until the motor engines—gasoline, electric and alcohol—are brought approximately to their ultimate values, railway stocks, both steam and electric, must have a somewhat uncertain value. He cites the recent probating of the will of a Boston multi-millionaire by the terms of which an heir now 7 years old is to receive on the attainment of his majority the earnings of a million dollars' worth of steam and electric railway stock, and to then have the absolute control and management of said stock. And he concludes: "Fourteen years is a considerable period of time these days. The earnings of the child's stock meanwhile may accumulate to a considerable extent and fortunately it is so; because within fourteen years the electric storage battery, the turbine engine, the various motor engines, the dirigible balloons and air ships may render roadbeds, rails, bridges, tunnels and rights of way much less valuable than at present."

The Hero.

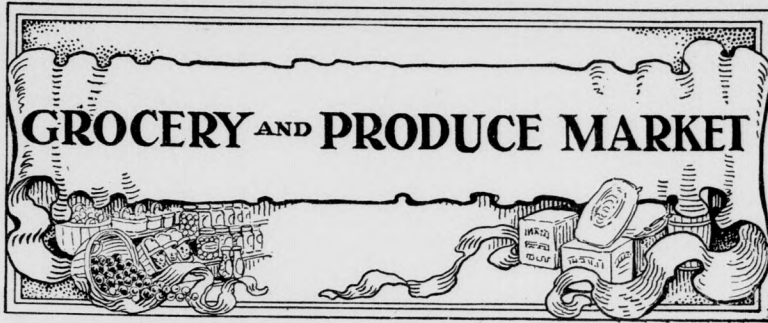
"So Bliggins has written an historical novel?"

"Yes," answered Miss Cayenne.

"Who is the hero of the book?"

"The man who has undertaken to publish it."

The man who puts heart into his work will always get ahead of it.



The Produce Market.

Asparagus—90c 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 Virginia—command \$1.50 per bu.

Beets—35c per doz.

Butter—Notwithstanding the increase in the make of butter, there has been no change in prices during the week and the market is very firm. There is an active consumptive demand for all grades and some speculative demand. Prices are about 15 to 20 per cent. above a year ago. From now on a further increase in the make is looked for, and the price in the near future depends on the consumptive and speculative demand. 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 \$1.25 per crate. Texas fetches \$1.75 per crate. Tennessee ranges around \$1 per crate.

Cantaloupes—Texas stock commands \$2 per crate for either 45s, 54s or 60s.

Carrots—New, \$2 per box.

Celery—California, 75c per bunch.

Cucumbers—65c per doz. for home grown hot house. Florida stock, grown outdoors, fetches \$1.50 per crate.

Eggs—The egg market is firm and unchanged. The weather has been very favorable for quality, and there has been almost an entire absence of the usual trouble through eggs showing heat at this season. The market is healthy and the consumptive demand good. Present conditions seem likely to continue for some time. Local dealers pay 19c f. o. b., holding case count at 20c and selected candled at 21c.

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

Green Onions—10c per doz. for Evergreens and 15c 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, 7c per lb.; Florida head, \$1 per box.

Onions—Texas Bermudas are in strong demand at \$1 for yellow and \$1.10 for white; Louisville, \$1.35 per sack.

Oranges—Navels are in fair demand at \$3@3.50 per box. Mediter-

ranean 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—\$75c for old and \$1.35 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—15c per doz. bunches.

Strawberries—Home grown are in liberal supply and will hold the market from now on. The price ranges from \$1.75@2. The crop promises to be good, both as to quality and quantity.

Tomatoes—Texas, \$1 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.

Marquette—The newly organized wholesale grocery company, the formation of which was mentioned in the Tradesman last week and which will conduct business under the style of the Gannon Grocery Co., has elected officers as follows: President, Herman F. Heyn, Ishpeming; Vice-President, Joseph H. Winter, Negaunee; Secretary and Treasurer, Otto Koch, and Manager, Joseph Gannon. The directors are the aforesaid officers and E. H. Noble, Marquette; E. W. Mitchell, Munising; R. P. Bronson, Ishpeming; M. C. Quinn, Negaunee, and W. H. Oakley, Ishpeming. The company will occupy the building north of the L. S. & I. passenger station, formerly used for a skating rink, in which a concrete floor is to be laid, part of the building being fitted for an office. Business will probably be begun about July 1.

R. M. Wheeler, who has been connected with the Omaha, Denver and Chicago offices of the Moneyweight Scale Co. for the past four years, has been assigned the Western Michigan territory and has opened an office at 35 North Ionia street. He has four men in the field under him. Mr. Wheeler was born at Manton and was raised and educated in Michigan. He is not only a remarkable business producer, but has the reputation of being something of a fighter as well.

The capital stock of the Oliver Machinery Co. has been increased from \$150,000 to \$650,000.

The Grocery Market.

Sugar—The market on refined met a Waterloo last Friday, when prices were marked down 20@30 points and orders went forward to the refiners like a deluge. The refiners' prices now range from 4.75@4.85. Unless all signs fail the tendency of the market for the next few months will be towards a higher basis. In view of the large business transacted and the prospective heavy withdrawals refiners will be in bad shape in their shipments, and we believe buyers will find it greatly to their advantage to give immediate shipping instructions to cover their prospective requirements and thus avoid annoying delays and have sugars shipped to them in sufficient time to meet the demands of their trade.

Tea—The market holds steady with a moderate demand. New crop Japans are very firm with the early advances being maintained. The quality as shown by advanced samples is good. Ceylons continue to hold firm and the demand is strong. The growth of the Ceylon trade in the United States is causing much uneasiness in Japan. The decline of Formosan exports is causing the Japanese government to consider the advisability of discontinuing the internal and export tax in addition to an aggressive advertising campaign in the United States. No vote is expected in the tariff bill before July 1. Senator Tillman is urging a 10c per pound duty as a protection to South Carolina grown tea, but the prospects now are that no duty will be imposed.

Coffee—The market is without feature and there will be no active trading until the duty question is settled. Good grades of Santos coffee are not abundant. Mild coffees are steady and fairly active. Maracaibos are wanted at firm prices. Javas are dull and unchanged. Mochas are in fair demand at ruling prices.

Canned Goods—There is quite a little off stock of canned corn which can only be sold at cheap prices, but good standard stock is very scarce, which should cause much higher prices before the new pack. Tomatoes can not possibly go any lower, and there seems to be little prospect of any higher prices. Opening prices on Maryland pack strawberries were given out early this week. These prices are on a considerably lower basis than last year and the goods, as shown by samples already on the market, are of good quality. Peaches and apricots continue on a steady basis. All varieties of salmon continue firm and strong. The Columbia River pack is said to be running very light and it is thought that opening prices will be well maintained. There is an increasing demand for pink salmon, the trade realizing that a one-pound can of pink salmon is very good food value for 10 cents.

Dried Fruits—New future raisins are priced at 6¼c for fancy seeded coast, which is about 1c above the quotation on old goods, freshly seeded, for August shipment, and nearly 2c above the regular spot price. The demand is very light. Currants are unchanged and in light demand.

Prunes for future delivery are very dull. Prices are not strong, and some sales have been made a shade below the original 3c basis. Old prunes are not wanted either. Future prices on peaches have been made—5½c for choice f. o. b. the coast, which is 1@1½c above the spot price. Sales of both spot and future are very light. New apricots have also been priced on a basis of 8¾c for standard, which is about the spot basis. The demand is light.

Cheese—The market has advanced 1c during the past week and fully 1½c in the past two weeks. This condition is an unprecedented one for this season of the year, when the price almost invariably tends downward instead of upward. A few years ago June cheese frequently sold at the factory at 7@8c. This week the prices range from 13@14c. The stock is of very good quality and it seems to be impossible for jobbers to keep up their stocks. In fact, there is quite a scramble to obtain a sufficient amount of cheese to fill current orders.

Rice—Buyers find it difficult to match up previous purchases, except at advanced prices. Advices received from primary southern points indicate a firmer feeling on Japan sorts.

Rolled Oats—The market continues strong at the advance of last week, with no indications of any immediate relief in sight.

Syrups and Molasses—Glucose is strong, owing to the very high price of corn. The refiners claim that glucose should be 15 points higher, but whether they will advance it to that extent is problematical. Compound syrup is unchanged and dull. Sugar syrup is in ready demand at ruling prices. Molasses is unchanged and quiet, fine grades being scarce.

Provisions—Everything in the smoked meat line is strong at ¼c advance. There has been a general advance all over the country. Pure lard is also ¼c higher, but compound is unchanged. The demand is good for both. Barrel pork is 25c per barrel above last week; no change in dried beef or canned meats, seasonable demand for both.

Fish—Cod, hake and haddock are unchanged and dull. Domestic sardines are weaker, as it was predicted they would be, and new 1909 goods have been offered as low as \$2.55 f. o. b. Eastport. This is a decline of 30c from the recent price. The demand is light. Imported sardines are unchanged and dull. Red Alaska salmon is in good demand at steady prices; other grades of salmon quiet and unchanged. No change has occurred in mackerel during the week. Reports from the shore fishing are quite discouraging. Prices of Norway mackerel show no improvement, and the demand is light.

Lansing—Harry E. Thomas has purchased the interest of H. E. Beck in the Beck & Cole Co., dealer in general merchandise. Edgar B. Cole will take charge of the business. Mr. Beck will give his entire time to the management of the Lansing Business University.

TRAFFIC TIPS.

Important Points Which Every Shipper Should Know.

Written for the Tradesman.

Claims against common carriers for the refund of excessive transportation charges, usually designated as "Overcharge Claims," must be presented within two years of date of payment of charges.

Statute of Limitations.

Claims must have accrued within two years immediately prior to the date upon which they are filed; otherwise they are barred by the statute. The Commission will not take jurisdiction of or recognize its jurisdiction over any claim for reparation or damages which is barred by the statute of limitation, as herein interpreted, and the Commission will not recognize the right of a carrier to waive the limitation provisions of the statute.

In prescribing this limitation, the Commission may be quoted as saying: "A statute of limitation is a wise method of forcing claimants either to assert their rights against others or definitely abandon them. Persons against whom claims may be made are fairly entitled to repose at some definite point of time and this is especially true in connection with matters of transportation. Waybills and other papers accumulate in vast numbers in the course of a few months and carriers are entitled, if claims are to be made, to have them made with reasonable promptness."

Many claims, after presentation to the railroads within a reasonable time, are allowed to remain in suspense, neither paid or declined, until the limitation has expired and thus become barred by the statute. It is, therefore, imperative that such claims be afforded persistent attention from date of filing until paid or declined and should continued delay of settlement by the railroad beyond a reasonable length of time for investigation, obtain, the claims should be recalled and presented to the Interstate Commerce Commission before the expiration of the two years limitation imposed.

Although 104,034 letters were received by the Interstate Commerce Commission during the year 1908, an increase of 55.43 per cent. over the previous year, comparison shows that ordinary claims, properly presented to the Commission, are usually settled in less than one-half the time consumed by the claim departments of the railroads in handling similar claims.

Payment of excessive transportation charges should always be made under written protest and claim for recovery should immediately follow. In presenting claims full reference to the accompanying documents should be made and an immediate acknowledgement of the receipt of the claim should be secured from the party to whom sent.

The initial, or first, carrier is responsible for the acts of its connections and all claims for loss, damage or overcharge should be filed with the carrier issuing the bill of lading.

Interest may be collected on overcharge claims from date of payment of the excessive charge and upon claims for loss or damage for all time claim remains unpaid in excess of thirty days from date of presentation.

In presenting claims to carrier the intention to demand payment of interest should be announced.

In the twelve months ended November 30, 1908, there were filed with the Interstate Commerce Commission, 228,490 tariff publications all containing changes in the rates and rules governing transportation.

The act to regulate commerce requires carriers to collect their published tariff rates, under severe penalty, and the Supreme Court of the United States has held that this must be done even though the carrier has quoted to the shipper a different rate, in good faith, upon which the shipper has acted.

In conclusion of its twenty-second annual report (1908) the Interstate Commerce Commission especially recommends "That appropriate legislation be enacted in respect of the misquotation of rates."

The Interstate Commerce Commission has no jurisdiction over any claim of the carrier against the shipper, and will assume none but requires the carriers to collect their published tariff rates, by legal procedure if necessary.

All freight rates are based upon classification as provided by the various classification committees which meet twice each year and at which meetings shippers are permitted to appear in connection with any petitions they may have previously filed asking for changes in the classification of their shipments.

The Western Classification Committee, which has jurisdiction over all territory west of the Mississippi River, will meet in Charlevoix, Michigan, early in July. The docket for petitions to be considered at this meeting was closed June 7.

The Southern Classification Committee, which has jurisdiction over all the territory south of the Ohio River and east of the Mississippi River, will meet in Atlantic City, early in July and all petitions for changes in Southern classification should be filed with the Committee prior to July 1, in order to receive consideration at that time. Ernest L. Ewing.

Doings in Other Cities.

Written for the Tradesman.

Slow, staid, sober Philadelphia, the City of Brotherly Love, was under mob rule during several days, while the street car strike was on, and the better class of citizens are already blushing for their city. Philadelphia is a city of homes, and the property owner may generally be depended on to respect the property rights of others. The worst feature of the strike was that young men, even boys, were in the forefront and getting an education as law breakers.

The Chamber of Commerce of Toledo has issued 40,000 invitations to citizens to become members of the Home-Coming Club.

"Do you realize that Pittsburg suffers more from flood than any other city in America?" This is the ques-

tion asked by the flood commission of that city in its appeal for funds. A total of \$75,000 is asked for the preliminary work.

Jackson's Chamber of Commerce has secured a public market for that city, which will help in obtaining for Jackson merchants their share of the trade of the 6,000 farmers of the county. Jackson has been ill treating its rural patrons, according to the Patriot of that city, and possibly the following description of how this has been done will apply to some other cities as well: "The farmer found the hitching rail in front of his favorite store gone. A policeman directed him to a back street with many tough saloons, and he had to carry his purchases to his wagon and guard the movables there from thieves. His county fair degenerated to a harvest time for tin horn gamblers, until he became properly disgusted and stayed away. At last he found himself practically banished to the hay market, bounded by many low saloons and places of ill repute which flaunted themselves before his wife and daughter and proved a dangerous allure-ment for his hired man and a pitfall for his son. So in increasing numbers the farmer has been doing his trading in the country town, where prices for his produce were as high and where he found a hearty welcome."

Among the exhibits at the recent industrial exposition at Cleveland were delicate electrical instruments and powerful gas engines turned out complete by students of the technical high school. The work of the boys in producing these engines is little short of marvelous.

Mayor McMullen and City Attorney Collins, of Corunna, taught two of the citizens a lesson the other day. These men were disputing over the question of whose duty it was to bury a dead cat that lay on the boundary line between their premises, and finally they carried their complaint to the Mayor. This official and the city attorney promptly took shovels to the scene, doffed their coats, and buried the dead feline, while the complaining citizens, with shame in their faces, went away to ponder the lesson.

The Pere Marquette shops in Saginaw will return to full time about July 1. Approximately 450 families in that city are interested.

The Chamber of Commerce of Rochester, N. Y., has won a signal concession from all railroads entering that city, by which passengers traveling on regular through tickets may stop off for 10 days, with no additional fare.

Lansing has the roller skating fad to the extent that the mayor and Common Council are considering an ordinance governing the sport.

Adrian is arranging for a Home-Coming day on June 24.

The Denver Chamber of Commerce has decided to erect a Temple of Commerce all its own, five stories, of ornate architectural design, and costing complete \$125,000. The first floor will be devoted exclusively to a magnificent exhibition room, where every county and community in the State may maintain a permanent exhibit of their products and resources.

The Park Commission of Bay City has secured title to land for a river front park, paying \$27,500 for the Watson block, and all the buildings on the property will be razed as soon as they can be vacated.

The Cheboygan Chamber of Commerce and the Business Men's Association have been merged into the Cheboygan Chamber of Commerce, with John H. Clune as President and John Rittenhouse as Secretary.

Jacksonville, Florida, is growing. Prior to 1901 the city had but one six-story building and only three or four buildings more than three stories, but now the city has three to story structures which will be completed this year.

Rochester, the Flower City of the Empire State, is awakening to the fact that one of her chief assets from the "city beautiful" viewpoint is the Genesee River, and steps are being taken to improve its unsightly banks. As a step in this direction, the New York Central is being urged to build its new station at the river crossing.

The matter of improving the highways leading to the city, as a means of stimulating trade, is being taken up by the Business Men's Association of Hillsdale. Almond Griffen.

The only way to fill the harvester's wagon is to empty the sower's bag.

The large hearted always see large qualities in their friends.



MANY persons do not take the time to investigate Phrenology beyond the misrepresentations of incompetent itinerants. Hence are still talking "bumps."

"Bumps" do not determine a man's capabilities nor deficiencies. The brain is developed by fibers running from the Medulla Oblongata to the surface of the head, and volume of brain is dependent upon the length of these fibers. Con-

sequently, when I have carefully noted depth, length, breadth and general form of head, as well as temperamental conditions and organic quality, I can tell a man with absolute certainty how to proceed.

Call or send stamp for booklet.

H. G. Behrens, Phrenologist
39-41 Porter Block Grand Rapids, Mich.

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless High Class
Lemon and Vanilla

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

FOOTE & JENKS, Jackson, Mich.

A GOOD MIXER.

Not Absolutely Essential to a Merchant's Success.

Written for the Tradesman.

A perusal of the excellent article entitled "Good Will," in the Tradesman of June 2, leads to the study of another phase of the same subject. It is there intimated that the good will of the people and, consequently, the success of the merchant is many times the result of the latter's being "a good mixer."

The first suggestion of the term is not altogether pleasant. Why we should at once think of the mixing of alcoholic drinks, or of mixing in trouble which does not concern one, or of being mixed up in politics to one's detriment, it is hard to explain.

The word "mix" is so often used to describe disagreeable occurrences that we are hardly willing to show it due respect when we find it in good company. A distressing wreck, a disgraceful fight, an athletic scrimmage, a political quarrel, a social misunderstanding, a neighborhood disagreement, or the like, are seldom described without use of the phrase, "a bad mix up." But the subject under consideration is not a disagreeable one, and the results of being a good mixer must be beneficial to others beside the merchant.

The gist of the article referred to is that if a man wants the good will of a business he should build it himself rather than to attempt to buy a good will ready made along with a business.

The true basis of good will is a kindly spirit. That man only can have the good will of all who has good will toward all. Good will must be back of pleasing demeanor and courteous treatment. The words of one who tries to please everybody simply because he thinks it will help his business lacks that sincerity and heartiness which alone attract and hold friendship.

There must be a higher motive in business than simply to secure financial gain for one's self if good will is secured. A good mixer is one who loves his neighbor as himself and strives to do good as he has opportunity. Doing good is not confined to relieving distress. Any service, gratuitous or otherwise, which in any way benefits our fellows is doing good. The merchant who seeks and procures in the market those goods which are best adapted to the needs of his customers is doing good. He is doing good when he makes known to the people that he has secured desirable articles for them.

The working for the benefit of the customer must be more evident to the public than working for the merchant's profit if good will is engendered. It is not enough for the merchant to say: "I am looking out for your interests." He must prove that he is doing so. "Warm greetings and sweet smiles" will not command the good will of one who has been deceived in purchasing.

The realization by the people that a merchant is continually making special efforts to supply their needs when he might offer them the easiest

obtainable goods at an equal profit counts more for good will than pleasant greetings or felicitous remarks.

It is not absolutely necessary to success that a man be a good mixer; for some men do business and prosper who are not generally popular. Being a good mixer does not alone assure success; for some very popular in society are failures when it comes to conducting a business.

If a man is not naturally a good mixer and he realizes that it is desirable to become one, what must he do? He must be "all things to all men," but not for the sake of gain. He must be cordial and friendly with all classes, but he must avoid undue familiarity. He must not fraternize with certain ones to the extent of appearing to countenance wrong doing. He must maintain a commendable dignity. He must have regard to his reputation with the most respectable and dependable citizens of the community. He must be on friendly terms with those who are rivals or enemies to each other, but he must not take sides with either. He must keep out of petty jangles. He must be able to discuss grave and important matters with one and turn at once to converse with another who never seems to have a serious thought.

But what shall he do with those who must be flattered in order to hold their trade? What can he do with those who must be allowed to believe that they are especially favored customers? Must he be like the toad or the chameleon which changes the color according to the color of the vegetation by which it is surrounded? Must he be a jumping-jack and perform every time some one pulls a string? Will he have to coincide with the views of one customer in order to please him and hold his trade, and take the negative side of every question with another who loves best of anything to argue and dispute? When one declares it is a fine, fine day, must he give assent and the next moment as decidedly agree with the one who has some complaint to make about the weather?

The man who sets out to be a good mixer will frequently meet cases and conditions where his tact and ingenuity will be taxed to the utmost. Emergencies will arise in which he will have to choose between standing by his honor and self respect or stooping to servility and deceit. Not every man who gives due thought and attention to his business and fulfills other obligations in life can take an active interest in every public enterprise or be competent to converse intelligently on every topic introduced by customers.

Be a good mixer—if you can. If you can not, get a partner who is, or seek a location and a class to which you are adapted. E. E. Whitney.

The leaden heart easily learns how to praise the Golden Rule in silvery tones.

It is better to be wrecked through overzeal than to rot from overcaution.

What Other States Are Doing.

Written for the Tradesman.

A bill abolishing capital punishment in Illinois passed the lower house, but was killed in the senate. There is a growing sentiment in the State that the hangman and his noose are relics of the dark ages and that if legal killing must be done, the means of execution should be less barbarous and gruesome.

Gov. Handley, of Missouri, has signed a bill prohibiting the smoking of cigarettes in public places by persons between the ages of 10 and 18 years.

Iowa's corn crop is showing up just 2 per cent. better than it did a year ago at this time and there is an increase of 5 per cent. in the acreage.

Letters have been sent to many of the cities of Iowa to the effect that crushed rock will be furnished free of charge from the state prison quarries at Anamosa for use in paving or road making.

New York has passed a law establishing a State reservation at Saratoga to preserve the mineral springs there. This action was made necessary because of the extraction of gas from the water for commercial purposes, the effect of which is to stop the flow of water.

A committee of legislators of Florida, after a trip of investigation to the Everglades, reports that the work of draining the great swamp is proving entirely practicable and urges that the work be pushed as rapidly as possible. They report that on the east coast especially great fields of tomatoes and vegetables and groves of fruit trees now are producing abundant crops where before the drainage work was begun the lands were practically worthless. Lands in the Everglades have been withdrawn from sale, as their value is constantly being enhanced by the reclamation work.

North Dakota has passed a pure seed law, applying to all farm and garden seed sold in the State, which becomes effective after July 1. A State Seed Commissioner has been appointed and every package of seed must be labeled, showing the name of the seed and the person or firm placing same on the market.

The Florida Legislature has passed a bill, providing that every paid article in a newspaper, magazine or peri-

odical published in the State shall be distinctly branded with the word "advertisement" printed above it.

The Wisconsin Legislature has passed a measure which greatly extends the powers of the Railroad Commission. It provides that no freight rate can be increased without a 30 days' notice to the Commission and giving the Commission power to suspend such rates from operation and to compel the railroad upon hearing to show the justice of the proposed increase. The powers of the Commission are also extended as to reviewing of alleged excessive freight charges. The Commission is given the power to order the depression or elevation of tracks, applying to crossings, both in city and country, which means the eventual abolishment everywhere in the State of dangerous crossings at grade.

A Kansas Memorial building, costing \$200,000, will be erected in Topeka. The building was made possible by the payment of an old war claim to Kansas by the Government, amounting to \$400,000, and one-half of this sum was appropriated by the Legislature for a memorial hall for the Kansas soldiers and sailors of the civil war. It will be occupied by the G. A. R. and the State Historical Society and will be one of the show places of the city.

Dr. Hopkins, of the University of Illinois, tells the farmers of that State that they are fast wearing out the soil, just as the older states in the East have done, by failing to put back what is taken out and a little more.

Almond Griffen.

Still Stranger.

A man who was having his hair cut in a Ravenswood barber shop pointed to a thin place on the top of his head.

"Sam," he said, "do you see that spot?"

"Yes, sir."

"Is there anything that will stimulate a growth of hair there?"

"No, sir," said the barber.

The Boss' Story.

The boss of the establishment told his funniest story.

But the boys did not see the point. There was one, however, who laughed long and loud.

Yet his salary was not raised, and the other boys were not fired.

Free Traffic Information

Kindly submit any question pertaining to any Freight Transportation subject in which you may be interested or a brief statement of the facts surrounding any Freight Claim, unpaid or declined, the present status of which is unsatisfactory to you and we will afford an immediate and practical illustration of the nature, value and scope of our traffic information and service.

By complying with this request you incur no expense and you do not obligate yourself to employ us in any capacity. We desire an opportunity to demonstrate our ability to handle traffic matters of every description and we hope same will be granted at once

Yours very truly,

EWING & ALEXANDER,

304-305 Board of Trade Bldg.
Both Telephones 2811.

Grand Rapids, Michigan.



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY
Corner Ionia and Louis Streets,
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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

June 16, 1909

AN OMITTED KEY-NOTE.

In the current issue of Everybody's Magazine is a very well written article of about 5,000 words, illustrated by eight half tone engravings, Mr. Forrest Crissey being the author.

Its title is "Robbing the Hand That Feeds," and the editor of the magazine says that Mr. Crissey "has been at work on the investigation for seven months past and has conscientiously verified every statement of his charge."

The purpose of the article is to expose the various "knocking down" processes utilized by unscrupulous commission men in the great produce handling districts, taking South Water street, Chicago, as its example because, as Mr. Crissey says: "South Water street, Chicago, is the second greatest produce market in America and, therefore, it may be considered representative."

To the average grower or shipper who has had experience none of the cases cited offer anything in the way of novelty. The stories are almost as old as is the handling of produce through a third or fourth party and at long range and so, of course, while it may be a surprise to the average layman and will, doubtless, arouse temporary denunciation and protestation, it falls short in that it does not give the names of the offending plotters and manipulators who were caught red handed.

To begin with there are, as Mr. Crissey admits, many honest commission men in the produce business, but the fruit growers in West Michigan, in the Yakima District and New York State can not know the names and addresses of all honest commission men. With the information possessed by Mr. Crissey made public a measure of relief might be extended to "the hand that feeds."

Corrective legislation, organization on the part of growers and shippers, the National League of Commission Merchants of the United States and certain of the produce trade papers are credited with having contributed during the past five years toward the development for the grower and shipper to-day of "a better chance of a square deal than ever before in the

history of the produce commission business."

This is true, and if the avowed effort of the article Mr. Crissey wrote—"to arouse and inform the growers of this country so that they will rise up and use the powerful lever of cooperation for their own protection"—is correctly stated, a high grade factor in the case would be the "naming of names."

Corrective legislation is effective when it is available, but it is a long process introductory to innumerable other long processes; the National League of Commission Merchants is doing its best, but results obtained by this body are necessarily slow in reaching the growers and shippers. The commission trade papers—that is to say, the really worthy ones—have done and are still doing the best work toward the annihilation of crooked operations by unscrupulous commission men and their success is due, chiefly, to the practice that, like Mr. Crissey, they first make sure that their information is reliable, will stand the legal tests, and then, unlike Mr. Crissey, they publish the facts, names and addresses and everything contributing toward a complete exposure.

Why not do this very thing in future, Mr. Crissey, and so help to obviate the need, in referring to the present better chance of a square deal for growers and shippers, of putting the word "chance" in italics?

A WAY OUT.

Just now dozens of cities, large and small, are digging deep into the records of former experiences and delving diligently along new marked lines, in search of some sort of a special drawing card which will attract large crowds of people to their streets, their hotels and other places of business upon certain days.

It is the conventional, everlasting struggle for wider publicity, increased business and more pronounced prosperity that causes these efforts and, unless habits and conditions change marvelously, it is a strife certain to continue indefinitely.

Strange as it may seem, in the light of such a condition, the chief factor in the success of any such effort is, as a rule, overlooked by the average business community.

That is to say, no complete success in such a direction can be achieved without the unanimous and hearty cooperation of the entire community. Every individual and each business enterprise in any city or village embodies an essential to the luck, good fortune, achievement or prosperity of such city or village.

Harmonious co-ordinate effort in any given direction by any entire community removes the fateful "Every town must solve its own problems," because by such unity of effort there can be no problem.

The three days of county fairs; the Red Ribbon Racing Circuit, the baseball tournament, the band tournament, the home comings and all the special events, even to circus days, depend upon coequal effort and participation upon the part of a specific

group of men, and in exact accord with the approximation to unanimous action on such occasion is the degree of success attained.

Citizens who will not attend public meetings to consider such propositions, other citizens who do not care to identify themselves with such proposed enterprises because they can not see a direct and immediate benefit for themselves and those other citizens who, because of some individual, petty spite, strenuously decline to participate in all public events, may not be converted at the drop of the hat, and, unconverted, can contribute strong influence against any plan contemplated; but they can be converted if frankly, wisely and persistently approached.

No normal, fair minded man is impervious to sincere pleading or impure as to the good influence of broad, earnest civic righteousness. Therefore if your town has any special effort or event in mind, your first step, must be toward winning converts to that idea and winning fairly.

This means that you must maintain perfect control of your temper, must banish inuendo, sarcasm and personal dislikes, must submit to being dominated by the thought of the public welfare first, my own interests afterward. In this frame of mind and with absolute faith in whatever your cause may be, you can contribute tremendously toward the achievement of victory.

A FINE DOCUMENT.

An interesting and valuable circular issued by the Board of Health and distributed, in part at least, by the milkmen who cover the routes in our city tells about the "Care of Milk in the Home."

It says that the quality of the milk supply of a city has much to do with the health of the people; that it is the most valuable single article of diet known to man, and is the only proper food for babies under one year of age when they can not get the nourishment which Nature intended for them—mother's milk.

Then it tells that dirty methods of keeping and milking cows, dirty milkers and milk vessels, failure to cool the milk promptly and to keep it cool until used and keeping milk too long before it is used are the chief causes of producing dangerous milk.

All of these facts are unassailable and the Board of Health should receive the most cordial co-operation of every householder, of every dairyman and of every milkman in the effort to make the milk supply of Grand Rapids just what it should be. Therefore householders should study the circulars referred to; get the recommendations made thoroughly grounded in their minds and then so far as possible observe the recommendations daily all the year around.

The circular asserts that "bad milk is responsible for a large part of the bowel troubles of babies and for the death of many of them." It also recommends that all milk vessels "should be thoroughly cleansed as

soon as empty, using first clean cold water for rinsing and then scalding them with hot water containing a small amount of washing soda or borax. After washing, the vessels should be rinsed with clean water and then well aired and sunned in some place where they will be protected from dust." Also that milk in sealed bottles "should be taken in as soon as possible and placed at once in the refrigerator until used. If you are getting milk in bulk and not in bottles it is best to have the milkman deliver it directly to you or your servant, and you should see that it is put on ice immediately and kept cold."

It is unfortunately probable that fully 25 per cent. of the families in Grand Rapids do not have refrigerators, do not "take ice," do not employ servants, so that it is impossible for them to follow instructions. And it is also quite likely that a majority of such people are required to utilize every moment of the hours they are awake to get to their work in time in the morning, to accomplish their home duties and to get to their beds in time to obtain such rest as is absolutely indispensable.

Unfortunately, also, it is among just such households as these that the infant mortality is greatest. Therefore the Board of Health should receive the co-operation of the city officials and, indeed, of every righteous citizen in an effort to provide an ice fund from which to meet the cost of producing in such cases the required conditions. The babies deserve that much recognition to say nothing of the general welfare.

As will be noted elsewhere in this issue of the Tradesman, Rochester has been granted the same concession which Detroit has long enjoyed by which passengers traveling on regular through tickets may stop off ten days with no additional fare. Grand Rapids has sought to obtain this concession on several different occasions, but thus far its railroad representatives in the passenger association which covers this territory have not presented the case with sufficient strength or persistence to secure its adoption. There is no reason why Grand Rapids should not be placed on the same basis as Detroit and Rochester in this respect and it might not be a bad idea for the Grand Rapids Board of Trade to bring to bear sufficient pressure to compel the granting of this concession.

Advertising creates confidence; confidence creates action, and action helps to create prosperity.

The man who is busy doing things does not have time to stand around bragging about it.

There is nothing so likely to produce peace as to be well prepared to meet the enemy.

A man is rich or poor according to what he is, not according to what he has.

Doing one's best at each moment is all there is of life.

THE LURE OF THE TOWN.

Roast the rich, the rampant, ravenous, reprehensible rich!

This seems to be the slogan of an army of theory building, essay writing, speech making economists and parlor reformers.

But what about the poor? The premeditated, predaceous, perpetual poor?

Why may it not be that this latter class, which, according to current essayistics is so much in need of a square deal, why may they not be equally culpable?

It is one of the proudest and best boasts of the people of the United States, as well as one of the most truthful, that our public system of free schools has produced, from a mass unequaled as to mixed nationalities, temperaments and habits, a nation which shows the lowest percentages of illiteracy and slavish sycophancy and dependence.

This being true, as every good American sincerely believes, it follows that there are hundreds of thousands of men between the ages of 20 and 40 years who are at least the mental equals of the so-called wealthy men and who, beyond question, are their superiors in matters of physical strength and manual skill.

And so, speaking of a square deal, these men, who are not, in a fiscal sense, as well equipped as some of their brethren, possess, so far as actual essentials go, an equal start in life with all other men, if not one that is without a superior.

What is the result?

There isn't a single agricultural district adjacent to cities of 10,000 population or over which is not, annually, very hard pressed to secure the necessary help to harvest the various crops.

It has been estimated that an average of 200 men for every county in the North Central States could find profitable, permanent, all-the-year round employment on the farms in those counties, while it is a notorious fact that hundreds of thousands of men with families might house their families and feed, clothe and educate them much better in every respect, than they are doing at present and without working as hard or accepting as many privations and embarrassments as at present come to them unceasingly, if they would but consent to leave the cities and establish themselves as small farmers on land of their own in close proximity to the cities.

Disdainfully ignoring opportunities of such a character and persisting in their poverty stricken fealty to "the lure of the town," such men are willful offenders against the public welfare and deserve no sympathy.

Are the men of wealth to be blamed because an intelligent, skillful and industrious artisan is not economical and a man of thrift? Are those men who succeed in creating a business of their own which yields them a comfortable living, or one that is elaborate, at fault because other men who are their equals in health,

strength and mentality fail to accomplish similar results?

There are to-day in Grand Rapids, probably, at least 5,000 men who submit themselves and compel their families to an existence based upon annual wages not exceeding \$500, and as many more whose earnings do not exceed \$700 a year per family.

These people live in very small and inconvenient quarters, without the ordinary comforts of life, and this is all right as a beginning.

But it is safe to say that at least 50 per cent. of these continue to live in this fashion throughout their lives simply because they do not know how or, knowing how, do not care to manage economically and save regularly and persistently.

And it is this careless, mistaken, foolish 50 per cent. that causes all the outcry against the accumulation of wealth, the creation of great industries and the establishment of mammoth mercantile enterprises.

It is this mistaken, careless, foolish 50 per cent. that ignores the multitude of opportunities for comfortably and properly housing, feeding, clothing and educating their families and for becoming their own employers.

It is this foolish 50 per cent. that drives farmers in need of help to desperation each harvest time and that makes of charity a veritable tragedy.

INSECTICIDES.

Just now you may be sure to attract the farmer, gardener or poultry raiser along some of these lines. The six-footed pests are abroad and fast increasing in numbers. The chances are that with the rush of getting in the crops some needed insecticide will be forgotten until too late. The farmer will esteem it a favor to have you jog his memory, providing you do it in a tactful manner.

The standard remedies need no recommendation. All that is required is calling attention to the demand of the season. It is none too early to press white hellebore for currant worms. It will also destroy some of the enemies of the rose without injuring the foliage.

Paris green is an all-around remedy, but is in especial demand to save the potato crop. Be sure that you have the pure stuff, and fresh enough to do first-class work. Much of that on the market at the corner grocery is worthless. Make it a point to furnish only material which you can guarantee, and there is room for a good trade in the midst of any farming community.

Then there is the material for Bordeaux mixture, with which comes the necessity for a brass spraying outfit, the cheap tin sprayer which does duty for Paris green or other arsenical compounds not resisting the effects of this mixture. Why not look to supplying the complete outfit? Get facts concerning the results where spraying has been done and distribute them to your patrons. Make a special display of your insecticides and familiarize yourself fully with them. Know how to prepare and administer them and which is best for each

special need. Then get them out where all must see, and many will thank you—at least mentally—for jogging the memory before their vegetation was destroyed.

BETTER MEN THAN YOURSELF.

Andrew Carnegie's request, "Place on my tombstone this epitaph: 'Here lies a man who knew how to keep around him men who were more clever than himself,'" may constitute the key which unlocks the secret of his vast success as a money-maker. It is certainly suggestive to the manager of any business or occupation.

While we all believe theoretically that the head man should know how to do the work required of each of his employes, we also know how difficult it is to put this actually into practice. In this age of specialization, one must, to follow the maxim literally, know many trades and professions. The pioneer was, in a great measure, independent of his fellow-men. This was from necessity. But as conditions have changed, we note more and more the mutual dependency of the human race. The farmer might now raise his flax, work it out with the flail and permit his wife to spin and weave the clothing for the family, but he knows it would never pay. The factory forces with special appliances can do it much cheaper.

The business man long ago found the need of professional legal counsel. He learned more slowly the need of good mechanical aid for certain parts of his work. Then came the office force. At first any one who could write and compute could attend to this. Now he knows that a trained specialist is cheapest in the end, because he gives more speedy as well as more accurate service along varying lines.

To be able to place the best man for the position in each particular niche requires ability. To keep him at his best is often equally difficult. Seemingly unusual executive success rests largely on what sort of helpers you have. Aim to size up your men. They are the Cabinet of which you are President. And let each be one who is better than you are in some phase of the work.

"USING" ADVERTISING SPACE.

The majority will answer this in the affirmative, yet it is safe to say that a large percentage are not, despite the declaration made in the best of faith. They are paying for it; but the word "using" should have the prefix "mis" attached. When advertising does not pay, it is too often found to be not the real stuff that is used, but a poor, supposably cheap makeshift, extremely expensive in the end.

As a rule, the best commercial man is not the best writer. He may know what should be said, but he has not the faculty of putting it on paper in the most effective manner. On the other hand, the professional advertisement writer can frame the advertisement so that it will appear to the best advantage, while he would starve to death if forced to sell the goods.

How much better the policy of employing the specialist to write your

advertising! If you are about to repaper your establishment you do not run the risk of spoiling the paper by trying to hang it yourself. Besides, your time is too valuable. Why spoil good space in your local paper—space that costs you money—to say nothing of the chances taken of making yourself dull or even ludicrous in the eyes of possible customers, by attempting to do a line of work for which you are not fitted?

If your advertising has proved unprofitable, just study it honestly, and ask yourself if you would care a whit for it if it belonged to some other fellow. What drawing features does it possess? If you can not answer this satisfactorily, you may conclude that the trouble is with the copy, not with the paper. Institute a reform. Try the experiment of having an advertising man help you; and if his work is successful, retain him.

THE EXPANSION HABIT.

The manner in which the singer increases his chest capacity by persistent practice is familiar to all. There is an application of this principle readily adapted to business methods not so fully understood. There is room to grow on all sides. Study your surroundings and note which side offers the greatest remuneration; where the opening is most prominent.

A country storekeeper finds that it pays to accommodate his patrons by taking their laundry to a neighboring city on a certain day of each week and having it ready to return on another day. This is little trouble to him, for he makes the semi-weekly trips in the interest of other goods. His customers are glad to pay him a small fee for the accommodation, as many of them would otherwise be obliged to make a special trip. The business commenced in a small way; but as the boys got acquainted with the plan it grew into a substantial weekly increment of the trade.

Another shrewd dealer noted that some of the farmers were buying quite a little mill feed, though there was no local market, and they were obliged to drive several miles for it. Convinced that there was room for a good trade during certain seasons, he ordered a car load of bran, taking pains to inform those who were already buying and others whom he thought were not, simply because it was not in the local market. He did not even have a chance to store the bran, people rushing to the car to get the discount offered if he was saved the trouble of unloading and storing. Needless to say, another order was given, and other grains included, his profits from this new flight being several hundred dollars in a few months.

Keep alert for such openings. Commence cautiously, but gradually expand.

Anyway the chap who thinks he knows it all doesn't know a lot that is said of him behind his back.

Others may make you happy, but you make the most of your unhappiness yourself.

VIVISECTION.

Some Reasons Why It Should Be Prohibited.*

Was it not Robert G. Ingersoll who said, "Vivisection is the Inquisition—the Hell—of science; all the cruelty which the human—or rather, the inhuman—heart is capable of inflicting is in this one word?"

From the latter part of the nineteenth century there has been so much discussion of the subject that many of us are inclined to think of the barbarous usage of dissecting living animals or even experimenting on them as modern, when, in fact, it practically dates back two thousand years or more in Egypt, Italy and elsewhere. Galen, who lived in the second century and has the credit of having discovered that the arteries carry blood instead of being air-tubes, mentioned human vivisection as having been fashionable centuries before his day. Even before this in the first century Celsus tells us in his treatise on Medicine that "they procured criminals out of prison and dissecting them alive contemplated, while they were yet breathing, what Nature had before concealed. In the Middle Ages the sorcerers with a view of discovering their medical elixirs tortured both human beings and animals. Now the rights of men are recognized and human vivisection is criminal, but animals continue to be victims of the Black Art.

Yet, within the past fifty or sixty years since the discoveries of Darwin, Wallace and others who have revolutionized science, the old notion of an impassable gulf between man and animals has dwindled until now we express the relationship by distinguishing the two as man and the lower animals. Yet we treat these same lower animals as though they were mere automata, devoid of spirit, character and individuality so inherent in man.

What is the excuse offered for subjecting animals to treatment abhorrent, revolting and intolerable to the instincts of humanity? It is that vivisection is necessary in order to understand the actions and phenomena of life. An examination of the interior of the dead body both in animals and man is helpful for anatomical research and to ascertain the changes produced by disease. Vivisection is needed to study the action of organs during life. Therefore the vivisectionists contend that the benefits to humanity more than compensate for the cruel sacrifice of the lower animals.

Ex-President Eliot, of Harvard, says: "The question is whether it is worth while that animals should so serve the human race. I believe it is altogether right. I should not be able to fix a limit to the amount of suffering that animals ought to be subjected to to save one human baby. Would any of us weigh the life of a thousand guinea pigs against the life of one of our children?"

Fortunately, we are not called upon to make such a choice and for-

*Paper read by C. S. Udell at annual meeting Michigan State Humane Association.

unately a large percentage of what goes under the name of vivisection is not dissection. Lord Cromer, President of the Research Defense Society in Great Britain, said in the course of his address at the inaugural meeting held in London on June 19, 1908: "A great deal of misapprehension exists in the public mind as to the number of operations which have been performed. According to the last figures I have seen, and which I was only furnished with yesterday, there were only 73,000 experiments done last year under the act. The public are inclined to conclude that there were 73,000 operations. That is not true. Not less than 96.5 per cent. of those were inoculations, hypodermic injections, and so on; that is to say, operations mostly of a wholly painless character; they were not really operations. In the small number of cases remaining out of the grand total the animals were effectively anesthetized."

But what has been accomplished by vivisection? In looking up the matter the statement was made a number of times that since Harvey made the discovery of the circulation of the blood nearly every advance made in medical science has been accomplished directly or indirectly through the results of experiments on living animals.

Harvey, in 1628, in writing of his own discovery said:

"When, by many dissections of living animals as they came to hand, I first gave myself to observing how I might discover with my own eyes and not from books and the writings of other men the use and purpose of the movement of the heart in animals, forthwith I found the matter hard indeed and full of difficulty. At last, having daily used greater disquisition and diligence by frequent examination of many and various living animals and many observations put together, I came to believe that I had succeeded and had escaped and got out of this labyrinth, and therewith had discovered what I desired, the movement and use of the heart and the arteries."

Mr. Stephen Paget, Secretary for more than twenty years of the Association for the Advancement of Medicine by Research in England, has written a noteworthy book under the title of "Experiments on Animals." He shows that since Harvey's discovery our knowledge of healthy animal functions has been derived from experiments on live animals. He brings evidence to show that not only could certain fundamental physiological facts which form part of the scientific basis of medicine not have been discovered, but through the light thrown by a knowledge of bacteriology the nature of disease could not have been learned and the means of combatting it. Also through the same kind of experimenting has been gained almost all the exact knowledge of the use of various powerful drugs on the different organs of the body.

As a representative from the Harvard Medical School, Harold C. Ernst says in the Educational Review of June, 1908:

"So far as I have been able to do I have studied the matter from all its points of view, from its moral as well as its utilitarian side; and so far as its justification is concerned the evidence has appeared to me so overwhelmingly in its favor that I have been compelled to become its uncompromising supporter. It seems to me impossible that any one who has lived, as it is our privilege to live in a generation that has seen the labors of a Pasteur, of a Koch, or of a Reed, who has had the actual experience in seeing the sick snatched from the grave by the personal use of the results of similar labors, or who is able to realize the enormous saving of life to both man and the lower animals as a result of this method of study—it seems, I say, impossible that such a one can honestly oppose the continuation of the practice of animal experimentation."

We might continue by enumerating a list of the diseases which advocates of vivisection say have through this practice been brought under control, but we in the compass of this paper can stop only to give a few illustrations:

It was through experimental research on animals that Pasteur laid hold of the murderous virus of splenic fever and was able to render it not only harmless to life but a sure protection against the assaults of the disease.

It was by the same methods that Koch was able in the presence and action of the tuberculosis bacillus to discover the true course of consumption and detect its presence when otherwise unsuspected and bring about a successful revolution in the treatment of surgical tuberculosis.

What is considered one of the greatest discoveries of modern times is that the transmission of malaria is effected by mosquitoes. It is believed that the discovery is going to make the tropics habitable. Fever has been exterminated from the town of Ismailia on the Suez Canal which at one time was becoming wellnigh uninhabitable. Prof. Osler, the Regius Professor of Medicine at Oxford, said that the discovery was based on experimentations on animals by investigators who spent their lives in laboratories, and it could never have been made without the results of this work.

Dr. W. H. Park, Director of the Research Laboratories of the Department of Health of New York City, says that antitoxine for diphtheria must not only be produced for us by animals in laboratories, but must be tested upon them. The governments of the world require that every producer shall test on animals the antitoxic strength of the serum sent out from his establishment. In New York City, as a result of antitoxine obtained in this way, the death rate from diphtheria has been reduced to one-fourth of what it was twelve years ago. Tetanus or lockjaw has been practically wiped out of New York City through experiments on guinea pigs. In the same way by the use of vaccine from rabbits by hydrophobia the death rate has been reduced from 20 per cent. for untreated cases to 1 per cent. for the 1,000 cases treated.

These illustrations give some conception of what believers say has been accomplished by vivisection. But many in their enthusiasm see only one side and utterly ignore the bad results which to the layman seem in many cases to more than balance the good accomplished. First there is the moral effect on the investigators and spectators in the presence of the experiments. Unfortunately vivisection is not confined to a few well recognized laboratories considered necessary for discoveries and also for the preparation of serums needed in the practice of medicine, which are under the careful and conscientious supervision of directors who are willing to blunt their acute sensibilities for the heroic purpose of helping humanity. Nor is vivisection limited to medical colleges where our future physicians of medicine and surgery are trained, but it is introduced in our public schools and colleges. Our boys and girls must be witnesses to revolting and nauseating experiments in order that they may see illustrated from life facts they have learned from text books. Anatomy can be taught from pictures and the correct French papier mache models, and must the mass of children who are never going to be doctors, biologists or physiologists be subjected to harrowing experiences in seeing animals tortured in order that they may see demonstrated that the

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

heart beats and other physiological facts they already know?

I have been told, but have not had a chance to look up the correctness of the statement that in England no butcher is allowed to act as a juror in a murder case. If this is true, does it not show the recognized debasing effect of torture of animals on the moral nature of man? The other day I saw in a paper I was reading a telling example of the moral effect of vivisection:

In Battersea, England, three years ago a fountain was erected by the members of the International Vivisection Council at a cost of \$650. This fountain is a memorial to a brown terrier dog which died in the laboratory of the University College after having endured vivisection for two months. This tribute to an animal which had endured so much torture for humanity was resented by the medical students, who surrounded the monument and would have defaced it beyond repair if a guard had not been stationed there to protect it from their vandalism. What a travesty on civilization!

But we do not need to import examples illustrating the inhuman effects on man of performing vivisection. A case in Grand Rapids occurred which makes one's blood fairly curdle to read about: A worn out blind mare was sold to the Veterinary College. When the case was discovered on the third day the mare had been forced to endure several operations and five students were hacking away at the same time. When a knife bored too deep the mare succeeded in getting away from her tormenters and plunged about in pain until finally she fell from sheer exhaustion. She was pulled to her feet, a twitch fastened to her nose and the operations were continued. Two of the students then proceeded to slice at either foreleg, another hacked at the throat, performing the operation for strangulation, while two others dug into the animal's tail, performing an operation to prevent "switching," an operation according to the State law as illegal as docking. No anesthetic had been administered and when a member of the faculty was questioned as to the reason he said: "We don't bother with an old skate like this. You see the old mare is standing it pretty well and it is better, too, for the boys to have the experience of controlling when they kick at the cutting. We will perform sixty-two operations. It is a good subject, full of interesting irregularities."

Our Society prosecuted the Dean of this college and he was convicted and forced to pay the penalty of a fine of \$60.

Yet medical students as a class enjoy the advantages of education and culture, and later, whatever their training has been, we call them to our homes and entrust them with our own lives or those of our family dearer to us than life itself. To quote again from Robert G. Ingersoll:

"The wretches who commit these infamous crimes (who deliberately, with an unaccelerated pulse, with the

calmness of John Calvin at the murder of Servetus, seek, with curious and cunning knives, in the living, quivering flesh of a dog, for all the throbbing nerves of pain) pretend they are working for the good of man; that they are actuated by philanthropy; and their pity for the suffering of the human race drives out all pity for the animals they slowly torture to death. And those who are incapable of pitying animals are, as a matter of fact, incapable of pitying men. A physician who would cut a living rabbit in pieces—laying bare the nerves, denuding them with knives, pulling them out with forceps—would not hesitate to try experiments with men and women for the gratification of his curiosity.

"To settle some theory he will trifle with the life of any patient in his power. By the same reasoning he will justify the vivisection of animals and patients. He will say that it is better that a few animals should suffer than that one human being should die; and that it is far better that one patient should die if through the sacrifice of that one several may be saved."

Even statistics although they are figures do not always tell the whole truth. Take, for instance, the record of Dr. Park, mentioned above. Has the death rate from diphtheria in New York City been reduced in the last twelve years to one-fourth entirely through the use of antitoxine or are better methods of nursing, better sanitation and other factors instrumental in securing cures?

But in all cases statistics do not show a reduction in the death rate through the use of various serums. Moreover, although so many animals have been sacrificed on the altar of science, very often disease has not only not been checked but has steadily increased.

In a noteworthy article in the Contemporary Review for April, 1908, Stephen Coleridge, Honorary Secretary of the Anti-Vivisection Society in England gives statistics proving that the death rate from various diseases has not been reduced but increased with the active experimentation on animals. He considers that the statistics taken from the Registrar General's office, which are recorded annually and give the death rate per million in England and Wales from the various diseases that attack mankind, are to be relied upon for scientific value rather than figures compiled over small areas or at particular hospitals by persons anxious to puff a prophylactic or push a serum. To give some illustrations from his papers:

Inoculations against anthrax or splenic fever have been employed for the last twenty-five years. During the last twenty years statistics prove that the death rate from this disease has doubled.

In the interest of cancer 41,561 experiments were made in the three years, 1904-05-06, on animals for cancer of every kind, and yet during the last twenty years the death rate has increased to one and one-third.

The death rate from diphtheria has

increased nearly twofold in the last thirty years. Antitoxine has been used since 1895, and since its introduction some years the death rate has been greater even than now.

The death rate from tetanus or lockjaw has increased fourfold since an antitoxine was discovered for the disease.

In England, where there are no Pasteur institutes for treating hydrophobia, there is at present no hydrophobia. In Paris and elsewhere the Pasteur institutes fail to prevent people from dying from hydrophobia.

Prof. Sir Almroth Wright, who invented the serum for typhoid fever, which was injected into the British soldiers destined for South Africa, when he learned of the disastrous results said he thought practitioners should return the serum to the bacteriologists and treat patients without it.

Thus it is seen there is strong evidence against vivisection.

In looking up the law we were much surprised to find there is no law in Michigan which deals specifically with vivisection, but all offenses must be prosecuted either under the law against cruelty to animals or the law which relates to veterinary practice.

In Massachusetts, New York, Illinois and possibly other states bills have been introduced into the legislatures restricting vivisection; but we have not found a case in which any of the bills were passed. Many people who would not banish vivisection on account of its utility consider that it should be restricted by law.

Dr. Albert Leffingwell, author of the "Vivisection Question," says in the Outlook for April, 1904: "Would it not be possible without impediment to scientific discovery, without impediment to scientific teaching to draw a line between what is permissible and what should be condemned? He enumerates what he considers proper descriptions and limitations:

First. Every laboratory where vivisection may be legally carried on should be licensed and placed under the charge of some responsible director.

Second. The privilege of vivisection should be accorded only to persons holding a State license, granted only on specified qualifications, intellectual and moral.

Third. The director in charge of each place licensed for vivisection should cause to be kept a register wherein should be recorded:

(1) The number and species of animals for experimentation.

(2) The number of experiments made and the species of animals on which they were performed.

(3) The object of each experiment, whether for research or for the instruction of students.

(4) Whether the experiment was painless and whether the animal was allowed to recover from the anesthetics.

(5) An annual report giving facts and figures desired should be required of each laboratory and published

for the information of the public.

Fourth. No painful vivisection should be permitted simply as a demonstration of well known facts; and if at all only for purposes of great utility and with every precaution against abuse.

Finally comes the question of laboratory inspection. To this the most strenuous objections have been raised. If admission to all laboratories were freely accorded to certain classes, such as clergymen, physicians and members of the State Legislature, I am inclined to think that paid inspection could be given up. The late Dr. Bigelow, of the Harvard Medical School, declared that "Every laboratory ought to be open to some supervising legal authority competent to determine that it is conducted from roof to cellar on humanist principles," in default of which it should be suppressed.

Vivisectionists have objected so strenuously to similar restrictions incorporated in state bills and have so influenced the legislators by their arguments as to prevent the bills being passed. In England there is a law against vivisection which is said to interfere enormously with physiological work, so that investigators have to go to Paris and elsewhere to perform important experiments.

In this age of invention it would seem as though some methods should be devised to secure knowledge through more scientific means. Let us hope that Dr. Fouveau de Courmelles, of Paris, is right when he says that the cutting of animals on the vivisection table is all unnecessary because by the use of the X-ray and radium the working of inner organs can be seen and studied under normal conditions, which normality is prevented by the knife.

Many a man who has made a failure of everything else imagines he is a success as a husband.

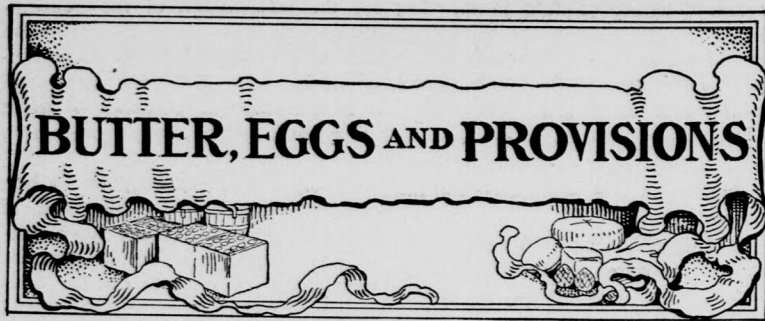
A small boy describes a snake as an animal that's all tail except its head.

It is always safe to idealize the real if you realize the ideal.

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Observations of a Gotham Egg Man.

The increase of early June receipts has naturally weakened the speculative outlook, although the enforced storage of liberal quantities, owing to their high cost, has resulted in some reaction from the decline of last week. There is no doubt that storage accumulations are now at a greater rate than last year.

The associated warehouse report for June 1 shows 1,427,789 cases, accumulated in the thirty-odd warehouses reporting, against 1,677,013 cases at the same date in 1908 and 1,997,619 cases at the same date in 1907. This indicates a reduction of about 15 per cent. as compared with last year and an increase in May accumulation over that of last year of about 8 per cent.

According to my statement of stocks in the four leading markets as given last week there were an indicated decrease of 22 per cent. compared with last year and an increase of about 6 per cent. in the May ac-

cumulations. But since the Associated Warehouses do not include the larger Chicago houses where the shortage is supposed to be greatest, and do include some houses outside the large cities where there is no shortage at all, this difference in percentages is explainable.

The market for nearby eggs in this city is one of considerable importance as a feature of the total egg trade, of which, however, it forms only a small part. The conditions of the nearby egg trade are somewhat peculiar and seem not to be commonly understood, even by many of those who make a business of shipping from nearby points. In general, it may be said that nearby eggs have a preference over Western goods because of their average superiority in freshness; this preference varies from season to season, increasing or diminishing according to the varying quality of both the Western supply and the supply from nearby points. In the spring, when

Western egg quality shows the best average, the preference for nearby eggs is least, but it increases during the summer and fall when hot weather or country holding brings down the average quality of eggs from more distant points. But there is no uniformity of quality in the nearby eggs—no more than there is in the Western—and their values are equally irregular.

The supply of nearby eggs comes from two general sources: first from poultry raisers who ship directly from their own henneries, and second from country storekeepers who gather the goods from farmers in the usual way; the former are naturally the fresher as a rule and command the higher prices. A good many of the latter, or gathered eggs, are no better than those from northerly western points and sell no higher.

For the finer qualities of nearby henneries stock there is a considerable range of prices realized by poultrymen according to the quality of the goods and the channel through which they are sold. Some who find outlets to consumers directly obtain prices considerably above the wholesale market values; but it is not easy to find and hold this class of trade owing to the difficulty in providing a uniform quantity. Goods shipped to reliable commission merchants can generally be promptly sold and at their full wholesale and jobbing value, which, considering the greater ease of disposition and promptness and reliability of returns is generally considered more satisfactory to the

producer than an attempt to deal with consumers directly.

Nearby eggs shipped to wholesale receivers find outlets both to retailers and to jobbing trade according to quality and the relation of supply to demand. As a rule receivers are able to work off a small percentage of the direct henneries receipts to high class retailers at prices a little above the general wholesale market which is established on sales to jobbing trade; the amount of this premium depends upon the condition of supply and demand, but is usually from $\frac{1}{2}$ c to about 2c. Often, however, the supply of strictly fancy henneries eggs is more than can be sold to this fastidious small trade and has to be cleaned up to larger buyers at lower figures.

Selected white eggs are preferred over brown and mixed, but only in the fanciest grades. There is no preference as to color in the general egg market and the white goods bring any considerable advance over the others only when chalk white and practically new laid.

Eggs should never be washed. Some nearby shippers have attempted to wash their dirty eggs and pack them with the clean ones, but it ruins the quality and reputation of their goods, especially in warm weather.

Nearby shippers are also inclined to use second-hand cases and to keep their supply of cases and fillers in unfavorable surroundings. More attention should be paid to securing first class new cases and perfect fill-

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ers by all who wish to establish a valuable reputation for their goods.

The current quotations for nearby eggs in this market are made to represent, as nearly as possible, the sales to jobbing trade in lots of say ten to 100 cases or more. The small sales of one to five case lots of selected hennery eggs of extra fancy quality to retailers usually exceed the published quotations by $\frac{1}{2}$ @2c per dozen, but the proportion of such sales is small, and shippers of such goods may depend upon getting their full value if dealing with responsible receivers.—N. Y. Produce Review.

Special Features of New York Grocery and Produce Trade.

Special Correspondence.

New York, June 12—Quite a number of jobbers report an improved condition of things in the coffee trade this week. Quotations tend upward and roasters are wishing they had taken hold more freely a month ago. Stocks of really desirable Santos are running low and when the coffee is consumed there is no more wherewith to duplicate it. Mild grades as well as Brazilian sorts are doing better, and upon the whole the trade is well satisfied. At the close Rio No. 7 in an invoice way is worth 8@8 $\frac{1}{2}$ c. In store and afloat there are 3,424,000 bags, against 3,500,334 bags at the same time last year.

Teas are still well sustained, but buyers take only the smallest lots possible to get along with, and the tariff still disturbs the tranquility. Buyers will not "enthuse" as long as this matter looms up. New Japans to arrive have been sold at fairly good rates.

The most interesting thing in sugar is the sudden and very marked decline in granulated. All sorts of rumors are now heard of a big sugar war, but this is a matter of future development. A drop of 20 to 30 points in one day is something worthy of note when the quietude of the market has so long been unbroken. It would seem as if it would lead to increased trade, but buyers always think there will be further decline, and as yet there is no great improvement.

Demand for rice is steady and quite satisfactory in volume. Stocks are not especially large, although there seem to be enough to meet all requirements, and prices are unchanged from a week ago.

Spices are in good demand, and while rates show little, if any, variation there seems to be an upward tendency on some lines, especially for pepper, future arrivals of which are $\frac{1}{4}$ c higher.

Molasses being sold is mostly for feeding stock. This is a big improvement over conditions years ago, and makes a desirable outlet for different low grades. The trade from grocers is rather light, as is usually the case at this time, but prices are firm. Good to prime centrifugal, 22@30c. Syrups are unchanged.

Reports of continued heavy rains come from the tomato regions and far and wide fields are masses of mud. This is going to make a backward season, but will perhaps affect corn worse than tomatoes. Full stand-

ard 3's are worth 65c, and no desirable stock seems available at a less figure. Futures are held at 70c by packers. Corn can be bought at 65c. Futures, 70@75c. Peas are quiet. The demand is light and buyers are taking very little interest. Baltimore wants 80@85c for standard early Junes. Other goods are unchanged.

Butter shows little change. Creamery specials, 27@27 $\frac{1}{2}$ c; extras, 26 $\frac{1}{2}$ @26 $\frac{3}{4}$ c; firsts, 25 $\frac{1}{2}$ @26c; imitation creamery, 21@22c; Western factory, 20c; seconds, 19@19 $\frac{1}{2}$ c.

Cheese is in freer supply, and the quality is generally good. Quotations are hardly as well sustained as a week ago. Full cream specials, 13 $\frac{3}{4}$ @14 $\frac{3}{4}$ c.

Eggs are rather "easy" for the general run of stock. Western extra firsts, 22@22 $\frac{1}{2}$ c; firsts, 21@21 $\frac{1}{2}$ c; seconds, 20@20 $\frac{1}{2}$ c.

Wonders of the Great Northwest.

The Mediterranean of the Western World is Puget Sound, which furnishes innumerable harbors and facilities for commerce. Its shore line is over 1,100 statute miles, independent of the American shore of the straits of San Juan de Fuca and the archipelago of islands known as the San Juan Islands. If the Pacific Ocean is to become the "chief theater of events in the world's hereafter" Puget Sound, Richard A. Ballinger, Secretary of the Interior, believes will assuredly become the chief center of American transportation from the western coast of the continent, and the port of Seattle the greatest port of entry for this commerce where land and water transportation so advantageously meet.

The contour maps of the geological survey show that Seattle, like New York, has her land area like a shoe string. The residence growth runs northward, the commercial growth southward up the Dwamish Valley, covering the tide lands and level areas, which by necessity become the convenient location for railway terminals and manufactures. Through this it is proposed to build a canal into Lake Washington. There is also a canal proposed from Puget Sound through Lake Union into Lake Washington for deep water traffic.

Seattle is a city built in a single generation. Twenty years ago it was a struggling town of Washington Territory, without a direct line of railway connection with the East or any foreign lines of ocean transportation. To-day four transcontinental lines run trains out of Chicago for Seattle and soon there will be others. Seattle has direct communication with Japanese and Chinese ports and the Hawaiian Islands. In the last twelve years Seattle's freight business has increased over 400 per cent. This increase is matched in the population.

The last census gave Seattle about 80,000. The next census will give her over 300,000 people. Seattle is the gateway to Alaska. The millions of gold yearly produced in Alaska and the fruits of her other resources largely filter through the avenues of trade in Seattle or are invested in the State of Washington.

Dairy Butter I can use all grades, but especially want good, fresh, full grass June stock in crocks or parchment lined sugar bbls. at 19c delivered Grand Rapids, this week's shipment.

F. E. STROUP, 7 North Ionia St., Grand Rapids, Mich.

Ask Michigan Tradesman, Grand Rapids National Bank, any Wholesale Grocer Grand Rapids, Commercial Agencies.

C. D. CRITTENDEN CO.

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BUTTER AND EGGS

are what we want and will pay top prices for. Drop us a card or call 2052, either phone, and find out.

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

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We have a good outlet for all the eggs you can ship us. We pay the highest market price.

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Michigan Butter and Michigan Eggs

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

Excelsior, Cement Coated Nails, Extra Flats and extra parts for Cases, always on hand.

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.

Best Methods of Handling Cold Storage Poultry.

The growth of the cold storage of poultry has been phenomenal. Poultry is packed in thin boxes that will readily lose their heat and these are stacked in a freezer with a temperature near the zero point. The temperatures used for holding poultry are anywhere from zero up to 20 degrees. Poultry is held for periods of a week or more at temperatures above the freezing point.

Frozen poultry will keep indefinitely save for the process of drying out, which is due to the fact that evaporation will proceed slowly even from a frozen body. The time for which poultry is stored varies from a few weeks to eight or ten months.

The usual rule is that any crop is highest in price when it first comes on the market and cheapest just after the point of its greatest production. Thus, broilers are high in May and cheap in September. In such cases the goods are carried from the season of plenty to the following season of scarcity. This period is always less than a year. The idea circulated by wild writers that cold storage poultry was kept several years is an economic impossibility. The interest on the investment alone would make the holding of storage goods into the second season of plenty, quite profitable, but when the costs of storage, insurance and shrinkage are to be paid, storing poultry for more than one season becomes absurd.

The fowl that has been once frozen can not be made to look "fresh killed" again. For that reason packers like to get a monopoly on a particular market so that the two classes of goods will not have to compete side by side. The quality of the frozen fowl when served is very fair, practically as good as and some say better than the fresh killed.

Cold storage poultry is best thawed out by being placed over night in a tank of water. Popular prejudice prevents the practice of retailing the goods frozen, although this method would be highly desirable.

Drawn or Undrawn Fowls.

Within the last two or three years there has been a great hue and cry about the marketing of poultry without drawing the entrails.

The objection to the custom rests upon the general prejudice to allowing the entrails of animals to remain in the carcass. If a little thought is given the subject, however, it is seen that human prejudice is very inconsistent in such matters. We draw beef and mutton carcasses, to be sure, but fish and game are stored undrawn, and as for oysters and lobsters we not only store them undrawn but we eat them so.

The facts about the undrawn poultry proposition are as follows: The intestines of the fowls at death contain numerous species of bacteria, whereas the flesh is quite free from germs. If the carcass is not drawn, but immediately frozen hard, the bacteria remain inactive and no essential change occurs. If the carcass is stored a short time at a high temperature the bacteria will begin to

grow through the intestinal walls and contaminate the flesh.

Now, if the fowl be drawn, the unprotected flesh is exposed to bacterial contamination, which results in decomposition more rapidly than through the intestinal walls. The opening of the carcass also allows a greater drying out and shrinkage.

If poultry carcasses were split wide open as with beef or mutton, drawing might prove as satisfactory as the present method, but since ordinary laborers will break the intestines and spill their contents over the flesh, and otherwise mutilate the fowl, all those who have had actual experience in the matter agree that drawing poultry is unpractical and undesirable.

As far as danger of disease or ptomaine poison is concerned, chances between the two methods seem to offer little choice.

The Bureau of Chemistry of the U. S. Department of Agriculture have conducted a series of experiments along the line of poultry storage. So far as the results have been published nothing very striking has been learned. From what has been published the writer is of the opinion that the somewhat mysterious changes that were observed in the cold storage poultry were mostly a matter of drying out of the carcass.

Poultry Inspection.

The enthusiastic members of the medical profession and others whose knowledge of practical affairs is somewhat limited, occasionally come forth with the idea of an inspection of poultry carcasses similar to the Federal inspection of the heavier meats.

The reasons that are supposed to warrant the Federal meat inspection are precaution against disease and the idea of enforcing a cleanliness in the handling of food behind the consumer's back which he would insist upon were he the preparer of his own food products.


No doubt there is well established evidence that some diseases, as the dread trichinosis, are acquired by the consumption of diseased meat. As far as it is at present known there are no diseases acquired from the consumption of diseased poultry flesh, but, as we do not know as much about the bacteria that infests poultry as we do of that of larger animals, there is no positive proof that such transmission of disease could not occur. Thorough cooking kills all disease germs, and poultry is seldom, if ever, eaten without such preparation.

The idea of protecting people from uncleanly methods of handling their foods, concerning which they can not themselves know, is somewhat of a sentimental proposition. In practice it amounts to nothing, save as the popular conception of this protection increases the demand for the product which is marked "U. S. Inspected and Passed."

It may be interesting to some of the reformers of 1906 to know that the meat inspection bill then forced upon Congress by a clamoring public was desired by the packers themselves. Because Congress would not listen to the packers, and the Depart-

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A perfectly Pure Vegetable Butter Color, and one that complies with the pure food laws of every State and of the United States.
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References—Aetna National Bank, Chelsea Exchange Bank

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ALFRED J. BROWN SEED CO., GRAND RAPIDS, MICH.
OTTAWA AND LOUIS STREETS

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PRODUCE COMMISSION
104-106 West Market St., Buffalo, N. Y.
We solicit consignments of Butter, Eggs, Cheese, Live and Dressed Poultry, Beans and Potatoes. Correct and prompt returns.
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Michigan Strawberries
Are now arriving in large quantities. Let us have your standing orders
The Vinkemulder Company
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Wholesale Fruits and Produce Grand Rapids, Michigan

Millet, Buckwheat
All kinds Field Seeds. Orders filled promptly
Moseley Bros. Wholesale Dealers and Shippers Beans, Seeds and Potatoes
Office and Warehouse Second Ave. and Railroad
Both Phones 1217 Grand Rapids, Mich.

ment of Agriculture, the Chief Executive very kindly indulged in a little conversation with a few reporters, the results of which, although somewhat painful and expensive were satisfactory to all concerned.

The chief service that the Government can render the poultry industry is one of education of both producer and consumer. The latter especially should learn to know a young from an old or a sick from a healthy fowl. In order to facilitate the consumer's ability to do this the head, feet and entrails should not be removed. In fact, if we must legislate, I should favor a law to this effect and also a law prohibiting the storage of poultry for over a few weeks in an unfrozen condition, or its thawing out after freezing before exposure for sale.

Milo M. Hastings.

Movements of Working Gideons.

Detroit, June 15—The newly-elected President of Detroit Camp, as was expected, has commenced upon a vigorous campaign for the year ahead. Though his trip called for a two weeks' absence from the city, yet he left orders behind sufficient to keep everybody busy. C. H. Joslin very kindly loaned his auto for a drive about the city to see members who are not usually out at the camp rallies or camp-fires. The following were called upon:

Edwin E. Ritzenthaler, 69 Magnolia street.

J. A. Stewart, 869 Cass avenue.

Alfred P. Lilby, 38 Winslow street.

Geo. J. Murdock, 1100 West Hancock avenue.

A. H. McMillan, 115 Leverett street.

Others are expected to be called upon until all have been seen and kept in touch with the work of the camp.

Aaron B. Gates expected to spend the Sabbath in Chicago, but to be back home in time to have charge of the service at the Griswold House next Sunday.

L. B. Langworthy, Flint, is a double header, traveling five days of the week on the road and filling a position as salesman for a firm in the Vehicle City each Saturday. This is going some, we think.

Chances are excellent to have the 300 rooms in the Pontchartrain Hotel occupied with bibles of best quality. Geo. S. Webb, of the committee on this work, reports that the matter will be definitely decided next Saturday.

The Griswold House service was conducted by Wheaton Smith, who has again returned to Detroit from Chicago, where he had been laboring for some months past. His subject was taken from Luke and treated on the casting of our nets. His strong point was that what was meant was right vs. wrong rather than right and left sides. Geo. S. Webb sang a solo. Mrs. Mitchell presided at the piano and those present had a most enjoyable, as well as profitable, service.

Sunday evening, June 20, bibles in hotels will be presented at the Brewster Congregational church, Rev. Mac Wallace, pastor. Dan Bennett,

who is a Gideon, was the means of obtaining this privilege.

All things point to the largest attendance at the next National convention ever gathered together for a similar purpose. The St. Louis, Mo., camp are going to do all in their power to make it the best one ever held, and from the looks of the programme, so far as arranged, we predict a most enjoyable time for all who attend. The dates are from July 22 to 25 inclusive, the first day being set aside for revision of the constitution and by-laws.

Charles M. Smith.

Tribute to the Memory of Henry Snitseler.

Grand Rapids, June 15—In the death of our brother traveling man, Henry Snitseler, the traveling fraternity throughout the entire State mourns—300 members of the United Commercial Travelers in Grand Rapids, 1,800 in the State of Michigan and upwards of 48,000 throughout the United States bow their heads in humble submission to the will of the All Wise Ruler of the universe; and yet in our hearts we can not but question why one of the very best should be taken. Henry Snitseler was truly one of God's noblemen, true to every principle of manhood, always drawing aside the curtain of darkness as it might appear to a fellow man and pointing to the bright and cheery lining. No man was ever known to hear him speak ill of any one. For upwards of twenty-five years he was one of the best known traveling men out of Grand Rapids and to all he was always the same bright, cheerful, kind-hearted Henry. The uppermost thought in his mind was his home and family, his devoted wife and daughters, and the deepest sympathy comes from the heart of every U. C. T. and with outstretched hands is extended to them in their hour of affliction. It was the writer's privilege, but a few weeks ago while in his company, to get very close to some of our beloved brother's ambition, which was to quit the road and spend the remainder of his life closer to his loved ones; and to that end he was planning that inside of the next two years his wish would be gratified. He would lay aside the sample trunk and adopt a vocation that would enable him to be at his own fireside to enjoy the companionship of his family, little realizing how soon he would be taken away from the very threshold of the goal of his ambition. To know Henry Snitseler was to admire him as a man. To know him better was to love him as a brother.

John D. Martin.

The modern Pharisee crosses his fingers and then talks about his utter unworthiness.

You may know how heaven regards money when you see the people who have it.

Henry Smith
FLORIST
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THE ASHTON BATHS.

The Elegant New Turkish and Russian Baths a Credit to the City.

Few cities can boast of an establishment so complete and elaborate as the new Turkish and Russian baths recently installed by Dr. M. S. LaBourslier in the Ashton building. Dr. LaBourslier has spared no expense in providing the latest modern equipment and conveniences for his patrons and in securing the most efficient and experienced attendants.



There are eighteen dressing rooms with the Best of Beds, twelve of which are sleeping rooms. Remember, you can have a bath and bed without extra charge—that means a Bath and Bed for all night for \$1. Don't fail to try the Baths when you visit the city.

The place is fitted up throughout with marble and tile, with a plunge 12x35 and 6 feet deep.

North Ionia street, opposite side entrance to Morton House. Citizens Phone 8834.

Dr. La Bourslier, Manager.

Ground Feeds
None Better
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GEORGE E. CUTLER
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Tradesman Company
Grand Rapids, Michigan

UNION SNEAKS.

How They Backcapped Their Own Townsmen.

Grand Rapids, June 15—Your excellent editorial in the current Tradesman on the attempt of the local musicians' union to bar out a good band from street parades simply because the members do not belong to the so-called "affiliated" bands needs just a brief addendum that the citizens of Grand Rapids may know whither they are drifting in their support of the local "union" band. De Molai Commandery hired the Grand Rapids Battalion Band and bugle and drum corps for the Detroit conclave because it is a better band for marching purposes than the Furniture City Band, the "union" band. The members of the Commandery knew this from actual experience, inasmuch as they have marched behind both bands.

Learning of this fact the local musicians' union, at the instigation of the Furniture City Band, filed a protest with the Detroit musicians' union, demanding that the Detroit bands affiliated with the union refuse to march in the same parade with the Grand Rapids Battalion Band—an organization of talented and bright young men attached to the Grand Rapids Battalion of the Michigan National Guard, and which will eventually become the regimental band of the Second Regiment, M. N. G. In the course of events this protest came back to De Molai Commandery with the impudent offer of the "Affiliated Bands of America" to furnish a band, both for the parade and exhibition drills for De Molai Commandery, "free of cost," if it would turn down the Battalion Band. It is needless to say that De Molai Commandery does not do business that way. It did not propose to parade a representative body of nearly two hundred of the best citizens of Grand Rapids behind a misfit lot of picked-up "union" bandsmen, and so rejected the proposition. It was intimated to De Molai Commandery that if the local musicians' union would withdraw their protest to the Detroit union there would be no objection whatever made to the presence of the Battalion Band in the parade. Members of the Commandery went to Leader Wurzburg, of the Furniture City Band, and at his request appeared before the local musicians' union, reciting the reasons for selecting the Battalion Band, pointing out that the Commandery had in the past always employed the Furniture City Band, and that it was not only rank ingratitude but hurtful to the good name and prestige of Grand Rapids to make trouble over the matter. After listening to the representative of De Molai Commandery the local musicians' union voted to not withdraw its protest, and so notified the Detroit musicians' union.

After De Molai Commandery arrived in Detroit Monday night a lengthy conference was held over the band situation, attended by the Eminent Commanders of the two Detroit Commanderies and the officers of the Grand Commandery. The Detroit

Sir Knights, relying upon the statements of the Detroit musicians, no doubt, said that of the twenty bands which would be in the parade seventeen were union and but three non-union, including the Battalion Band. The Grand Commandery left the matter entirely to De Molai Commandery, very properly affirming that they had neither the right nor the disposition to dictate regarding the band any commandery might use. The Detroit Commanderies, evidently fearful that if De Molai Commandery's band entered the procession the other bands would drop out, suggested a "compromise," that De Molai Commandery should drop out its band during the parade, using only the bugle and drum corps, and use the band at the exhibition drill. De Molai Commandery would not for a moment surrender its independence of action and the next morning marched to its position in the line, headed by the Battalion Band, and reported to the Grand Marshal. No objection whatever was made to its appearing in its proper position in the line and, in fact, it was urged to remain by the Grand officers. Having established its right to appear in its own position and with its own band, as a matter of principle, De Molai Commandery then, as an act of courtesy and consideration to the two Detroit Commanderies, that they might not lose their "union" bands, proceeded to the left of the line and marched over the full line of march, not with the music of the bugle and drum corps alone but with the full band playing. It may be said, in passing, that De Molai Commandery and its band attracted more attention and evoked more enthusiasm and applause than any other commandery in the line, not even excepting the famous Detroit No. 1 and its big "union" band. And, as you stated, the next day at the exhibition drills the Battalion Band received a perfect ovation as it marched across the field.

The Sir Knights from other cities were so indignant at the attempted dictation of the musicians' union that an investigation of the bands in the parade was made, and it was found that, as a matter of fact, out of the twenty bands thirteen were non-union, while of the other seven only four contained all union men, the remainder having both union and non-union men. The old saying that "It isn't what we know, but what we don't know, that we fear" was again verified. The unions put up the bluff, and but for the backbone and sturdy independence of De Molai Commandery it would have stuck.

The citizens of Grand Rapids have contributed very generously to the upbuilding of the Furniture City Band and it is meet and proper that they should know that it is now so staunchly "union" that it is not only willing but anxious to bring humiliation and affront upon any representative organization of the city that does not employ its services. This is not the first time that the Furniture City Band has sent a protest aimed at the city's other musical organizations.

When Saladin Temple voted to take the Evening Press Newsboys Band to St. Paul last June a similar protest was sent to St. Paul, but the Minnesota musicians' union retained sufficient local pride to decline to jeopardize the success of the big Shrine meeting by affronting its guests, and the protest was ignored. This time, in a letter to the State musicians' union, the Furniture City Band stated that the band wanted it settled once and for all whether any organization could take a non-union band from Grand Rapids. It is up to the citizens of Grand Rapids to settle it. They make possible the continued existence of the Furniture City Band. It will be a fine distinction for the biggest and most consistent "open-shop" city in the United States to wittingly deliver itself over to the tender mercies of a musicians' union.
H. K. Dean.

All the stiffness in a man's neck is taken out of his back.

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Brand **COFFEE**

always "on top"

WORDEN GROCER COMPANY Grand Rapids

Nepotism the Worst Pest of the Manager.

"I have made it a rule not to give a relative of mine a job which brings him directly under my control. I will give him the best of introductions to managers in other business houses and will not rest until that particular relative of mine has found work. But I will not put him under my own control. I will not become his 'boss.'"

Thus spoke the manager of a large business house who has the power to "hire and fire" hundreds of men. The manager is not what one would term a "cold, selfish man." He is, on the contrary, a man of fine sensibilities, a devoted friend, and is greatly interested in advancing the welfare of his relatives. The reason for his refusing to employ relatives in the house over which he is virtually the head is, as he stated it, the fact that a relative is the hardest man to manage.

"I have found," the manager continued, "that the only way to keep my relatives friendly is by helping them get a job some place else and by not employing them in my own business. No matter how sensible your relative may be, no matter how much he may be aware of the iron rules of business, he will always feel that you are not treating him right. He will always have a grudge against you. The least rule of house discipline which you will order him to comply with he will take to be 'meanness' on your part.

"A relative, no matter how independent he may be otherwise, no matter how exacting he may be in his life outside of the office, will always feel that he is entitled to certain privileges. He will feel that you must overlook certain things because, well—because he is a relative and is entitled to consideration. Because he knows you as 'Cousin Dick' or 'Uncle Bill' at home he somehow can not bring himself to look upon you as Mr. Smith, the sharp, concise, cutting Mr. Smith, whose 'yes' or 'no' decides deals which go into the thousands of dollars in the office.

"Often the manager has to reproach himself with breaks that he has made, with things that he overlooked, just as he blames an employe for such oversights. But when he has to hand out a few such brickbats to an employe who is a cousin of his and who has been wont to ride horseback on his knee when he was a child, this cousin will take offense. He will admit that the manager is right, but then, he will argue, he should have more regard for a relative. There was no use coming down with such sledge hammer blows for making a mistake.

"After a couple such experiences with some of my relatives I came to the conclusion that the boy who knows me as Cousin or Uncle Dick ought not to know me as Mr. Smith, the bristling Mr. Smith, which I must be in the office. It is not conducive to family harmony."

The above manager is not the only one who finds that relatives are "hardest to manage." There are hun-

dreds of men like him. Not infrequently these men are considered selfish and mean. Yet few of those who blame such managers will ever stop to think that the manager, too, is a hired man and that his success depends upon his ability to maintain perfect order and the highest efficiency in the house. Even where such a man is not a hired man but the actual owner and "boss" of a concern, he must hold to this standard of efficiency, order and absolute accuracy and exactness. Even if he owns his business he still has a most merciless boss in competition.

"If I had a son of whom I wanted to make a successful business man," said one manager who has been dubbed by his relatives as a "selfish man," who will never give a job to a friend, "I would never allow him to get his training in the house which I manage. I would have him work for strangers. I would have him work in a place where he would not expect any favors, where he would take orders like everybody else, where he would get the jolts and rebukes which I got. In short, where he would receive a thorough schooling and be prepared to hold his own everywhere and not depend upon favors or consideration.

"No matter how I should try to be severe with my son if he were working in my office I could never convince him of my sincerity. And if I were to drive this severity and exactness to the extreme he would only take it as a sort of unreasonableness on my part. Most relatives are the same way. You can not reproach them without offending them. You can not blame John, the office worker, without offending John, your cousin. Hence it is that it is best for men not to work for their friends or relatives. If a manager wants to save himself unnecessary worry he had better not take into his office any one but strangers."

That the relative is hardest to manage has not only been discovered by managers, but also everywhere a child or a man has to be subjected to discipline and regularity.

Professors will send their children to other colleges, often in different states from that in which the parents are teaching. In many cases where a boy has had to attend the class taught by his father he was always held to task more severely by his father-teacher than were any of the other pupils in the class.

But if it is inconvenient for the conscientious and exact manager to employ and "boss" a cousin or nephew of his it is ruinous for a youth to get his start in business under the management of a man who is lenient with him because he always looks upon him not as a clerk but as a cousin or nephew. The young man who has "a cinch of a job" in his uncle's or cousin's office has his good times and easy work taken away from him with interest by the next manager who gives him a job and who knows him only as a clerk.

If such a young man has the sense to realize the defects of his early training under an indulgent uncle or

cousin and tries to correct them by learning the rough but convenient art of standing on his own feet, the damage can still be repaired. But if that soft job has penetrated too deeply into his bones he not infrequently is on the road to ruin and never will probably be able to hold a job where work is the sole criterion.

Joseph Howells.

Doing It.

Old Lady (to grocer's boy)—Don't you know that it is very rude to whistle when dealing with a lady?

Boy—That's what the guv-nor told me to do, mum.

"Told you to whistle?"

"Yes'm. He said if we ever sold you anything we'd have to whistle for the money."

Mica Axle Grease

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EARLY DAYS

Among the Pioneers of the Grand Traverse Region.*

It does not matter so much whose song is sung or whose story is told as it does that the song rings true and the story faithfully records the endless toil and endeavor of man.

In God's great plan every individual has a place to fill, a work to perform, and it would be impossible for any one to escape the task, because each is on Heaven's mission sent.

Neither can any man say he is independent of the rest; but each must work with all.

Individuals and things are but links in an endless chain that forever carries forward the untiring evolution or unfoldment of God's universe—each dependent on the other—all working with that unseen force which no man can comprehend and from which no man nor thing can escape.

Men and things are produced with an irresistible impulse to perform the task assigned them and they are fairly obsessed by the spirit of unrest until it is completed.

The spirit in which the work is performed marks the man and stamps upon him the brand of the invisible Master Workman who sets his special task, and who could never carry forward the construction of the giant edifice without the aid of this multifarious ability and aptitude.

We are a helpless, dependent creation, scourged to our tasks by forces over which we have no control and from whose influence we can not escape.

The bold mariner, when his keen eye first discerned the distant shore of the land he was seeking, knew it was but a vision made true of dreams that had lurked in his brain for long, weary years—dreams of a task that had been assigned him by Heaven—and no rest had he until the effort had been put forth, the voyage begun and success finally achieved.

As everything in God's universe is but the outcome of evolution or natural unfoldment, and many lower must of necessity be sacrificed to produce the higher—so is the occupation of a new country preceded by many initiatory steps, and each individual who must work out his destiny through such tortuous channels, hearing the call of the Master Workman, seeks the place where his task must be performed. Although he must cross unknown seas, climb almost impassable mountains, brave the dangers of the desert, make inroads into the pathless wilderness, what cares he? He is following where destiny leads him. His task has been set for him, and when it is accomplished, another will occupy his place.

After the discoverer comes the prospector who runs over the country to see what it contains of spoil or treasure. His task finished, then comes the pioneer, hardy and daunt-

less, fired with the spirit of the task before him.

The true pioneer—the one who really removes obstacles by felling the forest, bridging the streams, opening highways, testing the soil, founding schools and building churches—the brave men and women who forsake all comfort or joy they have ever known to lay the foundation of a great edifice called a commonwealth—I am not going to discuss in this paper.

There are several species of the genus pioneer—and the species I saw in my young girlhood when father moved to Northern Michigan is the one I wish to devote my short time to.

The great Civil War had just ended and Northern Michigan been opened up under the homestead law; and thousands of Uncle Sam's boys, whom the broom of the War God had swept into that awful vortex—now being again thrown onto their own resources, and having no object in life except to fill gaps, swell multitudes, make very small beginnings, thus opening the way for surer feet to follow—flocked into this new country in search of anything that might come their way, lured there principally by the tempting bait of something for nothing.

They were not workers and developers, these easy going negative men. They were but the forerunners of that civilization that would follow, and their mission was as divine and useful as any that would ever come after them.

Their link in the endless chain of evolution or unfoldment made a bridge over which savagery might climb to civilization and a pathless wilderness become the broad highway for God's anointed ones.

There was a little hamlet on Lake Michigan called Frankfort, another at Benzonia, and one to the east of us on Grand Traverse Bay called Traverse City. Small and unimportant were these three, beginning in the vast wilderness; but they formed nuclei around which far sighted men clustered and pre-empted and purchased and in time reaped an abundant harvest.

But it is not of these centers and the far sighted men who settled around them that I am to tell, but of the forerunners who planted themselves in the heart of the wilderness and made the rude beginnings that enticed the real pioneer to come and push forward the work they had only attempted.

Old man Johnson had taken up a homestead and opened a small clearing and built a rude log cabin in the very heart of that pathless wilderness, and in doing this, his part in opening up Northern Michigan had been played and he rested from his labor and waited for another to come and take up the work, and that other in his case was my father. This was in the autumn of 1868.

Grand Traverse means "a long way round," and it was a long way round for us, for we came over the Great Lakes from New York State on the beautiful St. Lawrence River;

and when we were settled in that tiny log cabin we were twenty-five miles from Glen Haven, where boats landed to wood and from where one could leave the country when navigation was open. We were twenty-five miles from Frankfort, eighteen from Traverse City and hundreds of miles from the nearest railroad.

The country was perfectly new and many of the highways were blazed trees; there were practically no horses or conveyances in the country. People lived apart from one-half to several miles. And such queer people most of them were—negative, easy going, good natured. They could tell fish stories, hunting stories and war stories, but when it came to right down practical doing of things, wrestling with Nature until she was subdued and yielded to them her treasures, these men played no part. They were not workers and developers; they were Nature's own children, one step removed from their dusky brethren of the wilderness. Given an equal chance, their dusky brothers would outstrip them in the struggle for a higher civilization.

Mart and Mary Jane, Joe and Orph, Jerry and Melissa, Fred and Elicta, Harve and Sary Ann, Lige and Marthy—these first families had not risen to the dignity of second names and everyone was called by first name only. Old people were called uncle and aunt. Lige and Marthy lived in an adjoining township, but the line ran right through our clearing, they on one side, we on the other, our cabins but a few rods apart. Happy circumstances, indeed, that placed us thus, for we had neighbors. It was such a delight to see the smoke curling upward from their tiny stove pipe during the day and to see the faint glimmer of their tallow dip at night.

Marthy did not keep her cabin—her cabin kept her. She said she had not been brought up to work. She had been born in one of the first families and had never worked.

As I recall her tall, gaunt form, high cheek bones, straight coal-black hair, swarthy skin and dusky eyes, I can well believe that her ancestors had, but a few generations removed, lived under Nature's canopy and subsisted on the spoils of the chase and made merry at revels known only to Anglo Saxon through song and story.

Lige, her man, had a certain amount of energy that had to be worked off through some channel and, as he would not chop trees and clear land, he must, of necessity, do something, so he turned his attention to mill and factory building.

Lige was not a worker and developer. That was not his mission in life, but he could hold down a quarter section until crowded out by advancing civilization as well as any man who ever crossed the border and set foot first on virgin soil. He had no education and no books, therefore he must rely on his natural resources for amusement while he was filling his place and working with that great unseen force from which

he could not escape. So he built a grist mill and novelty factory—the first, I am sure, ever built in Northern Michigan; and they were characteristic of the man, the time and the place.

These people had been in the country about three years, having come immediately upon the close of the Civil War. They had begun to raise a little corn and potatoes, which products were the chief staples of food; but how to get the corn ground was the perplexing question Lige solved by building a mill.

He had brought with him into the country a large old fashioned coffee mill—such as we used to see in our childhood, fastened to the wall in mother's pantry—and this mill Lige had tried to convert into a thing of usefulness to his fellowmen.

The first thing that claimed our attention upon entering the tiny clearing was the log building surmounted by a shaft and four great arms outspread, stiff, silent, motionless, which we soon learned was a grist mill and factory combined.

Lige had intended to let the wind do the real work—the turning of the crank to grind the corn; but the great, silent forest turned the wind aside and sent him to revel in the cleared countries, where he could roam wild and free and hold high carnival, with nothing to stop his course. And there stood the mill, silent and motionless, like everything else in the vast wilderness.

That winter Lige arranged another contrivance that could be turned by hand, and the mill was a success from that day. We turned the crank of that primitive mill many a time and ground our corn.

Lige had a foot lathe and some rude tools, and he borrowed others from our father, and there he worked day after day in this primitive factory, making very original things for himself and anyone who would exchange food stuffs for rolling pins, potato mashers, little cabinets of drawers and rude chairs.

The only rolling pin I have ever used in all my life was made in this tiny shop.

Lige began the first picket fence that was ever thought of or started in Northern Michigan. It was begun and carried along about ten rods and then work on it was suspended, not for want of material but for lack of energy to carry the work forward. There was material in vast abundance, but it was imprisoned in the big pine trees and much hard labor it took to convert pine trees by hand into pickets for a fence that could be of no use whatever only to tell where our land ended and his began.

Lige never finished anything. It was not his mission in life to finish things. He lacked dynamic force to carry work forward to completion. He was but a simple rude beginner. The Master Workman had assigned him his place and had endowed him with that simple childlike spirit that made him happy at his task—satisfied with results and not ambitious to move higher up.

*Paper read by Mrs. Martha Gray, of Traverse City, at annual meeting Michigan Pioneer and Historical Society.

Robert and Sally had come into the country with the rest, and had taken up a homestead exactly two miles from the nearest road, and what was still worse, it would take at least fifty years before a road would or could run past their clearing.

To say it takes courage to settle in such a place would be a wrong impression indeed. It takes adaptation for one's environment and fitness to carry forward just that kind of work.

Robert was a meek, gentle man, with a strong leaning to one side, as men who have a special task to perform are apt to be; and to keep his balance true he carried an iron wedge in one pocket whenever he left his clearing. He said it righted him up somehow and kept him from tipping.

That the equilibrium of the man's mind was true need not be questioned; and that he was fitted for the special work that had been assigned him need not be doubted.

I wish I had time to tell of Ike and Lize, Cherry and George, Horace and Mari and a host of others. Horace was the best whistler in the country and the only tinker. He refrained from expressing himself orally on account of an impediment in his speech called stammering. But when he worked at his tinkering he always whistled and he tinkered all the time.

It was easier to tinker than to work at anything else and the kind of living he had could be obtained by tinkering easier than by working.

The only work in the country at that time whereby money and money's worth could be obtained was at Glen Haven chopping cord wood to supply the steamers passing over the Great Lakes, and to that place, twenty-five miles distant, these men repaired much of the time during the winter. The trail ran right through our clearing, and no week went by without some of them passing and repassing, and they were sure to stop at our cabin and spin yarns with our father and eat some thick slices of mother's good bread.

Life was a joy and pleasure to them. They were care free because there was nothing to worry about. Uncle Sam had given them each a farm, and in time would give them each a pension, too.

The snow began to fall early in the pioneer days and kept right on falling without any stop; and by the first of March it would be fully five or six feet deep on the level and all travel was done on snow shoes. The men came and went, carrying the scant supplies of sugar and tea and pork and sometimes a little wheat flour, too. All this carting was done on the backs of these rough, strong men, who were playing a part in the drama of life, whose curtain rose and fell on that stage far from the haunts of civilization. Each actor was, in a sense, a star, for the stamp of the invisible Master Workman was upon them and the spirit in which they performed their part was proof that they were on Heaven's mission bent.

The women and children remained at home to hold the claim down and to watch the snow deepen and the icicles grow thicker and longer under the shake roof. There was simply nothing else for them to do. They had no books and could not have appreciated them if they had. They had but little sewing or knitting; and plenty or abundance of anything played no part in their lives. They did not even have the pleasure of watching the hands of the clock move forward; one could travel miles and not see a clock in any cabin. One woman said she had never owned a clock or store mopstick in all her life.

Can you imagine the utter loneliness that could come to one who had the capacity for suffering shut in in a tiny cabin, that cabin the only thing in a tiny clearing, that clearing walled in by the great, silent, somber forest, no human being within one-half mile and that distance made impassable by snow?

There were nothing to do, nothing to read and nowhere to go.

The snow was so deep it took many weeks for it to disappear, and when the sun began to shine out warm and the sap to run up the maple trees sugarmaking was begun.

The men would hollow out troughs to catch the sap, then tap the trees. They would dig away the snow and build a rude shelter, with one end open toward the boiling place.

If they were lucky enough to have secured a large piece of sheet iron, they would make a pan for boiling the sap down; if not, they would use kettles.

The pan would be made with shake sides, the sheet iron nailed on, the arch built of ashes and sand just large enough for the pan to fit, and during the long spring hundreds of pounds of sugar would be made.

These were days of real recreation and enjoyment, for the women and children could play a part in sugarmaking by feeding the fire and keeping the syrup from turning into sugar, while the men gathered the sap with buckets and neckyoke and carried it to the boiling place.

At this time the nights were frosty and the melting snow would freeze and one could run over it in the early morning and visit neighboring sugar camps. Then the sugaring off time! When the syrup was converted into large cakes of that most delicious sweet! And some of the hot sugar would be thrown on the snow and converted into wax, which quickly melted away under the eager action of the many mouths that had waited long for this supreme moment in maple sugarmaking.

During the early days the wild pigeons came every year to rear their young. There were literally millions of them. Sometimes they would fly across the clearings in such thick flocks and so near the ground one could knock them down with a stick.

The nesting place covered miles of territory. The beech trees bore abundantly, the solitude was almost unbroken and here in silence they could brood their young, where Nature had

prepared the food. The trees were literally full of the nests, which were simply a few twigs put together. The young grow very rapidly and the squabs sitting on the nests looked every bit as large as the parent birds. It was a busy multitude coming in with food; flying in and up, down and out again to the feeding places. The whirring of wings was like a mighty wind rushing through the forest.

That they, too, were a part of the great plan and that the overseeing eye of the Master was upon them, His spirit controlling them, urging them forward to their task, was evidenced by the energy in which they pushed their work to completion. The people went into the nesting place and gathered the squabs by the sackfuls, feeling that Providence had sent them this shower of flesh in the wilderness in the same miraculous way others had been fed while settled in a wilderness; and all they had to do was to reach out the hand, take, eat and enjoy.

There were some social intercourse among the people and some religious observance, too.

The social intercourse consisted in going to spend the day at some neighboring cabin or the little dance after the day of log rolling or timber slashing. The dance lasted all night, for no one could find the way home after dark in the very early day before regular roads were opened up.

The religious service could never be called teaching or reasoning. It consisted in repeating the simple Bible stories, in singing hymns familiar to all, in prayer or exhortation by some older member of the group that had gathered at the cabin where the meetings were held. The best part of the meetings seemed to be after the services were over and all gathered around some man or woman for the little visit so dear to the heart of man, primitive or otherwise.

All these things, simple and crude as they might be, were a beginning, and that was all the Master Workman wanted at the hands of these simple, childlike, easy going people—someone to break the ground.

No one else could carry forward their part in the construction of a great enterprise like the evolution of a nation—a passive occupation of the

soil until others of higher ideals could be lured along the way and take up the work they had only attempted and crowd them out, all of which did occur in a very few short years. The real pioneers, hardy and determined, were on their trail and they, the forerunners, must decamp.

The ground had been broken—that was their mission. The pioneers will lay the foundation deep and strong, and when their task is finished still others will supplant them, and in time the great superstructure will be carried forward.

No preacher can make a success at fishing for men and angling for flattery at the same time.

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Grand Rapids, Mich.
WHOLESALE ONLY

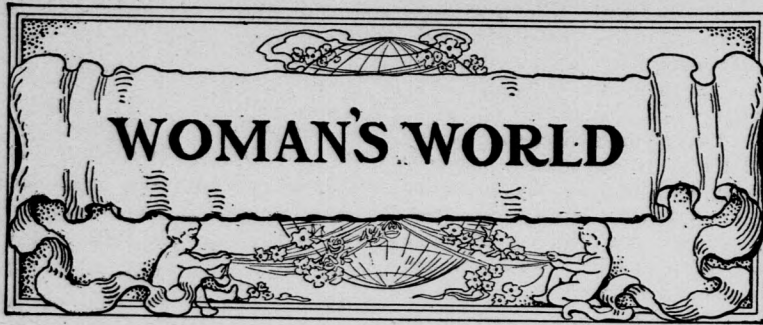


NO SOOT SMOKE DIRT
OR
ASHES

**Quick Meal
WICKLESS
OIL STOVES**

QUICK CLEAN SAFE
AND SIMPLE.

FOSTER, STEVENS & CO. Grand Rapids, Mich.
Exclusive Agents for Michigan. Write for Catalog.



Jealousy Is Inconsistent With True Love.

As Lord Dunsyre said, "There are some things which no fellow can find out," and just exactly why jealousy should be regarded as a proof of love is among these inexplicable problems. On the contrary, jealousy may and often does exist where there is no love, excepting love of self, and, like the canker at the root of a plant, is by far more likely to destroy than to nourish true love or stimulate it.

Among the dictionary definitions of jealousy is that of envy. True, another is zealous watchfulness, but this state of mind implies fear, the uneasiness of uncertainty and this is incompatible with the perfect love which casteth out fear. As associated with love the word implies a dread of losing the thing desired, a state of mind which to the timid perhaps is natural and well nigh inevitable in the first stages of courtship.

The man who is seeking to win a woman and has rivals in the field has a strain upon his nerves and emotions

which upsets his normal balance. He becomes worried, fanciful and moody.

The woman who already is won, but who must conceal her feelings until the victor chooses to claim his conquest, scarcely can fail to be restless, capricious and nervous. This mainly is due to the restraint which she is putting upon herself and the haunting fear that he may be in love with some one else.

But when the lover has spoken and each holds the plighted troth of the beloved, then jealousy even in its most amiable form involves a lack of faith in the truth and the sincerity of that beloved which is anything but complimentary.

"Trust me all in all or not at all," sings Tennyson, and the love which is tainted with suspicion rarely is of the sort which brings happiness either in the giving or the receiving.

"The jealous is possessed of a fiery mad devil and a dull spirit at once." The "yellow fiend, the sevenfold death," as jealousy has been called, is thought by some to be an inevita-

ble accompaniment of true love, and the clever sophistry with which they defend their point of view is that jealousy rather springs from self-humility, a want of confidence in one's own power to retain love, than from lack of faith in the object of that love.

But whatever its cause, jealousy is bound to be a disturbing element, and the less indulged it is the better. Always the expression of it is more harmful than helpful. There is a great deal of truth in the doctrine of mental suggestion as applied to love, and this especially is the case with men.

The jealous woman hates to hear other women praised and although she possibly may remark upon their good qualities herself, she objects when one of her own admirers, however faintly, expresses admiration for another woman. And when she praises it is with a reservation. "She is pretty, but," etc.

No wise man would marry a jealous woman, however much he might care for her, could he realize how little peace and comfort probably will be his portion after marriage. No wise woman would marry a jealous man, since she certainly could not hope to be happy if she did.

Jealousy is responsible for more broken engagements, more matrimonial unhappiness, than any other cause, with the possible exception of beastly intemperance in drink. Yet people who ought to know better go on excusing it, claiming that it is the result of love and the natural outcome of a humble opinion of one's

self instead of being, as in nearly all cases it is, the result of colossal vanity, a vanity which is exasperated at the thought of precedence given to another.

The man or woman whose temperament will allow him or her to pass through life superior to the pangs of jealousy has cause to be thankful. It is wise to remember the saying of the Greek sage, that "what is worthy of jealousy is not worthy of love."

Dorothy Dix.

This Is From Life.

Green, just-out-of shorthand-school stenographers very often make mistakes in transcribing their notes, but this error, made in the office of a firm that I worked for once upon a time, beats anything I have ever seen or heard of.

Mr. D., the head of the firm, dictated a letter in which he mentioned the accuracy of the micrometer in the office. I don't remember the exact text of the letter, but it was to the effect that "our micrometer is absolutely accurate, and there could be no possibility of the mistake you mention."

Miss Edith was a giggly, careless sort of girl, and it was natural that her work should reflect the same spirit. But Mr. D. stared hard at the typewritten sheet when the new stenographer handed in a letter which contained this sentence:

"Our Mike Rommitter is absolutely accurate, etc., etc."

It is easy to mistake self-approbation for reformation.

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



LATEST IN BELTS.

Some of the Styles for White Tub Dresses.

Written for the Tradesman.

With every changing season of the year of course come changes in wearing apparel. Sometimes these are of the type designated "pronounced;" sometimes they are mere modifications of already existing types.

Various devices of one kind or another have been resorted to by the fair sex to confine their draperies at the waist ever since our beautiful and much-maligned Mother Eve squeezed in her figleaf gown with a long wisp of grass or a piece of slender grapevine. Naturally, what may one's own mother do, to give herself real or fancied prettiness, that may one's own self do.

And so we have all the women except those of the description known as "sensible"—those of the sort that take to Ferris and others of the so-called health waists as naturally as a duck to water, or those that will have none of the "waist reducers"—we have all the women except these, I say, selecting, or attempting to select, belts for the approaching warmer period.

Time was when the belt item of a woman's little accessories was one of the most difficult of the small problems of her apparel-existence. Now it is one of the least of her perplexities, for she may purchase ready made and neatly made belts of any variety and at any price.

Talking about price, if a woman does not hanker after the position of standing in the midst of those who are always "the first by whom the new is tried" she may, some time aft-

er the first appearance of these costume necessities, pick up a belt of the most unique design, a veritable treasure trove, you might call it.

As an illustration, a girl of my acquaintance once happened on a sale of expensive belts and found one that suited her to a great big T. It was richly Oriental in design and the clasp was the extreme of elegance. The clerk said that it had been marked at \$45 when it was first put in stock. It cost my friend \$10. Asked as to the reduction, the reply was that the belt and its clasp were so very unusual that everybody seemed afraid to risk owning the outfit, although it delighted them greatly; that many people are like a flock of sheep—have no mind but do exactly as does some one else to whom they look as a leader. But this girl of whom I speak has enough independence not to have the least desire for what everybody else gets; if other people have a thing that is the very object of all others that she will eschew buying. She likes all her belongings to be "distinctly out of the ordinary," and so always has a "style of her own" in all of that of which she becomes possessed. To be sure, there are quite a few who disparage her taste; she passes among such as an "odd character." But these same people secretly admire the spirit of this fearless woman who has opinions of her own and dares to live up to them; a woman who has the courage of her convictions. Her critics would really enjoy getting out from under the yoke once in a while and going as they pleased; they are of the kind who would like such a belt and buckle as the combination de-

scribed, but would be "scairt to death" to put it on—except to wear under a cloak in the winter or on a rainy day.

But I've gone a considerable distance from what I set out to talk about; some of the belts that are the accompaniment of a large portion of the medium priced laundriable white shirt waists and inextravagant separate white skirts.

Many of the wash belts in the stores come provided with what is called an "ocean pearl" buckle, either round, oval, diamond shaped or oblong with slightly-rounded corners. These are either plain white or opalescent in tint. Sometimes these buckles are replaced by the same shape in nickel or gilt, the pearl being the more preferred, however.

Some of these seen answer to the following description:

Pique wash belt, two rows of binding, gilt buckle.

Handsome design, heavily embroidered belt, scalloped edge, fine pearl buckle.

Two inch wide belt, basket weave, heavily embroidered with French knots, large best quality pearl buckle.

Lawn wash belt embroidered in Japanese design, small round ocean pearl buckle.

Belt embroidered back and front in Dresden pattern, diamond shape ocean pearl buckle.

Plain folded Victoria lawn belt, feather trimming on edge, square gilt buckle.

Vine embroidered pique belt with stitched edges folded on outside, square ocean pearl buckle.

Fine batiste belt featherstitched on

edges, with eight small pearl buttons in back, fine quality square ocean pearl buckle.

Persian colored design wide belt of fine duck, nickel buckle.

Coarse linen belt with rickrack stitched on flat and binding edges, square ocean pearl buckle.

Tailored wash belt of fine linen, four rows of stitching on edges, slightly dip front with two large detachable pearl buttons.

Eyelet embroidered wash belt with eyelets on edges, fine quality pearl buckle.

Ribbon belting, black, heliotrope, pale blue, pink, buff, red or white, with self-colored embroidered dots, best quality pearl buckle.

H. E. R. S.

How Weddings Will Be Described When Women Vote.

The bride looked very well in a traveling dress, but all eyes were centered on the groom. He wore a black suit that fitted his form perfectly and in his dainty gloved hands he carried a small rose. His curly hair was beautifully done, and a delicate odor of hair oil of the best quality floated down the aisle as he passed. The young people will miss him now that he is married. He is loved by all for his winning ways, tender graces and many accomplishments. The bride commands a good salary as book-keeper in St. Joe, and the groom will miss none of the luxuries to which he has been accustomed. A crowd of pretty men saw him off at the depot.

Many put a thousand lives in danger rather than hurt the feelings of one.

Wood & Phipps
Printers and Publishers
 GRAND RAPIDS, MICH.
 TELEPHONE NO. 5095



Getting a Line on Various Advertising Mediums.

Written for the Tradesman.

The first as well as the last great law of the shoe merchant's publicity code is this: Keep everlastingly at it. There is a generally accepted truism to the effect that charity covereth a multitude of sins. A parallel to this may be had in the statement that persistency in advertising covers a multitude of mistakes. One may make mistakes in the selection of his mediums; may buy more space than he really requires for his proposition. He may sometimes fail to hit the bull's-eye of the public fancy, thus missing the collateral boost of the psychological moment. And the copy may not be of the very best. But in spite of all these mistakes advertising of the persistent, incessant, bull-dog type wins out. It is because of the inevitable winning power of this sort of publicity that the aphorism has come into vogue which says: "Advertising is kind. It helps men who do it poorly, and it helps men whose advertised commodities are not as good as their advertising talk."

In view of the many wonderful spectacular things that have been accomplished by modern publicity it would seem as if the average shoe merchant ought to be committed to it heart and soul. And yet when one comes to studying the advertising done by the average retail shoe merchant he can not resist the conviction that the average shoe merchant goes at advertising in a very gingerly, inexpert and inadequate way. If he really understands the magical power of printers' ink he would seem to be unwilling to walk in the light which he has. If he has faith in the trade-pulling power of printed persuasion he is assuredly failing to manifest his faith by his works. If he looks upon judicious advertising as an investment he would seem not to have any surplus funds to put into a gilt-edged proposition. So much of our present-day shoe store advertising is desultory, faint-hearted and poorly done. Some of it is crude. Much of it overworks the cupidity-motive so shamefully that the merest tyro would seem to be able to see through it.

I am, mind you, not delivering a general broadside against all shoe store advertising. Many of the larger shoe dealers in the big towns and cities are extremely proficient in their use of printers' ink. They have mastered the laws of publicity; or, what is quite as effective, they have retained the services of an experienced advertising man. I have before

me some booklets gotten out by several large retail shoe stores of my own and other cities, which are models of high-class shoe store advertising. They are printed in two and three colors on the best grade of highly embossed white paper, copiously illustrated with fetching cuts of modish footwear creations, giving brief but adequate verbal descriptions of the shoes illustrated, together with style number and price. The typographical work is beyond criticism and the persuasion is excellent.

Not alone in booklets—the most pretentious and expensive of the various advertising stunts inaugurated by the modern shoe shop—but also in the varied newspaper advertisements of regular and special shoe store activities, one finds excellent work now and again. Still the fact remains that the average shoe merchant can hardly yet be said to be alive to the possibilities of advertising as a business-builder. What he does in that line is not as effectively done as it might be if the copy were just right to start with—but worst of all, he doesn't do enough of it.

An Advertising Man's Tip.

I have a friend — one of your bright, resourceful sort who keeps everlastingly on the qui vive—who is an advertising solicitor on one of the big dailies of my town. Advertising solicitors, like most other people, have their troubles. One of the troubles of the advertising solicitor—his biggest one, in fact—is to get the fellow who doesn't advertise much to see the wisdom of doing the thing on a somewhat larger scale. My friend has a system of his own. He has a large bunch of daily papers from towns and cities all over the country sent to his desk day by day. He reads the advertisements with special reference to the shoe store advertisements gotten out from time to time by the aggressive shoe retailers of other cities. Here's a big retail shoe dealer, say at Des Moines, who has inaugurated a campaign of unusual merit and snap. The plan is, let us say, to make a big day out of Friday. Instead of letting it continue, as it often is, the worst day in the week with the single exception of Monday, this shoe merchant has a way of featuring some line of men's, women's or children's shoes, or maybe hosiery, each Friday. Every Friday, regularly as the day comes, it's something — and each time something different. The shoe-buying public, by and by, gets to look for our Des Moines shoe merchant's advertisement. Gradually that day's busi-

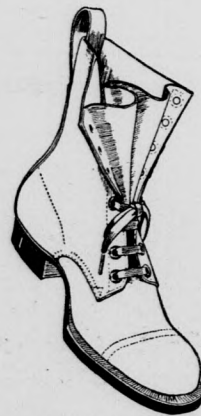


Selling Power Is What You Want In Shoes

Shoes that get off of your shelves and on to the feet of your customers in the shortest possible time.

Behind our Trade Mark is the prestige and popularity of nearly half a century's successful shoe making experience.

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



A High Cut
H. B. HARD PAN
Carried in Stock

Concentrate Your Fire

Napoleon massed his artillery—sometimes as many as a hundred guns in a bunch—and directed their fire on the enemy's lines. Under such a driving rain of iron no troops could stand. Concentration won his battles. It's concentration that wins the business battle, too.

Put your energy into selling fewer strong, favorably known shoe lines like

H. B. HARD PANS
For Men and Boys

"Half price because twice the wear."

You will make large profits.

There are a lot of other reasons why the H. B. Hard Pan line should appeal to you. Its everlasting service, every day satisfaction are what your trade want.

Some reliable dealer in your town will get this line. A post card will bring it your way. Let us have it.

Herold-Bertsch Shoe Co.

Makers of the Original
H. B. Hard Pans

Grand Rapids, Mich.



ness is built up until Friday, instead of being one of the poorest days of all the week, comes right up neck-and-neck with Saturday.

Very well, then, let us see how our advertising man proceeds to use the data thus acquired. He sits down and writes to the shoe merchant up at Des Moines, telling him that as an advertising man he has been for some time quietly admiring the line of talk he has been putting up; that he is inclined to think it ought to bring results, but in order to set his mind at rest he would like to know confidentially just how the scheme worked. To what extent did it increase his trade over the usual day's sale prior to his inauguration of the scheme? About how many weeks, or months, did he have to keep at it before results began to appear in gratifying quantities? Would he commend the scheme to others? In response to these enquiries my friend would receive in a few days a letter answering one by one the questions put. The Des Moines merchant might perhaps tell him that in a little less than one year he increased his business 73 per cent. over his former Friday trade; or maybe 100 per cent. He would, perhaps, tell him that, for several weeks, no visible improvements attended his feature-advertising; that it required months to get the people really interested in his game; but finally, when they were thoroughly awake to it, they responded in a manner calculated to warm the cockles of any shoe merchant's heart.

Now my advertising friend is primed and loaded. With several copies of the Des Moines paper under his arm, and that Des Moines shoe merchant's letter in his pocket, he pays a visit to one of our "average shoe merchants" whose advertising is desultory and unsatisfactory. He proceeds to show him the value of going into the advertising game in dead earnest. Shows him the Des Moines scheme in detail. Tells him it will work right here in his own town just as well as it does up at Des Moines; that human nature is the same everywhere. He sits down and talks to that shoe merchant just as earnestly and as enthusiastically as he knows how—and he knows the game all right—convinces him of its feasibility, offers to give him some practical help on getting just the right sort of copy, and, presto! that merchant sees a vision and makes a noise like one enjoying the light! In a short while men of the town who are publicity-wise take note of the fact that So-and-So, the retail shoe merchant who was dead (so far as publicity is concerned), is alive again. He may subsequently get sporadic spells of cold feet; may buck, kick over the traces and vow by the eternals that he is going to retrench; but my friend is right there on the job. He revives his declining vitality by the boost solution, exhorts to hang on a while longer—and, by and by, he has demonstrated the workability of the Des Moines scheme. He has made a lasting patron for the paper, and what is more to the point in this discussion he has

transformed a desultory shoe store advertiser into a modern shoe merchant who knows, out of his own experience, the trade-pulling power of systematic and continuous advertising.

Pulling Power of a Medium.

From this little account of an incident that actually happened in my own town I would not have the reader suppose that it is always safe to accept at face value everything the advertising solicitor may have to say. He is out after business for his paper. His long suit is to get the shoe merchant to think that his medium is the very best of all mediums for shoe store advertising. It may be—and then, again, it may not be. Suppose it is a large morning paper—the highest priced and best edited paper in your town. Suppose it represents your political views; and, further, suppose, as a citizen, you are proud of it. It does not, therefore, follow that it is the logical paper for you to advertise in. It may cover sparsely that section of the city from which you draw the largest amount of trade. Having a larger general circulation does not mean that it has a correspondingly larger pulling power insofar as your proposition is concerned.

On the other hand the cheaper afternoon paper may be worth three or four times as much to you. What difference does it make to you that you do not like the editorial policy? What has editorial policy to do with the fine art of selling shoes for a profit?

Now you can try these various mediums of your town and prove to your own satisfaction the exact percentage of pulling power which each possesses. This thing of testing the strength of a medium is well called a keying process. It is very easily done. In simultaneous issues of these papers you can run the same sized advertisements (not necessarily identical advertisements) featuring a certain line, and offering some inducement, say by way of a discount, to those who cut out the advertisement and bring it to the store with them when they come to make their purchase. It is a very simple task to count up the advertisements thus handed in and determine precisely which medium has the greater or greatest pulling power. In order to make the test thorough it might be repeated on several different occasions, and the results compared, until the relative pulling power of the several newspaper mediums of the city is known just as accurately as it is ever possible for one to judge of such things.

Advertising Is a Known Force.

Men who know most about the methods and principles of publicity tell us in no uncertain tones that it is a force—a real power—which can not be gainsaid nor denied. The shoe merchant therefore needs to avail himself of it. Of course the average shoe merchant can not afford to advertise as heavily as some of the bigger merchants in other lines; but there is no reason why he should not advertise regularly and with ever-

increasing profit. The daily presentation of some leader, occasionally an extra double half column advertisement, featuring several seasonable shoes (giving cuts, descriptions and prices); once in a while the exploiting of some flyer; an "All-bronze Sale," an "All-tan Sale," or an "All"—something or other will make them keep their eyes on you. By changing the advertisements constantly, telling the story uniquely and enthusiastically (buying no more space than you actually require for your story), persistent shoe store advertising will prove to any merchant that it is an investment, and that, as such, it pays. Cid McKay.

Experiments in Frictional Electricity.

Rub a dub dub and get electricity. Morris Owen is experimenting with a view to extending our knowledge of the amount of electrification got by friction. Mr. Owen has employed as materials ebonite and slate, in which case the ebonite becomes negatively electrified, ebonite and copper, ebonite positive, glass and copper, glass and slate, the glass being positive in both cases.

The method employed is to take a heavy slate wheel as rubber, setting it in motion by a weight falling a given distance and bringing the second material up to it and letting them rub together under given pressure until the wheel is brought to rest. The work done is equal to the kinetic energy stored in the wheel by the falling weight.

The results show that with a sufficient amount of frictional work the charge produced reaches a constant maximum value; that this maximum is independent of the pressure applied during the rubbing, but that the maximum is reached with a smaller quantity of work, the greater the pressure. After a rod has recently been rubbed several times the maximum is reached with a smaller quantity than required for the first rub.

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

It pays to handle
MAYER SHOES

DAILY TO CHICAGO \$2
Graham & Morton Line

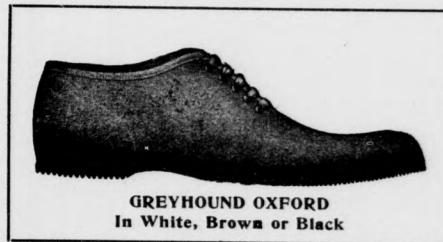
Steamers
"Puritan" and "Holland"

Holland Interurban Steamboat
Car Leaves 8 p. m.

Baggage Checked Through

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

MAN'S INDIVIDUALITY.

It Must Be With Him in His Work.

What particular thing was that yesterday which your innate manhood prompted you to do or say, but which you refrained from doing or saying simply because it might involve you in trouble with your patrons or your employers?

If no such omission is chargeable to you, the fact remains that tens of thousands of others less fortunate faced the humiliation. To thousands of these the sweat and blood of courage, honor and decency were the price paid for silence and inaction. Today the canker of it is in the souls of these thousands. To the extent of the recognized outrage the gall of it must be difficult to forget. What can the individual subject to such assaults upon his individuality do in the circumstances?

"You see, a man in my position must be careful what he says and does," is one of the oldest of set forms in explanation and apology for such silence and inaction.

The speech may be apology, but is it an explanation satisfactory to any one concerned? Is it not begging the whole question in a manner to make still more numerous those occasions which must call for still more explanations that are not explanations at all?

"One thing that I have impressed upon every employe in this house is, 'Never lose your temper,'" said the head of an establishment which probably employs a thousand men.

Two years or more ago this remark was made to me, impressively, by this particular general manager of the business. I have taken occasion to look into the organization of this particular house, having two or three acquaintances in it at the time. Right here I may emphasize the point of this article by saying that more than a year ago two of these most capable men left the house of their own volition, seeking employment elsewhere.

This particular business is such that it must draw to it a class of patrons that are hard to deal with. Most of these customers are men whose positions require of them to give orders and direct others. Power to order and direct often is abused and made intolerable to those submitting to it only that they may have food and shelter. One does not need to be a seer to see how much of the autocratic in the employer is carried with him into the house where he stands only as a customer, privileged to buy or not to buy.

Looking into this house doing business on these conditions, I felt I had satisfied myself of its status. But I went farther than this. I sought out one of the customers whom I knew personally to be of the type to impose his prejudices, narrowness and autocratic mannerisms upon any one whom he might come in contact with there. The whole subject of this particular house was brought up tactfully as an incidental query.

"That house?" exploded the old

customer. "It's the most hidebound, rule governed establishment in America. There isn't a man in it who can call his soul his own! It's dead and doesn't know it. The Health Department ought to break in and bury it!"

But who killed that house?

The answer is easy. The crime lies almost equally between the man who as a customer still was denouncing it and the weak kneed head of the house who insists that each morning before an employe of the house enters upon his work of the day he must deposit his manhood in the steel vault of the establishment. And this policy has been pursued for so long that these employes as a whole no longer apply for this deposited manhood in order to wear it home over night; it is left there through the whole period of their unmanned service.

I have referred to the speech of this head of the house, touching upon his ruling as to loss of "temper" on the part of any man in the organization. This remark was made under circumstances that impressed me considerably. I had gone to a department head of the establishment to ask a few questions whose answers were to have been of general application. This department man had been hard to reach, and he proved a sphinx of silence. I had called finally upon the

head of the house himself. There the silence of the department head was explained to me:

"I," said this official, "am the only person who speaks for print from this house."

"Oh, I see," was all I could think of on the instant to fill in the impressive silence following the announcement. I may add, perhaps, that from him, as spokesman for the house, I got so little of worth that I shall never call again on a similar mission.

A man's individuality must be with him in his work. You can't rob him of it and expect a man's work from him. Leaving to the man this necessary personality of his is the only way in which the man's fitness for his work may be demonstrated. Without it everything in the nature of his duty becomes lifeless and automatic. Insincerity is in everything he is called upon to do and say.

Holding his personality, however, subject to his own measure of how much of it he shall allow to rise to the surface in his touch with patrons and with his fellow workers, that head of a house to which he is responsible can make an accurate estimate of him doubly sure.

For example, my business friend whom I have quoted as the head of

this half moribund house laid especial emphasis upon an employe "losing his temper." But what is this losing of one's temper? In my judgment, this old customer of that house—irritable, autocratic and belligerent in pose and speech—could find in his heart more soreness in the fact that under all of this he never had been "handed something" in return than he possibly could feel over the mere commercial transactions which he had invited in years past. Distinctly he would not buy a thing that did not satisfy him. What else had he to kick about?

It is impossible in business that there should be wrangling and fighting between employes and customers. One customer who may have earned a sound whipping at the hands of an employe can not get it in public without misunderstandings and protests from fifty or a hundred other customers present who never had invited such a thing.

But the point is that the capable employe in such a circumstance, privileged to exercise his manhood, will find a way to stop an uncivil customer short of the fighting point. More than this, the customer who is stopped effectively at the border line of toleration is of the kidney to ac-



A MICHIGAN CORPORATION

Organized, Incorporated and Operated Under the Laws of Michigan.

OPERATING 37,056 miles of toll wire in Michigan.
CONNECTING 1,100 towns and **155,000** telephones in Michigan.
EMPLOYING 3,500 men and women in Michigan.
OWNING - - 25 buildings in Michigan.
LEASING - - 180 buildings in Michigan.
PAYING OVER \$100,000 taxes to the State of Michigan.

Furnishing Michigan Service for Michigan People, and also direct toll line service to most of the cities, towns and villages in the United States and Canada.

MICHIGAN STATE TELEPHONE CO.

cept the means to the act and appreciate the medicinal dose.

Supposing that the individual, however, is the exception to the rule. Supposing that the majority of the patrons of a particular business are of the type and disposition to trample upon the employe whom they call upon to serve them. Would a good business manager feel that it was good business to employ only men who, by submitting, still further invite the offense?

It can not be disputed that the capable employe dealing with the public intelligently and with loyalty to his employer has done all that is required of him when intelligently, courteously and loyally he has done his best to satisfy that public. No employer can command that intelligence and loyalty in the employe if, in addition to these virtues, he exacts that the manhood of his employe be laid aside in cold storage against any and all assaults upon it. Even if intelligence accepts the chains of it, loyalty must be impossible—and without loyalty in the employe any business is crippled.

In a thousand ways, however, that honest employe who may feel the obligation of his position intruding upon his private life finds himself exposed to the world that so often would take advantage of the fact. Often he finds his duty as a good citizen confronted by the ogre of his employment in a particular house. His innate manhood may clamor that he speak or act the part of the decent citizen, while the stubborn fact of his bread and butter interferes.

Every little while some one discovers that modern civilization is lacking some of those old attributes of character which once allowed great figures of history to stand out in relief through a hundred or a thousand years of time. How could it be otherwise when for six days a week millions of men are "No. 1313" on an employer's pay roll and when on the seventh day this individual John Smith needs to think twice over anything that invites an expression of his manhood? He must ask: "But is it likely to connect me with my 'No. 1313' to-morrow morning?"

In the disposition of the employer to connect the services of his employe with the lack of probity in the employe's private life, the inquisition seems to have gone too far. Tens of thousands of dependent employes of houses long ago accepted the condition of almost absolute neutrality in their lives. Tens of thousands of employers as well have adopted this point of view. What must be the fruit of the policy as shown in community life?

In myriads of occupations the individual requires little of individuality for expression. But the more of individuality he has, with the freedom to express it as he sees fit, the more of manhood he can interpret, understand and appreciate. Only through appeal to his manhood may loyalty be brought into service. Stimulate

his loyalty and he will tax his intelligence without consulting the time clock. Give him a chance.

Hollis W. Field.

Seeking Advice.

A good, practical business opportunity can not well be ignored by a good business man if it embodies facts and practices with which he is acquainted or if, in his judgment, it possesses features which he can easily and profitably master.

"Do you think it would be a good idea for me," asks the experienced retail merchant, addressing the jobber with whom he trades, "to open a store on High street?"—or some other street or in some small town, as the case may be.

It is quite natural that the retailer or the novice who contemplates embarking in an enterprise of such a character should ask such a jobber such a question. The jobber deals daily with retailers on all sorts of streets and in all sorts of towns and villages and so must know, can not avoid knowing, about locations, communities and needs.

True, the jobber does know these things, and because of this condition he is very apt to reply, if he is a man of rectitude and good judgment, that he knows the location, knows the character and resources of the people there, knows that the trade desired to secure is there, but does not wish to influence any decision. He prefers that one should decide the matter for himself, entirely apart from what he may think.

At this, somewhat chagrined, perhaps, one persists and finally asks, "Why not?"

Then the jobber, if he is a square man, tells him that "the matter is up to you alone. The opportunity exists, the trade is there, the competition is there and I can fit you out with a stock. But all of these are beside the question. You might establish a store there, secure the trade that is there in spite of the competition that is there and make a success of the venture. And some other good man might try the same thing and make a dire failure, or vice versa."

The jobber who talks to a retailer in this fashion is doing a friendly act. Moreover, the retailer who accepts such advice in the spirit in which it is bestowed is a wise man.

The personal equation exists and there is no dodging the issue. A man must have confidence in himself, and that confidence must be based upon a frankly, carefully estimated appreciation of one's own qualities as a business man. Self conceit is not self confidence because it is based usually upon vanity and pretense. Self confidence, on the other hand, is built upon honest weighing of actual facts as to health, energy, general intelligence, temperament and bent. Knowing these things and having a certain amount of capital a man should be able to form a safe, practical opinion as to what he can and will succeed in doing under certain conditions well understood. And he will succeed.

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A DEAL IN BERRIES.

Showing How the Under Dog Won the Fight.

Written for the Tradesman.

Bishop, the leading commission merchant at Grand Rapids, owned the little cannery at that thriving city. There were two canneries there, the big one being owned by Bebout, who was tall and round, and looked too smooth for anything.

The canneries were making money, but not enough. Bishop often complained that he didn't get a cent an hour for the time he put in on the business, to say nothing of the capital invested, while Bebout nearly fell in a fit every time he looked at his books.

"Look here, Bishop," Bebout said one day, walking into Bishop's private office and bestowing himself in a chair, "what's the use of running two canneries in this town? Why can't we bunch 'em and give ourselves a show for some profit?"

"What do you propose?" asked Bishop, on his guard in an instant, for Bebout was a man who took pride in getting the big end of every deal he went into.

"Well," replied the oily man, "I haven't thought it out yet. Didn't know but you'd boot me out of the office for making the proposition."

"I'm open for any deal there's money in," said Bishop.

"Then that makes it easy," replied Bebout, putting his feet on the radiator and looking benevolent. "You can fix the details any old way, just

so we join interests and get in sight of some money. I'd like to acquire enough this year to buy a clean shave occasionally."

"Suggest something," said Bishop. Bebout had the trap all set in his mind. He had studied over it for a month before calling on Bishop. He stretched his oily figure out in the chair and smiled.

"It has just occurred to me," he observed, "that it might be well to make a stock company, each plant going in for the value of the investment."

"Not any for mine," replied Bishop. "Your plant is larger than mine, but you've got a lot of junk in there that doesn't count. You'd eat me up like lettuce in an arrangement of that sort. It is business that counts, and not cold iron and floor space. I made \$1,500 out of my cannery last year; that is 10 per cent. on \$15,000. I'll put it in for that amount of stock. How much do your books show?"

"Oh, about \$2,500," replied Bebout, with a yawn.

"Make it \$20,000," suggested Bishop, "and I'll take \$17,500 worth of stock and pay in \$2,500 in cash. That will give us half each. Then we can each sell \$100 in stock to a disinterested party and make a board of three."

Bishop seemed to be doing most of the planning, but that did not displease Bebout, who had set the stakes and was merely waiting for Bishop to make up his mind that he was to be IT. That was his way of doing business. To get a thing started in

his own way and leave the details to the other fellow. It made the other fellow so much more satisfied with the game if he thought he was doing all the dealing. I have known other business men to lay their traps just that way.

"All right," replied Bebout, after some hesitancy. "My plant and my good will are worth double what yours are, but I'll let it go in the manner you suggest. Who's going to be the third man?"

"We'll have to think that over," was the reply.

Bishop was getting the idea that it would be easy to do business with Bebout. He mentioned the names of half a dozen men, among them that of his wife's brother, who was employed at his own plant. Bebout smiled at the mention of the name. He had talked with the brother-in-law before calling on Bishop, and the trap was all set! Benson was as crooked as a sleigh runner, and Bebout had bought him up. That was why he was putting his own plant in at a low valuation. He was sure of getting control of the whole concern. He thought he had the game set so he could peel Bishop down to the raw, and get \$2,500 of his good money for doing it. Of course it would make trouble between the two relatives, but that was merely a detail. The angrier they became at each other the better Bebout would like it.

So they went through the legal forms and the three met at Bebout's office to choose officers and get in running order. It had been arrang-

ed that Bebout was to be President and Bishop Manager, so Bebout was duly chosen, and Benson made the motion to give Bishop the job he sought.

"I don't see the need of a manager," said Bebout. "I thought at one time that one would be necessary, but I guess I can do all the managing. In that way we can save a salary. Benson will be on hand and can help me a lot."

Bishop looked at Benson with a grin. Bebout put the question and Benson voted no manager, which cut Bishop out of the \$2,000 a year he had figured on. Bishop raved, but ineffectually. He saw that the game was going against him. Benson took his abuse calmly, using it as an excuse for his subsequent action, just as Bebout had figured he would do.

"Now," said Benson, "I move that the President be given a salary of \$3,500 a year and be placed in full charge of the works, assisted only by a superintendent."

That went through like oil, and Benson was chosen superintendent by the two votes, at a salary of \$2,000 a year. These two salaries would eat up the profits, so there would be no dividends, and Bishop knew that if the concern paid more than enough to meet them they would be increased. By this time he was on his feet, running around in circles and saying words he later regretted using. About the third time he ran around the room he bolted out of the door, and that was his last appearance on that Board of Directors of

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Picklers and Preservers

DETROIT

MICHIGAN

the Great Rapids Canning Company, Limited.

He was too busy to pay much attention to the doings at the plant, where Benson was getting ready for the season's work. That was a great strawberry country and the cannery confined itself to the local crop. It cost too much to get the fruit in by express. Besides, the berries were not fresh when they came in in that way.

For a day or two Bishop brooded over his troubles. Then he held a couple of sessions with the President of the City Bank, who loved Bebout with the affection a certain party is said to have for holy water. After that he went to the city and remained for two days, spending most of his time with a farmer-looking fellow to whom he carried a letter of introduction from the President of the City Bank. He did not lie awake nights after that trip. He spent his time hatching up new kinds of smiles.

One day he met Bebout on the street and, much to the surprise of the smooth President of the Canning Company, stopped and addressed him civilly.

"You played me a dirty trick," said Bishop, "but for all that I'd like to see the concern make some money this year. How many berries have you contracted for, and what are you going to pay for them?"

"Why," replied Bebout, "we're offering four cents for the crop, delivered, but the producers seem inclined to wait. Anyway, they won't sign

contracts. If they keep in this mood, we'll cut the price to three cents when the time comes. They've got to sell."

"That will just about pay for picking and delivering," said Bishop.

"That is not my affair," said Bebout, with a sly wink. "I'm not here to protect any other man's interests."

"I know that," replied Bishop, grimly, and passed on.

That was a good year for berries. They began to ripen about the 10th of June, and the next day farmers brought them in and sold to the grocers for twelve cents. Bebout saw no teams headed toward the cannery. He went out on the street and talked to the men in charge of the fruit wagons and was told that the output was all contracted for.

"Who's got it?" demanded Bebout, his eyes sticking out.

The fruit man pointed with his whip to a farmer-looking man who stood leaning up against a wagon sampling strawberries. He was puffing a little when he came to where the farmer-looking man was, he walked so fast.

"Look here," he said, "I understand you've got the berry crop cornered here?"

"I've bought a few," was the reply.

"I suppose it is a hold up," said Bebout, "but what is the figure?"

"Seven cents."

"That will break the Canning Company."

"Well," replied the other, "I'm not

here to protect any other man's interests."

Bebout thought he had heard that remark before somewhere, but he had to close with the monopolist. One day, in the middle of the season, he walked in on Bishop.

"Sorry to trouble you," he said, "but we've got to have some money. We are paying a big price for berries, and the advance promised by the jobbers does not materialize. We'll have to put in \$3,000 each to save the concern."

"I hear," said Bishop, "that you are paying seven cents for berries, while other canneries are paying only five. Where are we coming out?"

"I don't know," was the gloomy reply. "We're busted, I take it."

"You're a fine business manager," sneered Bishop. "If we're broke now, I shall advise the creditors to close us up. I'm not going to sink any more money."

"You don't dare do it!" shouted Bebout.

"You'll see," replied Bishop. "How much will you take for ten shares of your stock? Perhaps I can wiggle through if I have control."

"I'll give you ten shares for \$10,000 and throw in all the rest," was the reply. "That will make me quit loser to the extent of \$15,000."

"Assign your shares," said Bishop, "and come up to the bank and get your money."

"You seem to be mighty flush," sneered Bebout. "How are you going to remain solvent and pay seven

cents for berries? You'll go broke! Hope so, anyway."

Bishop made no reply until he paid over the money and took the stock. Then he smiled coaxingly at Bebout.

"You're a mighty sharp fellow—in your own mind!" he said. "You threw the gaff into me, and got the worst of it. How will I get through? Oh, well, this is a business secret, but I'll tell you, just to be a good fellow. I paid four cents for all those berries, four cents a quart, delivered, on contract! All things considered, it looks as if this would be a profitable year for the cannery. When you go back there to get your personal property, I'll go with you for fear you'll be tempted to lug the plant off with you. Besides I want the pleasure of booting Benson off the premises."

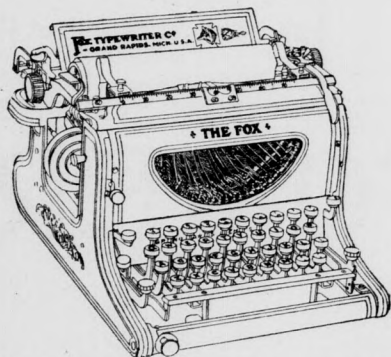
"I'll have you arrested for conspiracy!" roared Bebout. "I'll see if you can put up this sort of a job on me! You go and corner the market, and buy me out with your profit on the berries! I'll show you."

"All right," replied Bishop. "You know the number of my office."

But Bebout cashed his check and got out of town. You see, he had talked too much about how he had peeled the pelt off Bishop!

Bishop was right about his prediction. That was a profitable year for the cannery! Alfred B. Tozer.

Trying to be nice to his wife's relatives is awfully hard on a man's disposition.



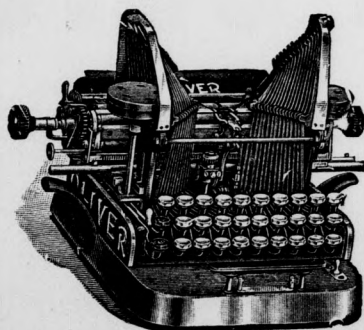
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BLAMES THE POLICE.

Merchant Says Their Neglect Carried Local Option.

Written for the Tradesman.

A man interested in the manufacture of artificial ice went into a local option county the other day to buy up a building formerly used as a brewery. A real estate man went out with him to look the property over. The building was just the one needed, but the ice man thought the price too high.

"Why," he said, "I ought to buy this building for a song. What is it good for? No one can make beer here now, and it will rot if some fellow does not come along and put in an ice plant, or something like that."

The real estate man laughed in the ice man's face.

"So," he said, "you've got the notion that this town is on the pork because whisky was knocked out here last spring? Well, whisky or no whisky, I'll tell you right now that there is no dead property in this man's town. There are no desirable stores without tenants, and no vacant houses. In fact, dozens of houses are going up every day."

"Why, I thought the place was all to the bad. I came here to look up a cheap building. Thought I could get one at my own price because of local option."

"That is where you made a mistake," was the reply. "The old whisky ring is still writhing under its defeat, and some of the newspapers are voicing their kicks and predictions of evil, but the men who spend their money for booze are still spending it here; only now it goes for groceries, clothing, dry goods and shoes. You don't think the men who supported the saloons will keep their money, do you? Why, there are new stores opening up every day, and old ones are doing good business."

"Then somebody is lying."

"Without a doubt."

"Perhaps the whisky men are laying their ropes to get back into business here in two years. The course pursued might help some."

"They won't get back," was the reply.

"Then I ought to buy this building cheaper. It will cost a lot to rebuild it."

"It can be used for something besides a brewery or an ice plant."

"But you can't get a customer every day, and if the brewery cause is as hopeless here as you say, they ought to let go of it at a reasonable price. It won't pay to hold it on the chance of making beer here again, will it?"

"It is all owing to the point of view. Still, aside from that, they are warranted in holding on for a stiff price. This is not the first building that has been left vacant in this town. A few years ago there were half a dozen big factories out of commission. Now they are all occupied; that is, all that are any good have been rented or sold. In six months this building will sell for more than it cost."

"Do you think this brewery will get to making beer again?" persisted the other.

"I do not."

"No show at all?"

"Not the slightest."

The ice man laughed.

"I read somewhere, the other day," he said, "that prohibition never worked anywhere. The writer said that it was tried for the first time in the Garden of Eden, with the Creator in charge, and it didn't work, although the population consisted of only two!"

"And, you notice, the population of two got it in the neck," said the other. "It is quite likely that Adam and Eve wished to the day of their death that it had worked. I know that all we fellows who have to work for a living wish so."

"That is true, but it doesn't change the fact that it didn't work, and never will. You can't make people good by law. They have a right to eat and drink whatever they please, if they can get it. They won't stand for local option."

"It isn't the drink the people turned down," said the other. "It is the open saloon, with its lawless owner and patrons, its indecency and its drugged and adulterated goods. The saloon habit is worse than the whisky habit. There is hope for a man who drinks, as long as he keeps at work, but when he joins the bums around the saloon table he is gone for good. Whisky and wine and beer will be used until the end of the world, but the days of the open saloon are numbered."

While they were talking a man who had owned one of the orderly drinking places of the town came up, bowed to the real estate man, and stood leaning on the auto. He nodded as the other stopped speaking.

"I guess you are right," he said. "You surely are right unless the people get a different class of police officers. The police are responsible for this county going dry. Not a doubt of it."

"What's the answer?" asked the real estate man. "That is a new one on me."

"You take up a newspaper now," said the ex-saloonist, "and you'll see that the National Brewers' Association is going to reform the saloon. You'll see that they are going to back only good men, and that they are going to see that the laws are lived up to. The same newspapers tell you that the saloon men themselves are going to insist that no bad men be given licenses. Oh, they've got it all planned out to get into the game again in these local option counties."

"Isn't that the right way to do it?" asked the ice man.

"Look here," replied the ex-saloonist. "I was in the liquor business a good many years. I was never arrested. I lived up to the law. If the people of this county could have voted on my getting a license I would have got one. But other dealers butted into politics and secured police officers they were chummy with. They wanted men who would not enforce the laws. Don't you suppose the police of this city knew that saloons were being kept open on Sunday and after hours? Don't you suppose they knew that men were being made drunk in disorderly houses? Don't you suppose they knew that people were robbed and assaulted in saloons?"

"If they did not know it they are the only men in the city who did not," was the reply of the real estate man.

"Of course they knew it. Now,

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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.

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don't you suppose these officers could have stopped all this lawlessness if they had wanted to do it? No sane man believes that they, with all the power of the State behind them, could not have procured proof for conviction. I am not a Sherlock Holmes, neither are you, but you will not admit that you could not have secured proof enough to drive all the bum places out of business. I know that I could have done it."

"Then why wasn't it done?"

"I don't know why it wasn't done. I, myself, pointed out violations to the police, and that was all it amounted to. They said they would investigate, but they never did. Men were drugged and robbed and beaten up in saloons until the people got tired of it. The officers sat around on their haunches, or looked for a job going to the Pacific coast after a man who had tied a rope too tightly around a cow's horns, or who had run off leaving a \$2 board bill, and let the liquor men do as they pleased. The result you know: The law-abiding saloonkeeper had to go with the plug uglies. The people smashed the whole contraption. I don't know as I blame them, only it seems a pity that men who never violated the law should be bumped out of business because the public officers let things run to the bad until the whole system was wiped out."

"It didn't do you any harm," suggested the real estate man.

"No, I am glad of it," was the reply. "When I closed my saloon I bought out an established grocery, and I'm making more money now than I did in the old business. Still, there are others. I now menk who haven't the money to go into business with, men who run decent saloons, and would have been in business here yet if the police had done their sworn duty. Some day the people will take a swipe at the drug stores, and the good ones will have to go with the bad ones. If the police would punish druggists who violate the law it would be different. But they won't. They want to be good fellows with the druggists."

"Now the officers are making loud talk about enforcing the law in the local option counties. Are they? Not so you can notice it. I presume they believe that all the talk about drug store whisky will induce the people to open the saloon again. Will it? It will have the opposite effect. The lawmakers will go after the drug stores stronger than ever, and the new law providing for prescriptions in every sale of liquor is strong enough, it seems to me"

"Then," said the ice man, "you don't think the liquor element will carry this county in two years. I was thinking of buying this building and information on that subject might influence me one way or the other."

"It doesn't seem to me that local option counties will go back to whisky," was the reply of the ex-saloonist. "People are discovering that prosperity doesn't depend on a lot of bums guzzling in front of a saloon bar, but on honest work."

"Then I ought to get this build-

ing cheaper, if no more beer goes here."

"The town is all right, and some one will pay a fair price for it," was the reply.

"So," laughed the ice man, turning to the ex-saloonist, "you think that the officers are the ones who carried local option, and that they didn't mean to do it?"

"That's just it," was the reply. "They will put other counties in the temperance list, too. If they sit around and take the word of saloon men that they are obeying the law they will carry Kent for local option. The saloon men never will obey the law until the reckless ones are arrested time after time and driven out of business."

"Not Grand Rapids?" smiled the real estate man.

"Yes, sir! Grand Rapids, if the saloons are not weeded out. If I had to give out a medal to the man who carried local option I'd give it to the chief of police in some of these dry counties. It was a mistake on his part, but he did it. If I was to give out another medal, I'd make it out of a bull's ear and give it to the President of some brewery. He did it, too. Didn't want to, but didn't know any better."

"You seem to be good and sore yet," said the ice man, "but I guess you have reason to be. You are right, too, and I'll just take chances on your being right about the prosperity of this town and buy this building."

And he paid his money, and now ice will be made where beer was formerly turned out. Which is just as good for a hot man on a hot day, and it leaves a better taste in the mouth in the morning.

Alfred B. Tozer.

Self Control For Salesmen.

A Crack-a-Jack salesman will receive a rebuff as gracefully and easily and with as little damage to himself as a professional baseball player will take in a red hot liner that a batter drives at him, and go right on playing the game as if nothing had happened. An amateur salesman will want to quit playing, or call the attention of the umpire to the malicious intent of the batter.

A blow that would knock the ordinary man off his pins will do nothing more than to give a professional boxer a chance to show his agility and win applause. If you drop a plank on a cork in the water with a tremendous splash the cork will bob up as serenely as if nothing had happened, and lie quietly once more on the unruffled surface of the water. And so a clever salesman, when a smashing blow is aimed at him by a surly prospect, will merely sidestep gracefully and continue calmly with the prosecution of his purpose.

Here's an instance that illustrates this point. One of the best book salesmen in the country, a man whose commissions amount to more than the salary of an officer in President Roosevelt's cabinet, happened to call upon an ill-natured prospect at a bad

moment, and was received with a snort.

"You book agents are a pack of thieves and fakirs," burst out the prospect. "I've had my experiences with you fellows."

"Every profession has its fakirs," said the salesman, quietly. "The medical profession has its quacks, the law its shysters, and the ministry its rascals. There are some black sheep out selling books, it's true. It's hard luck for me as well as for you that you happened to bump into that kind. I've sold books to people who weren't honest, and didn't mean to pay for them, and never did—but I couldn't logically assume from that that every man I meet is going to do me."

The prospect felt much as the baseball slugger at the bat feels when his hard smash at center field has been quietly pulled down by the shortstop on its way across the diamond, forcing him to drop his bat and retire to the bench.

Self-control disarms all ill-natured attacks. W. C. Holman.

Some people think they work hard because they get easily worked up about other people's work.

The man who has no piety to spare has none to save.

H. LEONARD & SONS

Wholesalers and Manufacturers' Agents
Crockery, Glassware, China
Gasoline Stoves, Refrigerators
Fancy Goods and Toys
GRAND RAPIDS, MICHIGAN

VOIGT'S

Of Splendid Reputation

During the thirty-one years of its existence, "Crescent" flour has acquired a most excellent reputation among folks.

The grocer who sells "Crescent" flour gets enthusiastic simply because he can't help it after listening to his "Store talk."

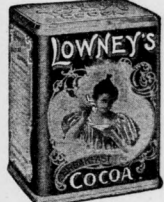
The housewife likes "Crescent" flour because it's the "household" flour in every sense of the word—always good, always uniform.

Then the man in the case rather enjoys his wife's bakings because of the excellent flavor, lightness and beautiful color.

Crescent is truly "The Flour Everybody Likes."

VOIGT MILLING CO.
Grand Rapids, Mich.


CRESCENT



LOWNEY'S

COCOA and CHOCOLATE

For Drinking and Baking



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

The Walter M. Lowney Company
BOSTON

FIREWORKS

That's Us

Our line is big and our prices are little. We represent one of the best fireworks concerns in the country and we know the goods are right. Ask us for our catalogue. We furnish town displays.

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

Don't forget to visit Grand Rapids Merchants' week, June 9, 10, 11 and make our store your headquarters



Seasonable Outfitting Helps Accessories.

Considering that all lines have been similarly affected by the adverse business conditions, men's accessory lines appear to be holding up to the average level of general retail distribution. As the month came in there was perceptible increasing interest in all the articles that go to completing a man's belongings. And this enquiry was the outcome of replenishing outfits for going-away trips over the holiday and supplying requirements for week-end outings and vacationing. Retailers therefore viewed the betterment as a foretaste of what settled weather is to bring.

Gloves.

Chamois gloves continue in fair demand, and with the better class trade white chamois seems to mark a distinctiveness that has not yet reached the more popular shops, where the very yellow kinds still sell in a fair way. Yet, even although possessing the quality of being washable it is doubted if chamois gloves will ever reach the popular stage attained by capes, mochas and the varieties that have long been in general favor. Every man does not care to have people on the street staring at his hands encased in obtrusively yellow gloves. Very satisfactory retailing is reported on fabric gloves of lisle and of silk in gray and tan shades. Although considered a bit more dressy than skins, and perhaps worn more on Sunday than for business, they are nevertheless used rather more for both this season than they have hitherto been by men of taste.

Belts and Suspenders.

While the generally good demand for belts is a thing to be expected with the arrival of the vestless season, belts were in request somewhat ahead of the June weather, for, as retailers say, as soon as the younger element began buying new clothes they also invested in new belts, for with this element—which is seasonably growing larger—belts have supplanted suspenders, and with the putting on of new clothes belts come in. And, while as many belts are reported sold this season thus far as were disposed of all of last season, the larger output is perhaps as much due to this being the season of replenishment after getting two seasons of wear out of old belts as of anything else. It doesn't hardly indicate that fewer suspenders are going to be in use, for there are a great many men who wear suspenders the year round and add belts in the negligee season just for appearance's sake, while still retaining suspenders as the actual trousers' support. Young men like belts because with them they claim there is no strain on the back or shoulders, while very many cling to suspenders for they can not bear the abdominal

strain of a belt. And these are selling points to be used advantageously by salesmen according to their customers.

Suspenders in solid colors have had such good reception in the past season that they are again to be continued, as little or no complaint was heard about the colors running, and this fact, together with the advantage of having them match other articles, like neckwear, hose and shirt, makes colors appeal. But suspender colors, like all the rest of the accessories, are following the general color trend in men's wear, and as grays and black and whites are returning, so are they again coming in in the fall suspender assortments. Retailers report getting increasing calls for non-elastic webs, and say it is largely because men say the elastic, growing weaker and weaker, requires shifting the buckle, that may have started at the cast-off and ended at the shoulder, in taking up the slack, and that this weakening makes the trousers drag like a weight insufficiently well supported. Hence the more call for non-elastic webs. It is not that elastic webs are going out, but that there is this call for webs without that is more frequently spoken of that the matter is deemed worthy of chronicling.

Handkerchiefs.

Handkerchief and scarf of the same material and matching in color have now reached the cheap trade and are purchasable, in combination done in a package, at 19 cents retail. Handkerchiefs in showy solid-color grounds have also gone out, and dealers left with stocks are sacrificing them to close out and make room for the more dainty styles in white with embroidered initials, obtainable in white or colors, the color of the embroidery contrasting rather than harmonizing with any other article of wear. White handkerchiefs are now considered in better taste than any showing color, although there is still some sale for colors in dainty stripes or border effects, particularly in all silk or silk-mixed qualities.

Canes.

Canes are having a very fair season, conditions to the contrary notwithstanding, and have been in very good demand in some large metropolitan cities. Polished natural woods are the fashion, and for general use are favored over silver mountings.

Jewelry.

In the jewelry line plain sets of links and pin are the best favored, with no special stones in particular favor with the general trade, purchases being according to individual tastes. Panel sets are featured by some trade, although not in general demand. Initial watch fobs are selling better now since vests have been thrown off and watches transferred to the trousers' small pocket. Guards, also, are going into use for suspending the watch from the coat-lapel button hole in the outside breast pocket. Scarf clips, like fobs, have also come into demand with the more general wearing of the two-piece suit.—Apparel Gazette.



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 men's 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.

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.

THE NATIONAL CITY BANK GRAND RAPIDS

WE CAN PAY YOU

3% to 3½%

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

49 Years of Business Success
Capital, Surplus and Profits \$812,000

All Business Confidential

Several Suggestions For Clothing Department Windows.

Written for the Tradesman.

The men's clothing department of a large general store can augment sales by borrowing a lady dummy from the dry goods section and having her in a window to help a man dummy in admiring neckwear from the haberdashery stock.

Let the window be fitted up like a cozy little den or a sitting room. Seat the man dummy in a Morris or other capacious lazy-back chair and have the lady sitting chumily on the arm—the chair's arm, I mean!

Several collars should be loose from a newly-opened box resting on a table at the man's elbow, and one he must be holding up for the inspection and approbation of the wife.

A lot of elegant neckties—those of the very latest cut, design and material—should be spread out on the table in a way easily to be seen by the people on the other side of the glass.

The lady must be posed so that her eyes are looking directly at the collar in the husband's hand and her attitude must be that of expressing great interest in her companion's purchase.

Such a friendly conference could be changed to include other goods than from the haberdashery section—auto or riding or golf togs, for instance.

In these domestic depictions both the gentleman and the lady may be arrayed either as if just in from the street or the man may be clad in a business suit, while the lady has on a house dress.

I said that the consultation could be changed. Also the scene and circumstances may be altered. The room may be made to fit a bachelor's requirements and here a full-length triple mirror may be effectively introduced.

In this supposable case the owner of the bachelor's quarters could be standing in the triple mirror as if examining the set of his new clothes. On a single bed and on two or three chairs other suits of clothes should be placed, with appropriate collar, cuffs, necktie, handkerchief, suspenders and socks, also jewelry for each particular suit.

If a duo or trio of well-dressed gentlemen dummies—presumed to be friends of the bachelor—are in the window at the same time, both standing and sitting, looking at the young host's new outfittings, it would make the exhibit a very telling one.

I never saw any displays like these I am imagining, but think they would attract a great deal of attention. Of course, such would need considerable of room.

Look Like Chicago Windows.

Mr. Manne, of the Boston Store, has done himself proud this week with two of the finest windows ever seen in town. They strongly remind one of the Marshall Field windows. Mr. Manne has heretofore sometimes gotten a little too much in his windows to suit me, but then, "he's the doctor."

On both sides of the entrance there is a large exhibit of some of the

latest novelties in women's ready-to-wear soft-goods costumes, all lace and embroidery trimmed, with all the dainty accessories, like hats, parasols, gloves, purses, strapped pumps, fans, etc., to go with these—regular "little darlings," every one of these articles. There's one parasol that is a perfect dream. The cover is a flowered creamy white silk, the handle being "natural" wood, which ends in a flattened open circle, shading from the bunch of carved single violets at the base of the oval to Alice blue. All the feminine belongings are white, violet or dull blue, requiring a nice artistic discrimination in arrangement.

The background has a number of columns with overhead pieces like a pergola, while at the right and left of each window is a Grecian seat. These seats are finished in cream color and are used for the fixtures that hold the light goods. The flowers employed in the decorations are the imitations of the profuse-blooming wistaria. At either side of the door is a small exhibit of other merchandise entirely separated from the large ones.

Too much in praise can not be said of this beautiful front. H. E. R. S.

Rubber Cultivation an Infant Industry.

The rubber age is dawning. It would be hard to exhaust the list of articles for which rubber is used at the present time, and still more difficult to complete a list for which it might be used were not its present price prohibitive.

There is no reason to expect an immediate fall in the price because artificial rubber does not in any way compare with the original and rubber cultivation is still an infant industry. The new plantations can not influence the output of some years to come.

Rubber is the product of the coagulation of a milky juice which can be obtained from certain trees growing mostly in tropical climates. Many varieties of trees yield this milky juice or latex when the external bark is damaged or cut. Some are forest trees growing in wild luxuriance in tropical forests. Some favor moist, damp climates, as the plants of low lying valleys and uplands of the Amazon district, which yields the celebrated Para rubber, while *Castilloa elastica* of Mexico and Central America, although favoring a hot, moist climate, is able to withstand a dry season if not too prolonged.

To collect the latex in the Amazon districts incisions are made by means of a small ax in the back of the tree. When properly tapped the tree can be bled at intervals, yielding a good supply of latex without permanently damaging it. The collectors have to penetrate into the tropical forest, which in the valleys of the Amazon is at times a fever ridden swamp, but yields the incomparable Para rubber. When rubber trees are cultivated in accessible districts the coagulation and extraction of the crude rubber from the latex can be done on the spot.

The collector, having penetrated

sufficiently far into the forest and selected his field of operations, makes incisions in the bark of the trees and allows the latex to collect in small cups. The latex is emptied into a large dish and the operator dips a wooden paddle into the dish and holds it in the smoke issuing from a conical shaped vessel opened at both ends and placed over a small fire. The heat and smoke coagulate the latex, drive off the moisture and leave a thin layer of crude rubber on the surface of the pallet. The operation is repeated until the rubber thickens in a rounded block.

Some of those who talk a great deal about dying have never been alive sufficiently to know what it would be like to die.

CHILD, HULSWIT & CO.

INCORPORATED.

BANKERS

GAS SECURITIES

DEALERS IN

STOCKS AND BONDS

SPECIAL DEPARTMENT DEALING IN BANK AND INDUSTRIAL STOCKS AND BONDS OF WESTERN MICHIGAN.

ORDERS EXECUTED FOR LISTED SECURITIES.

CITIZENS 1999

BELL 424

823 MICHIGAN TRUST BUILDING, GRAND RAPIDS

F. Letellier & Co.

Grand Rapids, Michigan

Manufacture to Order

Hardwood Doors, Special Mantels

Stairs, Cabinets

Cases and Fine Interior Finish

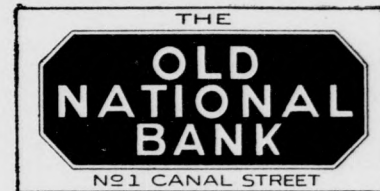
For the Home, Store and Office

High grade work that will be a satisfaction in years to come

Estimates Furnished

Correspondence Solicited

Capital
\$800,000



Assets
\$7,000,000

Banking By Mail

Is a special feature of this bank. This practically means bringing all the advantages of a large bank right to your door.

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

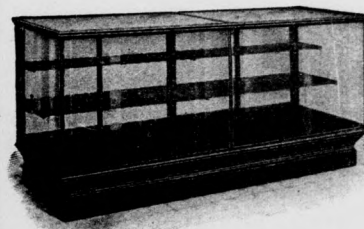
The important point for you to consider is that we can give you

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



BACK ON THE FARM.

One Thing a Country Boy Never Did Like.

Written for the Tradesman.

I believe I said that some day I'd tell you about some of the things the boy didn't like, and to keep my promise I'm going to tell you about one thing that he didn't like because no normal boy ever did like it, and that is cultivating corn.

Soon as the corn gets big enough so that a rolling lump of dirt wont cover up the hill, all hands have to get into it with the cultivators. And that day when they go into it for the first time is the most dreaded day from April to November.

The boy can feel it coming about a week ahead, because he'll see dad leaning over the fence and looking at the little green sprouts coming up through the soil, and then like as not at supper a couple of days after dad will say, "Well, guess we'll go into the corn in the morning," and the boy's spirits drop like the mercury does when the cold wave comes. He sits pretty quiet for a few minutes and then he says, "Pa, how much are you going to cultivate this year?" And pa will draw a long breath, with no concern whatever for the boy's feelings, and say, "Oh, I guess about twice a week."

Aw, pshaw, now what do you think of that! Twice a week. Well, let's see. Twice a week from now until the ears will break off—why, that's the first of September, anyway, and this is June. That's nine times two, that's eighteen times to cultivate that measly corn! Just think of it!

And so next morning, when dad and the hired man get their cultivators out of the tool shed, the boy gets one out, too. Of course, he has to have the oldest one in the whole lot. It might hurt 'em some to let him use one with a little red paint on it. Yes, and follow 'em to the barn and see which horse they leave for the boy to use. Oh, of course, it's got to be old Tige. Just because he's the laziest and contrariest and hardest to keep in the row, why, the boy's got to have him. Aw, doggone it anyway!

Well, the boy gets Tige out and hitches him to the cultivator and turns the cultivator over on one han-

dle and down the lane he goes to the big field. Big? I should think so. Now, just look at that, clear to the woods. Walk your legs off getting way down there and then turn around and come back, and when you get back all you've got done is a little strip about six feet wide. Lot of use trying to get anything done that way, ain't there? Might as well—

"Get up, I tell you! What's the matter with you? Here, gee! get off that corn! Gee! I tell you!"

A fellow can work here, going clear to the woods and back all forenoon, and I'll bet that then he won't be two rods from the fence. Pile of use working all the morning for that little bit. You just wait 'til I get big enough to have a business of my own. If I ever cultivate corn I want to be licked, that's what I do. I tell you, I don't—

"Haw! Now, come around there. That's it, break down all the corn in the field. Haw! I say! Can't you hear anything?"

No, sir, you don't catch me cultivating corn when I get to be my own boss, and some day, when I have money of my own and can do what I want to, I'll ride through the country in a sulky, and when I look over in the field and see some boy trotting along behind a cultivator, do you know what I'll do? Say, just wait a minute, dad is calling.

"What d'you say, pa? Oh, go to the house and get a jug of fresh water? I should say I will!"

G. Lynn Sumner.

Health and Beauty Rules.

Written for the Tradesman.

1. Sleep at least eight hours out of each twenty-four, because everybody requires fully eight hours of complete rest.

2. Sleep with the window open, because fresh air is essential to good health.

3. Place the bed away from the wall, to enable the air to circulate around it.

4. Take a bath every day in fairly cold water to keep the body clean.

5. Indulge in some physical exercise every day, because all the organs of the body need active employment.

6. Do not eat meat more than twice each day, for excessive meat consumption causes serious diseases.

7. Drink freely of boiled water. Six tumblersful are necessary in twenty-four hours to cleanse the stomach and kidneys.

8. Avoid all foods that you have found by experience are liable to disagree.

9. Vary your work as much as possible.

10. Live out of doors as far as is within your power.

11. Do your utmost to avoid worry.

12. Do not attempt to do too many different things either in business or in social affairs.

Lawrence Irwell.

Nature Supreme As a Chemist.

The bursting leaves of spring time illustrate nature as a chemist who performs feats which the highest exactitude of science can not hope to rival. In a leaf the living matter is the chemist and the cell is his laboratory. By daylight the leaf chemist is absorbing the carbonic acid gas from the air. Then it is decomposing this gas into its component elements—carbon and oxygen. The carbon it is retaining as part of the plant's food, to enter into combination with water; and the oxygen it sets free into the atmosphere. By night this process ceases, for light is an essential feature in the operation.

Out of the carbon and the water the leaf chemist will elaborate the sugars and starches which the plant world affords. As sugar, the products will pass from the leaf to be stored up, as in the case of the potato, for example, so as to afford a storehouse of food whereon the plant may draw for its sustenance, and for the development of its leaves and flowers when occasion comes. All the vegetable essences and acids, the scents and gums, the juices which yield India rubber, the flavoring of fruits, and even the color of the flowers, are similarly the product of a constructive chemistry which beats man's best efforts to imitate. Man follows nature, but at a distance.

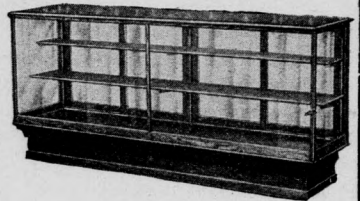
Very Gently.

"How do you tell bad eggs?" queried the young housewife.

"I never told any," replied the fresh grocery clerk, "but if I had anything to tell a bad egg I'd break it gently."



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



Wilmarth
THE CASE WITH A CONSCIENCE

When your cases bear the above mark you have a good case—a dependable one. Would you like to know more about this kind? Write

WILMARTH SHOW CASE CO.
936 Jefferson Ave.
GRAND RAPIDS, MICH.

HIGHEST IN HONORS

**Baker's Cocoa
& CHOCOLATE**



Registered
U. S. Pat. Off.

A perfect food, preserves
health, prolongs life

Walter Baker & Co. Ltd.

Established 1780 DORCHESTER, MASS.

Ceresota Flour

Made in Minneapolis and Sold Everywhere

Judson Grocer Company

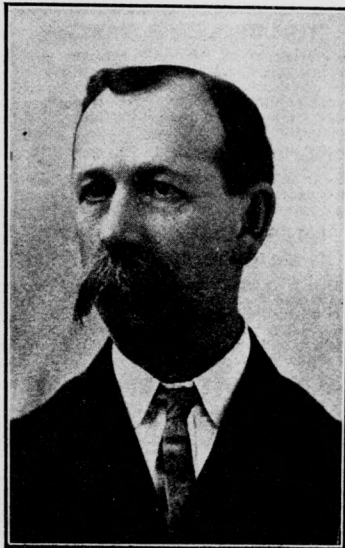
Wholesale Distributors

Grand Rapids, Michigan

REPRESENTATIVE RETAILERS.

Cornelius DeJongh, General Dealer at Burnips Corners.

Cornelius DeJongh was born in Holland, July 29, 1860. His parents were both born in the Netherlands, his mother being a descendant of the Steketee family. Cornelius attended the schools of Holland until he attained the age of 16 years, when he began clerking in the store of his father, whose given name he bears and who conducted a general merchandise business at Holland until twenty years ago. Mr. DeJongh continued this work until he was 24, when he went to Muskegon and entered into a partnership relation with H. Principal to conduct a general store under the style of H. Principal & Co. This relation was terminated about three months later, when Mr. Principal sold his interest to K. E.



Vanderlinde and the business was then carried on for about two years under the name of Vanderlinde & DeJongh. Then Aart DeJongh purchased Mr. Vanderlinde's interest and joined his brother in trade under the name of C. & A. DeJongh. The brothers continued in business at Muskegon until 1893, when they purchased the general stock of F. Goodman & Co., at Burnips Corners, where they have remained ever since.

On July 22, 1885, Mr. DeJongh was married to Helena Dykema, of Holland. They have four children, two boys and two girls. The older boy clerks in the store, the older girl is at home and the two youngest children are still attending school.

Mr. DeJongh is a member of the Christian Reformed church at Oakland, having been a member of this church since a boy. He was elected alderman of the Third Ward, in Muskegon, in 1890, and re-elected in 1892. He was President of the Common Council during the administration of Mayor James Gow. Since removing to Burnips Corners he has served as a member of the School Board for twelve consecutive years. These facts are stated to show the esteem in which Mr. DeJongh is held wherever he happens to live.

Mr. DeJongh attributes his suc-

cess to having given every one a square deal, but it might also be stated that he attracts men not only by reason of his sturdy honesty but because he possesses a pleasant personality, a uniform disposition and a cheerful temperament, all of which serve to endear him to his friends and recommend him to his patrons.

The Sanitary Fight.

With the modern knowledge of germs and other methods of scattering disease all scientific weapons for combating them find ready sale when brought to the attention of the public. Much of the neglect along certain lines is due to carelessness; and if it is at times spiced with ignorance, it should be your duty, as well as privilege, to stir up a general awakening.

If you handle door and window screens, remind the public that flies and mosquitoes are carriers of filth and germs. The old screen that its owner purposed to make last another season will, in the light of this fact, be discarded for a new one or a piece of new material purchased with which to patch the holes.

Crack-fillers are more than an addition to the looks of the floor and convenience in keeping it clean; they are the bolt which shuts out—or in, if it has gained an entrance—the various pests of the housekeeper. Push the different brands which you handle into a prominent place before the house cleaning fever has abated. Emphasize their importance, both as insecticides and sanitary agents.

While Chicago and other cities are making giant strides in fighting the Great White Plague through municipal strength, show how the hope in the suburbs and rural districts rests largely in individual effort with such weapons as these.

Soap, carbolic acid, lime—whatever purifiers and disinfectants you have—press them. Many a housewife will feel grateful to you for calling her attention to some one of these simple things, perhaps known to her, but for the time forgotten. The health of a community, as of an individual, should be at all times kept in the foreground, in trade as well as in practice.

Abraham Lincoln.

The prairies to the mountains call,
The mountains to the sea;
From shore to shore a nation keeps
Her martyr's memory.

Though lowly born the seal of God
Was in that rugged face;
Still from the humble Nazareths come
The saviors of the race.

With patient heart and vision clear
He wrought through trying days—
"Malice toward none, with love for all,"
Unswerved by blame or praise.

And when the morn of peace broke through
The battle's cloud and din
He hailed with joy the "promised land"
He might not enter in.

He seemed as set by God apart,
The wine press trod alone;
Now stands he forth an uncrowned king,
A people's heart his throne.

Land of our loyal love and hope,
O land he died to save,
Bow down, renew to-day thy vows
Beside his martyr grave!
Frederick L. Hosmer

New Method To Sterilize Water.

Water, water everywhere, and every drop of it may be made drinkable by the mercury vapor lamp, whose ultra violet radiations have bactericidal properties. Courmont and Nogier have recently used this in sterilizing drinking water. A Kromayer lamp with a tube of quartz was suspended in an iron cask filled with water. All bacteria within twelve inches of the lamp were killed in two minutes. A long series of experiments proved conclusively that one minute suffices for complete sterilization in ordinary cases, and two minutes when the water is greatly contaminated, either naturally or artificially.

But the water must be clear in order that the rays may pass through it. The elevation of temperature is only a fraction of a degree and the water, after treatment, is harmless to plants and animals. So it appears practical to sterilize the water supply of a city by distributing powerful quartz mercury vapor lamps in the reservoirs.

Don't leave slander lying around where it will twist the tongue of gossip.

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

STEIMER & MOORE WHIP CO.
Westfield, Mass.

Not in a "Combine." Not a "Branch."
They make all their whips from start to finish and are not ashamed to put their name on the whips. The stuff inside and the making tell in time. TRY THEM.
GRAHAM ROYS, Agt., Grand Rapids, Mich.

All Kinds of Cut Flowers in Season
Wholesale and Retail

ELI CROSS
25 Monroe Street Grand Rapids

H. J. Hartman Foundry Co.

Manufacturers of Light Gray Iron and General Machinery Castings, Cistern Tops, Sidewalk Manhole Covers, Grate Bars, Hitching Posts, Street and Sewer Castings, Etc. 270 S. Front St., Grand Rapids, Mich. Citizens' Phone 5329.

Baker's Ovens, Dough Mixers

and bake shop appliances of all kinds on easy terms.
ROY BAKER, Wm. Alden Smith Bldg., Grand Rapids, Mich.

No doubt when you installed that lighting system for your store or invested your money in gasoline lamps for lighting your home you were told to get "The Best Gasoline." We have it.
CHAMPION 70 TO 72 GRAVITY
Pure Pennsylvania Gasoline. Also best and cheapest for engines and automobiles. It will correct the old foggy idea that Gasoline is Gasoline. Ask us.
Grand Rapids Oil Company Michigan Branch of the Independent Refining Co., Ltd., Oil City, Pa.



Brilliant Gas Lamp Co.

Manufacturers of the famous Brilliant Gas Lamps and Climax and other Gasoline Lighting Systems. Write for estimates or catalog M-T.
42 State St. Chicago, Ill.

ELLIOT O. GROSVENOR

Late State Food Commissioner
Advisory Counsel to manufacturers and jobbers whose interests are affected by the Food Laws of any state. Correspondence invited.
2321 Majestic Building, Detroit, Mich.

For Dealers in
HIDES AND PELTS
Look to
Crohon & Roden Co., Ltd. Tanners
37 S. Market St. Grand Rapids, Mich.
Ship us your Hides to be made into Robes
Prices Satisfactory

Commercial Credit Co., Ltd.

Credit Advances and Collections
MICHIGAN OFFICES
Murray Building, Grand Rapids
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Hart Brand Canned Goods

Packed by
W. R. Roach & Co., Hart, Mich.
Michigan People Want Michigan Products



Jennings'

"D C"

Brand

EXTRACT VANILLA

Is good merchandise. Not only it pays you a nice profit but brings back customers to your store.

Jennings Flavoring Extract Co.

Grand Rapids

Some Problems of Production and Distribution.*

I am proud to have the honor of representing our association at this annual convention of the National Retail Hardware Association, and on behalf of our Manufacturers' Association I carry greetings to yours, assuring you that you have our best wishes for a pleasant and successful convention.

As you perhaps know, our association meets in joint convention with the Jobbers' Association, and I can testify to the fact that these meetings produce not only feelings of good-fellowship, but also bring about good results. It is well recognized that properly organized bodies can accomplish results where individuals, working separately, will fail. Thus we have the Manufacturers' Association, Jobbers' Association, the State Retail Associations and the National Retail Association. If the attendance at these different meetings be any index of their success, then we must believe that they are surely successful. And so far as the manufacturer, the jobber or distributor and the retail house are concerned, we are certainly getting closer together, and as time goes on, better understandings are reached among us, and while we might be said to travel different roads, our aims are identical. We are all doing our best to conduct business on better lines; we are all doing what we can to build foundations that will stand the test of time.

Problems of Competition.

Competition is hard to regulate. We will always have it confronting us in a more or less marked degree. We, however, get it in different forms, while you, in your own locality, are subjected only to local conditions. The manufacturer competes with his brother manufacturer in other locations, and, at times, with goods of foreign manufacture. Geographical situation; price of labor; cost of fuel, and other such items must be considered; the factory system must be closely watched; the most up-to-date machinery must be installed; all labor-saving devices and means must be employed; there must be the strictest supervision, so that quality of output may be maintained, and a perfect cost system must be in operation. Comparatively speaking, you do not have so many of these different factors to contend with.

Problems of Profits.

Then we have that great bugaboo, the "Tariff," constantly looming up before us, when some of us must get busy down at Washington. Now, on this matter of tariff, some points brought out lately in the Senate discussion on the bill must have struck the trade rather forcibly. It was alleged that certain articles sold by the manufacturers for 90 cents per dozen, or 7½ cents apiece, were sold by the retailer to the consumer for 40 cents each, or a little over five times the manufacturers' price to the jobber. Other articles were mentioned as being sold by the manufacturer at

47 cents each which were sold at retail to the consumer for \$3.

Now, I have no knowledge as to just what would be the average profit the retailer in general would get from the consumer, but I very much doubt that you gentlemen in the hardware business are getting such large returns on your sales, and I am positive of one thing, that on general hardware staples, as between the manufacturer's cost and his selling price, the margin is particularly small. The manufacturer, of course, sells in larger volume, and should, therefore, do business at a small percentage of profit, but when one stops to figure that in the manufacture of what might be called common or staple lines the manufacturer often sells his goods at 2, 2½, 3, and very seldom over 5 per cent. profit, and if those goods finally reach the consumer in small lots, or by the single article, and are sold, as alleged in the examples shown in the Senate a few weeks ago, then why should the people in general, and perhaps even some of our good friends engaged in the trade, look askance at the manufacturers of this country when tariff is mentioned, classing the manufacturers as robber-barons, or the like, overlooking the fact that the ultimate high price of the article, or the price which the public is charged, is something entirely beyond the power of the manufacturer to control excepting in the very few instances where resale prices are in effect? It is a mistake to assume that protection to our industries always implies that the manufacturer is put in a position to take to himself additional profit. The leveling influence of competition does not allow extraordinary margins.

Problems of Foreign Competition.

It is well to remember, also, in this connection, that the private citizen, not in trade, without any thought, or without ability to analyze these matters, will now and then contrast the price which he must pay for an article as against the price in some foreign country, and if there be a great disparity, our protective system is abused, which means that the manufacturer shoulders the blame, while the fault lies equally as much or more in the distribution, or by reason of the multitude of trade channels through which the article must pass before reaching the consumer. At each step its value has increased to the public. This, of course, is general, and not particularly with reference to the hardware business. It simply goes to show how manufacturers as a class are often unduly and wrongly criticised when they attempt to have their interests adequately protected from foreign cheap labor markets.

I would like to show you gentlemen, you who came here from different States in the Union, and who are in constant touch with the American consumer, that criticism as to prices of commodities or staples should not alone be directed at the manufacturer. We are all in the same boat. We manufacture the goods, and we want a fair return for our efforts. The jobber employs his capital in stocking

our goods and distributing them, and is entitled to a fair profit, and you, in turn, want your profit, but we all unite in fixing the price to the public.

I might also say that in the recent investigations on the tariff question it has been brought out that very often the manufacturer sells his product at cost in order to run his factory, so that his organization may be kept up by giving his men employment; and even in such times the manufacturer does not cheapen his quality. It has gotten to be a well-recognized fact that quality of output is being watched more closely as time goes on, and progressive methods are constantly setting the standard higher. A successful manufacturer will not cheapen his product, but will use every means and go to extra expense to better his goods.



"Best of All Cotton Threads"

Stronger than any other
Round, smooth and even
Full measure, 200 yards

Jobbing Price

55 cents less 10 and 5 per cent., or 47 cents per dozen. Order through your jobber.

Take No Substitute

If your jobber does not handle Charter Oak write us and we will give you the name of a jobber who does.

THE BULLARD THREAD CO.
HOLYOKE, MASS.

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.

The Diamond Match Company

PRICE LIST

BIRD'S-EYE.

Safety Heads. Protected Tips.

5 size—5 boxes in package, 20 packages in case, per case 20 gr. lots.....\$3.35
Lesser quantities.....\$3.50

BLACK DIAMOND.

5 size—5 boxes in package, 20 packages in case, per case 20 gr. lots.....\$3.35
Lesser quantities.....\$3.50

BULL'S-EYE.

1 size—10 boxes in package, 36 packages (360 boxes) in 2½ gr. case, per case 20 gr. lot.....\$2.35
Lesser quantities.....\$2.50

SWIFT & COURTNEY.

5 size—Black and white heads, double dip, 12 boxes in package, 12 packages (144 boxes) in 5 gross case, per case 20 gr. lots.....\$3.75
Lesser quantities.....\$4.00

BARBER'S RED DIAMOND.

2 size—In slide box, 1 doz boxes in package, 144 boxes in 2 gr. case, per case in 20 gr. lots.....\$1.60
Lesser quantities.....\$1.70

BLACK AND WHITE.

2 size—1 doz boxes in package, 12 packages in 2 gr case, per case in 20 gr. lots.....\$1.80
Lesser quantities.....\$1.90

THE GROCER'S MATCH.

2 size—Grocers 6 gr. 8 boxes in package, 54 packages in 6 gross case, per case in 20 gr. lots.....\$5.00
Lesser quantities.....\$5.25
Grocers 4 1-6 gr. 3 box package, 100 packages in 4 1-6 gr. case, per case in 20 gr. lots.....\$3.50
Lesser quantities.....\$3.65

ANCHOR PARLOR MATCHES.

2 size—In slide box, 1 doz in package, 144 boxes in two gross case in 20 gr. lots.....\$1.40
Lesser quantities.....\$1.50

BEST AND CHEAPEST PARLOR MATCHES.

2 size—In slide box, 1 doz. in package, 144 boxes in 2 gr. case, in 20 gr. lots.....\$1.60
Lesser quantities.....\$1.70
3 size—In slide box, 1 doz. in package, 144 boxes in 3 gr. case, in 20 gr. lots.....\$2.40
Lesser quantities.....\$2.55

SEARCH-LIGHT PARLOR MATCH.

5 size—In slide box, 1 doz in package, 12 packages in 5 gr. case, in 20 gr. lots.....\$4.25
Lesser quantities.....\$4.50

UNCLE SAM.

2 size—Parlor Matches, handsome box and package; red, white and blue heads, 3 boxes in flat package, 100 packages (300 boxes) in 4 1-6 gr. case, per case in 20 gr. lots.....\$3.35
Lesser quantities.....\$3.60

SAFETY MATCHES.

Light only on box.

Red Top Safety—0 size—1 doz. boxes in package, 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots.....\$2.50
Lesser quantities.....\$2.75
Aluminum Safety, Aluminum Size—1 doz. boxes in package, 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots.....\$1.90
Lesser quantities.....\$2.00

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.

Warm Weather Goods

We still have good assortments of Dimities, Lawns, Organdies, Ginghams, Percales, Mercerized in plain and fancies.

Special

A large assortment of Organdies at 4¼ cents

P. Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Michigan

During summer we close at 1 P. M. Saturdays

*Address of President Robert Garland, of the American Hardware Manufacturers' Association, before the Convention of the National Retail Hardware Association.

Problems of Standardizing Goods.

In some lines, particularly in almost all supplies handled by the electrical supply houses which go into the wiring installation of a house or other structure, a standard code of requirements is in effect, which must be complied with, and the use of a label issued by the National Board of Fire Underwriters, which means that actual inspection of the output at the factory has been made by the underwriters' representative, and which assures the owner of the building that the wiring system has been installed with approved materials, guarantees that the danger from fire hazard has been minimized, or, perhaps, almost entirely eliminated. This label system, showing that the articles used have been properly manufactured under a recognized code of requirements, may in time spread to other lines, and it could properly be applied to all goods used in plumbing or for sanitary purposes. Our friends, the National Supply & Machinery Dealers' Association, in their "Declaration of Principles," under which business should be conducted, have advocated standard requirements for certain lines of machinery; for leather belting; babbitt metal and other such products. In the general line of hardware, this is not, in my opinion, necessary.

It should be remembered that the raw or the semi-finished material out of which hardware is manufactured is generally made according to specifications, experience and practice

showing just what is best suited to make a properly finished article.

What we are giving you, and what you want to get, is good quality goods and proper weight and measure. If you buy 100 feet of a certain commodity sold by the foot, you should not have to measure to see if you only get 95 feet, or perhaps a fewer feet short of the billed quantity, and if you pay for material by count or weight you want all that is coming to you.

When our forefathers at Runnymede, in the year 1215, through the Barons, forced King John to sign the Great Charter, one of the many provisions of that Magna Charta was the inauguration of standard weights and measures. The charter was intended as it reads—"For the benefit of the community of interests of the English people." From that day to this all English-speaking countries have had standard weights and measures, and the Anglo-Saxon people of today are just as keen on getting full measure in every respect as were their forefathers when they forced the issue from the tyrannical king by strength of arms.

Gentlemen, let me tell you, you men who come in direct contact with the consuming public, that the American manufacturer to-day is proud of his factory; proud of his organization; jealous of his good name, and therefore particularly strong on this important point of quality.

A man may choose his friends. His relatives are thrust upon him.

Contrast and Harmony.

Cold greens contrast with white and harmonize with blues.
 Cold greens contrast with pink and harmonize with brown.
 Cold greens contrast with gold and harmonize with black.
 Cold greens contrast with orange and harmonize with grey.
 Warm greens contrast with maroon and harmonize with yellow.
 Warm greens contrast with maroon and harmonize with orange.
 Warm greens contrast with purple and harmonize with citrine.
 Warm greens contrast with red and harmonize with sky blue.
 Warm greens contrast with pink and harmonize with grey.
 Warm greens contrast with black and harmonize with brown.
 Warm greens contrast with lavender and harmonize with buff.
 Greens contrast with colors containing red and harmonize with colors containing yellow or blue.
 Orange contrasts with purple and harmonizes with yellow.
 Orange contrasts with blue and harmonizes with red.
 Orange contrasts with black and harmonizes with red.
 Orange contrasts with black and harmonizes with warm green.
 Orange contrasts with olive and harmonizes with warm brown.
 Orange contrasts with crimson and harmonizes with white.
 Orange contrasts with grey and harmonizes with buff.
 Orange requires blue, black, purple,

or dark colors for contrasts and warm colors for harmony.

Citrine contrasts with purple and harmonizes with yellow.
 Citrine contrasts with blue and harmonizes with orange.
 Citrine contrasts with black and harmonizes with white.
 Citrine contrasts with brown and harmonizes with green.
 Citrine contrasts with crimson and harmonizes with buff.
 Russet contrasts with green and harmonizes with red.
 Russet contrasts with black and harmonizes with yellow.
 Russet contrasts with olive and harmonizes with orange.
 Russet contrasts with grey and harmonizes with brown.
 Olive contrasts with orange and harmonizes with green.
 Olive contrasts with red and harmonizes with blue.
 Olive contrasts with white and harmonizes with black.
 Olive contrasts with maroon and harmonizes with brown.
 Gold contrasts with any dark color, but looks richer with purple, green, blue, black, and brown than with the other colors. It harmonizes with all light colors, but least with yellow. The best harmony is with white.

Usually the early bird catches the worm for the benefit of the little fellows who stayed at home.

Many lives stay small because they are standing still waiting for great things to do.



Oxfords



The sale of Oxfords from now until August 1st will be phenomenal, and unless you have a variety in stock to please your customers, they will be pleased to go elsewhere.

Our line of Women's and Misses' Oxfords comprises a variety of styles. Just note our catalog sent you some time ago. If you have mislaid it, send for another, and make your selection of such styles as your trade requires, and we will fill your order promptly.

HIRTH-KRAUSE CO. = = Shoe Manufacturers
Grand Rapids, Michigan

JOBBER AND RETAILER

The Mutual Relations They Should Sustain.*

I presume the most of us have given more or less attention and study to the question of our relatives and can name very accurately our cousins for several degrees removed, but I am inclined to doubt if, as jobbers, we have given as much attention as we ought to the broad relationships which exist between ourselves and our customers, the retailers, and I sometimes question if all of the retailers appreciate the close relationship which exists between the retailer and his jobber.

The average farmer in Michigan has no thought that his work and results bear any relation to any other farmer who lives beyond the borders of his own State. It would surprise him to know that he to-day is in competition with the farmers of Hungary, and that the price of his product bears any relation to their prices. However, it is true that the farmers of Hungary are to-day in a position to ship beans into the Grand Rapids market for less than the Michigan farmers are selling for, and within the last thirty days have sent their samples and quotations to some of the Grand Rapids buyers. This leads me to the conclusion that the farmers of Hungary and the farmers of Michigan are much more closely related than they have realized.

This same thing was demonstrated a few years ago with the high price of potatoes. After the selling price of potatoes reached a certain market the wholesale grocers found that a very large percentage of the people were eating less potatoes and more rice, and I think I am safe in saying that the consumption of rice in the State of Michigan was more than doubled during the season that potatoes sold for such high prices. This demonstrates again that the potato growers of Michigan are at least first cousins to the rice planters of Louisiana and Texas.

In view of these facts, I ask myself, How much more closely related are the retail merchants of Western Michigan and the jobbers who are serving them?

There has been in the past, and no doubt still exists, a class of merchants both retail and wholesale who have assumed the attitude that there was but one ground of relationship between the jobber and the retailer, and this was for the jobber to sell his goods for the biggest price he could possibly obtain, and for the retailer to buy these goods at the lowest figure at which he could buy. In striving toward this end a few men in each class have resorted to means which were unfair, unwholesome and unethical, and have brought serious criticism upon themselves and their friends.

It is true that this is the aim and object of our business relations, but the complexities of business to-day are such that along with this striving have arisen a great many ques-

tions which are to-day as deeply involved in the transaction of business as is the fundamental aim of our business endeavor.

It was not many years ago that each man was a producer and a consumer of a large part of his own needs. The farmer grew the food and prepared the meat for his own table; his wife prepared the wool and made a large part of the garments. Consequently, the purchases and the sales of the farmer were very limited, and there was no occasion for raising the question of the relationship of the jobber and the retailer. With the growth and development of the city, and the growth of the industries with the city, gradually arose many questions relating to the buying and selling of goods on a basis which would best serve the interests of all people engaged in the traffic. The early results of these complexities were something like the old days of England, when each landed lord had a castle and retainers about him, and made common war on all the others. The business interests found themselves conducting their business along these lines, and it was the realization of the wastefulness of these methods and the failure to attain the expected results which led to trade organizations, trade agreements and trade alliances.

One of to-day's indications of this is the multiplicity of organizations among the manufacturers, jobbers and retailers for the benefit of conditions. Of course, these organizations have many objects which are tempered somewhat by the men who are instrumental in their organization and government. The more reasonable ones contend for trade regulations, which make possible conditions which will permit of business being conducted on a fair basis, and yielding a reasonable profit, and there are others who go to the extreme of socialism and contend that the rules and regulations ought to be such that every one would succeed in the same measure, which would almost end in having a division of property. Socialism, the latter is impracticable for the reason that people who believe in this doctrine have eliminated the consideration of one factor known as "human nature."

I believe that you, as retailers, and we, as jobbers, are vitally interested in developing any plans which tend to elevate the basis of commercial transactions in the present day.

You, as retailers, are interested in the garnishment and collection laws, which have to do with a class of accounts with which you might assume we have no connection. However, you realize that we are as deeply interested as yourselves in the passage and execution of laws which insure to you the collection for goods which you have delivered, for it is evident that poor collections on your part must mean poor collections and some loss to us.

We, as jobbers, have been interested in the passage of the "sale in bulk law," which, perhaps, has not appealed to you. This law provides that no man can sell his stock of

goods in bulk without giving due notice to his creditors, and also provides that the purchaser must use due diligence to know that such notice is given to all creditors. This may seem a hardship to some honest merchant, but it is a guarantee and an insurance against the unscrupulous men who have been in the habit of making professional failures, selling their stocks to their friends and leaving town between two days. Previous to the passage of this law the jobbers lost large sums of money

Becker, Mayer & Co.
Chicago
LITTLE FELLOWS'
AND
YOUNG MEN'S CLOTHES

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.

Punches, Dies
Press and Novelty Work
We also make any part or repair broken parts of automobiles.
West Michigan Machine & Tool Co., Ltd.
Grand Rapids, Mich.
FOOT OF LYON STREET

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
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3½ %
Paid on Certificates

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

When You Want to Buy

- School Furniture
- School Apparatus
- Church Furniture
- Opera Chairs
- Portable Folding Chairs
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Chandler Adjustable Desk and Chair



Remember that we are the foremost manufacturers of such equipment, and can offer especially attractive inducements in the way of prices as well as choice of styles—from the least expensive to the most elaborate.

We have thirty-five years of experience in this business. As a result our product is the **best possible**.

American Seating Company

Send for Catalogue and Prices covering any line in Which you Are Interested

215 Wabash Ave.



CHICAGO, ILL.

NEW YORK

BOSTON

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"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.

*Response by Guy W. Rouse at Merchants' Week Banquet.

from this class of dishonest creditors, and you, as dealers, have suffered the unfair competition from these men, who bought these stocks at less than a fair price and sold them for less than cost. This law was made to prevent such practices as these, and it insures the creditor his money and that the stocks must sell under fair conditions, which is a protection to yourselves as well as to us. Then, too, in connection with this, we must remember that the loss by bad debts is a direct charge against the expense of doing business, and is, in fact, an additional tax against the business men of any community. We believe that we should all be interested in any law which tends to reduce the loss by bad accounts, either to yourselves or ourselves.

Both you and ourselves, as well as the manufacturers, are interested in the passage and fair and honest execution of pure food laws, which guarantee that the goods we buy and sell will be exactly what is indicated by the label on the outside of the package. It has been a serious detriment that unscrupulous manufacturers could place inferior goods in a can, wrap it with a handsome label and sell it on the "just as good" basis for a little less money than the pure, standard article, made by fair, honest manufacturers. These things have not only been a serious menace to the health of the community in which we live, but have also been a disturbing element in the competition which you and ourselves meet in everyday trade.

Of course, you as retailers have many other troubles, which do not concern us directly, but on account of our relations and interdependence of our business we are interested in the most of your troubles. We realize, however, that you have perplexing things which do not enter into our side of the transaction. For instance, there is the woman who calls up on the telephone and orders a 2 cent cake of yeast, a loaf of bread, 5 cents' worth of cheese and 2 cents' worth of meat for the cat, and by the time you have it ready she phones that you need not send the meat for the cat, because the cat has caught a bird.

We have some of the same kind of troubles. We have dealers who give orders to specialty men, and six months after they write and want to return the goods, because they have been unable to sell them and want us to take them off their hands.

However, there is one big question, and to this I want to invite your particular attention, because it is one of your big questions in which we are interested. That is, the mail order house, the house that attempts to do business by unnatural methods.

P. T. Barnum once said that the American people wanted to be humbugged. If Barnum built his success on these grounds he certainly proved the truth of this assertion, but I have always been inclined to believe that the statement was an exaggeration. However, when we see a woman get \$7 worth of soap and \$4 worth of trinkets for \$12.85 we realize that

there are still some who are willing to be humbugged.

The consumer who buys goods of a mail order house, except for very exceptional reasons, might almost be called a traitor to his community. He and his family are making their living and accumulating their savings from the efforts of his townsmen, as every other man in every other city is doing, and without reciprocating or contributing as much to the community as the community contributes to him. He sends his money to the big city, with the foolish anticipation that somebody there at long distance, with big expense, can furnish him with goods for less than his local dealer. He forgets the fact that his home dealer may be giving him better goods for the same money, or that perhaps he could buy many of these items for less money than he pays in the big market. He is allured by the bright lights of the city, and because he buys some staple article cheaper he is led into paying big prices for the remainder of the list. He may buy some of his standard items upon which there is a stated price for a little less money, but the average buyer is not conversant with the prices of the goods which he buys, and he depends on his local merchant to give him good goods, and a fair value for a fair price, but I am inclined to believe that when he depends upon a big mail order house in some distant community he may get a reduced price on some one article, but that he pays more for some of the others, and that the net result is that he pays more money for the same value with the mail order house than he does at home.

In the second place, he ought to patronize his home merchants under all reasonable conditions, he ought to remember that the home merchant pays taxes, helps to support the fire and police departments, maintain the school system and bears his part of the expense of maintaining the local government, and that the mail order house does not. The mail order buyer is not only selfish but shortsighted, as it is apparent that if every other consumer followed his plan it would not be long before the local merchants would go out of business and his taxes would be materially increased as a result.

Among people following this plan to-day are the farmers, and they of all others will lose the most if business diverts from its present channels. Who makes the market for the farmer's products? Who takes his butter and eggs? Who takes the dozen and one other things which he wishes to market? The local store-keeper. If the farmer persists in patronizing the mail order house he is destroying his home market for the goods which he wishes to sell and places himself in a position where he must market his goods at large expense and under very unfavorable conditions.

Now I say this is a serious question to you, and it is, too, a serious question to us, for this trade which is diverted from your store does not go through our hands and, as a consequence, we lose our profit on these

goods. We also lose a certain amount of our prestige as a market, consequently we as jobbers are vitally interested in joining hands with you in helping to educate your customers. We assure you that from the standpoint of our own selfish interests we are with you in your efforts to educate the people to buy their goods in the community in which they live.

We also have our troubles along this same line. We, as jobbers, are endeavoring to maintain in this city a market that is second to none, and with your aid we have succeeded beyond the expectations of many of our people. We believe it is for the best interests of you and ourselves to join hands in conserving and promoting the interests of the community in which we live.

During Lincoln's administration certain political enemies tried to trap him in an argument on the tariff question and Lincoln finally answered, "I do not know very much about the tariff, but I do know that when we buy steel rails abroad they have the money and we have the rails; but I also know that when we manufacture steel rails in this country we have the rails and the money."

That, it seems to me, is a good doctrine for us to-day. Let us keep our money as near home as we can. Let us encourage growth and development of our local enterprises in our own community and let us join hands in a brotherly union to develop and promote the wonderful possibilities of the beautiful State in which we live.

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

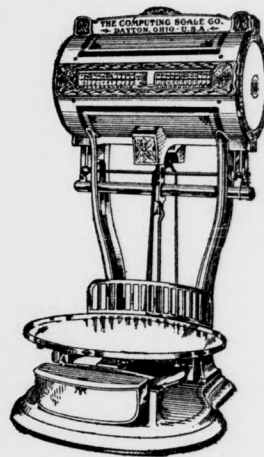
These goods are all selected in the very latest coloring, including

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.

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

Wheeler & McCullough Mgrs., 35 N. Ionia St., Grand Rapids, Citz. 1283, Bell 2270

THE FOURTH SUCCESS.

[Continued from page 3]

not know. And yet there is more than mere business. Physical life is worth more than money. If his money or his life were demanded a man would surrender his money, for without life money would be of no value. And yet many a man is surrendering his life bit by bit for the dollars. There is no worry so harassing as financial worry. There are also the intellectual and the spiritual side of life which should not be neglected. There should be time for art and literature and music, and men should be religious. Without religion no man can attain to full development. The world's greatest and most successful men are religious men. In the world to come the streets are paved with gold, and for the sake of gaining gold in this world we should not so live that we enter the life to come as paupers."

The banquet closed at 9:30 with a farewell and a benediction by Bishop McCormick. Many of the visitors caught the late trains for their homes and the others left in the morning.

Those who enjoyed the banquet and admired its success had little idea of the obstacles that had to be overcome. The tent which was to have arrived Monday was not ready to be pitched until Wednesday afternoon, and when it had been put up the stakes driven into the rain soaked earth gave way and down it came. The tent was put up to stay Thursday morning, and then there was a great hustle to get things ready. Four days of almost continuous rain had flooded the park to a depth of two inches, and the men who placed the tables slogged around in rubber boots up to their ankles in water and mud. A hasty requisition was made on Fuller & Rice and several carloads of lumber and many bales of sawdust were hurried to the tent to use as flooring to enable the women to set the tables and to insure comfort for the guests. While the tables were being arranged the Grand Rapids and Muskegon Power Company was wiring the tent and making a guide line of light to the street cars. For this about 1,000 tungsten lights and 600 Japanese lanterns, supplied by the Street Railroad company, were used. The elevated platform for the speakers and guests of honor was decorated by Louis J. Delamarter.

The responsibility for the success of the banquet rested on Frank E. Leonard, and its success under so many discouraging conditions was due largely to his energy and executive capacity. He was at the tent almost constantly from Wednesday until the close of the banquet. He was ably seconded by Walter K. Plumb, A. B. Merritt, President Heber A. Knott and Wm. Logie. He, however, was essentially "the man of the hour," and he was equal to the demands made upon him.

What's In a Name?

What's in a name?

Money, if you're a commercial traveler.

On the train, coming from Omaha

to Chicago the other day, I met a chap who had learned an interesting lesson in names. He was not a tightwad, and told me the story. Draw up your Morris chair, for it's yours, too.

"I'm so thoroughly disgusted with myself," he said, when he had accepted one of my cigars in the smoking compartment, where we had exchanged good mornings and our political views, "that I need a false face."

"Unburden your soul," I implored.

"I will," he returned: "There's a Dutchman out in Omaha whom I had sold once but who gave me the cold shoulder yesterday. I had it coming at that, and ought not to whine.

"It was like this: He had a name of some half a dozen syllables which ought to be relegated to district school house spelling bees. He took ten minutes the first time I had called on him to slip it to me phonetically, to go into detail over his ancestry, and to beam like a cherub because I got it right at the start. That's because my ears and my tongue generally work hand in glove. But that's neither here nor there. When I chased into said store yesterday the elusive pronunciation had given me the double cross, and I went to the bottom like a bag of sand.

"Here's the plot: I had sent up my card, and the old boy remembered me right off the reel and waltzed toward me like a high school kid with his first allowance in his jeans. Mr. Dutchman stuck out his fist and gave me a grip that made me feel like the Kaiser. But my elation didn't last long. The next second I felt like the guy with the cap and bells.

"I made a horrible and disastrous stab at his name, and I saw at once that it was like handing him a goblet of lemon juice. He rolled forth the Teutonic syllables sourly, and I was back on the job. But something was dead wrong. He had closed up like a clam. I spied with all my might, but I couldn't come within a million miles of touching him. It was like a drunken man blazing away at a swinging target in a high wind.

"I was quick to see that I might as well save my larynx and beat it accordingly for the exit. And believe me, I don't intend to get tripped up on a game like that any more. The next time I drop in on the gentleman from Deutschland—and take it from me he'll see me again—I shall roll out the weird syllables of his name like a professor of Germanic literature. And, besides, that little faux pas has set me to thinking and has put me hep to a little scheme which I intend to inaugurate immediately."

"What is it?" I enquired.

"I am going to keep a note book," he answered charitably, for he was selling a widely different line from that which I am on, "into which I shall jot down pertinent facts about my customers that I believe will revolutionize things in my work. I long ago made these notations mentally, but the cells of the brain are not in it with a dash of real ink on real papyrus.

"I got plenty wise to the inadequacy of the memory when I fell down in a heap in the matter of my friend's name. I'll take a chance hereafter with the note book.

"To explain, every salesman discovers, if he's got the savvy at all, that remembering little intimate facts about his customers puts him right as nothing else will. This will illustrate: A year ago a chap down in Kansas City happened to remark in the course of our conversation, that his sister was very ill. I saw him again three months later, remembering the incident. I promptly asked about his sister, expressing the hope that she was restored to health. He told me that she was dead, but I could see that he was deeply pleased that I should have remembered the fact of her illness. He was for me solid ever afterwards.

"My game hereafter is going to be to jot down facts of the sort, which are sure to slip from the mind, the moment I leave a customer. The next time I call on him I will make a casual reference to his son Willie, who he had perhaps told me was doing great work on the high school football team, to his daughter Sallie who was a heavy but unobjectionable drain on his finances at some select boarding school for girls at Mount Holyoke, to his wife who was abroad, perhaps, or to anything he may have mentioned. What do you think of my plan?"

"Bully," I answered enthusiastically, resolving to at once go and do likewise.

"Really," he continued, "it's a great element of salesmanship to take a keen interest in the family of the men you are selling goods. They like it. They eat it up. For illustration, I was once invited up to a small town merchant's house for supper. He had a little boy who rang the bell with me at the start, and most of my visit was spent with the lad on my knee, showing him his picture books and giving wise dissertations on the lithographs. Then he trotted out his album of picture postals. That showed me my trump card, and for a fortnight I sent him a post card every day or two. The next time I swooped down on the burg I was there again with both feet. I was there and return. I made a bigger sale and was invited to supper again. The youngster made a dive for me and he's been calling me Uncle Bill ever since. His father himself coached him to call me 'Uncle William,' but I went him one better and cut it down to 'Bill.'"

I haven't forgotten my talk with Bill on the train that day. I have been a far better salesman ever since. If he had been a tightwad I would have profited nothing by our ride together in the smoking compartment.

What's the use in being a tightwad? Pass things along—especially if the other fellow is selling a different line.

Newton A. Fuessle.

Employ An Architect.

Whenever the erection of a building for business purposes in a small city or village is contemplated, the first

consideration, very properly, is to hold the cost thereof down to a figure which the general business value of the town will warrant.

In this view of the case the size of the structure must be the chief governing factor and in a great many instances this essential is overestimated. That is to say, a structure having a 50 foot frontage is put up because the owner happens to possess a lot of that size, where one of only 25 foot frontage would better meet the resources and the needs of the town.

Errors of this character are made in large cities as well as in small ones and frequently they are caused by a man's local pride. He wishes to show people that he believes in his town and to give his fellow citizens convincing evidence that they should do likewise.

The most common mistake made in store architecture in small towns is the erection of a two-story building with its upper floor finished in most meagre fashion in order that the money they saved may be applied to the embellishment of the front. And as a rule the adornment thus provided would better have been omitted.

A good example of this nature has been furnished by a two-story building erected nearly five years ago in a Michigan town. The lower floor, containing two 20 foot store rooms and a hallway and stairway seven feet wide between the two stores, was finished in a substantial and attractive way and with good architectural values. The stores were high between joints, well lighted and, with generous, well-lighted high basements, were ideal for mercantile purposes. The upper floor was divided into a helter skelter plan of apartments which were miserably finished.

Something like \$600 were expended on elaborate window-caps, cornices and a sham half story elevation at the top, with galvanized iron pretensions as a dominating feature.

The stores were profitably rented on long leases before they were finished, but the upper floor apartments could not be rented, seemingly, at any price.

After two years of futile effort to make the proposition pay, the owner sold the property, which cost him \$6,000 in round numbers, for \$4,200. The new owner at once pulled down the bogus front to the second floor. The cornice and window-caps went to the scrap-heap and a new and genuine second-story front elevation went up, dignified, plain and artistic. The upper floor was rearranged, with rooms in better sequence, better lighted and with closets. A hot water system of heating and a complete and well-planned system of plumbing were installed and every room was attractively finished.

These alterations cost the new owner a trifle over a thousand dollars and every second-story apartment was rented within thirty days after the remodeling had been completed. This building is now a good investment.

Few people feel called upon to condense the milk of human kindness.

Farwell's 15c Retailer

DEPENDON

Number



One

The Best Child's Hose For Your Money

We do not often indulge in superlatives and only when we are sure of our ground.

When we first designed this hose we were asked by one mill to pay \$1.40 in quantities of thousands of dozens.

By contracting for the entire output of the special machines making this hose we can offer this typical **DEPENDON** value at a price which enables you to sell at a liberal profit a hose that looks like a 25c hose, fits like a 25c hose, wears like a 25c hose, at the **Retail Price of 15c a Pair.**

Over one thousand other numbers in the

DEPENDON
TRADE MARK

line that will make your profits and sales increase by leaps and bounds.

LET US EXPRESS YOU A SAMPLE ROUND OF TEN DOZEN OF THIS NUMBER, VIZ, ONE DOZEN EACH, SIZES 5 to 9½, PRICE \$1.05 PER DOZEN FOR SIZE 5, RISE 5c PER DOZEN, and if the goods are not just as represented by us, you can return them by express at our expense.

JOHN V. FARWELL COMPANY

Sole Distributors **DEPENDON** Dry Goods
TRADE MARK

CHICAGO

The Great Central Market



Value and Necessity of Proper Approach.

A salesman may be said to make or break himself and his proposition by his manner of approaching the prospective buyer. This is particularly true in selling a staple commodity of a particular brand that may not be in demand. For instance, the shortest road to a turndown is to introduce one's self to the grocer this wise: "Mr. Smith, I have a little proposition on soap that I would like to interest you in." This is equivalent to handing a man a club to hit you with and invites an immediate response from the grocer to the effect that he has plenty of soap (which is invariably true; in fact, in all my experience on the road I have yet to find a grocer with good credit who was low on soap) and is too busy to entertain any proposition on soap.

Furthermore, the man who has a little proposition is lacking in dignity and underestimates the importance of his mission. I recall vividly how forcibly this was impressed upon me a number of years ago by the buyer of a large store in Philadelphia, who replied to my offer of a little proposition in these words: "Young man, this is a large firm—we do a big business and have no time for little propositions. Good day." I have been selling big deals ever since.

First Create a Demand.

It was here, too, that I had my first experience with that nightmare, "Create a demand and I will buy your goods," which was hurled in my face right and left—"Your soap is no doubt excellent, etc., but create a demand." I could hear it in my sleep. It always knocked my pins from under me, took all the wind out of my "sales" and made my eloquent(?) argument look like the proverbial three dimes.

The "knockout" always came after I had practically exhausted myself. Finally it occurred to me to try to overcome the demand proposition in the beginning and I had much easier sailing with the following introduction: "Mr. Smith, my name is So-and-So. I have a splendid proposition on a product for which there is no demand and I know you to be merchant enough to be interested in quality and price rather than demand, for if demand were the only thing to be considered, you would buy postage stamps, as they are always in demand and everybody uses them." (Note that no mention is made of soap.)

To this the invariable reply was: "What is your proposition?" "Mr. Smith, if you can spare me fifteen

minutes I will outline it to you." "Fire away."

A good start at least and the satisfaction of not being turned down on account of lack of demand, for few men would give a salesman fifteen minutes of their valuable time to interest them in a product for which he candidly said there was no demand and then say, "Create a demand."

The point is: In approaching a buyer do not hand him a club to hit you with and do not impart such unnecessary information as the statement that you have soap for sale—that will be obvious in due time. Start your talk with something more interesting and less commonplace than soap.

Make Buyer Need Goods.

A salesman proves to the buyer that he needs the goods. An order taker offers his goods and asks the merchant if he needs any. Result—good salesmen are as scarce as hen's teeth, while order takers are plentiful at \$15 per—

Anything and everything is salable—not necessarily in proportion to the merit, quality or price, but in proportion to the salesman's ability. The repeat business is, however, usually in proportion to the merit or quality. Enterprising individuals have been known to sell the city halls and even county jails but never more than once to the same buyer.

A salesman, to be really successful in the long run, must know his proposition and all its fine points thoroughly and must accomplish the feat of selling himself first.

The essence of salesmanship is ingenuity and ingenuity makes anything salable. Ingenuity is particularly necessary in selling soap. In fact, I have heard it stated, on good authority, that to be a successful salesman, a man must be willing to stand on his head in a public square if necessary.

The writer has always maintained that the average merchant is more interested in the proposition and the quality than in the price, provided that the price is within reason; for instance, no merchant would buy \$4 soap at \$2 per case unless he thought he could sell it. On the other hand, interest him in a proposition and prove to him that he will sell the soap and he will pay you your price.

A low price, like its consort, poor quality, never established permanent business relations with any reputable merchant. There is but one argument to be advanced to the buyer in favor of a low price, an unhealthy margin of profit, and an unhealthy margin never lasts long and always results in cut prices.

The best selling soaps on the mar-

ket are brands of high quality and price. Once established, a high grade, high priced product can always hold its own with cheap competition, as inferior or cheaper products are placed in a different class by the merchant and consumer alike.

Few merchants now-a-days expect to buy butter at oleomargarine prices or leaf lard at leaf brand prices, particularly if the salesman demonstrates the difference clearly.

Few, if any, soap firms of standing would think of spending money for advertising to induce the merchant to buy—salesmanship will accomplish this at less expense. Advertising on soap is invariably done to interest the consumer rather than the merchant.

It is no problem to devise new and novel methods of advertising, but it is a problem, particularly on soap, to plan advertising that will produce results to justify the expenditure. For instance, the cost of getting the bulk of the business at a given point is more often than not in excess of the value of the business to be secured.

Lack of experience in advertising often leads a salesman to believe he could easily do business enough to justify the expense of a particular kind of advertising.

I can distinctly recall my own estimate of what I could do on a particular brand of soap if the firm would sample house to house with a full sized bar. My views have changed since testing out this proposition and, candidly, I do not believe that results can be secured to justify house to house sampling on ordinary laundry soap. This does not apply to soaps that have some special ingredient or cleansing agent which permits of wide latitude in advertising to the consumer.

The inefficiency of this form of advertising is largely due to the fact that it is overdone and the advertiser becomes one of many claiming the housewife's attention almost daily by this method. Moreover, one bar of soap is insufficient for thorough trial and intelligent comparison of quality with standard brands. Again, as no investment on the part of the consumer is involved, there is no particular reason for endeavoring to discover the quality or merit claimed.

Makes the User Invest.

On the other hand, advertising that offers the consumer some inducement to purchase five or more bars of soap from a retailer is effective if the inducement be sufficiently attractive, for the economical housewife is bound to look for comparative value to see if she secured good value for her money. Furthermore, a proposition of this kind puts some responsibility on the dealer, that of recommending the goods or advising purchase, upon enquiry from the customer, and this necessary co-operation on the part of the dealer is the most effective advertising.

The inadvisability of newspaper advertising on laundry soap is easily demonstrated, viz., the purchase of a particular brand of soap is largely a matter of habit, which needs something stronger than printed argument to break unless the soap be a "spe-

cialty" soap. Then, too, fully 50 per cent. of the actual buyers of soap are children that can not be reached with newspapers.

Billboards are effective in keeping an established brand before the public, as in the case of Gold Dust, for instance. But for effectiveness on introductory work that value can not be compared with window displays in my estimation. To illustrate: Suppose we have a board in a prominent location that is seen by 100 people per hour, it is conservative to estimate that not over five of these people are on their way to purchase soap. If, on the other hand, we have an equally well located window display, costing less in the long run and this is seen by, say, twenty-five people passing the store, fully ten or fifteen of them are about to spend their money for the product you advertise. Soap advertising is never so effective as at the time of possible purchase.

The lesson is—the wise salesman loses no time thinking of what he might do if backed by this or that kind of advertising, but forges ahead with whatever advertising his firm sees fit to give him, feeling sure that the firm gives much thought and consideration to evolving advertising and spends its money along lines calculated to be productive of the best results.

Interest the Dealer.

It is one thing to sell goods and another thing to interest the dealer in selling them. Here again the salesman's ingenuity plays an important part, it being an established fact that the merchant may make or break the sale of a given product almost at will.

To induce the buyer to make the sale of your goods is to demon-

Hotel Cody

A home for you in
Grand Rapids

Try it

American Plan:—\$2.00, \$2.50
and \$3.00

All Meals 50c

W. P. COX, Mgr.

Cross-Country Run

Knowing travelers take a cross-country run every Saturday. The race ends at the

Hotel Livingston Grand Rapids

the ideal place to spend Sunday.

strate real selling ability, and it can only be accomplished by making the sale of the product to the consumer look easy to the merchant and by suggesting ways and means, for no merchant is desirous of pushing your goods if pushing involves, or appears to involve, time, labor or money.

For illustration: Let us consider ways and means for moving Blank soap sold to a given customer; several ideas proven successful come to mind, viz., a window display of an upset barrel of the soap (stripped of cartons) and a sign reading:

Special Sale Toilet Soap
30c per doz. cakes

Not more than 1 dozen to a customer

Thirty cents per dozen sounds very cheap, is cheap, but is the regular price, two for 5 cents. The limit of sale—one dozen—makes the price appear lower still and appeals to the thrifty.

A telegram (typewritten in the office) reading as follows often produces surprising results:

Jno. Smith,

Summit, N. J.

Sell Blank Toilet Soap 30c per dozen cakes until further notice.

Company.

Pasted on the window or door, this or any telegram arouses interest and curiosity and it makes the sale appear as a matter of considerable importance.

Still another plan is to have the proprietor agree to have his clerks for one week make the following offer to each customer just before leaving the store.

"Mrs. Smith, that is a nice cake of white soap for 5c, is it not?" (handing her one cake for inspection). It would be a crusty old woman indeed who would not admit that it was. "If you care to take it for 5c, I will give you this one" (handing out another cake).

Lack of space prevents my outlining many others. With a little thought, however, any salesman may figure out innumerable "first aids" to the dealer.—Thomas H. Beck in Business Philosopher.

New Hands at the Gideon Helm.

Grand Rapids, June 15—At a meeting of the Grand Rapids Camp of Gideons, held on June 8, the following officers were elected for the ensuing year:

President—W. H. Andrews.

Vice-President—Harry Mayer.

Secretary and Treasurer—D. W. Johns.

Chaplain—F. M. Luther.

Counselor—Henry Raman.

Brother F. S. Frost, the retiring President, and Brother A. E. Gould have taken up their residence in Hamilton, Ont., where they have gone to establish a branch factory of the Hardware Supply Co. of Grand Rapids for their Canadian trade. The removal of these two men, with their families to the Canadian city is a very great loss to Grand Rapids Camp. Our love and best wishes go with them. May they be richly blessed in their business and in all of their Christian activities in their new home.

We have to congratulate the two churches and the Christian forces generally of Hamilton on the acquisition of two such able and earnest workers as Bro. Frost and Bro. Gould.

A number of our Grand Rapids Camp are members of the Wealthy Avenue Baptist church. Just now they are working like heroes and rejoicing over the progress being made weekly toward the building of the fine new temple for that church. A bunch of Gideons and a church which has an evangelistic service every Sunday evening and is winning men and women into the Kingdom right along can mix well.

D. W. Johns.

Grand Rapids, June 15—"Old things have passed away, behold all is new." A few months ago Gideons coming to Grand Rapids were directed to the Wealthy Avenue Baptist church to get inspiration and cordial welcome when in the city. During the past few months great changes have taken place. We find, "For Sale" Wealthy Avenue Baptist church and the foundation being dug away. We see a large residence and lot back of the church, with its foundation being dug away. We see back of this a large tabernacle built, without polish, to accommodate 1,200 and we ask what meaneth all this and D. W. John says, "This is 'Forward Movement.'" Within a few weeks we have increased our Sunday School 300, our B. Y. P. U. 110, our Home Department 140, our Ladies' Aid 225. June 9, when rain fell in torrents, 135 attended our prayer meeting, 115 brand new babies for our cradle roll, of the Teddy Roosevelt brand, increased our Junior B. Y. P. U. to 98, Organized Brotherhood with 180 members and last Sunday we raised \$23,000 as a starter to build the Baptist Temple of Grand Rapids, Mich. "Old things have passed away, behold all is new."

Aaron B. Gates.

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

In the matter of Anthony B. Zierleyn, bankrupt, notice is hereby given that the stock of merchandise, consisting of jewelry, silverware and other articles usually kept in a jewelry store, together with store furniture and fixtures and book accounts belonging to said bankrupt, will be offered by me for sale at public auction to the order of said court, on Saturday, the 26th day of June, 1909, at 10 a. m., at the store building lately occupied by said bankrupt, 85 Monroe street, Grand Rapids, Mich. The sale will be subject to confirmation by the court. All of said property is now in said store, and the inventory and appraisal thereof may be seen at the office of Hon. Kirk E. Wicks, referee in bankruptcy, 212 Houseman building, Grand Rapids, Mich., or at the office of the receiver, 103 N. Ottawa street, Grand Rapids, Mich.

James B. McInnes, Receiver.

Peter Doran,

Attorney for Receiver.

Annual Meeting of Michigan State Association.

The annual meeting of the Michigan State Pharmaceutical Association will be held at the Wayne Hotel in Detroit, June 22-24. The programme is as follows:

Tuesday, 2 p. m.

Address of Welcome.

President's Address, M. A. Jones, Lansing.

Announcements.

Appointment of Committees.

Reports: Secretary, E. E. Calkins, Ann Arbor; Treasurer, A. B. Way, Sparta; Secretary of the State Board of Pharmacy, John D. Muir, Grand Rapids.

Reports of Committees: Executive, F. E. Bogart, Detroit; Pharmacy and Queries, C. A. Weaver, Detroit; Trade Interests, O. B. Dunning, Vicksburg.

Reports of Delegates: N. A. R. D., F. W. Houghton, Lansing; A. Ph. A., Leonard A. Seltzer, Detroit.

Paper: Some Business Suggestions, John Helfman, Detroit.

Wednesday, 9 a. m.

Reports: Legislative Committee, A. L. Walker, Detroit; Adulteration Committee, W. C. Kirchgessner, Grand Rapids; Trustees Prescott Memorial Scholarship Fund, C. F. Mann, Detroit.

Papers: Fifteen Months of Local Option, Jas. W. Cobb, Birmingham; Mailing Lists, Arthur G. Lyon, Coldwater; Aspirin, Prof. J. O. Schlotterbeck and A. W. Linton, Ann Arbor.

Thursday, 9 a. m.

Reports of Committees: On President's Address; on Resolutions; on Nominations.

Election of Officers.

Papers: Building up a Candy Business, W. N. C. Scott, Detroit; Your Cigar Case as an Asset, C. A. Weaver, Detroit.

Questions: Time and Place of Next Meeting; Secretary's Salary; N. A. R. D. Dues; Appropriation for Adulteration Committee.

Unfinished Business.

Installation of Officers.

Adjournment.

A feature of the June meeting of the Michigan Association will be a boat ride on the Detroit River and the Lake. A commodious steamer has already been chartered for the occasion and will leave the dock shortly after noon on Wednesday, the 23d. A buffet lunch will be served throughout the trip. Music will be furnished by the orchestra, and dancing will be very much in order. Other forms of entertainment have been provided, but their nature is being kept a secret by the committee in charge. Detroit, apart from its beautiful drives and natural advantages, is a large drug center and offers much that will interest druggists from all parts of Michigan.

Place the Blame Where It Belongs.

Grand Rapids, June 12—Your editorial on the outrage committed against De Molai Commandery at Detroit last week was a most excellent one, and is heartily appreciated by the business men who are cognizant of the circumstances. But you did not place the blame where it properly

belongs—upon the shoulders of the rabid "union" Furniture City band. They are responsible for the affair, and it seems to us that the citizens of Grand Rapids should know what they are building up, when they contribute to, or employ, that organization. Their effrontery and lack of fairness and common decency are constantly in evidence. For instance, the Patrol employed Wurzburg's orchestra for a dance April 1. The last dance on the program was enchoria, and the orchestra played it over, making the time six minutes past 12 o'clock. Wurzburg promptly brought in an extra charge of \$8-\$1 per man—for the extra six minutes. When expostulated with, he said that was the union rule and he could not alter it.

A. T. Thoits.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, June 16—Creamery, fresh, 23@26c; dairy, fresh, 18@22c; poor to common, 17@18c.

Eggs—Strictly fresh, 21@22c.

Live Poultry—Fowls, 13@13½c; ducks, 12c; geese, 10c; old cox, 10c; broilers, 20@25c; turkeys, 12@14c.

Dressed Poultry—Fowls, 14@15c; old cox, 11@12c.

Beans—New Marrow, hand-picked, \$2.90@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.

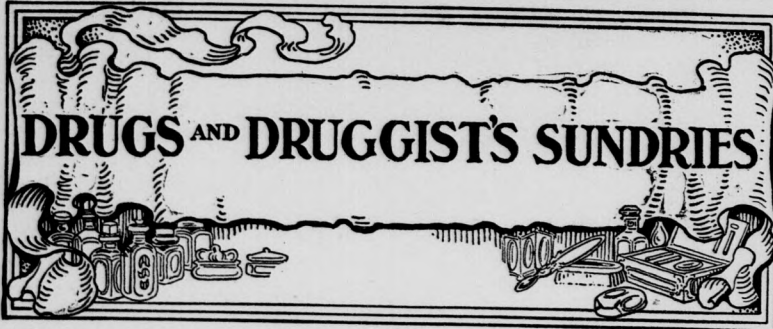
Potatoes—90@95c per bu.

Rea & Witzig.

A St. Joseph correspondent writes: St. Joseph will be the mecca for two hundred traveling men from the state of Illinois beginning July 15. These representatives will continue as a portion of the city's population for one solid week. Many of the traveling men will be accompanied by their wives and they will be entertained in a royal manner. William Powell, a representative of the association, visited the city and made arrangements with a cafe to feed the guests while they are enjoying their outing, and Mr. Cavanaugh, Secretary and Treasurer of the organization, will be here in a couple of weeks to arrange for the sleeping accommodations of the members. Last year the organization, which is known as the Illinois Traveling Men's Association, gave their outing at Mackinac Island, but this year decided to come to St. Joseph. Mr. Morford and Mr. Cavanaugh will make the rounds of the city and secure the rooms necessary for the housing of the guests.

The Grand Executive Committee of the United Commercial Travelers will hold its first meeting at the Hotel Otsego, Jackson, Saturday, June 19. At this meeting the books and records of the former Secretary will be turned over to Fred Richter, of Traverse City, the newly-elected Secretary. Through an error, the Tradesman gave the address of John B. Martin, who is a member of the Executive Committee, as Detroit. It should have been Grand Rapids instead.

Life finds its noblest spring of excellence in this hidden impulse to do our best.



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.

Liquid Glass a Profitmaker.

William O. Frailey, of Lancaster, Pennsylvania, has had considerable success in selling sodium silicate, commonly called "liquid glass." Mixed with ten parts of cold water, this product is the best preservative for eggs. It is better than lime or salt.

Mr. Frailey described his method of selling sodium silicate at the last annual meeting of the Pennsylvania Pharmaceutical Association. To quote:

"To secure the best results the eggs should not be washed. We filled a half gallon fruit jar with fresh, clean eggs. Then we poured into the container sufficient preserving solution to cover them. The jar with its contents was placed in the window and a card placed on top: 'Preserved with Liquid Glass.'

"We charge 15 cents a pint, or 25 cents a quart, for the solution of sodium silicate and sell the commercial grade. We bought the product in five-gallon lots at first, and after selling fifteen gallons purchased a barrel at a much lower price than we paid for the smaller quantity. We have sold about half of the barrel already. We were astonished at the success rewarding our efforts. One striking card read: 'Eggs, 16 cents in May, 45 cents in December; save the difference by preserving the 16-cent ones.'

"I would recommend all enterprising pharmacists to try my policy of pushing the sale of sodium silicate solution for the preservation of eggs. Boiling the water before mixing with the product deaerates it to some extent and adds to the efficiency of the solution."

Formula for Pomade to Straighten Negro Hair.

Try the following:
 Fresh beeswax 1 oz.
 Powd. castile soap ½ oz.
 Powd. gum arabic ½ oz.
 Rose water 1 oz.
 Bergamot oil 30 min.
 Thyme oil 3 dps.
 Dissolve the gum arabic and the soap in the rose water by gentle heat, then having previously melted the wax, add it gradually to the mix-

ture, stirring them constantly; while cooling add the perfume.

The above when well brushed in will have a tendency to smooth down the hair and keep it straight.

J. Morley.

The Drug Market.

Opium—Is steady.

Morphine and Quinine—Are unchanged.

Glycerine—Has advanced and is tending higher on account of scarcity of crude.

Juniper Berries—Are very firm and advancing.

Oil Cloves—Show a slight decline.

Arnica Flowers—Are very firm and tending higher.

Gum Asafoetida—Has almost doubled in value.

Canary Seed—Has advanced and is tending higher.

Formula for a Wall Paper Cleaner.

Mix together one pound each of rye flour and white flour into a dough, which is partially cooked and the crust removed. To this one ounce of common salt and one-half ounce of powdered naphthalin are added, and last one ounce of corn meal and one-eighth ounce of venetian red or burnt umber. This composition is formed into a mass of the proper size, to be grasped by the hand, and in use it should be drawn in one direction over the surface to be cleaned.

R. E. Johnson.

Mixing Glycerin, Rose Water and Benzoin.

To mix this popular combination proceed as follows: Add the glycerin to the rose water and stir briskly, with one hand, in a graduate; and with the other hand add the tincture of benzoin, in such a way that it will follow the stirring rod down. The precipitated lumps will then stick to the glass rod.

Chocolate Coating for Ice Cream.

A mixture of chocolate 8 parts, syrup 6 parts, cream 2 parts, will, we are told, congeal on the cream. But it does not form exactly a crust or an icing. When it strikes the cold surface of the cream it solidifies sufficiently to adhere instead of flowing directly into the dish after the manner of the conventional chocolate syrup.

The creed that can be stereotyped is not worth running through the presses.

The only way to digest a good sermon is to do what it suggests.

The best proof of a great religion is its use on small occasions.

Cut Worm a Pest To Be Hated.

The man with a garden has many pests to contend with, bugs, worms, beetles, flies, the neighbors' chickens and various others. The man who loves his flowers or has a fondness for fresh vegetables has a righteous hatred for all these pests and vermin, and does his best to exterminate them. But of all the pests the one that is most detested is the cut worm. The cut worm does not play fair. It is a vandal. It destroys apparently just for the fun of destroying, and safeguarding against its ravages is difficult. When a bug or a worm takes big bites out of the foliage we may regret the damage done and get after the pest with poison on a stick, but we do not for a minute blame the beast. It is hungry, something most of us can understand, and in taking bites out of the green leaves it is doing exactly what we would do under similar circumstances. But the cut worm does not consume what it destroys. It nips off the tender seedling close to the root and then crawls away to hide and sleep. The leaves of the plant are not nibbled or chewed. There are no indications of an appetite satisfied, except the appetite for slaughter. And therefore not understanding the cut worm's theory and having no sympathy with its methods most of us hate it as we should hate the Evil One. When a cut worm has done its deadly work the only satisfaction is in finding and destroying it. This can usually be accomplished by stirring the soil a few inches around the plant

that has been nipped off. The worm is about half an inch long, dull colored and sluggish, and usually hides itself just below the surface near the scene of its destruction. When found crush it beyond hope of resurrection either in this or in any other world.

Scales in a Window Trim.

Written for the Tradesman.

Scales in a window always attract notice whether in a store, like a druggist's or a grocer's, where scales are naturally used or introduced in the window of a dry goods store where they would have no essential connection with the goods on display. They always gain attention because the human mind is so constituted that it wants to see fair play in buying and selling. To effect a balance either weights or money may be employed, and to make the scales even up a weight of some sort may be attached to either pan underneath. If the idea is to show that the goods are purchasable for less price than they are actually worth then of course the pan containing the goods should hang lower than the one holding the money. Of course, if something heavy has to be put underneath the scales to get the desired effect, the scales must be placed so low in the window that the ruse will not be detected. J. W.

The loss of sympathy would to too high a price for the loss of all sorrow.

The pessimist always puts his best corns forward in a crowd.

Liquor Register System

For Use In
Local Option Counties

WE manufacture complete Liquor Registers for use in local option counties, prepared by our attorney to conform to the State law. Each book contains 400 sheets—200 originals and 200 duplicates. Price \$2.50, including 50 blank affidavits.

Send in your orders early to avoid the rush.

Tradesman Company

Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Table of drug prices including categories like Acidum, Ammonia, Aniline, Balsamum, Cortex, Extractum, Ferru, Flora, Folia, Gummi, Semen, Spiritus, and Syrupus.

Table of drug prices including categories like Lupulin, Magnesia, Morphia, Quina, and various oils and tinctures.

Advertisement for GRAND RAPIDS STATIONERY CO. featuring 'Complete Line of Books, Box Paper Hand Bags' and 'Commencement Exercises'.

Advertisement for Tradesman Company Engravers and Printers, featuring an illustration of a man and the text 'Fine Half-tone Plates of Furniture Catalogs Complete'.

Large advertisement for Hazeltine & Perkins Drug Co. featuring the headline 'A New Departure' and 'Walrus Soda Fountains', along with a list of products and contact information.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Index to Markets By Columns

Table listing various grocery items and their prices, organized by column (A through Y).

Table listing prices for Arctic Ammonia, Axle Grease, Baked Beans, Brooms, Butter Color, Candles, Canned Goods, Carbon Oils, Catsup, Cereals, Cheese, Chewing Gum, Chocolate, Clothes Lines, Cocoa, Coconut, Cocoa Shells, Coffee, Confections, Crackers, Cream Tartar, Dried Fruits, Farinaceous Goods, Feed, Fish and Oysters, Fishing Tackle, Flavoring Extracts, Flour, Fresh Meats, Gelatine, Grain Bags, Grains, Herbs, Hides and Pelts, Jelly, Licorice, Matches, Meat Extracts, Mince Meat, Molasses, Mustard, Nuts, Olives, Pipes, Pickles, Playing Cards, Potash, Provisions, Rice, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Soups, Spices, Starch, Syrups, Tea, Tobacco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, Yeast Cake.

Table listing prices for Oysters, Plums, Peas, Peaches, Pineapple, Pumpkin, Raspberries, Salmon, Sardines, Shrimps, Succotash, Strawberries, Tomatoes, Carbon Oils, Breakfast Foods, Cream of Wheat, Egg-O-See, Exello Flakes, Exello, large pkgs., Force, 36 2lb., Grape Nuts, 2 doz., Malta Ceres, 24 1lb., Malta Vita, 36 1lb., Maple-Flake, 36 1lb., Pillsbury's Vitos, 3 dz., Ralston Health Food, 36 2lb., Sunlight Flakes, 36 1lb., Sunlight Flakes, 20 1lb., Vigor, 36 pkgs., Voigt Cream Flakes, Zest, 20 2lb., Zest, 36 small pkgs., Rolled Oats, Steel Cut, 100 lb. sks., Monarch, 90 lb. sacks, Quaker, 18 Regular, Quaker, 20 Family, Bulk, 24 2 lb. packages, Catsup, Snider's pints, Snider's 1/2 pints, Cheese, Acme, Gem, Jersey, Riverside, Springdale, Warner's, Brick, Leiden, Limburger, Mushroom, Sap Sago, Swiss, domestic.

Table listing prices for Chewing Gum, Chicory, Chocolate, Cocoa, Coffee, Coconut, Cereals, Crackers, Cakes, Cookies, Graham Crackers, Honey, Jambles, Jumbles, Lemon, Marshmallows, Molasses, Mottled Square, Newton, Oatmeal Crackers, Orange Gems, Penny Cakes, Assorted, Peanut Gems, Pretzels, Hand Md., Pretzelettes, Hand Md., Pretzelettes, Mac. Md., Raisin Cookies, Reverse, Assorted, Rosalie, Rubes, Scalloped Gems, Scotch Cookies, Snow Creams, Sugar Fingers, Sugar Gems, Sultana Fruit Biscuit, Sunbyside Jumbles, Spiced Gingers, Spiced Gingers Iced, Sugar Cakes, Sugar Cakes, Iced, Sugar Squares, large or small, Superba, Sponge Lady Fingers, Sugar Crimp, Vanilla Wafers, Victors, Waverly, Arabain Mocha, New York Basis, Arbuckle, Dilworth, Jersey, Lion, McLaughlin's XXXX, Extract, Holland, 1/2 gro boxes, Felix, 1/2 gross, Hummel's foil, 1/2 gro., Hummel's tin, 1/2 gro., Crackers, Seymour, Round, N. B. C., Square, N. B. C. Soda, Select Soda, Saratoga Flakes, Zephyrette, Oyster, N. B. C., Round, Gem, Faust, Shell, Sweet Goods, Animals, Atlantic, Assorted, Brittle, Cadet, Cartwheels, Cavalier Cake, Chocolate Drops, Currant Fruit Biscuit, Cracknels, Coffee Cake, pl. or iced, Coconut Taffy Bar, Coconut Bar, Coconut Drops, Coconut Honey Cake, Coconut Hon Fingers, Coconut Hon Jumbles, Coconut Macaroons, Currant Cookies Iced, Dandelion, Dinner Biscuit, Dixie Sugar Cookie, Family Snaps, Family Cookie.

Table listing prices for Fancy Ginger Wafer, Fig Cake Assorted, Frosted Cream, Frosted Honey Cake, Fluted Coconut Bar, Ginger Gems, Ginger Gems, Iced, Graham Crackers, Ginger Nuts, Ginger Snaps N. B. C., Ginger Snaps Square, Hippodrome Bar, Honey Cake, N. B. C., Honey Fingers, As. Ice, Honey Jambles, Honey Jumbles, Iced, Honey Flake, Honey Lassies, Household Cookies, Household Cookies Iced, Iced Honey Crumpets, Imperial, Jersey Lunch, Kream Klips, Laddie, Lemon Gems, Lemon Biscuit Square, Lemon Fruit Square, Lemon Wafer, Lemona, Mary Ann, Marshmallow Walnuts, Molasses Cakes, Molasses Cakes, Iced, Mottled Square, Newton, Oatmeal Crackers, Orange Gems, Penny Cakes, Assorted, Peanut Gems, Pretzels, Hand Md., Pretzelettes, Hand Md., Pretzelettes, Mac. Md., Raisin Cookies, Reverse, Assorted, Rosalie, Rubes, Scalloped Gems, Scotch Cookies, Snow Creams, Sugar Fingers, Sugar Gems, Sultana Fruit Biscuit, Sunbyside Jumbles, Spiced Gingers, Spiced Gingers Iced, Sugar Cakes, Sugar Cakes, Iced, Sugar Squares, large or small, Superba, Sponge Lady Fingers, Sugar Crimp, Vanilla Wafers, Victors, Waverly, In-er Seal Goods, Albert Biscuit, Animals, Arrowroot Biscuit, Baronet Biscuit, Butter Wafers, Cheese Sandwich, Chocolate Wafers, Coconut Dainties, Faust Oyster, Fig Newton, Five O'clock Tea, Frotana, Ginger Snaps, N. B. C., Graham Crackers, Lemon Snap, Marshmallow Dainties, Oatmeal Crackers, Old Time Sugar Cook, Oval Salt Biscuit, Oysterettes, Peanut Wafers, Pretzelettes, Hd. Md., Royal Toast, Saltine, Saratoga Flakes, Social Tea Biscuit, Soda, N. B. C., Soda, Select, Sugar Clusters, Sultana Fruit Biscuit, Uneda Biscuit, Uneda Jinjer Wafer, Uneda Lunch Biscuit, Vanilla Wafers, Water Thin, Zu Zu Ginger Snaps, Zwieback, Festino, Nabisco, Nabisco, Champaigne Wafer, Sorbetto, Nabisco, Festino, Bent's Water Crackers, Holland Rusk, 36 packages, 40 packages, 60 packages, Cream Tartar, Barrels or drums, Boxes, Square cans, Fancy caddies.

Table listing prices for Dried Fruits, Apples, Apricots, California, Citron, Corsican, Currants, Imp'd 1 lb. pkg., Imported bulk, Peel, Lemon American, Orange American, Raisins, Cluster, 5 crown, Loose Muscatels 2 cr., Loose Muscatels 3 cr., Loose Muscatels, 4 cr., L. M. Seeded 1 lb., California Prunes, 100-125 25lb. boxes, 90-100 25lb. boxes, 80-90 25lb. boxes, 70-80 25lb. boxes, 60-70 25lb. boxes, 50-60 25lb. boxes, 40-50 25lb. boxes, 30-40 25lb. boxes, Farinaceous Goods, Beans, Dried Lima, Med. Hand Pk'd, Brown Holland, Farina, 24 1 lb. packages, Bulk, per 100 lbs., Hominy, Flake, 50 lb. sack, Pearl, 100 lb. sack, Pearl, 200 lb. sack, Maccaroni and Vermicelli, Domestic, 10 lb. box., Imported, 25 lb. box., Pearl Barley, Common, Chester, Empire, Peas, Green, Wisconsin, bu., Green, Scotch, bu., Split, lb., East India, German, sacks, German, broken pkg., Tapoca, Flake, 110 lb. sacks, Pearl, 130 lb. sacks, Pearl, 24 lb. pkgs., Flavoring Extracts, Foote & Jenks, Coleman Brand, Lemon, No. 2 Terpeness, No. 3 Terpeness, No. 8 Terpeness, Vanilla, No. 2 High Class, No. 4 High Class, No. 8 High Class, Jaxon Brand, Vanilla, 2 oz. Full Measure, 4 oz. Full Measure, 8 oz. Full Measure, Lemon, 2 oz. Full Measure, 4 oz. Full Measure, 8 oz. Full Measure, Jennings D. C. Brand, Terpeness Ext., Lemon, No. 2 Panel, No. 4 Panel, No. 6 Panel, Taper Panel, 2 oz. Full Measure, 4 oz. Full Measure, 8 oz. Full Measure, Jennings D. C. Brand, Extract Vanilla, No. 2 Panel, No. 4 Panel, No. 6 Panel, Taper Panel, 2 oz. Full Measure, 4 oz. Full Measure, 8 oz. Full Measure, Jennings D. C. Brand, Extract Vanilla, Amoskeag, 100 in bale 19, Amoskeag, less than bl 19 1/2, Grain and Flour, Wheat, New No. 1 White, New No. 2 Red, Winter Wheat Flour, Local Brands, Patents, Seconds Patents, Straight, Second Straight, Clear, Flour in barrels, 25c per barrel additional, Worden Grocer Co.'s Brand, Quaker, paper, Quaker, cloth, Wykes & Co., Eclipse, Kansas Hard Wheat Flour, Judson Grocer Co., Fanchon, 1/2 cloths, Grand Rapids Grain & Milling Co. Brands, Wizard, assorted, Wizard, Graham, Wizard Buckwheat, Rye.

Table 6: Spring Wheat Flour, Golden Horn, Duluth Imperial, Wisconsin Rye, Judson Grocer Co.'s Brand, Ceresota, Lemon & Wheeler's Brand, Wingold, Worden Grocer Co.'s Brand, Laurel, Voigt Milling Co.'s Brand, Voigt's Crescent, Voigt's Flour, Voigt's Hygienic, Voigt's Royal, Wykes & Co., Sleepy Eye, Meal, Golden Granulated, St. Car Feed, No. 1 Corn and Oats, Corn, Corn Meal, Winter Wheat Bran, Middlings, Buffalo Gluten Feed, Dairy Feeds, O P Linseed Meal, O P Laxo-Cake-Meal, Cottonseed Meal, Malt Sprouts, Brewers' Grains, Hammond Dairy Feed, Alfalfa Meal, Oats, Michigan carlots, Less than carlots, Corn, Hay, No. 1 timothy carlots, No. 1 timothy ton lots, HERBS, Sage, Hops, Laurel Leaves, Senna Leaves, HORSE RADISH, JELLY, 5 lb. pails, per doz., 15 lb. pails, per pail, 30 lb. pails, per pail, LICORICE, Calabria, Sicily, Root, MATCHES, C. D. Crittenden Co., Noiseless Tip, MOLASSES, New Orleans, Fancy Open Kettle, Choice, Good, Fair, Half barrels 2c extra, MINCE MEAT, MUSTARD, 1/2 lb. box, OLIVES, Bulk, 1 gal. kegs, 1 1/2 gal. kegs, 5 gal. kegs, Manznilia, Queen, Queen, 19 oz., Queen, 28 oz., Stuffed, 5 oz., Stuffed, 3 oz., Stuffed, 10 oz., PIPES, Clay, No. 216 per box, Clay, T. D., full count, Cob, PICKLES, Medium, Half bbls., Small, PLAYING CARDS, No. 90 Steamboat, No. 15 Riva, assorted, No. 20 Rover, enam'd, No. 572, Special, No. 98 Golf, satin fin., No. 808 Bicycle, No. 632 Tour'n't whist, POTASH, Habbitt's, PROVISIONS, Barreled Pork, Mess, new, Clear Back, Short Cut, Short Cut Clear, Bean, Bisket, Clear, Pig, Clear Family, Dry Salt Meats, Bellies, Extra Shorts Clear.

Table 7: Lard, Pure in tierces, Compound Lard, 80 lb. tubs, 50 lb. tubs, 50 lb. tins, 20 lb. pails, 5 lb. pails, 8 lb. pails, Smoked Meats, Hams, 12 lb. average, Hams, 14 lb. average, Hams, 16 lb. average, Hams, 18 lb. average, Skinned Hams, Ham, dried beef sets, California Hams, Picnic Boiled Hams, Boiled Ham, Berlin Ham, pressed, Minc'd Ham, Bacon, Sausages, Bologna, Liver, Frankfort, Pork, Veal, Tongue, Headcheese, Beef, Boneless, Rump, new, Pig's Feet, 1/2 bbls., 40 lbs., 1/4 bbls., 80 lbs., 1 bbl., Tripe, Kits, 15 lbs., 40 lbs., 80 lbs., Casings, Hogs, per lb., Beef, rounds, set, Beef, middles, set, Sheep, per bundle, Uncolored Butterine, Solid dairy, Country Rolls, Canned Meats, Corned beef, 2 lb., Corned beef, 1 lb., Roast beef, 2 lb., Roast beef, 1 lb., Potted ham, Deviled ham, Deviled ham, Potted tongue, Potted tongue, RICE, Fancy, Japan, Broken, SALAD DRESSING, Columbia, 1/2 pint, Darker's, large, 1 doz., Darker's, small, 2 doz., Snider's, large, 1 doz., Snider's, small, 2 doz., SALERATUS, Packed 60 lbs. in box, Arm and Hammer, Deland's, Dwight's Cow, L. P., Wyandotte, 100 3/4s, SAL SODA, Granulated, bbls., Granulated, 100 lbs. cs., Lump, bbls., Lump, 145 lb. kegs, SALT, Common Grades, 100 3 lb. sacks, 60 5 lb. sacks, 28 10 1/2 lb. sacks, 58 lb. sacks, 28 lb. sacks, Warsaw, 56 lb. dairy in drin bags, 28 lb. dairy in drill bags, Solar Rock, 56 lb. sacks, Common, Granulated, fine, Medium, fine, SALT FISH, Cod, Large whole, Small whole, Strips or bricks, Pollock, Halibut, Strips, Chunks, Holland Herring, Pollock, White Hp. bbls., White Hp. 1/2 bbls., White Hoop mchls., Norwegian, Round, 40 lbs., Round, 40 lbs., Scaled, Trout, No. 1, 100 lbs., No. 1, 40 lbs., No. 1, 10 lbs., No. 1, 8 lbs., Mackerel, Mess, 100 lbs., Mess, 40 lbs., Mess, 10 lbs., Mess, 8 lbs., No. 1, 100 lbs., No. 1, 40 lbs., No. 1, 10 lbs., No. 1, 8 lbs., Whitefish, No. 1, No. 2, Fam, 100 lbs., 50 lbs., 50 lbs., 50 lbs.

Table 8: SEEDS, Anise, Canary, Smyrna, Caraway, Cardamom, Malabar, Celery, Hemp, Russian, Mixed Bird, Mustard, white, Poppy, SHOE BLACKING, Handy Box, large, Handy Box, small, Bixby's Royal Polish, Miller's Crown Polish, SNUFF, Scotch, in bladders, Maccaboy, in jars, French Rappie in jars, SOAP, J. S. Kirk & Co., American Family, Dusky Diamond, Dusky D'nd, 100 6 oz., Jap Rose, 50 bars, Savon Imperial, White Russian, Dome, oval bars, Satinet, oval, Snowberry, 100 cakes, Proctor & Gamble Co., Lenox, Ivory, 6 oz., Ivory, 10 oz., Star, Lultz Bros. & Co., Acme, 70 bars, Acme, 30 bars, Acme, 25 bars, Acme, 100 cakes, Big Master, 70 bars, Marselles, 100 cakes, Marselles, 100 cakes, Marselles, 100 ck toil., Marselles, 1/2 box toilet, A. B. Wrisley, Good Cheer, Old Country, Soap Powders, Lultz Bros. & Co., Snow Boy, Gold Dust, 24 large, Gold Dust, 100-5c, Kirkoline, 24 4lb., Pearlinae, Soapine, Rabbitt's 1776, Roseine, Armour's, Windsor, Soap Compounds, Johnson's Fine, Johnson's XXX, Nine O'clock, Rub-No-More, Scouring, Enoch Morgan's Sons, Sapollo, gross lots, Sapollo, half gro. lots, Sapollo, single boxes, Sapollo, hand, Scourine Manufacturing Co., Scourine, 50 cakes, Scourine, 100 cakes, SODA, Boxes, Kegs, English, SPICES, Whole Spices, Allspice, Cassia, China in mats, Cassia, Canton, Cassia, Batavia, bund., Cassia, Saigon, broken, Cassia, Saigon, in rolls, Cloves, Amboyina, Cloves, Zanzibar, Mace, Nutmegs, 75-80, Nutmegs, 105-10, Nutmegs, 115-20, Pepper, Singapore, blk., Pepper, Singap. white., Pepper, shot, Pure Ground in Bulk, Allspice, Cassia, Batavia, Cassia, Saigon, Cloves, Zanzibar, Ginger, African, Ginger, Cochin, Ginger, Jamaica, Mace, Mustard, Pepper, Singapore, blk., Pepper, Singap. white., Pepper, Cayenne, Sage, STARCH, Corn, Kingsford, 40 lbs., Muzzy, 20 lbs., Muzzy, 40 lbs., Muzzy, 40 lbs., Gloss, Kingsford, Silver Gloss, 40 lbs., Silver Gloss, 16 3lbs., Silver Gloss, 12 6lbs., Muzzy, 48 lb. packages, 16 5lb. packages, 12 6lb. packages, 50lb. boxes, SYRUPS, Corn, Barrels, Half barrels, 20lb. cans 1/2 dz. in cs., 10lb. cans 1/2 dz. in cs., 5lb. cans 1 dz. in cs., 5lb. cans 2 dz. in cs., 5lb. cans 3 dz. in cs., SEEDS, 10 lbs., 8 lbs., 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, SHOE BLACKING, Handy Box, large, 3 2 50, Handy Box, small, 1 25, Bixby's Royal Polish, 85, Miller's Crown Polish, 85, SNUFF, Scotch, in bladders, 37, Maccaboy, in jars, 35, French Rappie in jars, 43, SOAP, J. S. Kirk & Co., American Family, 4 00, Dusky Diamond, 50 8oz. 2 80, Dusky D'nd, 100 6 oz., 3 80, Jap Rose, 50 bars, 3 60, Savon Imperial, 3 00, White Russian, 3 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, Lultz 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, 5 40, Marselles, 100 ck toil., 4 00, Marselles, 1/2 box toilet, 2 10, A. B. Wrisley, Good Cheer, 4 00, Old Country, 3 40, Soap Powders, Lultz Bros. & Co., Snow Boy, 4 00, Gold Dust, 24 large, 4 50, Gold Dust, 100-5c, 4 50, Kirkoline, 24 4lb., 3 85, Pearlinae, 3 75, Soapine, 4 16, Rabbitt's 1776, 3 75, Roseine, 3 50, Armour's, 3 70, Windsor, 3 80, Soap Compounds, Johnson's Fine, 5 10, Johnson's XXX, 4 25, Nine O'clock, 4 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, SODA, Boxes, 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, 28, Cassia, Saigon, in rolls, 55, Cloves, Amboyina, 22, Cloves, Zanzibar, 22, Mace, 55, Nutmegs, 75-80, 25, Nutmegs, 105-10, 25, Nutmegs, 115-20, 20, Pepper, Singapore, blk., 15, Pepper, Singap. white., 15, 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, 25, Mustard, 18, Pepper, Singapore, blk., 17, Pepper, Singap. 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 1/2, 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, 4, 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 dz. in cs., 1 25, 5lb. cans 2 dz. in cs., 2 25

Table 9: Pure Cane, Fair, Good, Choice, TEA, Japan, Sundried, medium, Sundried, choice, Sundried, fancy, Regular, medium, Regular, choice, Regular, fancy, Basket-fired, medium, Basket-fired, choice, Basket-fired, fancy, Nibs, Siftings, Fannings, Gunpowder, Moyune, medium, Moyune, choice, Moyune, fancy, Pingsuey, medium, Pingsuey, choice, Pingsuey, fancy, Young Hyson, Choice, Fancy, Oolong, Formosa, fancy, Amoy, medium, Amoy, choice, English Breakfast, Medium, Choice, Fancy, India, Ceylon, choice, Fancy, TOBACCO, Fine Cut, Cadillac, Sweet Loma, Hiawatha, 5lb. pails., Telegram, Pay Car, Prairie Rose, Protection, Sweet Burley, Tiger, Plug, Red Cross, Palo, Hiawatha, Kyo, Battle Ax, American Eagle, Standard Navy, Spear Head, 7 oz., Spear Head, 14 1/2 oz., Nobby Twist, Jolly Tar, Old Honesty, Toddy, J. T., Piper Heidsieck, Honey Dip Twist, Black Standard, Cadillac, Forge, Nickel Twist, Mill, Great Navy, Smoking, Sweet Core, Flat Car, Warpath, Bamboo, 16 oz., I X L, 5lb., I X L, 16 oz. pails., Honey Dew, Gold Block, Flagman, Chips, Kiln Dried, Duke's Mixture, Duke's Cameo, Myrtle Navy, Yum Yum, 1 1/2 oz., Yum Yum, 1lb. pails., Cream, Corn Cake, 2 1/2 oz., Corn Cake, 1lb., Plow Boy, 1 1/2 oz., Plow Boy, 3 1/2 oz., Peerless, 3 1/2 oz., Peerless, 1 1/2 oz., Air Brake, Pant Hook, Country Club, Fox-XXX, Good Indian, Self Binder, 16oz. 8oz., Silver Foam, Sweet Marie, Royal Smoke, TWINE, Cotton, 3 ply, Cotton, 4 ply, Jute, 2 ply, Hemp, 6 ply, Flax, medium N, Wool, 1 lb. balls, VINEGAR, State Seal, Oakland apple cider, Barrels free, WICKING, No. 0 per gross, No. 1 per gross, No. 2 per gross, No. 3 per gross, WOODENWARE, Baskets, Bushels, Bushels, wide band, Market, Splint, large, Splint, medium, Splint, small, Willow, Clothes, large, Willow, Clothes, small, Willow, Clothes, medium

Table 10: Bradley Butter Boxes, 2lb. size, 24 in case., 3lb. size, 16 in case., 5lb. size, 12 in case., 10lb. size, 6 in case., Butter Plates, No. 1 Oval, 250 in crate, No. 2 Oval, 250 in crate, No. 3 Oval, 250 in crate, No. 5 Oval, 250 in crate, Churns, Barrel, 5 gal., each, Barrel, 10 gal., each, Clothes Pins, Round head, 5 gross bx, Round head, cartons, Egg Crates and Fillers, Humpty Dumpty, 12 dz., No. 1 complete, No. 2 complete, Case No. 2 fillers/sets, Case, mediums, 12 sets, Faucets, Cork lined, 9 in., Cork lined, 10 in., Mop Sticks, Trojan spring, Eclipse patent spring, No. 1 common, No. 2 pat. brush holder, 12lb. cotton mop heads, Ideal No. 7, Pails, 2-hoop Standard, 3-hoop Standard, 2-wire, Cable, 3-wire, Cable, Cedar, all red, brass, Paper, Eureka, Fibre, Toothpicks, Hardwood, Softwood, Banquet, Ideal, Traps, Mouse, wood, 2 holes, Mouse, wood, 4 holes, Mouse, wood, 6 holes, Mouse, tin, 5 holes, Rat, wood, Rat, spring, Tubs, 20-in. Standard, No. 1, 8 7/8, 18-in. Standard, No. 2, 7 7/8, 16-in. Standard, No. 3, 6 7/8, 20-in. Cable, No. 1, 2 1/2, 18-in. Cable, No. 2, 2 1/8, 16-in. Cable, No. 3, 2 1/8, No. 1 Fibre, 10 25, No. 2 Fibre, 9 25, No. 3 Fibre, 8 25, Washboards, Bronze Globe, Dewey, Double Acme, Single Acme, Double Peerless, Single Peerless, Northern Queen, Double Duplex, Good Luck, Universal, Window Cleaners, 12 in., 14 in., 16 in., Wood Bowls, 13 in. Butter, 1 25, 15 in. Butter, 2 25, 1 1/2 in. Butter, 3 75, 19 in. Butter, 5 00, Assorted, 13-17, 2 30, Assorted, 15-19, 3 25, WRAPPING PAPER, Common straw, Fibre Manila, white, Fibre Manila, colored, No. 1 Manila, Cream Manila, Butcher's Manila, Wax Butter, short c't 13, Wax Butter, full count 20, Wax Butter, rolls, 19, YEAST CAKE, Magic, 3 doz., Sunlight, 3 doz., Sunlight, 1 1/2 doz., Yeast Foam, 3 doz., Yeast Cream, 3 doz., Yeast Foam, 1 1/2 doz., FRESH FISH, Per lb., Whitefish, Jumbo, Whitefish, No. 1, Trout, Halibut, Herring, Bluefish, Live Lobster, Boiled Lobster, Cod, Haddock, Pickerel, Pike, Perch, Smoked, White, Chinook Salmon, Mackerel, Finnan Haddie, Roe, Shad, Shad Roe, each, Speckled Bass, HIDES AND PELTS, Hides, Green No. 1, Green No. 2, Cured No. 2, Calfskin, green, No. 1, Calfskin, green, No. 2, Calfskin cured, No. 1, Calfskin cured, No. 2, 1 1/2

Table 11: Pelts, Old Wool, Lambs, Shearings, Tallow, No. 1, No. 2, Wool, Unwashed, med., Unwashed, fine, CONFECTIONS, Stick Candy, Standard H H, Round head, standard Twist, Cases, Jumbo, 32 lb., Extra H H, Boston Cream, Big stick, 30 lb. case, Mixed Candy, Competition, Special, Conserve, Royal, Ribbon, Broken, Cut Leaf, Leader, Kindergarten, French Cream, Star, Hand Made Cream, Premio Cream mixed, Paris Cream Bon Bons, Fancy-in Pails, Gypsy Hearts, Coco Bon Bons, Fudge Squares, Peanut Squares, Sugared Peanuts, Salted Peanuts, Starlight Kisses, San Blas Goodies, Lozenges, plain, Lozenges, printed, Champion Chocolate, Eclipse Chocolate, Eureka Chocolates, Quintette Chocolates, Champion Gum Drops, Moss Drops, Lemon Sours, Imperials, Ital. Cream Opera, Ital. Cream Bon Bons, Golden Waffles, Red Rose Gum Drops, Auto Bubbles, Fancy-in 5lb. Boxes, Old Fashioned Moas-es Kisses, 10lb. bx 1 30, Orange Jellies, Lemon Sours, Old Fashioned Hore-ound drops, Peppermint Drops, Champion Choc. Drps, H. M. Choc. Drops, H. M. Choc. Lt. and Dark No. 12, Brilliant Gums, as'd., A. A. Licorice Drops, Lozenges, plain, Lozenges, printed, Imperials, Mottos, Cream Bar, G. M. Peanut Bar, Hand Made Crms, Butter Wafers, String Rock, Wintergreen Berries, On Time Assorted, Buster Brown Good, Up-to-date Assmt, Ten Strike No. 1, Ten Strike No. 2, Ten Strike, Summer assortment, Scientific Ass't., Pop Corn, Cracker Jack, Giggles, 5c pkg. cs 3 50, Pop Corn Balls 200s 1 35, Azulikit 100s 3 25, Oh My 100s 3 50, Cough Drops, Putnam Menthol, Smith Bros., NUTS-Whole, Almonds, Tarragona, Almonds, Drake, Almonds, California, shell, Brazils, Filberts, Cal. No. 1, Walnuts, soft shell, Walnut, Marbot, Table nuts, fancy, Pecans, Med., Pecans, ex. large, Pecans, Jumbos, Hickory Nuts per bu., Ohio new, Cocoanuts, Chestnuts, New York, State, per bu., Shelled, Spanish Peanuts, Pecan Halves, Walnut Halves, Filbert Meats, Alcantia Almonds, Jordan Almonds, Peanuts, Fancy H. P. Suns, Roasted, Choice, H. P. Jumbo

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 . . .

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots31
El Portana33
Evening Press32
Exemplar32
Worden Grocer Co. brand
Ben Hur
Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritanos35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
38 1/4 lb. pkg. per case 2 60
18 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass7 1/2 @ 9 1/2
Hindquarters8 @ 10 1/2
Loins9 @ 14
Rounds7 @ 8 1/2
Chucks6 @ 7 1/2
Plates @ 5 1/2
Livers @ 6

Pork

Loins @ 14
Dressed @ 9
Boston Butts @ 12 1/2
Shoulders @ 10 1/2
Leaf Lard @ 12
Pork Trimmings @ 9

Mutton
Carcass @ 10
Lamb @ 15
Spring Lamb @ 15

Veal
Carcass 6 @ 9

CLOTHES LINES

Seal

50ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..

Jute

60ft. 75
72ft. 90
90ft. 1 05
120ft. 1 50

Cotton Victor

50ft. 1 16
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, 1lb.
White House, 2lb.
Excelstor, M & J, 1lb.
Excelstor, M & J, 2lb.
Tip Top, M & J, 1lb.
Royal Java
Royal Java and Mocha...
Java and Mocha Blend...
Boston Combination

Distributed by Judson Grocer Co., Grand Rapids, Lee, Cady & Smart, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle 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

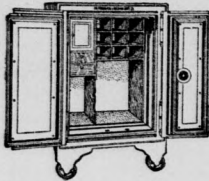
Poles

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's1 50
Knox's Acidu'd. doz. ..1 25
Oxford 75
Plymouth Rock1 25

SAFES



Full line of fire and burglar 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, large3 75
Halford, small2 25

Lowest

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

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

Butler Brothers

New York

Chicago St. Louis

Minneapolis



THE MALLEABLE BULL-DOG
Faultless Malleable Ranges have the FIVE ESSENTIALS: Design, Finish, Materials, Workmanship and Durability. Write for new catalog, "Range Reasons."
Faultless Malleable Iron Range Co. St. Charles, Illinois

FIRE AND
BURGLAR
PROOF

SAFES

Grand Rapids
Safe Co.

Tradesman Building

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

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.

Wanted—To rent store for dry goods, live town, population under five thousand. Advertiser, Tradesman. 735

For Sale—Groceries, dry goods and baked goods, also building, fine location, good business, manufacturing town 5,000; splendid chance for right man with \$1,500 cash. For full particulars address 268, Boyne City, Mich. 733

To Trade—Western Kansas land for stocks of hardware, furniture or general merchandise. Address L. E. Countryman, Phillipsburg, Kan. 730

For Sale—Oldest established and best dry goods and shoe business in liveliest village, 1,500 population, in Southeastern Michigan. Rich farming country; manufacturing; employs 150 men. Stock and fixtures about \$15,000, all in finest condition. Room 47x68, 2 floors and basement, nearly new, leased for four years yet at \$50 month. Man with general store experience could make big money here. Owner has manufacturing interests which demand all his time. Would sell the business cheap or would sell a third or half interest to right young man who could manage the business. Address No. 732, care Tradesman. 732

\$12,000 buys one of the best paying produce and retail coal businesses in the state of Michigan; part cash and the balance on very reasonable terms; warehouses and switches on private property; good shipping point and railroad facilities; profits from \$6,000 to \$8,000 net yearly. Parties meaning business, for further particulars write Kirk, care Michigan Tradesman. 731

Owner of valuable patented property, Cripple Creek's best district, gives quarter interest for eighteen hundred dollars to sink shaft to shipping depth, ninety days will make big paying mine. T. Halliwell, 1134 W. 10th Ave., Denver, Colorado. 729

Merchant—If you wish to sell your stock, we can get you a buyer. W. D. Hamilton & Co., 1037 E. Main, Galesburg, Ill. 728

For Sale—Hotel and livery barn in Luther, Mich. Good trade; good property; good reason. Price, \$4,000 terms. J. L. Shigley, LeRoy, Mich. 727

Band gang saw filer wants position. Ten years' experience. Can furnish good reference. J. W. Buck, R. F. D. No. 1, Calera, Ala. 726

Step right into a good paying general mercantile business for \$2,000 in good town in Northwestern Iowa. Must sell. Box 633, Rock Rapids, Iowa. 725

Wanted—Good live men to engage in hardware and blacksmith business in new town. Address Citizens State Bank, Matawan, Minn. 724

Fine farm lands in Western Kansas and Eastern Colorado for sale. Wheat, oats, flax, barley, rye, alfalfa and potato lands. One crop pays for the land. Low taxes, fine climate, fertile soil and low prices. Write us. The Colorado & Kansas Land Co., Towner, Colo. 723

Stocks Wanted—Telepost, Oxford linen mills, Burlingame telegraphing typewriter, United wireless, Christian's Natural Food and all other stocks having market values. James Shay & Co., Stock and Bond Brokers, 60 State St., Boston, Mass. 721

For Sale or Rent—The Chelsea House, a two-story brick hotel; doing good business in a wet town. Kalmbach & Beckwith, Chelsea, Mich. 720

Merchant—Attention—Rare opening for clothing, general stock or department store. Modern fronts, excellent light, corner location. Railroad division. Address Box 1337, Herington, Kan. 718

For Sale—Or exchange for farm, 50-barrel flour mill; good town, fine country. Box 337, Port Huron, Mich. 717

Factory sites with water rights and some machinery for sale near Buffalo, N. Y. Buffalo freight rates; an opportunity for your Eastern branch; grain by boat. Address W. T. Wells, owner, Melbourne, Brevard Co., Florida. 716

For Sale—Shoe shop and second-hand store combined, best location in town; steady work for 3 men. Nels Olsen, 12 S. Main St., Livingston, Mont. 715

I will tell you of a profitable business, one in which the profits are large and the chances of success exceptional. I also know of many good openings for retail stores which I will be glad to tell you of, if you will write me to-day. Edward B. Moon, 14 W. Lake St., Chicago. 712

\$10,000 will buy the best general store in Vicksburg. Stock can be reduced. Reason for selling, must give all my time to the manufacturing of the Vicksburg Clo. Co. products. J. A. Richardson. 734

Department store for sale. Doing business of \$150,000; city of 12,000, in best county in State; two interurban lines. Write to Salinger Bros., Goshen, Ind. 713

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. 700

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 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—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

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

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

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, 40x90 feet, house and out building with 2 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

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

For Sale—Drug stock, invoices \$3,000. Owner sick, 10% discount if taken before July 1. Address 677, care Tradesman. 677

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

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

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, inventories 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

For Sale—Clean stock of hardware in live town of 5,000 in Central Michigan. Fine farming community. Good factories. Town growing. Stock will invoice about \$5,500. Good competition. Address "Millington," care Tradesman. 645

Wanted—Stock of dry goods, groceries, general merchandise or real estate, for a good Texas farm. Address No. 644, care Michigan Tradesman. 644

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 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

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. 682

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. 681

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

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

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. 545, care Michigan Tradesman. 545

HELP WANTED.

Cigar salesmen, traveling, salary, expenses, paying position; secure territory now. Experience unnecessary. A. Landmark Co., Denver, Pa. 719

Wanted—Good capable man in every town in the United States for organization work. Profitable employment during leisure time. This is a good proposition. Address J. T. McMannis, 10721 Morrison Ave., Cleveland, Ohio. 722

Wanted—At once, a first-class jeweler 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. 643

SITUATIONS WANTED.

Position Wanted—By young married man in a drug store. Better than two years' experience. Best references. Address No. 714, care Tradesman. 714

Here Is a Pointer

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

THE TABLES TURNED.

Those well contented, generously informed and fortunate citizens whose homes, businesses and daily lives are limited to the narrow confines of large cities do not know how vast is the amount of amusement they afford unwittingly to the lonely, restricted and monotonous lives of those poor, self-denying nabobs who live and have their being and business on farms and in the smaller villages.

One day last week a farmer living within thirty miles of Grand Rapids was surprised by the coming into his front yard of a fine four cylinder car which had a benevolent looking young man of perhaps 30 years and a very trim, well dressed young wife as passengers.

"Good afternoon," said the visiting gentleman, and when the farmer lifted his hat and responded courteously to the greeting the lady in the motor car observed: "We are looking for a real, for-true farmer who has butter and eggs to sell."

"Well, I have an official document in which the State of Michigan says I am a competent agriculturist," said the farmer with a smile, as he turned and called to a lad near the barn, "Don't forget the calves, John," and then, again addressing the young wife, said, "and that's my son, 16 years old and born on this farm, where I have tried to make good as a farmer for nearly twenty years."

"I guess you're a sure-enough farmer," interpolated the young husband, and then the wife added: "We have such trouble, don't you know, in getting good dairy butter and fresh eggs and we thought if we could only arrange with some real nice farmer we could call once a week and—"

"Excuse me," said the farmer, "but there's a better farmer than I am whom you would better see on that matter," and then taking a few steps he opened a side door of his residence and called, "Mary, come out here a minute, please."

"Is your wife a farmer, too?" asked the lady visitor.

"Yes, my wife, my daughter and my son are all farmers—good farmers—and I call my daughter the best farmer of the lot," was the reply.

At this juncture an 18-year-old girl, neatly dressed, with hair parted in the middle and loosely combed down and arranged in a becoming fashion rather low at the back of the neck, stepped out of the door with: "What is it, father?"

By this time the young husband had recovered his wits and introduced himself and wife by name, the farmer courteously returning this act by introducing his daughter and giving his own name.

The result was that presently the four cylindered machine was housed in the carriage house, while the farmer and his daughter were escorting the visitors through the flower garden, the kitchen garden, the root house, milk house and even the chicken park and smoke house. The visitors were so astonished at everything they saw and so delighted with the hospitality of the impromptu

hosts that, before they realized the situation, they were taking part in a most agreeable, unaffected social chat with vocal and piano music by the two ladies and the young husband as incidentals.

"And the good joke of the whole thing," said the farmer who was telling the story to the Tradesman, "is that our new friends stayed for tea and started for home about 9 o'clock, forgetting all about the eggs and butter. And we purposely permitted them to forget their errand just to test their sincerity. You see we asked them to call again and they promised to do so, and I'm betting they won't keep their promise."

"Why so?" was asked.

"Well, you see, they came out in the country to find a real, for-true farmer and found us so much like other people that they will gradually come to a realization that perhaps it is the city folks who are peculiar."

END OF UNION DOMINATION.

Primarily, Director Frank Wurzburg, as director of the Furniture City Band, is responsible for the disloyal and outrageous affront inflicted upon nearly two hundred representative citizens of Grand Rapids who, as members of De Molai Commandery, attended the recent conclave of the Grand Commandery, Knights Templar of Michigan, at Detroit.

Primarily, Director Frank Wurzburg, as director of the Furniture City Band, is responsible for a contemptible insult to the Grand Commandery of Michigan and for treasonable treatment of a body of enlisted men in the military service of the United States Government.

As stated in H. K. Dean's communication, published elsewhere in this issue of the Tradesman, there were twenty bands engaged for the Detroit parade, of which thirteen were non-union, while of the other seven only four contained all union men, the remainder having both union and non-union members. **There was no protest made against any other non-union band nor any band part union and part non-union, except the Battalion Band, of Grand Rapids, composed of enlisted men in the service of the United States—men who can not join a union because they are already in the employ of the War Department.**

It was a cowardly, vicious and in every particular a dirty exhibition of labor union tactics, set up in defiance of our Federal Government and the majesty of the law, and directed solely and specifically against the Grand Rapids Battalion Band.

Wurzburg has been comfortable so many years in his own conceit that he is the only real band master in this city that he is woefully alarmed over the fact that his domination of band matters in Grand Rapids is about to cease; that there are others who are coming to the front solely on their skill as musicians and without regard to the infamous practices of labor unionism.

The Furniture City Band wants all the business it can get. The musical

programmes given in our public parks, the winter series of band concerts and the various civic and other public functions requiring band music are all within the reach of that organization in competition with other musical bodies on the basis of merit and not by reason of the exercise of nasty and underhanded Wurzburg methods. The city has done much for this band in the past, but a pronounced change in conditions is now in evidence and will prove effectual.

A WINNER, HANDS DOWN.

It was a decided novelty for the people of Grand Rapids and vicinity, was the Civic Pageant originated by the Grand Rapids Advertisers' Club and so successfully carried out by that organization last week.

It was an artistic exposition as well; one that was instructive besides being entertaining.

Primarily, the best lesson taught by the great review of the pageant was as to the folly of failing to participate in a display so well calculated to fix, permanently, in the minds of the many thousands of people along the line of march, the public spirit of any given business enterprise thus represented.

Another excellent lesson was given by the many really stunning effects that were presented at a cost almost nominal. This lesson demonstrated, in a number of cases, that simplicity is one of the strongest if not the most powerful factor in the design of a really artistic exhibit in such a display. Size counts for little and excessive elaboration for not much more, when the original spirit of a design is weak in an esthetic sense.

Another thing that was most forcibly impressed upon the spectators was the fact that it is a mistake, upon such an occasion, to make the advertising feature of a design the whole thing. There were not ten persons of each group of one hundred spectators who failed to recognize, almost intuitively, the identity of every really good design in the pageant on sight.

This was because each one of such exhibits had individuality and originality and gave out the unqualified sentiment of desiring to please the onlookers first. Incidentally came the evidence, covert, pithy and impressive, that, after all, each one had strong advertising value.

Too much credit can not be given to the men of our police department for the admirable manner in which the line of march was controlled during the display. From curb to curb the streets were kept free and clear of pedestriains, vehicles and street cars and this, too, without unnecessary aggressiveness on the part of the officers. Of course credit must be given also to the good sense and courtesy of the masses who occupied the crowded sidewalks; to the owners and drivers of all sorts of vehicles who assembled and waited good naturedly at the street intersections and to the public spirit displayed by the street railway company in so cleverly adjusting their car service schedules to

the convenience of paraders and spectators.

The Civic Pageant was a triumph in many ways; so much so, indeed, that to the stranger unacquainted with the facts the impression given was that Grand Rapids is in the habit of conducting such functions at least half a dozen times each year.

DEVELOP A FLOW.

It is probable that never before have the foliage, the grassy lawns and the wooded hills and ravines of John Ball Park looked more beautiful and fresh than at present, following the abundant moisture of the season. And it is also likely that very few cities in the land have a public recreation resort that is more readily available, more satisfying and more nearly a natural woodland park with hills and valleys, flowers, zoological exhibit, picnic grounds and other attractions.

Half a mile away and connected with the larger park by a pleasant driveway is Lincoln Park, another exquisitely beautiful resort, and both parks lack one very much needed essential—water.

The artificial ponds in John Ball Park, picturesque as to location and their immediate accessories, are merely abominable breeding places for noxious insects. Practically without any current, the water stands sluggish, filthy and disagreeable to the eye and as mere blotches on the otherwise beautiful pictures. And there is another water system with its artificial lake and tiny waterfalls now nearly ready in the south part of the Park, which, so far as developing a flow of water sufficient to create an adequate current for the chain of ponds and lakes, will not help matters importantly.

Aside from its fountain Lincoln Park has no water to speak of, and a park without waterscape effects is a stunted proposition.

All of this is quite in keeping with the general reputation of Grand Rapids on the water question, and so why not utilize the city water supply? It is water fit for little else than for swans, fish, frogs, turtles, and the like, to swim in; to sprinkle streets and lawns and to extinguish fires. Therefore why not put a good big main into service to take water to Lincoln Park, thence to the lower levels of John Ball Park? This could be done and such service could be maintained on a generous scale at a comparatively small cost, thus transforming the winding shallow bayous into things of beauty and giving to the parks the value to which they are entitled.

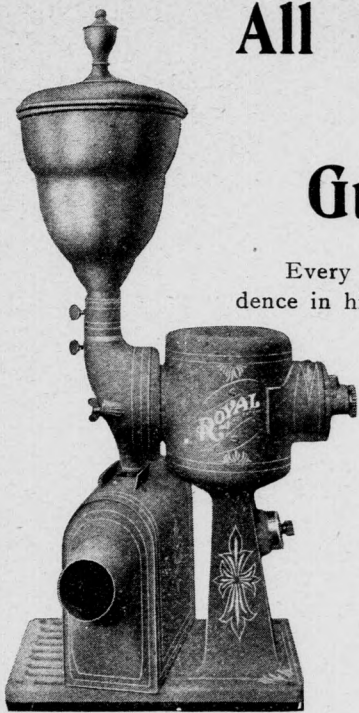
BUSINESS CHANCES.

Wanted—To buy drug stock to inventory about \$2,000. Location in or near Grand Rapids preferred. Address No. 736, care Michigan Tradesman. 736

For Sale—Clean stock of general merchandise invoicing \$4,000 at liberal discount if taken soon, as I am going South. V. C. Wolcott, Wayland, Mich. 737

Wanted—Good all around tinner, one who understands hot air heating and plumbing. Size of town about 800. State age, experience and wages wanted in first letter. Address Kinsley & Fonda, Monona, Iowa. 738

Business man, tactful, good character, A1 collector, conservative in expenditures, good salesman, \$4,000 cash, desired interview gentleman as above under 40, equal cash, object mercantile partnership. Hardware preferred. A. S. Tompkins, Ann Arbor, Mich. 739



All Royal Mills Are Guaranteed

Every manufacturer who has confidence in his product should be willing to guarantee it. If he isn't there's something wrong.

ROYAL electric coffee mills are as good as brains and money can make them. That's why we have confidence in them.

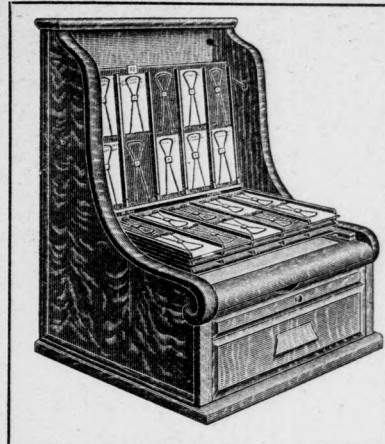
Every ROYAL electric coffee mill that leaves our factory is **fully guaranteed**. Can you afford to buy any other kind?

A style for every store. Sold on easy monthly payments.

The Best Mill in the World
At the Least Cost to You

Write today for a free copy of our latest catalog.

THE A. J. DEER COMPANY
746 West Street Hornell, N. Y.



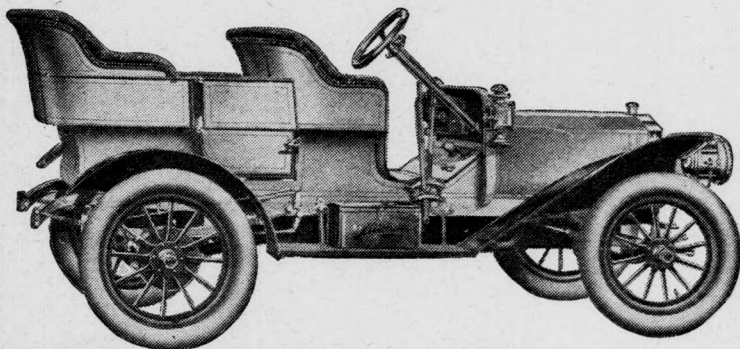
Money Earners And Money Savers

THE McCASKEY ACCOUNT REGISTER handles the accounts with but **one writing**.
THE McCASKEY REGISTER SYSTEM stops all forgetting to charge goods.
THE McCASKEY REGISTER SYSTEM eliminates errors and disputes.
THE McCASKEY REGISTER SYSTEM will bring in the cash faster than any two-legged collector you ever saw.
THE McCASKEY REGISTER SYSTEM will furnish you a correct proof of loss in case of fire so that you can collect your insurance.
THE McCASKEY REGISTER SYSTEM is the best known and known as the best. Over 50,000 of them in use. Many concerns who are operating from two to eighteen branch stores first bought one register to test it and then supplied all their stores. What better testimonial could you ask for?
If you do a **credit business** let us send you further information about the best accounting system ever devised.

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

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.

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

We Have Grown So Can You



Prior to 1868 we were small retail grocers; since that time we have, by persistent and honest efforts, become the largest manufacturers of high-grade ketchup in the world. So you won't lose if you listen to our advice.

Grocers who sell their customers **BLUE LABEL KETCHUP** are sure of the three things which are most important to them:

- 1.—Satisfying their trade—which means holding it.
- 2.—Getting a good profit—which means **making money**.
- 3.—Being sure their competitors can't take their trade away by giving them something better.

Guaranteed to conform with all the requirements of the National Pure Food Law.

CURTICE BROTHERS CO.

ROCHESTER, N. Y.



Don't Depend On A Dog

We know it is mighty hard work to convince the owner that his particular dog isn't the best all around store protector and the most voracious

Burglar Eater

on earth, but as a matter of fact thousands of stores have been robbed where nearly everything was taken except the dog and they could probably have coaxed

him off if they'd had any use for him. Dogs are all right for pets, but when it comes to protection for money, books and payers they don't stack up with a

First Class Safe

We have the right kind, the kind you need. Write us to-day and let us quote you prices.

Grand Rapids Safe Co. Tradesman Building Grand Rapids, Mich.