

MICHIGAN TRADESMAN

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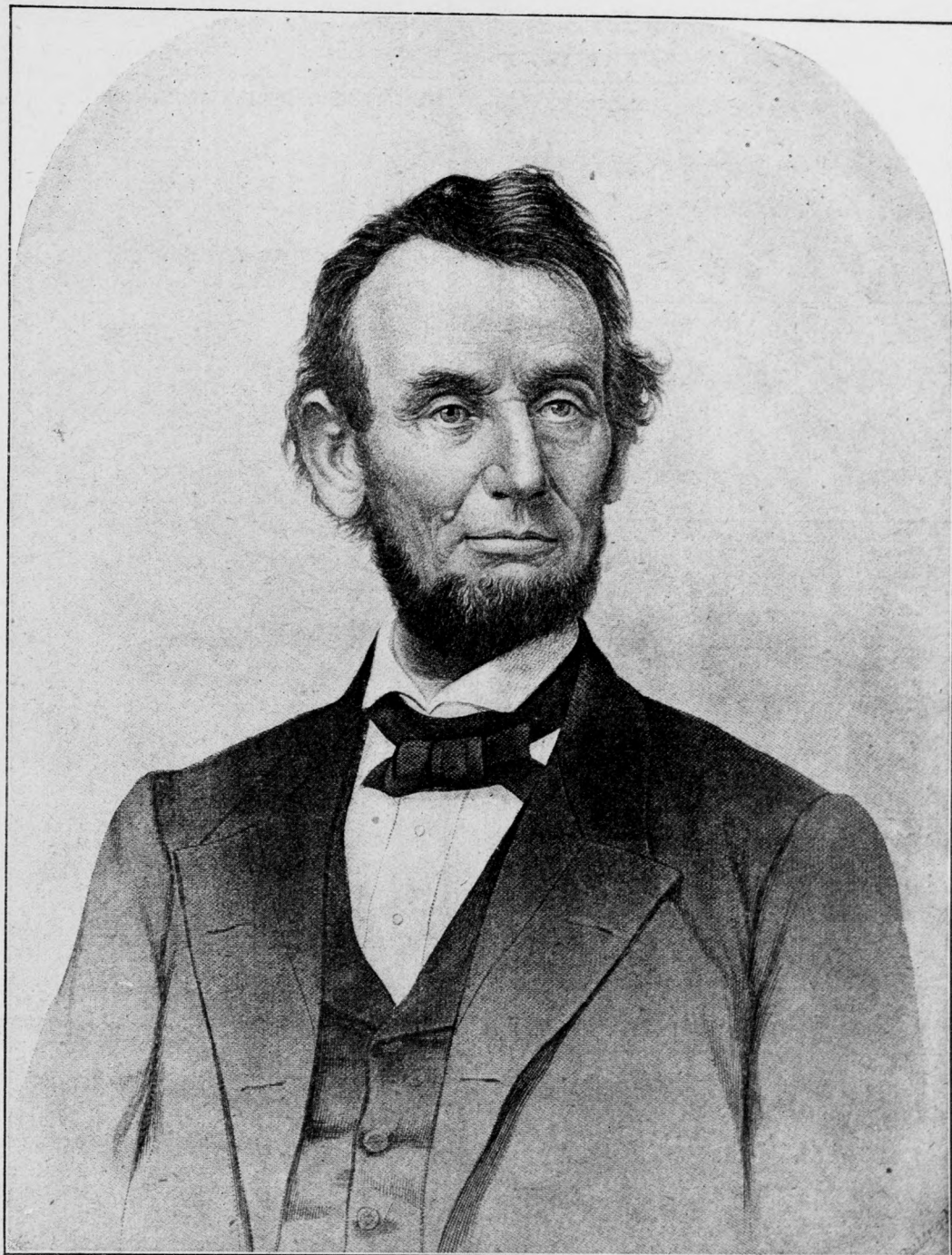
TRADESMAN COMPANY, PUBLISHERS

\$2 PER YEAR

Twenty-Sixth Year

GRAND RAPIDS, WEDNESDAY, JULY 21, 1909

Number 1348



I DO the very best I know how—the very best I can; and I mean to keep doing so to the end. If the end brings me out right, what is said against me won't amount to anything. If the end brings me out wrong, ten angels swearing I was right would make no difference.

Abraham Lincoln

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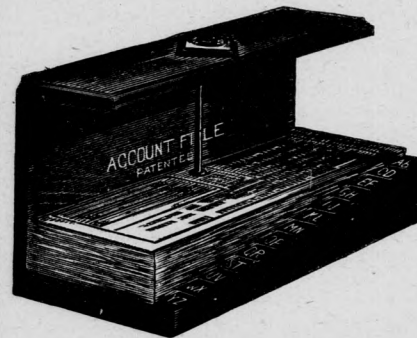
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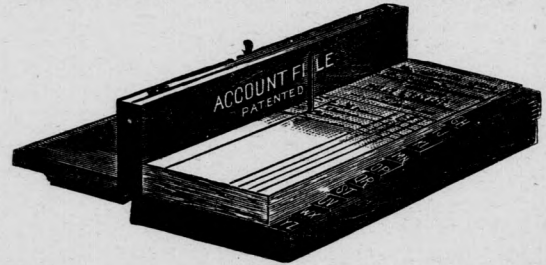
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MERCHANTS AS CITIZENS.

Civic loyalty, civic pride and civic activity—in other words, civic righteousness—is the very best asset any business man in any community can possess.

Wherever such righteousness dominates the population of a community that community is pre-eminently prosperous, active, peaceful and happy.

And wherever indifference to the public welfare prevails that community is restless, pessimistic and unhealthy.

In the development of civic righteousness the public schools and high schools are doing much and the churches are doing much. It is from these sources chiefly that the elevating factor receives its best impetus.

The weakness in this respect is greatest in the rank and file of the active and retired members of each business community. The demands of business are so voluminous and so exacting that altruism is looked upon as a joke, politics is contemplated as a nuisance and public spirit is accepted as a dream.

The average retail merchant in any community can be of pre-eminent value in the betterment of affairs in any municipality, whether it be small or large. And in the individual effort to promote such an improvement donations of money or materials do not constitute the chief force to be exercised.

It is the bounden, sensible duty of every retail merchant, wherever he may be located, to so systematize his duties and so control his resources that he may have time to give individual influence and effort in behalf of the public welfare.

He must get away from his boxes, barrels, counters and show-cases, his desk and safe and books of account sufficiently to keep himself accurately and fairly informed as to conditions in his town, and he must go at this work not in a spirit of captious

criticism, not as a mere pessimist, not as a self-seeking reformer.

If possible to do so, he must eliminate entirely the sentiment of partisan politics and go into the campaign with faith that all of his fellow citizens are his equals in honesty and his coworkers toward better conditions.

This is not easy.

It is difficult to put aside selfishness entirely; but if, in a spirit of fair mindedness, one can modify his selfishness it is possible to achieve wonderful results that shall be lasting, and not the least of these is the setting up of an example which shall inspire your neighbors to do likewise.

Do not fear taking the initiative and, taking it, do not expect to see tangible results instantly.

Good things are not of spontaneous growth except in the case of mushrooms, and these to be of value must be quickly utilized.

And so, Mr. Merchant, get into local affairs, not as a partisan but as a high grade citizen, with faith in and love for your town. Attend primaries, do what you can for the best men as candidates for office. When a public enterprise of any kind is proposed inform yourself thoroughly on the proposition. Look at it broadly and not from the narrow, individual and usually selfish side. If after such a fair and honest review you can not support it the chances are it is not worth your supporting.

If, on the other hand, you are indifferent or a bigot you are, unconsciously perhaps, contributing seriously toward the decadence of your town and the injury of your individual interests.

THE PASSION FOR PELF.

The passion for pelf, the struggle to acquire material wealth, and that by the quickest possible means, has become the master vice of the present age.

If men were only striving for the means to place and maintain their families in ease and comfort that goal would soon be reached by honest industry and intelligent application to business. But we have come to an age in this great country of ours where pelf is the greatest power in our reach, and where on its possession rests social rank, the only aristocracy that is attainable to Americans. No matter what may be a man's origin, no matter what the degree of his learning and culture, or the lack of it, let him become the possessor of a sufficient number of millions and he may associate with the foreign titled classes and marry his daughters to individuals of these classes. The American multimillionaire is debarred from becoming a lord by mar-

riage, and that is a great blow to his social ambition, but his money will give him something that otherwise would be impossible to him.

It seems contemptible beyond measure that the free citizens of this great republic should have become so money mad that not a few will do anything to get it, and the grief of it all is that this despicable passion will drive the most trusted citizens to crime and to the destruction of all in life that should be properly dear to them.

The man whose goal in life is the attainment of wealth no longer gives the least regard to honest and unremitting industry. He dreams only of acquiring riches by bold and desperate means, and if he occupies a position of honor and trust when he reaches a resolve to get rich, and get it quick, he does not hesitate to betray every trust in his hands, hoping that when he shall attain his object he will make good all the false moves by which he got there.

But how seldom does he reach the grand goal for which he strives. He sees opening before him a great gulf of crime and disgrace which he can not bridge over, and he falls into it and is lost so far as honor and faith can follow him. Love which follows the beloved object into the tomb essays in vain to find any light of hope in the cell of the criminal. It is this that makes the crime all the blacker.

THE BUSINESS OUTLOOK.

According to accounts from all parts of the country business is steadily improving. While this improvement is the natural recovery from the recent depression which followed the panic of two years ago, it is also based largely on the fine crop prospects and the certainty which everybody feels that the coming fall and winter will witness the complete restoration of the activity that prevailed prior to the financial flurry.

According to the government reports the country is soon to harvest the greatest corn crop in its history. In all probability the yield will reach the 3,000,000,000-bushel mark for the first time. This increased production has been influenced to some extent by the good prices of corn which have prevailed, but in a large measure also by the increasing demand for corn and the reliability of the crop. A big corn crop means also a liberal production of meat, as the supply of hogs and cattle generally bears a reasonable proportion to the supply of corn.

While the wheat crop will not pass previous records, it promises to be as large as last year, if not larger, and probably the third in size on record. Considering the high prices that have long prevailed for wheat, and which

are likely to prevail for some time, the American wheat farmer clearly has a most encouraging outlook ahead. Of the less important of the grain crops good yields generally are expected.

The South will likely harvest fine crops of sugar and rice this season, as well as a good yield of corn. The cotton yield will be cut down owing to the boll weevil's ravages, but as that had been expected, and in a measure provided against by the diversion of land to other crops, there is every reason to look forward to the harvest season with cheerful anticipations.

Good crops always insure active business, hence, as the crop outlook is so good, there is every reason to expect active trading during the coming fall and winter. The sale of the crops makes money plentiful through the country tributary to the distributing markets. All branches of business feel the stimulating influence of liberal crops sold at paying prices.

THE HOME LETTERS.

"Old Home Week" will soon be here. Are you planning to celebrate it in the fullest spirit of the day? But whether you are or not, have you observed the spirit which should accompany this turning back home annually by showing your interest through the year?

In the rush of business we are apt to put aside the old ties, to forget that the folks at home have less to think about than we. The parents may not be able to write interesting letters, may, in their secluded life, have little of importance to note; but do not for a moment think that they are not eager for every bit of news connected with an absent child. His interests are theirs; his friends they would like to have for their friends, even although their faces are unfamiliar.

Make it a part of your business to write to them at least once a week. Tell them about your work, your successes and your failures, if circumstances render it prudent. They will be interested in your plans. Aim to make them worthy of their teaching. The weekly communion will serve as an inspiration to you, spurring on to such results as would please them.

Tell them of your surroundings. The scenery, the amusements, the improvements or philanthropy in which you are interested. They may not fully comprehend the business which you control. Speculation in stocks may be an enigma, but that you remember them is the main point. There is nothing sadder than to raise a child and then feel left alone in old age. If your business means separation, there can still be a union of kind thoughts.

TO TRAIN EMPLOYERS.

Nelson Is Thinking of Establishing Such a School.

Written for the Tradesman.

Nelson was well dressed and wore a diamond scarf pin and a gold watch which had been presented him by his employes on Christmas. He was, to make it short, as prosperous looking a man as one would be apt to meet in a city park on a summer evening, but he was flat broke and far from home. He was not insolvent, understand. He was just broke.

He had not eaten since noon, and the park bench where he sat looked to him like his furnished room for the night. He had come to town to buy goods and had unconsciously contributed all his wealth to a pick-pocket. As soon as he discovered his loss, he had hastened to banks and business houses where he was known only to find them closed for the day. He then sought a telegraph office and attempted to send a message collect, but had been received with scornful glances by the self-sufficient clerk.

Now, if Nelson had been wise to the methods of the under world he would have soaked his diamond scarf pin and gone about his business with a night at a theatre and a supper after that. But Nelson had lived a protected life, and was about as wise to the correct thing to do in such an emergency as a child would have been. He learned something concerning the initiative needed by the busted man before morning.

When he sat down on the bench in Stuyvesant park, on Second avenue, half a dollar looked to him larger than the Flatiron building. If he had that much wealth he could send a message home and have money forwarded by wire. But, as has been stated, he hadn't a cent, and so sat down on the bench to wait for morning, when the business offices and banks where he was known would open for the trade of the day.

While he sat there thinking what he would do to some table d' hote bill of fare at 9:30 a. m. the next day, he recollected that it was Saturday. While he groaned inwardly over this remembrance, a policeman came along swinging a wicked looking club and said that if Nelson didn't take a hike for himself he'd be given a ride in the hurry up wagon.

"I guess," said Nelson to the policeman, "you don't know who I am. My name is Nelson, and I'm—"

"Your name," said the policeman, who was no respecter of nicely-groomed men who loitered on park benches after nightfall, "will be Mudd in about t'ree minutes if you give me any guff! Beat it!"

Nelson didn't know what "beat it" meant, but he took it for granted that he would better not quarrel with the man with a night stick and a hurry up wagon at his back and call, so he took a course due east toward the East River, and sat down on another bench, where he found a tall young man trying to make himself look like child's size under the shade of the trees. The electric lights were bright in Stuyvesant park that night, and the territory under the trees looked like

black spots on a white tennis court. The tall young man unfolded several lengths, when Nelson sat down, and hitched over.

"When you come here nights," he said, "you want to keep off Buck's beat, and you never want to talk back to him. Wonder you didn't get pinched."

"I want you to understand," began Nelson, then he turned to see that he was talking to the park bench and a deep shadow.

The tall young man who had been imitating a boy's size was loitering off down the walk, and the policeman who had stuck his chin out at Nelson was swinging along toward his bench. Nelson was beginning to grasp the fact that the flatty was IT right there, and so he followed the example of his late audience.

The policeman glared at the merchant as he passed him, but made no remarks. When Nelson turned back toward the bench he saw that the tall young man was again in his corner. He stepped up to him and smiled benevolently, for Nelson had a sense of humor tucked away somewhere under his expansive waistcoat.

"When you came here nights," said the tall young man, "you want to keep watch for the flatties and move on when you see them coming. They will permit a fellow to hike about here all night, but they won't stand for his sleeping."

"I see," said Nelson, sitting down by the side of the tall young man. "I presume the policemen have a stand-in with the hotels. If I went to sleep here I might beat some hotel out of a dollar."

"Huh!" said the other, disgusted at the notion of spending a whole dollar for a night's sleep.

Nelson had two cigars in his waistcoat pocket, and he lit one and gave the other to his instructor in the ways of park policemen.

"That's the ticket," said the professor of park ethics, striking a match. "They will let us stop here as long as these cigars burn. Cigars look prosperous. Let 'em burn slowly."

"I guess," said Nelson, "that you have been here before."

"I've worn holes in every bench in this park," replied the tall young man. "I've been here on the hummer for a month. If I ever catch up all the sleep I haven't had in this place, the seven sleepers will lose their record."

Nelson leaned over to get a better look at the tall young man. There was something in his voice and his manner of expression which seemed familiar. It came to him that he had somewhere encountered this derelict before.

"Why don't you go to work?" he asked.

"I might ask the same thing of you," replied the tall young man, not knowing that he was addressing the man who was the whole thing in a country town, "but that would be coarse. To tell you the truth, I don't think I'll ever get another job. When you see me by daylight, you'll suspect me of being the raggedest man in trampdom."

"What do you work at?" asked Nelson.

"I'm a shoe salesman," was the reply. "I had a job up here in a little town with an old stiff named Nelson. He was the limit. If I ever get a look at the library reciting what country merchants don't know, I'll look for his name on the title page. He said that if I'd go up and work for him he'd fix me up all right. He did. I'm fixed up all right to-night, ain't I?"

Nelson's first impulse was to make himself known and defend his knowledge of the shoe business. He knew now why the fellow had seemed familiar to him. He had discharged him a month before for various reasons: First, he was not a good mixer. He failed to make acquaintance in the town, and so bring the gilded youth into the store to buy shoes. Second, he was not dressy enough. He looked cheap when he went out on the street. Third, he was only polite, never cordial, with customers. Fourth, he insisted on living in a cheap boarding house. Fifth, he insisted on having his salary boosted. Nelson remained silent and let the tall young man go on with his talk:

"I goes up to Pumpkinville to work for this man Nelson," he continued, "when I've been snoozing on park benches and living on air. He gives me \$6 a week. I takes it because there's nothing doing anywhere else. When I gets up there he wants me to lead the Four Hundred of the town. Expects me to blossom out as a sort of Ward McAllister. I haven't got the price, and so have to take my meals with a kind old lady who extracts \$4 of my \$6 for a bed and three square meals a day. My other \$2 don't go very far toward furnishing ready capital with which to build up his trade, especially as I've got all my good clothes in hock down here at Isaac Sweitzemeyer's, on the Bowery."

Nelson coughed and pulled viciously at his cigar.

"Don't burn it so fast," advised the tall young man. "The policeman will fire us when these weeds go out. Nelson advertised me as the only thing in shoe salesmanship, right from the metropolis," he continued, "and the young loidies of the burg come to the store to get pointers on the latest in male attire. You leave it to a young loidy in a country town to discriminate between the heir to a great wealth and the cheap skate with his other shirt in hock! They gets me right, and I'm the talk of the town. I feels the shafts of scorn they hurl at me, and consequently walk the back streets when the boss expects I'm holding an audience spellbound at the corner cigar store. Then I asks for more money, and the geezer fires me. What?"

The policeman was coming again, and the tall young man smoked impudently in his direction. Nelson thrust his thumbs into the armholes of his waistcoat and tried to look like he had an automobile waiting around the corner. The cop passed on. The merchant was doing quite a lot of thinking just then.

"Yes, sir," continued the tall young man, "when I don't set the pace in wardrobe on \$6 per, this geezer gives me the run. Say," he added, bending over to Nelson, "I think you're the man I've been talking about. Pardon! I didn't know! Anyway, I wasn't expecting to see you here. Why didn't you bluff that cop when he butted in?"

"Why," replied Nelson, "I'm—the fact is—you see, I'm—"

"Oh," said the tall young man. "You're busted! Well! Well! Look here," he added, after Nelson had explained, "you've got a spark on your scarf. What you doing with a diamond, and money coming from home, and being chased off by a sparrow cop? You know about as much of life as you do about the shoe business."

"Why," replied Nelson, "I can't sleep on the diamond, like it was a folding bed, nor eat on it, can I? If you'll show me a way out of this, I'll give you your job back and stake you to a wardrobe that will make the girls sit up and take notice."

The tall young man sat back on the park bench and laughed so loudly that the cop came up and ordered him off the bench.

"Come on," he said to Nelson, then, "I'll show you! I've got a friend down here that will give us \$50 on that spark. Do I begin work to-night, with board wages? I know of a little eat shop down here—"

"A little eat shop!" roared Nelson. "Take me to a place where the waiters wear evening dress, where I can get a porterhouse steak as big as a ham! Now, can you tell me why I didn't think of that before?"

"Sure!" was the reply. "You have a bad eye for values! You didn't know what the spark could do for you, and you didn't know that a first-class shoe salesman might be in need of salary enough to dress decently."

"Well," spurred Nelson, "a merchant must keep enough of his receipts to meet his bills, mustn't he? He can't pay out all his money to clerks."

"Cut it out!" cried the tall young man. "Here's Ikey's place. Throw back your shoulders when you go in. Flash your gold watch while he is looking at your diamond. Don't seem anxious. Is that a K. P. charm on the chain? Flash that, also. In about ten minutes I'll give you an imitation of a man sharing that porterhouse with you."

"And in about two days," said Nelson, "I'll be giving you a mighty good salary, if you keep your blooming mouth shut about this night."

"Oh, I'll do that," replied the tall young man. "Glad you came along."

And they both kept their word, only the clerk got most of the steak and Nelson got the laugh when he wanted to pay less than \$15 a week.

Alfred B. Tozer.

You can usually tell where a man's scruples will break out when he carries his conscience in his pocket.

Some have a hard time picking out a car to Heaven because the lower berths seem all to be taken.

REAL VACATIONS.

Novel Plan Adopted By a Far-Seeing Employer.

Old Maikem sat scowling in his exclusive lair in the great Ararat office building one Monday morning during the apex of the heated term. Suddenly he jabbed a button. He snarled a few words to the brisk secretary who responded. In half a minute the chief clerk, Mr. Ploddon, crept into the sanctum.

"Be seated, Mr. Ploddon," snapped out Maikem.

The chief clerk sought the edge of the least pretentious chair.

"Now, see here, Mr. Ploddon," said the boss, "I have noticed a sudden letting down in the efforts of your force in the last two weeks. A decline happens every year at this time, and may be attributed partially to the hot weather. But the drag this summer is greater than ever. Come, what's the matter—or can't you trace it?"

"The clerks seem played out after their vacations," ventured Ploddon. "They came back tired and it takes them several days to get rested up. And while they are doing that I hardly think that they—er—that they are entirely at their best."

"Sounds well," grunted the boss. "All right, Mr. Ploddon, I see that you have observed the trouble among those in your charge, and I believe your explanation sums it up. That is all, Mr. Ploddon."

The chief clerk fairly slid for the door. After he had whisked from view, Maikem lighted a cigar and pondered deeply.

That same noon the boss broke his usual routine by avoiding the circle of business heavyweights at his favorite restaurant. He secured a table in a rear corner of a quick lunch adjoining the Ararat. This was the place largely patronized by the clerical battalion of Maikem, Sellum, Inc. He arrived there ten minutes before the sounding of the escape signal for his employees. Through the courtesy of the manager of the lunchroom he had a screen drawn around his particular nook, shutting his well clad bulk from general view.

Only a short time elapsed before his expectations were satisfied. A group of five youthful clerks from Maikem, Sellum, Inc., hurried into the busy place. They were assigned to a table just outside the screened position of the old man. This situation also had been arranged between the boss and the obliging manager.

Two of the jaunty five had just returned from their vacations. Both were tanned, their faces, necks, hands and forearms being of the popular Indian hue. But in their eyes there was nothing of rural freshness, and they sank into their chairs with languor. The three others, whiter skinned, flopped down more briskly. They were eager to hear a promised story of vacation adventure.

"Gee, fellows, I don't know whether I ought to eat to-day," remarked one of the vacation veterans. "I'll have to exist on water and crackers

and fishing appurtenances to those employes who care to enjoy their vacations in that way. Further particulars will be furnished to those who sign on the blank line at the bottom of the sheet. Only those who have not already enjoyed their vacations are eligible to this offer.

"Why, are you broke, Jimmy?" enquired a stay-at-home.

"Broke!" exclaimed Jimmy. "I am down to cases all right. I tell you what, making a fourflush to a swell girl at a summer resort and Tribby-izing her to believe that you are a millionaire's little Willie flushes a guy's purse and takes the lining with it."

"Right you are, old scout," supported the other recent vacationist. "Say, if places on the boulevard were selling at 3 cents apiece I wouldn't be able to buy a photograph of a key-hole."

"Where did you two hike to spend all your week-in-advance?" demanded a pale companion. "Where was this combination Newport and Monte Carlo?"

"Did you ever hear of the Musky Lake Hotel?" said Jimmy. "Why, it's the place where all the class are going this summer. Of course, it costs pretty steep and there's a lot of high toned college stews hanging out there who set a high pace. But it's worth the price, ain't it, Cal?"

"Easy," affirmed Cal. "Let me slip it to you straight, fellows, you turn a hingle for the old Musky Lake, even if you have to make a loan at compound interest. Ee-yah, but I wish I was asleep right now!"

"Gee, fellows," interrupted one of the auricular three in the midst of one of Jimmy's thrillers, "it's about time we blew for the office. We're five minutes late now, and old Ploddon is getting sarcastic to-day."

"Oh, I hate to get up and return to that blanked grind," asserted Cal., rubbing his eyes sleepily. "But, say, fellows, I want you to be sure to take in the Musky Lake Hotel when your vacation comes. I'll write a letter to the manager. He's a fine old scout."

"Sure, the Musky Lake for us," cried the others. Then they filed hurriedly to the cash register.

Shortly after their departure the eaves-dropping boss crept from behind the screen. He left the place with an angry tread and his furrowed brow betokened some dire purpose.

Two days after this educative luncheon Maikem created a sensation among his ledger crew. Just as they were about to depart for home an office boy circulated among the men employes and distributed carbon copies of a general communication. The surprised toilers read as follows:

"To my office force:

"It has come to my notice that the young men of this office are not spending their vacation periods to best advantage. The dissipations and gayeties they indulge in unfit them for proper service on their return, thus defeating the purpose of the firm's generosity. I am the possessor of a camping ground up in the Wisconsin woods. It is away from the inducements of the average summer hotel, but offers splendid opportunities for beneficial roughing. I am going to offer the use of my camp as well as all equipment and hunting

and fishing appurtenances to those employes who care to enjoy their vacations in that way. Further particulars will be furnished to those who sign on the blank line at the bottom of the sheet. Only those who have not already enjoyed their vacations are eligible to this offer.

G. W. Maikem."

"Well, what d'ye know about that?" was the prevailing exclamation among the force of Maikem, Sellum, Inc.

Inquisitive for particulars every man signed. The next afternoon, when the time for departure had passed, Maikem addressed a select assemblage of would-be vacationers:

"I'm tired of these Willie boy summer vacations which seem to be the rule here," he proclaimed. "Of course, it's none of my business just how you put in your time away from the office, but when it has an effect on the output of work, I have reason to step in. You young fellows go to one of these average summer hotels and think that you have been benefited because you come back with a deep tan. But behind that tan are sleepy eyelids and benumbed brains.

"Now, if you want to get out into the real woods with little expense to yourselves, where you won't have to go in debt for swell clothes, and where you can forget the sight of a white collar for two weeks, just let me know it. I'm going to send some of the factory gang up there, too, but it won't hurt you a bit to rough it like a pioneer, and there will be real beds and a phonograph. But, if you want 'swell dames' and seltzer bottles and all night dances, you had better not accept. How does it strike you?"

"Fine!" was the amalgamated rejoinder.

They all signed up to meet the single life with one exception. That was a sturdy youth who belonged to a national guard regiment, the annual encampment of which offered little opportunity for mollycoddle leisure.

On the week following the experiment began. Three clerks departed from the office and the city, wearing old clothes and carrying only enough white collars to withstand the cinder ordeal en route. When their two weeks were over they returned—with a day to spare—in order that they might be properly rested for Monday morning.

Maikem made an official inspection of the foremost vacationers after their return.

"Look like they were hungry for noontime already," he chuckled, as he surveyed their full countenances and clear eyes. He was even chummy when Mr. Ploddon came in for his morning dose of terror.

As for Cal. and Jimmy and a few others who had enjoyed their outings before the new order of things, they eyed the venture skeptically.

"I prefer to be a gentleman during my leisure moments," said Cal. to Jimmy when they heard the simple life recital of the campers.

"Same here," remarked Jimmy. "Give me the broad shaded veranda

among people of my own class rather than the smoky shack and the roughneck bunch in the backwoods."

They felt justified in being real haughty about it.

"Say, Jimmy," mused Cal., one day in a quiet moment at luncheon, "I wonder if Maikem's offer will hold good again next summer?"

"I see no reason why it shouldn't," said Jimmy. Eugene E. Morgan.

Bait.

Many are called but most of them turn over and go to sleep again.

The most dangerous ailment known to mankind is the swelled head.

The fellow who thinks that his job is unimportant usually gets just that kind.

The fellow who belittles the successes of others will never have any of his own.

Necessity is the mother of invention; that is what makes beggars' pleas so ingenious.

It is all right to set a thief to catch a thief if you don't want to see either of them again.

Man's greatest enemy is his fear of himself. It is all that separates him from Heaven.

Heredity may cover the facts in the case, but no gentleman ever invokes it as an excuse.

Rules are made for people who can not think and they are the only ones who kick against them.—Silent Partner.

Look within for happiness; troubles will come without being looked for.

GRAND RAPIDS BRUSH CO.

1	Manufacturers for	1
8	Wholesale Trade of	9
7	Solid Back	0
1		9

Hair, Cloth and Toilet Brushes and Leather Back Horse Brushes

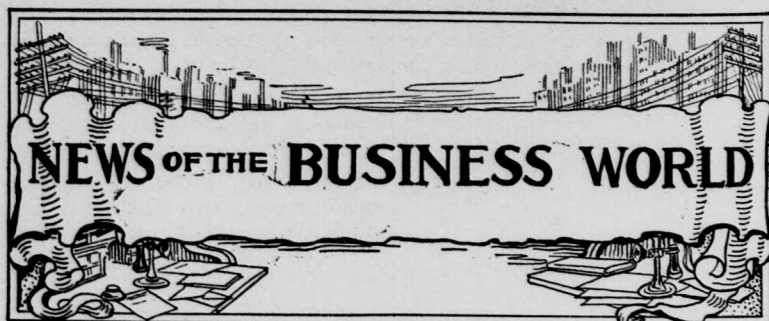
GRAND RAPIDS BRUSH CO. Grand Rapids



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



Movements of Merchants.

Stanton—Jas. Stannard has opened a bakery here.

Hopkins—A meat market has been opened by McKinnon Bros.

Whittemore—Frank Horton has sold his stock of groceries to James Sparling.

Bloomington—Clark & Beach succeed C. W. Beach in the general store business.

Shelby—Wylie Bros., fruit growers, are erecting a new warehouse 35x75 feet in dimensions.

Jackson—Michael Schaber will soon open a fish and oyster market on South Jackson street.

Three Oaks—C. Riker, formerly of Wyocena, Wis., has purchased the grocery stock of G. A. Parren.

Onaway—Geo. Zulich is to be succeeded in the confectionery business by Mrs. K. J. Starks, of Gaylord.

Battle Creek—A wholesale novelty store has been opened at 93 West Main street by Martin, Hunt & Martin.

Detroit—Smith & Knox have opened a new confectionery and cigar and tobacco store at 2334 Woodward avenue.

Langston—E. H. Simmons is succeeded in the general merchandise business by Mr. Leenon, of Lake Odessa.

Mancelona—Dalrymple Sisters have discontinued the millinery business here and will remove to Grand Rapids.

Sparta—The harness stock and tools of George Cooley will be sold at auction, having been seized on a chattel mortgage.

Traverse City—The clothing firm of Kubeck & Hoyt has been dissolved. The business will now be conducted by Frank Kubeck.

Traverse City—George Gilbert, formerly engaged in the tailoring business at Elk Rapids, has removed his stock to this place.

Parks—Albert Parks has purchased the general stock of J. A. Hartman, who contemplates taking up his residence in the West.

Charlotte—A harness shop has been opened here by W. H. Cook, formerly engaged in the same line of business in Eaton Rapids.

Big Rapids—S. S. Evans, of Millbrook, is removing his stock of goods to this place, where he will conduct business on North State street.

Albion—P. B. Oakley and Mr. Fahrion, formerly with the Geo. Worthington Co., of Cleveland, Ohio, have purchased the stock of the Granger Hardware Co. Mr. Granger retires from trade on account of poor health.

Kalamazoo—The United Cigar Stores Co. is making preparations to open a store at 115 East Main street and will soon be ready for business.

Elk Rapids—L. J. Bosley has sold his retail stock of cigars and fixtures to M. E. Butts and will devote his time to the manufacturing business.

Shelby—Jerry Mikesell & Co. have installed machinery in their factory for the purpose of cutting off the stem and blow ends of gooseberries.

Muskegon—The Edwards Lumber Co. has been incorporated with an authorized capital stock of \$12,000, all of which has been subscribed and paid in in cash.

Boyer City—J. D. Parrish, formerly engaged in the grocery business here, has purchased the grocery stock of J. D. Carr & Co., and will continue the business.

Hastings—Fred Barnaby is succeeded in the restaurant business by Will Barnaby and Will Sweet, who will also carry a line of fruits and cigars and tobacco.

South Boardman—Walter Emerson has purchased the interest of his partner, Earl Hastings, in the Hastings & Emerson Manufacturing Co., which made canvas gloves.

Manton—L. E. Thompson has purchased an interest in the general stock of J. W. Hubbell. The business will now be conducted under the style of Hubbell & Thompson.

Thompsonville—E. B. Wareham & Son, hardware dealers, have purchased from G. W. Sharp the two lots and a brick building on the corner of First street and Thompson avenue.

Alma—F. A. Bennett will soon occupy the building which he has been remodeling and fitting up for a bakery and hopes to be able to remove from his present stand about July 24.

Ontonagon—Charles E. Hecox is installing a stock of hardware, stoves and tinware in the store which he has leased here. He was formerly engaged in the same line of trade at Sherman.

Bloomington—The firm of Hammon & Davis succeeds Ferman & Davis in the grocery business, Jas. Hammon having purchased the interest of Lester Ferman in the old firm.

Lansing—The store of the Donsereaux Dry Goods Co. has been closed, due to the fact that no suitable person has been found to take the management of the business since the death of A. M. Donsereaux, and it has been decided to close the business through the hands of a receiver. The value of the stock is estimated at \$65,000, the indebtedness at about \$20,000.

Detroit—The W. A. C. Miller Co. has been incorporated to engage in the lumber business, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property.

Howard City—The produce firm of Cook & Collins has been dissolved, Arie M. Cook having purchased the interest of his partner, J. A. Collins, who retires from business on account of failing health.

Ontonagon—A corporation has been formed under the style of the Louks Lumber Co. with an authorized capital stock of \$10,000, of which \$5,400 has been subscribed, \$1,000 being paid in in cash.

Detroit—A corporation has been formed under the style of the W. J. Henry Produce Co., which has an authorized capital stock of \$50,000, of which \$25,000 has been subscribed and \$5,000 paid in in cash.

Copemish—B. Wepman has sold his dry goods and clothing stock to Morris Bros., who will dispose of as much of the stock as possible and divide the remainder between their Fife Lake and Honor stores.

Vernon—De Hart Bros. have purchased the grocery and drug stock of A. E. Holmes, who has conducted a store at this place for the past thirty years and who retires from trade on account of poor health.

Detroit—Peter Smith & Sons, grocers at 24 Gratiot avenue, have purchased a brick building, 90 by 150 feet in dimensions and five stories high, at 128 West Larned street, which they hope will be altered to suit their purposes by October 1.

Climax—A. S. Lee has traded his drug stock to Wm. A. Dunlap for a farm near Battle Creek. Mr. Dunlap has already come here from Battle Creek to continue the business. Mr. Lee has been engaged in the drug business for about nineteen years.

Pontiac—R. F. Monroe has purchased the four-story brick factory building formerly occupied by the National Body & Box Co., in which he contemplates opening an automobile body factory. Mr. Monroe is now interested in the Monroe Body Co.

Conklin—E. Davis & Son have purchased the hardware stock of A. E. Barden, to which they will add a line of variety goods. The newcomers were formerly engaged in business in Alto and more recently on South Division street in Grand Rapids.

Jackson—The grocery business formerly conducted under the style of H. H. Neesley & Co. has been merged into a corporation under the name of the Neesley Grocery Co., with an authorized capital stock of \$6,000, all of which has been subscribed and paid in in property.

Houghton—The Twin City Supply Co. has been incorporated to engage in the wholesale and retail mercantile business and also deal in ice and lime, brick and other building materials, with an authorized capital stock of \$30,000, of which \$15,000 has been subscribed, \$10,000 being paid in in property.

Laurium—C. W. Ryckman and J.

H. Manier, general merchants, have formed a corporation under the style of the Ryckman Store Co., and merged their business, with an authorized capital stock of \$10,000, of which \$7,010 has been subscribed, \$310 being paid in in cash and \$4,900 in property.

Manufacturing Matters.

Hudson—E. R. Dodge, cigar manufacturer of Eaton Rapids, has removed to this place.

Holland—The Holland Shoe Co. has increased its capital stock from \$10,000 to \$185,000.

Detroit—A company has been formed under the style of the Griswold Motor & Body Co.

Lansing—The capital stock of the Lansing Pure Ice Co. has been increased from \$40,000 to \$50,000.

Saginaw—The Booth & Boyd Lumber Co. has merged its business into a stock company under the same style with an authorized capital stock of \$60,000, all of which has been subscribed and paid in in cash.

Pontiac—The Monroe Manufacturing Co. has been incorporated to manufacture automobiles and parts thereof, with an authorized capital stock of \$40,000, of which \$36,000 has been subscribed, \$26,000 being paid in in cash.

Detroit—The business of the Ellis & Ford Manufacturing Co. has been merged into a stock company under the same name with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Fenton—The Fenton Canning Co. has been incorporated with an authorized capital stock of \$18,000 common and \$2,000 preferred, of which \$13,150 has been subscribed, \$450 being paid in in cash and \$2,600 in property.

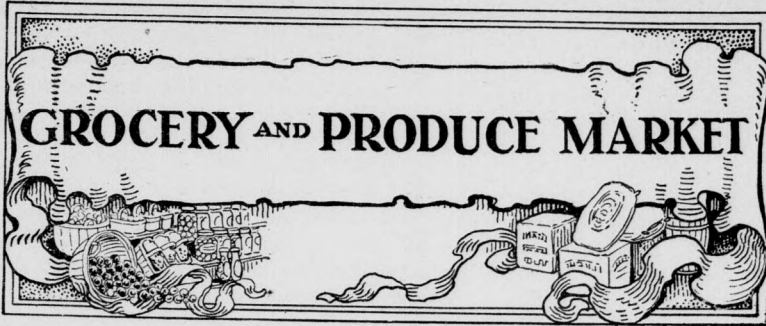
Holland—Owing to a heavy increase in sales the German Gelatine factory will be doubled in capacity. An addition 80x80 feet, three stories high, is being erected and about forty additional men will be given employment.

Detroit—The Fairview Motor Co. has been incorporated to manufacture motors and parts thereof, with an authorized capital stock of \$300,000 common and \$200,000 preferred, of which \$300,000 has been subscribed and paid in in cash.

Detroit—Keena & Drake have merged their business into a corporation and will manufacture furniture and office supplies under the same style, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Milan—A corporation has been formed under the style of the Radiant Boiler Co. to conduct a manufacturing business with an authorized capital stock of \$30,000, all of which has been subscribed, \$10,000 being paid in in cash and \$20,000 in property.

Detroit—The Detroit Shear Co. has been incorporated to manufacture shears, tools, engines, implements and novelties, with an authorized capital stock of \$30,000, of which \$26,000 has been subscribed, \$8,000 being paid in in cash and \$18,000 in property.



The Produce Market.

Bananas—75c for small bunches, \$1.25 for Jumbos and \$1.75 for Extra Jumbos.

Beans—String and wax command \$1 per bu.

Beets—30c per doz.

Butter—The receipts have shrunk to the extent of at least one-half, showing the effect of the heat, and this has greatly reduced the percentage of fancy butter. The make is lighter than usual at this season, which, with an active consumptive demand for all grades, makes a firm and healthy market. There is also some speculative demand for butter, and the receipts are cleaning up each day. Present prices are about 25 per cent. above a year ago and it seems therefore more likely than not that prices will not advance materially farther. Local dealers hold factory creamery at 26½c for tubs and 27c for prints. Dairy ranges from 15c for packing stock to 19c for No. 1.

Cabbage—Home grown, 80c per doz. Louisville, \$1.50 per crate.

Cantaloupes—Georgia, \$1.75 per crate. Standard California Rockys, \$2.50 for 54s and \$3 for 45s.

Carrots—20c per doz.

Cauliflower—\$1.20 per doz.

Celery—Home grown, 25c per bunch.

Cherries—Sour, \$1.25 per crate; White Sweet, \$1.50 per crate; Black Sweet, \$1.75 per crate.

Cucumbers—35c per doz. for home grown hot house.

Currants—\$1.25 per crate of 16 qts.

Eggs—The receipts of fresh are about normal, but fully half show the effects of the heat and are selling below the regular market. The market at this ruling is about 1c higher than a week ago. There is a good consumptive demand and the general condition is healthy throughout. Local dealers pay 20c f. o. b., holding case count at 21½c and selected candled at 23c.

Egg Plant—\$1.50 per hamper.

Gooseberries—\$1.25 per crate.

Green Onions—15c for Silver Skins.

Green Peas—\$1 per bu. for Telephones and 75c for Marrowfats.

Green Peppers—\$1 per bu.

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

Lemons—The market is still strong on the basis of \$6 per box for both Messinas and Californias.

Lettuce—50c per bu. for leaf, 75c per bu. for head.

Onions—Louisville, 90c per sack; Texas Bermudas, \$1 per bu. for yellow.

Oranges—Navels are in fair demand at \$3.50@3.75 per box. Mediterranean sweets are moving freely on

the basis of \$3@3.25. Late Valencias command \$3.50@4.

Parsley—25c per doz. bunches.

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

Potatoes—35@40c per bu. for old; \$2.75 per bbl. for new from Virginia or Ohio.

Poultry—Paying prices for live are as follows: Fowls, 11@12c; broilers, 18@20c; ducks, 9@10c; geese, 11@12c; turkeys, 13@14c.

Radishes—15c per doz. bunches.

Raspberries—\$1.25@1.50 for black and \$1.50@1.75 for red.

Tomatoes—Tennessee, 90c per 4 basket crate. Home grown hot house command 80c per 8 lb. basket.

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

Watermelons—Georgia are moving freely on the basis of \$3 per bbl. of 8 to 10.

Whortleberries—Scarce and not extra as to quality, selling at \$1.50@1.75 per 16 qt. crate.

The officers, stockholders and traveling force of the Worden Grocer Co. will go to Fremont Saturday to inspect the plant of the Fremont Canning Co. The party will be conveyed in a special car, which will be attached to the regular train leaving Grand Rapids at 7:40. The car will be taken as a special from Fremont to White Cloud, where it will be attached to the regular train which reaches Grand Rapids at 4:10 p. m.

G. J. Johnson and family leave Thursday for New York, whence they sail Saturday on the Vaderland for Antwerp. They will proceed immediately to Aix la Chapelle, where Mr. Johnson will undergo a course of treatment at the celebrated baths. Mr. Johnson has hosts of friends all over the country who will join the Tradesman in the hope that he may return home completely cured.

Edward Frick (Judson Grocer Co.) has gone on a trip to Seattle, Portland and the Coast cities generally. He expects to be absent about six weeks, but those who know him best and appreciate the fidelity he has always shown to his business expect to see him back at his desk inside of three weeks.

W. E. Smith, formerly with N. A. Richards, druggist and grocer at Portland, has opened a grocery store at 983 Burton avenue, having purchased his stock of the Judson Grocer Co.

Big Rapids—S. S. Evans has removed his drug stock from Millbrook to this place.

The Grocery Market.

Sugar—The market is steady, but very quiet, refiners being out of the market for the present. Refined sugar is unchanged and in fair summer demand. No immediate change seems likely, as the refiners' last attempt to advance prices was a conspicuous failure.

Tea—The inrush of new teas from Japan is heavy and the market is slightly higher than a year ago. Many lines are sold out and the receipts of medium and low grades especially are eagerly awaited. This year's crop is of excellent quality. All operations of the Calcutta market are now suspended for India until the new season's crop comes in. American imports of India teas have increased considerably over previous years. The Ceylon market is quite strong and bids fair to remain higher for quality than last year. The American demand for these teas is increasing.

Coffee—The market has continued extremely dull during the past week. Options have been very inactive at a time when they should be just the reverse. Actual Rio and Santos coffee is unchanged and quiet. Mild grades show no change and light demand. Java and Mocha are quiet at ruling prices.

Canned Goods—Spot tomatoes continue on a steady basis. It is too early to tell anything about the size of the tomato crop, but there are rumors afloat that conditions are good and that prospects look very favorable for a large crop. Corn is very firm, with prospects for a short pack the coming season. Pea packers are at work in Wisconsin and Michigan, with prospects for an average pack. In some states the pack is understood to be very short of last year's pack. A good business is being done in California canned fruits for future delivery. The trade apparently realizes that future prices are very low and are protecting themselves by buying liberal orders for fall delivery. Peaches, apricots and pears are about as low as they can go and no change in prices in the near future is looked for. Gallon apples are about steady. The demand for salmon of all kinds has been very good the past few weeks. Red Alaska and sockeye salmon are entirely sold up in first hands, and it will be nearly two months before new packed goods will arrive in this market. Before that time it is believed that red salmon will touch a pretty high figure. In spite of the fact that the reduced prices named on sardines a few weeks ago were considered below the cost of packing, another reduction was made this week, bringing the price down to about \$2.50 per case.

Dried Fruits—Apricots on spot are scarce and unchanged in price. Raisins are weaker again, new fancy seeded being quoted in some quarters at 5½c coast, which is a decline of ¾c from the former price. Freshly seeded stock for fall shipment also shows a decline. Currants are unchanged and moderately active on spot, but futures are selling in a small way at a considerable fraction above the

spot price. Other dried fruits are dull and unchanged. New prunes are still selling on a 2½c basis, but the demand is not particularly large. Old prunes are dull and neglected. Peaches are dull and unchanged.

Syrups and Molasses—Glucose would probably have declined if corn had not advanced 6c per bu. Compound syrup is unchanged in price and very dull. Sugar syrup is selling as fast as produced at ruling prices. Molasses is unchanged and very dull.

Cheese—The market is firm and unchanged. The receipts are running about the same as a year ago, and with an active consumptive demand the receipts clean up on arrival each day. Present prices, however, are above normal and will therefore probably go little, if any, higher.

Rice—The market shows continued strength. Receipts from primary points are small, so that the constant demand has still further reduced the holdings of spot rice, the market for which is expected to advance before new goods are ready for market.

Rolled Oats—Manufacturers have announced prices on oatmeal from new crop oats for delivery August 15. These prices are about the same as spot goods and very little higher than the opening prices for last year.

Burnips Corners—John Post, who has been engaged in general trade here about three months, has sold a half interest in his stock to Chas. Drier and the business will hereafter be conducted under the style of Post & Drier. The firm has purchased a double team, with which it is making two trips weekly between Burnips Corners and Grand Rapids. The distance is twenty-five miles and is ordinarily covered in about seven hours.

Provisions—Smoked meats are still firm and unchanged, with a seasonable consumptive demand for the entire list. It seems quite unlikely that prices will decline in the near future, as the hog market is still very high. Pure and compound lard are firm and unchanged and in excellent consumptive demand. Dried beef is unchanged and in fair demand. Barrel pork shows a further advance of 50c per barrel. Canned meats are fairly active and in good demand.

Fish—Cod, hake and haddock are dull and unchanged in price. Salmon is active as usual at this season. Spot Sockeye is still scarce and firm and red Alaska is in the same condition. Domestic sardines are weak and unsettled, and the market has gone back again to \$2 for quarter oils f. o. b. Eastport. There is very little general buying as buyers distrust the market. Norway mackerel has done a little better during the week, and in first hands the quotation should be advanced about 50c per barrel. In second hands there has been no quotable change, but the feeling is firmer. Irish mackerel are not figuring to any extent, and the shore catch up to this time has been almost a failure. The demand for mackerel is fair.



Some Catchy Cards For Retail Merchants.

A window that attracted a considerable amount of notice, recently, contained two very goodlooking young lady dummies seated at a small table on which stood a large goldfish globe containing a quantity of the finny beauties of the Japanese fantail variety.

The girls were clad in pretty white lingerie dresses made of silk mull, which were trimmed with a great amount of a fine imitation Cluny and Valenciennes lace. Both of the gowns were made in one-piece style and were elaborate to a degree as to ornamentation.

Their owners were posed in a natural manner and appeared to be intently watching the shining fishes swimming round and round.

On a small stand at one side were several piles of boxes containing the sort of prepared foods on which these fishes thrive. On another stand were books devoted to the care of goldfish. Some of these were opened up to incite interest in the contents.

Along the entire front of the window and also on the other sides of the window were three rows of goldfish footed globes of as many sizes, the spherical surfaces just touching each other. These were all three-quarters filled with water, in each of which were various sizes of fishes. These made a beautiful sight not soon to be erased from memory.

Naturally a big space was required for this exhibit and a lot of care was necessary to be exercised in putting the globes in neat condition and keeping them so, but the proprietor of the store felt well repaid for the effort in the boom it gave his special sale of goldfish, globes, fish food and books on the subject.

A card read:

What's a Home
Without
a
Goldfish
?
We Have Them
at
All
Sizes and Prices

Similar Idea for Ice Cream.

Another dealer hit upon the same idea for drawing attention to his ice cream business, only he had a fashionably dressed young lady sitting on one side of a table and an equally stylish young man on the other. They were presumably sipping ice cream soda through straws and chatting cozily together.

The stand at which they so chummily sat was covered with an immaculate

cloth with a wide border of Mexican drawn work. The glasses and silver were polished to a nicety.

A hammock was swung across the corner in the background and palms and other porch plants lent their grace to the scene. A handsome Turkish rug supposedly drowned all possible footfalls and the heavy grass chairs gave an air of luxury to the surroundings. Hanging baskets and singing birds in swaying cages gave a pleasing touch of realism. Magazines and papers littered a carved tabouret.

The placard accompanying this agreeable combination read:

Everything
Cool and Inviting
Inside
Step In
and
Get
a
Nice Cool Drink
or
Ice Cream

The owner of this summer drink establishment expressed himself as distinctly satisfied with the result.

Now Time for Bathing Suits.

Bathing suits and everything else needed for comfort for a splash in lake or river should be pushed assiduously by the man carrying the same. Hose, rubber-soled canvas shoes, rubber head coverings and Turkish towels will all be wanted at the average summer resort, both by individuals and by managers who have bath-houses and bathing togs to let.

A sign to go with these watering place indispensables could be as follows:

Do You Love
To
Sport
In the Wave
?

Come In and Pick Out
Your
Water
Clothes
Some Catchy Cards.

The following cards might be utilized for certain lines:

Don't Spoil
Your
Fine
Suit
For the Want
Of
a
Cheap Umbrella

Neckties
and
Other
Classy Things
for

the
Dressy Young Fellow

A Stitch in Time
Saves
9
Be Timely
And Buy
One of These
Sewing Boxes

Look
At These
Fascinating
Foibles
All the Young Ladies
Are
Crazy
Over Them
Young Man
Don't Be
a
Has-Been
Spruce Up
With
This
Splendid Raiment

These Foxy Gloves
for
Equestrian
Jaunts

Seek No Farther
for
Formal Dress
Everything
For
After-Candlelight
Occasions

Golfers
!
See Here
Shirts or Shoes
Sweaters or Gloves
We
Have Them
at
Comfortable Prices

Tiny Shoes
For
Pattering Feet

Stormy Weather
Calls
Loudly
for
Our
Rubbers and Umbrellas

Dining Events
Demand
Correct Dinner Dress
We Have Everything Proper
for

Informal Dinners
Home Dinners
Stag Dinners
Club Dinners
Charming
Cool
Cravats
for
Comely Customers

Blue for Blonds
Red for Brunettes
Which
Are
You
?
We Can Suit

Do Not Rebuke in Presence of Third Party.

"Knock before you come in here, please," said the general manager sitting in the privacy of his inner office. "And now you may take the matter back and wait until I send for you, if you'll be so good."

The general manager had been talking to me for some time. The door had opened suddenly and the young man acting as private secretary had stepped in, crossed the room, laid a batch of papers on his employer's desk, and was tiptoeing out gaetainshrdlunuuhrsha t tao ro i nn again, when he had been called back.

There was something cutting in the well modulated tone of voice which the employer used. The sting of it had been emphasized, in fact, by the intonation. Breeding would not allow me to look at the young man, but the figure which shaped itself in the corner of my eye as the young man tiptoed back for the papers showed me how keenly the speech had stung him.

Was that speech justified?

Distinctly not! Moreover, it was an expression indicative of a bad business policy in the man who had risen to the position of a general manager. With me I only saw the man's limitations as an organizer. I should have been a little less certain of my investment had I owned stock in his company.

No matter how that young man might have offended before in this manner the reprimand was out of all proportion to the offense, taking it for granted that the young fellow was at all worthy of the position he held. And if he were unworthy of it, why did he hold it?

If he was at all sensitive this rebuke in the presence of a third person hardly could have failed to suggest to the young man the likelihood of further talk upon the offense after he had left the room. To the extent that he felt his intrusion was justified and to his employer's best interests, he had no excuse to offer for himself. Just to that extent the reprimand, as between only himself and his employer, would have been hard enough; in the presence of a stranger it was cruelty and injustice.

Looking at the effect of the speech, see how it must have fallen short of results all around.

In the first place, I was forced to suffer embarrassment myself in the private office of an acquaintance who had welcomed me there. Up to the time of this uncalled for speech I had no ghost of a reason to think this welcome was not genuine. After the speech, looking for reasonable cause for the scene, I questioned a little whether my business host in reality had not looked upon my call as an intrusion.



TRADE WINNERS

Pop Corn Poppers,
Peanut Roasters and
Combination Machines.

MANY STYLES.
Satisfaction Guaranteed.
Send for Catalog.

KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.

As to the young man, I have no question of his having tried to do his duty in coming in as he did. In the arrangement of the office I would say that chances were he did not know I was in the room. Certainly he had not ushered me into the office; the manager himself, stepping out for a moment and meeting me, had done that.

Coming in no one could have been more considerate in tiptoeing across the room than was this messenger. To me, looking back upon this phase of the incident, I am sure that the young man's actions showed that he felt he had intruded and was making every effort to lessen its effect. There was apology in every movement across the floor. Literally it was not an interruption, until the manager, through his rebuke, made it so.

Instead of this manager's embarrassing me and outraging his employe as he did how much more effective it might have been for the employer, a moment after I had gone, if he had called his man in and asked that such interruptions cease. If never before had he been forced to rebuke the man he could have made the request in the most considerate manner; if it had occurred before, he could have laid whatever emphasis might have been deserved upon the offense. The young man would have recognized any deserved form and degree of reprimand. His loyalty would have been strengthened by the fact that his employer, by waiting, had saved him undue embarrassment. Still more, he could have had a chance to explain and offer apology.

John A. Howland.

Wireless Telegraphy Discoveries.

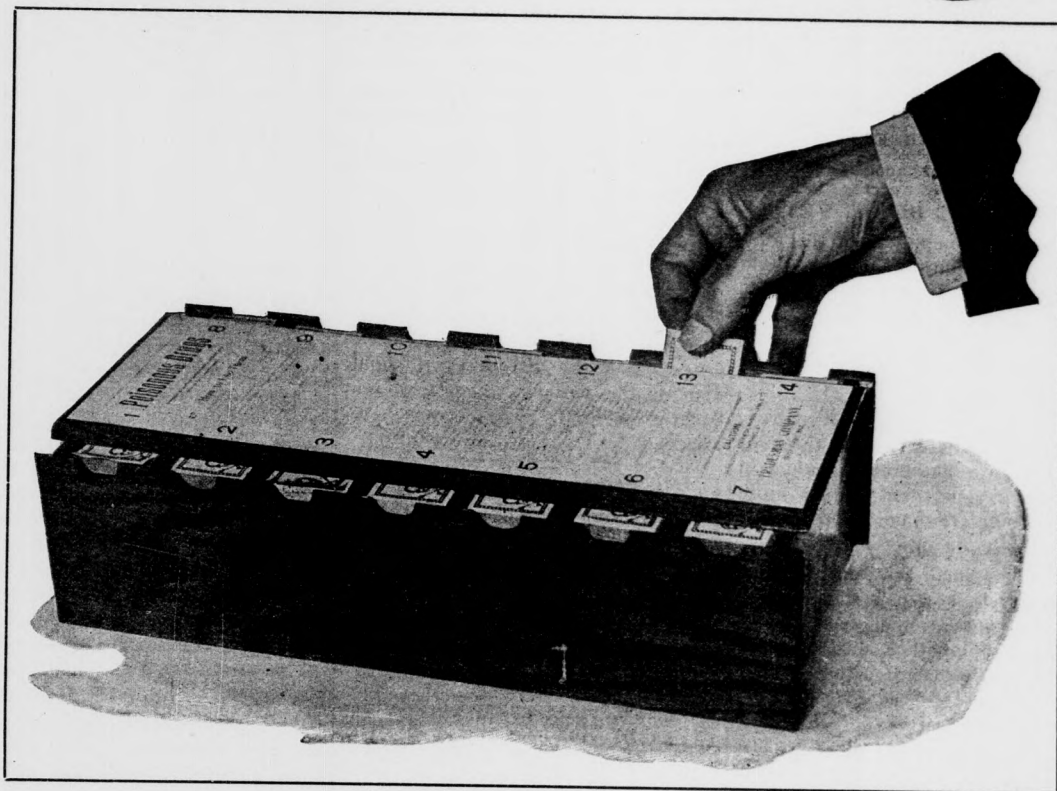
Wireless telegraphy has many discoverers. As has been so often the case in any branch of physics, whether pure or applied, the name of Lord Kelvin is associated with the discovery. In 1853 he gave forth the theory of oscillation. In 1863 Maxwell propounded the theory of electrical waves, and in 1888 Hertz practically discovered them. Sir Oliver Lodge was looking for the waves at the same time, and was successful in finding them running along wires in the same year that Hertz discovered them going through space. In 1890 he was able to take a further step, developing the receiving arrangements for the detection of these waves by means of the principle which he decided to call syntony.

At the same time another word, coherer, was added to the language. In 1894 he was able to give a demonstration before the British association of signaling across space without wires, and about the same time he published a book.

In 1895 Admiral Popoff, of the Russian navy, and Capt. Jackson, of the English navy, carried the idea a little farther, and then in 1896 Marconi took up the matter with great pertinacity and marked success.

An innocent principal can not assert any rights or retain any benefit upon a contract when it is procured by the fraud of his agent.

Tradesman Company's Classified List of Poisonous Drugs



THE LAW

H. S. Sec. 9320. Every apothecary, druggist or other person who shall sell and deliver at retail any arsenic, corrosive sublimate, prussic acid or any other substance or liquid usually denominated poisonous, without having the word "poison" and the true name thereof, and the name of some simple antidote, if any is known, written or printed upon a label attached to the vial, box or parcel containing the same, shall be punished by a fine not exceeding \$100.

To enable druggists and country merchants to meet the requirements of the above statute without going to the expense of putting in a large assortment of labels, we have compiled and classified a list of drugs which are poisonous or become so in overdoses.

They are arranged in *fourteen groups*, with an *antidote* for each group; that is, an antidote for any of these poisons will be found in some one of these fourteen antidotes.

This arrangement will save you money, as it does away with the need of the large variety of antidote labels usually necessary, as with a quantity of each of the fourteen forms you are equipped for the entire list.

There are 113 poisonous drugs which must all be labeled as such, with the proper antidote attached. Any label house will charge you but 14 cents for 250 labels, the smallest amount sold. Cheap enough, at a glance, but did you ever figure it out—113 kinds at 14 cents—\$15.82? With our system you get the same results with less detail and for less than one-third the money.

By keeping the labels in a handsome oak case they never get mixed up and they do not curl.

Price, complete, \$4.00. Order direct or through any wholesale house.

Tradesman Company GRAND RAPIDS,
MICHIGAN



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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

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No subscription accepted unless accompanied by a signed order and the price of the first year's subscription.

Without specific instructions to the contrary all subscriptions are continued according to order. Orders to discontinue must be accompanied by payment to date. Sample copies, 5 cents each.

Extra copies of current issues, 5 cents; of issues a month or more old, 10 cents; of issues a year or more old, \$1.

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

July 21, 1909

THERE WILL BE NO VETO.

Just now the members of the joint Conference Committee on the Tariff Bill are the guests of President Taft.

They visit the White House en bloc and seriatim and just what takes place at each meeting is not accurately known.

It is a well-known journalistic proverb that where two or three or more men are gathered together in executive session some one or more of the group are bound to "leak"—unconsciously or otherwise.

And so the small army of resourceful and active newspaper correspondents are kept extremely busy putting two and two together and formulating forecasts in accord with the journals they represent as to what will be the salient features of the tariff bill, if one is passed, and as to just what President Taft's desires are in the matter.

For these reasons it is quite evident that but one positive fact has been evolved: The bill that goes through will be as the President wants it to be or no bill will go through. There will be no chance for a veto.

Speaker Cannon and Senator Aldrich may utilize every device in their magnificent equipment as manipulators in statecraft; Senator Hale—the of the hard, aristocratic New England face—may appeal to the shade of his father-in-law, the late Senator Chandler, and Senator Lodge may change the cut of his beard and provide a new summer suit to match the transformation, all in behalf of New England as against the rest of the nation, but without avail.

President Taft has publicly declared himself in favor, with moderate qualifications, of free hides, free iron ore, free oil and free coal. He has also said that he is opposed to a compromise which shall only slightly reduce the Senate rates upon these articles.

In the light of this declaration by the President, Senator Aldrich fell into line and declared that he agreed with the President, and it is openly admitted in the Senate that this sudden conversion was because Mr. Aldrich realized that it would have been impossible otherwise to have got-

ten the bill through the Senate.

How is the President going to get a tariff bill such as he wants?

The answer to that comes voluminously from the one or two or three of the conferees who have "leaked" as to the "executive sessions" at the White House.

And this answer says that the House will stand back of the President to a finish in the campaign for the fulfillment of the revision-downward-promise of the Republican platform.

If no bill passes, what then?

It will be a case of statu quo for two years and then Messrs. Aldrich, Cannon & Co. will find themselves confronted by a tariff bill infinitely less to their liking than is the present one, which, it is believed, will be reported by the Conference Committee to-morrow.

If this report is not satisfactory to the President the gentlemen in the south end of the capitol will get out their hammers and produce such an anvil chorus as shall send the report back to the conferees. By this means the failure to pass a satisfactory bill will be placed where it belongs—upon the distinguished shoulders of the eminent gentlemen in Senator Aldrich's conspicuous bailiwick.

A SEEMING EVASION.

Every mother in the land and every sister can not but admire the sisterly courage, determination and persistence of Mrs. Rose Sutton Parker, sister of the late Lieut. James N. Sutton who, nearly two years ago, died at the U. S. Naval Academy and who, according to the decision of a court of enquiry held to investigate the case, declared that Sutton was not a suicide.

Mrs. Parker, after two years of unremitting effort, succeeded in securing a rehearing of the case before a second court of enquiry and the proceedings thus far give very strong color indeed as to the justice of Mrs. Parker's contention that her brother did not commit suicide, but was brutally murdered.

It has been established, beyond question, that there was a disreputable fight on the night of Sutton's death, that Sutton and two other men were in the mix-up and that shots were fired, one of which caused the lieutenant's death. There is much in the testimony to show that Sutton was unpopular because he reported classmates to the authorities for minor infractions of the rules of the academy; that he was ostracized by the "plebe" first year class and that the upper class men, taking their cue from the younger class, made Sutton's life one round of hazing; that in his second year Sutton grew so unpopular that it was commonly reported by the naval authorities that he "flunked."

All this is possibly true and quite conventional, as student life goes in the great Government academies, the universities and the colleges, but such testimony comes a long way from proving that the lieutenant was a suicide.

A noticeable feature of the present

proceedings so far as the press reports give them is a seemingly studious avoidance of all reference to the bitter feeling which exists and which has always existed between officers of the Navy and officers of the Marine Corps. Socially, the latter are of the canaille in the eye of the gentlemen of the Navy and there is no happy medium in the situation.

True, the Marine Corps officers wear a major portion of the gold lace visible when a ship is in port or when they are on shore duty; true it frequently happens that in official rank a Marine Corps officer is superior to a regular officer of the Navy; but it is equally true that the mental equipment of an officer of the Marine Corps need not, necessarily, be equal to that which is required of a naval officer. And there you are. Sutton was a lieutenant in the Marine Corps and he is dead. Who killed him? Or did he really kill himself?

RIDING A HOBBY.

You have one. Of course you have! If not, it is high time a selection was made. In this day and age, every one knows the importance of living as much as possible in the open air. Your hobby should take you out into it daily. You owe this to your own physical good; you owe it to your family; you owe it to the business which you represent.

Our best work is done when we have something spurring us on to pleasure or a goal in which we are interested. The school boy studies 50 per cent. better after a hard run and a spirited game of ball. "Men are but children of a larger growth," and the results are similar. The business man who can enjoy a game of golf after business hours is putting aside his need for drugs. If he likes the auto, good; this will take him into the open air. If he prefers horseback riding, better. This will not take him on so extended a radius, but it will give more physical exercise. Besides, it leads to a love for the noblest animal next to man. If none of the more stirring sports attract you, study the stones and rocks in the vicinity; make a garden, and work it entirely yourself, too. The chicken fancier may not get a whole lot of money out of his birds, but he gets much enjoyment; and if they are handled with the skill he devotes to other business, they will be found not unprofitable.

It matters not so much what hobby you ride as how you ride it. Interest, out-door exercise and regular attention to it outside of business hours will eventually increase your business as they improve your physical condition.

YOUR COUNTRY COUSINS.

Now, if ever, will they receive your special attention. It is delightful, this renewing of family ties at a season when your family need rest; when they wish to avoid the heated term. But did you ever stop to consider what it means to the country folk upon whom you descend?

You may receive the most cordial welcome; yet to render this annual outing a continuous mutual pleasure there are things to be considered on

both sides. Help in the farm household is, as a rule, hard to obtain. This is the time when the housewife is especially rushed. There are harvest hands, fruit canning and garden work in addition to the regular routine work. If your family can so adjust themselves to this as not to increase the burden they will usually be more than welcome. Let them go prepared to help in the many light duties which will save time to the hostess and enable her to share the ham-mock and new magazines after the work is done.

Again, do not think for a moment that because there is an abundance of milk and eggs, fresh fruit and vegetables that they are as free as water; that you should have a winter supply to pack into your trunk when the farewells are said. These all have a commercial value just the same as your store commodities. They are the sources of pin money to your hostess. It costs to live in the country, despite the popular notion to the contrary.

Do not forget that you are getting many dollars' worth of board in the weeks you and your family linger. Return the compliment in some way. There are numerous ones. If they can not leave home to make you a protracted visit, make them presents out of some of your goods to show in a tangible way your appreciation of the good things they have been lavishing upon you during their "busy season."

POWER OF CONCENTRATION.

A visitor in a large paper mill was particularly impressed with the skill of one woman in counting sheets. She had been there twenty-five years, always at the same post. The result was that each finger was so perfectly trained that with it she could pick up one hundred sheets of paper; and very rarely, was the assurance of the superintendent, did she vary even a single sheet from the regulation number. This knack, of course, gives the key to the rapidity with which she worked. While not all of us will wish to so literally follow the example of the apostle, "This one thing I do," to so complete an exclusion of all others as to render us mere machines, there is a wondrous power in being able to concentrate our entire attention on the thing at hand. If there is a customer to be served it pays to enter so completely into his or her wants that we not only can appreciate any special features they may speak of but be able to suggest others with which they are not familiar.

Marden says, "Not many things indifferently, but one thing supremely, is the demand of the hour. He who scatters his efforts in this intense, concentrated age can not hope to succeed." We may be dealers in one or many kinds of goods. But human nature is the same, and it is mankind whom we are serving. The one thought should always be, How can I best serve my customers? When he tells you what he wants be in a position to listen fully; to grasp the situation. And in doing this you are serving yourself just as surely as you are serving your patron.

HIS JUST DESERTS.

A decision has recently been handed down by a Colorado judge which deserves more than a passing notice. Two young men, graduates of Dartmouth College, were charged with making an assault with intent to kill upon the manager of the Summitt House at the top of Pike's Peak. Late advices are to the effect that the young men were completely exonerated in the justice court. The court stated that the evidence tended to show conclusively that the assault was initiated by the complaining witness and that in his belief the defendants did not exceed the bounds permitted in defending themselves. The court stated that in his opinion the first duty of a hotel proprietor or manager is civility and that the evidence tended to bring out that in the past the Summitt House manager had shown a quarrelsome disposition.

It is hardly necessary to state that the manager at Pike's Peak is not the only person to forget that the first duty of a manager is civility even in the United States. The same decision, it may be safely asserted, can be extended so far as to include the subordinate in that or in similar positions, and the outcome is suggestive that if the man, with his brief authority, should fail to preserve the dignity of his position so far as to forget the proprieties belonging to it, the traveling public have the privilege to resent the incivility as the Dartmouth graduates did and administer the service-renderer the thrashing that the Pike's Peak man richly deserved and got.

The incident should be widely reported and discussed especially at this season of the year when so many are abroad in the land for health and pleasure, for just that sort of "quarrelsome disposition" is filling too many positions to-day where travelers insulted do not care, even if they can, to square their differences with a fight and run the gauntlet of a court of justice to secure the vindication which ought to be theirs without arrest and imprisonment.

The statement is a broad one and an answer will not be insisted on; but is it not true that the person at the inside of a ticket window on the slightest pretext is liable to return through that window something besides the ticket? Has the reader ever lost track of a trunk or other baggage and ventured to ask for information in regard to it of the proper official? Has any one tried conclusions with the delivery clerk at the post office in regard to stamps, or money order, or letter long over due. Has the hotel clerk ever listened patiently to any complaint against the house, or ever expressed anything like regret that the mistake of a subordinate had happened, or ever hinted at reparation for such mistake? Will any one whose rendered bill with a glaring blunder was presented to light, or coal, or water office affirm on his honor that he was civilly received, the blunder candidly acknowledged and the bill corrected and politely returned with the hope that the error will not be made again? Did—but

the list of questions is already long enough. Hardly a reader can be found who has not had one or more of these or similar experiences and it is much to be feared that in most instances the official appealed to has richly deserved the walloping that the Dartmouth boys gave to the overbearing station keeper at Pike's Peak.

A single pleasing experience is remembered, all the more pleasing and all the more gladly remembered because the unexpected outcome occurred in Grand Rapids, and is thus recorded:

"A lunk-headed ticket agent leisurely wasted twenty minutes in looking up the rates of the ticket-buyer ahead of me and I missed my train and also my sleeper and lost a valise left to be checked. Six hours later I took the 1:30 a. m. train to find on reaching Grand Rapids that the valise was missing, with little hope of finding it, at least not soon. One does not take these things calmly; at all events I don't and the trouble at once began. I was taken to the leading official, who rose to receive me, asked me to be seated and kindly requested me to tell him of my lost baggage. The recital ended, he made a few notes and asked me to call again in the morning, when he hoped to be able to tell me something satisfactory of my wandering valise. I came at the appointed hour to find that the piece had been traced, and shortly after I had it in my possession. It is my single instance after years of travel where the road official, high or low, looked or acted as if he cared a rap what had happened to my baggage or to me;" an exception, it may be, that confirms the rule, but it does show that there are railroad officials and railroad officials and that the official who understands his business is not the man requiring a couple of recently graduated college students to teach him his place and the civility belonging to it.

It is not to be doubted that the positions these men hold are places that try men's souls; the traveling public is familiar with the exacting, provoking class that try them and their name is legion, but as long as civility is one of the exacted requirements the lack of such requirement should call for the same treatment that color blind does. At any rate the American public by and large will not put up with the incivility after it reaches a certain limit and, that reached, the college boy takes matters into his own hand and hammers "the quarrelsome disposition" until he obtains that respect which can be secured from it in no other way.

A TRIFLE TOO ONE SIDED.

Almost without exception every thirty-two page (or over) Sunday morning paper in the land and each one of the Saturday evening papers coming from the various larger cities devotes at least half a page to well-considered, well-intended and well-written essays telling the average young man things he needs to appreciate and which, by heeding, may result to his advantage.

But why hammer away incessantly at the young man when there are so many middle-aged and older men who need to be set straight?

It is a safe wager that there is not an intelligent young man of, say, between 20 and 30 years of age, who hasn't had all the homiletics handed out to him constantly, either at home, at school, at church or on the streets, ever since his parents, his aunts and uncles and his kind friends began to realize that he was alive and certain to amount to something—if nothing happened.

Also there is no serious risk in believing that the average young man—no matter what may be his temperament—will freely admit that it is both foolish and dangerous to indulge in intemperance, vice, laziness, dishonesty, extravagance, and so on, and so on. He knows the preachments upon this subject by heart and they bore him. He committed to memory, when in his teens, the venerable and valuable "For precept must be upon precept, line upon line, here a little and there a little." And a little later, when 20 years old or thereabout, he strayed across the more modern, "Example is always more efficacious than precept," and wondered.

He saw set up as examples of success men whom he knew to be intemperate, dissolute, avaricious, penurious and mere pretenders and wondered. Possibly even his own father or his uncle or his friend who had taken a deep interest in him were known to the young man as individuals in no wise entitled to the oft repeated and sycophantic praise bestowed upon them as successful men, and he wondered.

And each time he reads one of those Sunday morning or Saturday evening hortatory pleadings he stops as soon as he realizes the drift of the thing and asks: Why not stir up the old men once in awhile?

MORE WATER COMPETITION.

The advantage of sending freight by water wherever possible is manifest. Railroads can combine and put up the rates which shippers must pay, but on navigable waters if you do not like to pay the price the steamship asks you can build your own boat and carry your own freight. That is one of the reasons why water transportation is so cheap and why it is so much to be desired as a regulator of freight rates. It is a good deal nearer from St. Louis to New York by rail than by water, but notwithstanding, plans are under way for the construction of six twin screw steamers of about 10,000 tons each, to run between the two cities. They can go to Vicksburg the year round and to St. Louis nine months of the year. They claim to have already the promise of over 500,000 tons of freight annually for Mississippi River points.

The advantage of this enterprise will be not only what it can do in the way of rates for the freight it carries for itself, but it will put down the railroad rate to a figure which will be cheaper than anything which has been previously experienced. The

railroad rule is to put on all the tariff the traffic will stand. In order to get the business of transporting anything but perishable goods it must make a rate as low as that by boat and thus the shippers in New York City and all along the Mississippi River will profit very materially. There is necessarily a big business going on between the metropolis and St. Louis which would constitute quite a profitable item. Though these boats go no further there is no need for railroad transportation beyond the steamer terminal, because the cargoes can be transferred to smaller craft which can go many miles further up the Mississippi. Wherever water transportation comes in as a competitor it makes freight rates decidedly lower and brings great advantage to the shippers, which is likewise shared by the steamers. This is an argument for artificial waterways. The construction of canals finds its warrant in the lower freight rates, but if they come as slowly as New York's barge canal the railroads will have a chance to make quite a little money before strenuous competition actually commences.

A very agreeable and significant symptom and an assurance of better business conditions is the report of very substantial increase in postal receipts at 50 of the largest offices. The income for last June is compared with that for June, 1908. These increases in some cases run as high as 30 or 40 per cent, and the average for the whole 50 offices included in the comparison is over 12 per cent. When the post office is busy it means that business men believe the times are better and are working hard to get orders and it may also indicate that they are getting orders. Post office receipts are a very reliable business barometer. Right along with this comes the statement that the H. C. Frick Co. of Pittsburg offers employment to 6,000 men additional to those already at work in its plants manufacturing coke. The demand for this commodity indicates that the mills using it are requiring a greatly increased supply. When there is a large consumption of coke the metal business is brisk and manufacturing lively. These facts are substantial and on them a very considerable amount of well founded optimism can be based.

It makes pleasant reading anyhow to note that J. Ogden Armour declares that in his opinion the next five years will be among the most prosperous in the history of this country. He puts it emphatically and certainly The last two years have not been very brisk in most lines of business and there is ample room for improvement. There are students of political economy who have fixed upon 1913 as a time of great financial and industrial distress. They base their prediction upon history and the fact that about once in so often there are little depressions and once in longer time there are larger ones. It will be more agreeable, however, to bear Mr. Armour's prediction in mind and believe that there are five fat years at hand.

MOST POPULAR CITIZEN.**How a Voting Contest Can Be Conducted.**

Written for the Tradesman.

The basic idea of this broad gauged voting contest is to use rocking chairs, dining room tables, Morris chairs, brass beds, stoves, sewing machines and other household furnishings for advertising purposes.

The idea is to combine a premium policy and a voting contest, thus giving the scheme a double attraction.

In carrying out this store-advertising, trade-booming, customer-winning sales plan fully as much depends on the details and upon the way the little things are taken care of as upon the main idea itself.

What This Plan Will Accomplish.

The great advertising value of this plan is based on the fact that the customers are benefited in the most unusual way.

The merchant who uses the plan receives an equal benefit. This plan will not only increase sales, but it will enable a merchant to do more business with his present stock and capital.

There is no question as to who will pay the cost of the premiums. They pay for themselves. The profits on the increased business make this form of advertising the most inexpensive of any.

This plan is designed, in particular, for the merchant who desires to raise ready cash quickly. Results are better than the quick returns from the auction or clearance sale without any of the commonplace or injurious effects of sales plans that have been worn threadbare.

The first thing any dealer wants is new business. This plan secures it. Besides that, it turns the stock and brings in ready cash.

In connection with this sales plan we furnish the merchant with descriptions and prices of the most popular lines of home furnishings to be used as premiums. We also furnish advertising copy, and the necessary instructions for designing the advertisements necessary to exploit the plan.

With the purchase of the goods to be used as premiums we furnish the merchant with voting tickets in the denominations of 5, 10, 25 and 50 cents and \$1 and \$5, which he gives to his customers according to the amount of their purchase.

The merchant is also supplied with cuts and descriptive matter for illustrated circulars which he can mail to his out-of-town customers.

In fact, in furnishing the merchant with this sales plan he receives all the advertising copy and suggestions for planning his advertisements which it will be necessary for him to use. These are furnished absolutely free with the order for merchandise to be used as premiums.

Working Order of Contest.

This sales plan is a combination of a free premium offer and a popular citizen voting contest. The plan provides that the merchant agrees to give a handsome chair, brass bed or dining room table, using each one for a specified time, to the person

holding voting tickets representing the greatest value at a given time, or after the entire number of voting tickets have been given out.

There are two plans by which this may be operated. One is to give away the chair at the end of a specified period or with a certain number of votes. Both of these plans will be described in detail so that the merchant may select whichever one will appeal the stronger to the people in his community.

This plan differs from most voting contests in that it provides a list of useful household merchandise to be used as premiums, and given away free to those who hold voting tickets of certain values so that at the end of the contest any who may have entered will win a prize according to the value of their tickets.

The merchant first announces the popular citizen voting contest through circulars and newspapers, and invites the people to come to his store to examine the new lines of premiums and the prize-winning article.

The merchandise which is to be used as premiums should be something entirely different from what the merchant has in stock, and if he should carry the merchandise we suggest in our plan we will substitute other articles in place of the ones which he carries.

Because of the contest and premium features of this plan it will create unusual interest in every trade section.

In putting this plan into operation the merchant will place the prizes and the premiums in prominent places in his store and display windows.

The effect of this unusual offer will be broad and immediate. The people will begin to talk about the contest, because they will begin to wonder who will win the prize, and a great many people will be induced to enter because even if they do not win the prize they can secure a handsome present for the voting tickets they may accumulate.

The scheme may be given a rousing start by deciding upon several of the most popular women in the community. These women should be approached and made familiar with the scheme and induced to enter as the starters. This is not a difficult matter, because if they are popular their friends will readily make purchases and cast votes for those selected because of their popularity and influence.

Of course the people must not be given the impression that the merchant is working or even starting any particular person. The proper way to approach the starters is to suggest to them the possibilities of securing the prize by a little work among their friends. Others may be started by suggesting to some of their friends that they are to go in and get the prize for a certain other woman in town.

The most important thing in this contest is to get it started, because once it has the spirit of enthusiasm back of it its growth will be natural.

As soon as the first name is en-

tered in the contest it should be written on a bulletin board placed in front of the store or in the display window and the name of everyone entering the contest should be placed according to the number of votes received, and to increase the interest the bulletin board should be changed often.

This kind of competition will soon get things warmed up and then the votes will rapidly increase.

The bulletin boards must not be neglected for an instant. In fact, it is a good plan if the contest is a large one to have bulletin boards placed at the important street crossings. This is the quickest way of spreading the news, because the people, once interested, will watch the bulletin boards continually.

The merchant must do nothing to influence the voting, either one way or another, but he should make some attempt to keep the leaders in the contest near together so that more votes will be required, which will make it more spirited.

When the contestants run so close together that no one has the least idea who will win until the last day the results in profits are a great deal better for the merchant.

Usually the contestants will first be ahead and then run behind, unless the competition becomes so strong that the contestants begin hoarding their votes. This is often done by one side attempting to blind the others and make them think there is no need for more votes.

It can readily be seen that this plan works directly against the merchant. At the very start of the contest he must make a provision that unless the votes are turned in the day following the time they are received they will not be counted.

All voting tickets should be stamped with the date on which they are issued and in counting the votes turned in if they are more than two days old they are thrown out.

Unless the merchant places this two-day limit on the votes he will find that the contestants will hold them back and bring them in on the last day of the contest.

When the contest is carried out along these lines the people in the town will become so enthusiastic over the voting that they will spend a great deal of time soliciting for votes and every vote means a sale for the merchant.

Premiums will include many things for the children, because children are result producers in any kind of a contest. They will not hesitate in approaching everyone they meet in soliciting votes for the favorite contestants.

The plan provides that all the premiums to be used in connection with the prizes will be of such a nature that they will appeal to all classes of buyers.

In carrying out this plan one of the prizes might be a series of pictures for decorating school rooms. In this way the merchant can advertise to interest the school children and teachers, or even when he does not use these things as prizes he can in-

clude them in the list of premiums.

He must also consider the difference between the desires of the people in the town and country and make his lists of prizes and premiums include articles which will appeal to not only these two classes, but the working classes and the aristocrats as well.

It is not compulsory that the merchant follow out the plan just as outlined here. He may use all of it or part, or he may broaden it by adding lines that appeal to his particular trade.

The extensive number of combinations of this plan makes it possible for the merchant to appeal to the greatest number of people at the same time. It means that not only the prize feature but the premium as well offer a wide range of inducements for people to enter the contest.

This results in new and increased business for the merchant and a quick turning of stocks into ready cash. This plan of giving voting tickets with every purchase can also be used for the purpose of collecting old accounts.

It should be advertised that voting tickets will be given to people paying on account just the same as they are given to cash customers.

There are few articles that can be used in so many places for advertising purposes with such far-reaching results as the prizes and premiums suggested in this sales plan.

In carrying out a plan of this kind a merchant must study well the details, because the advertising value lies particularly in taking care of the small things. The success of any prize contest or premium plan depends a great deal on local conditions.

There are some towns where contests and premiums have been used and abused. In such cases the people are rather suspicious of any new scheme.

Then there are towns in which contests and premiums are entirely unknown, and this means the merchant must do considerable educational advertising.

It is only natural that some merchants will think that a scheme of this kind means a large expense. On the face of it, it may appear as a rather expensive method of advertising, but when it is once studied out carefully it will quickly be seen that in reality it costs less than the ordinary run of publicity advertising.

Advertising can not be judged by the cost, but only by the results. The most expensive kind is that which does not bring results, no matter how small the cost may be.

Example of announcement for the popular citizen voting contest:

Popular Citizen Voting Contest.

It is open to every man, woman and child and everyone has the same chance of winning the special prize and receiving a just reward for the interest in the contest.

In the first place we are going to give away, absolutely free, this \$25 solid brass bed to the person presenting voting tickets showing the largest amount of cash purchases and

received bills from our store on June 1.

Besides this grand prize we will give away hundreds of other beautiful and useful premiums in exchange for the tickets, so that even those who do not win the first prize will be rewarded for their work in the contest.

This plan of awarding prizes and giving away premiums is merely a part of our advertising plan which makes it possible for us to share profits with you.

We are not asking you to pay one cent more for the merchandise, because our policy of buying and increased business pays for the article we give away. We want you to be sure and visit our store and examine this bed, which is on display in our place, and see the many premiums we offer in exchange for voting tickets when the contest is ended.

Be sure to read to-morrow's papers for particulars of this contest, which will be described in detail in the half page advertisement on page 4. Begin to-morrow to save the voting tickets, which will be given with every cash purchase or paid up account at our store.

This offers the greatest opportunity you have ever had for saving money. Watch for future advertisements.

Example of illustrated newspaper advertisement describing the details of the contest premium scheme:

FREE! FREE! FREE!

(Cut of brass bed.)

We will give this \$25 solid brass bed absolutely free to the person who brings to our store on June 1 voting tickets showing the largest amount of purchases. This remarkable offer means that some one of our customers will secure this beautiful bed absolutely free.

(Cut of voting ticket.)

You will receive one of these voting tickets with every purchase. On the bottom line write the name of the person for whom you wish to vote, either your own name or that of a friend who may be one of the leaders in the contest.

These voting tickets must be deposited within forty-eight hours from the time they are stamped or else they will not be counted.

Besides this every article mentioned in the list below is to be given away absolutely free. There are no strings to this offer, no lottery features nor anything that means you are taking a chance.

We are giving these handsome household articles to customers as a reward for their work in booming the contest.

This \$3 rocker free to the person presenting voting tickets representing purchases amounting to \$15 or more.

This beautiful pedestal free for voting tickets representing a purchase of \$25 or more.

This \$10 Morris chair free for voting tickets representing a purchase of \$40 or more.

A handsome parlor chair exchange-

ed for voting tickets representing a purchase of \$50 or more.

A convenient kitchen cabinet given for voting tickets representing a purchase of \$60 or more.

An elegant sideboard given for voting tickets representing a purchase of \$90 or more.

Besides these premiums we have a large number on display which may be the very thing you need or want for your home. It makes no difference whether you buy for cash or on credit. The voting tickets given for receipts bills and paid up accounts apply just the same on the final count.

We have more inducements to offer now than ever before. We have the same reasonable prices, the same guarantee to give absolute satisfaction, the same prompt service and, above all this, the chance to win a grand prize and secure many desirable premiums without paying a penny extra for your merchandise.

Start in to-day to win the grand prize. Get your friends working for you. Put in your leisure time from now on. Work persuasively and persistently with everyone you know. You will be surprised how many voting tickets you can secure and how large a total will be yours at the final wind-up of the contest.

H. Franklin Thomas.

Use of Price Tickets.

In many of the better-class stores there is a tendency to omit the price ticket from the window. The store's outward assumption that its clientele care nothing about the amount of their expenditures is supposed to add "class" to the establishment, and it probably does impress to a certain extent the snobbish parvenu who affects a lofty disdain for such an unimportant detail of the transaction as he professes to consider price to be.

For the retailer entirely dependent upon public favor, it is certainly advisable to please as many classes and types of people as in his power, but in this case, while his action may gratify the vanity of a snob, it may also be the means of losing much new business.

With the elimination of the price ticket the window ceases to be a sales medium. It does not lose its value; far from it, but it is not as valuable as it might be. All classes of people, rich or poor, are attracted by value.

Everyone is aware that quality is obtainable at all times. It is the price that qualifies it and makes value. The price offers a medium of comparison by which the purchaser knows whether or not he is buying a good hat, although he is not a good judge of the quality.

Unless there are restrictions limiting his authority, one member of a commercial firm may borrow money for use in their business, and issue in payment the promissory note of the partnership without knowledge of his associates, who will be bound by his action. And even where there are private limitations they can not affect a holder who takes the note without knowledge of them.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, July 17—We are having a drouth except on the east side of the province that is simply knocking things endways so far as some crops are concerned, and already peas are reported as practically "done up." Gardens are simply dust heaps and a universal cry for rain is ascending—by airship and otherwise.

Markets are dull and dragging and everybody who can leave is away on a vacation. Buyers are taking limited quantities of merchandise and neither they nor the sellers seem to be interested in business.

Spot coffee has had a few ups and downs during the week and at the close is at just about the same figure as named in a previous report. Sales are of small lots as a general thing and all hands seem to be waiting. In store and afloat there are 3,373,329 bags, against 8,390,841 bags at the same time last year. At the close Rio No. 7 in an invoice way is worth 7½@7¾c. Mild coffees are moving with a little more freedom, now that the paper war of two days between two states in the coffee region is over. Shipments, it is thought, will be steadily forthcoming and more activity will prevail. Good Cutcuta, 10¼c.

Gloom, some three inches thick, seems to hang over the refined sugar trade, and while midsummer is usually dull, it is now "awful." While fruit crops generally have been good, there seems to be no call whatever for sugar. Of course the demand has got to set in and it is only a question of days when there must be noticeable improvement. Granulated closes at 4.70c.

Teas are fairly steady and there is an observable improvement in the demand for new crop goods. Old stock is not neglected either, and, upon the whole, dealers find considerable to be thankful for. Quotations show little, if any, change.

Would-be buyers of rice object to the quotations and say they are too high. Nevertheless sellers are not disposed to make any concession and at this writing the market is "between hay and grass." Good to prime domestic, 5½@6¾c.

Spices continue firm and from week

to week the improvement is more pronounced. The whole line appears to be doing better, but this week more interest seems to be centered in cloves. Prices on the same seem to be higher abroad than here, where Zanzibar are quoted at 10@10¾c.

Molasses and syrups are quiet, and where quotations are made they are of a nominal character. Offerings are light.

Strictly standard 3's, tomatoes, are now 67½@70c f. o. b. Maryland. Buyers here say they will pay 65c—and there you are. Lots of so-called standards can be had for 65c, but when the pie is opened the tomatoes are not "up to the scratch." The result is that sales are not consummated and the next seller is invited in. Little interest is shown in futures and when quotations are named 70c seems to be about the right rate to "talk." Peas are in slow demand. Cannery up-State say the pack is practically only 40 per cent. of a good output and the drouth has already knocked the crop beyond hope of recovery.

Butter is firm, although the enquiry is not especially active. At the close creamery special is quoted at 27c; extras, 26½c; imitation creamery firsts, 22c; Western factory firsts, 21c; seconds, 19½@20c; process, 23@24c.

Cheese is firm, with New York State full cream held at 13½@14½c.

Eggs are firm for top grades. Western extra firsts, 23@24c; firsts, 21½@22½c.

Seed Buckwheat

All varieties thoroughly re-cleaned.

Let us furnish you choice seed as we would like your grain this fall.

Send in your orders for Grain and Feed of all kinds—price and quality will please you.

Grand Rapids Grain & Milling Co.

L. Fred Peabody, Mgr.

Grand Rapids, Michigan

"We Know How"

You have traffic troubles. We have traffic information and experience. If you can not collect your freight claims let us try. If your freight rates and service are unsatisfactory we have a remedy. If your shipments are not properly classified we know how to obtain

A Proper Adjustment

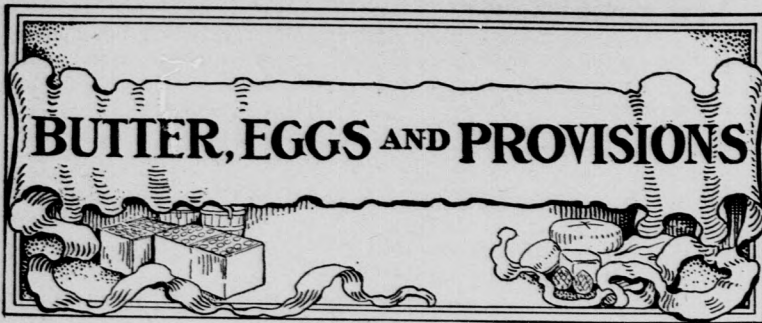
We will charge you for any work that we may do for you, but we will not overcharge you and that is what the railroads are doing every day. Correspondence invited and prompt attention assured.

Ewing & Alexander

Traffic Managers

304-5 Board of Trade Building

Grand Rapids, Michigan



Fewer Eggs in Storage Than Usual.

Chicago, July 20—The writer has been over the egg situation pretty carefully. When in New Haven one month ago I found the dealers there all taking April eggs out of storage and using for their best mark of eggs. The holdings throughout New England are very much lighter than one year ago. This is not only true of the eggs they hold in New England but also New England dealers' outside holdings. They will not carry the eggs in Chicago, Kansas City or elsewhere that they formerly carried. One concern alone is short one hundred and fifty (150) cars. Found the output to the trade in New England had been much larger this year than ever before. Over in Philadelphia found the holdings of eggs very short of last year. Edson Bros., who are very close to the situation, state the holdings there were quite some over 100,000 cases short of one year ago. There is big shortage at Scranton, Reading, Pottstown and Pittsburgh. They are also short at Elmira, Binghamton and Buffalo. While the Buffalo cold storage is now full of eggs, they let some of their egg space go to a flour concern and are not carrying within 10,000 cases of what they carried one year ago. The other house there is a trifle short of last year's holdings. At Cleveland and Detroit the houses are very short. Chicago has been short from the beginning and will continue short as the season for putting away is virtually over. The past two weeks of extreme hot weather coupled with harvest have cut down production and deliveries to a frightful extent, while the dump wagon is securing more eggs now than it has ever had in a long time before. At the interior houses in Iowa, Missouri and Kansas there are less eggs held this year than any year before in the writer's memory. Having visited these houses personally and talked with the people within the past five weeks I think I can give you more accurate information on this perhaps than anyone in the business. There is all kinds of room to be had in St. Louis now while every inch of the space was contracted and none could be obtained during April, but the parties having the space contracted for never filled it.

At Enid, Okla., where there are two very nice warehouses, one of which carried one hundred (100) cars last year there is not a single case of eggs in storage this year. Texas houses which carried quite a volume of eggs last year have virtually no eggs stor-

ed this year. While these eggs do not come North or East when they are stored there, at the same time, they will draw eggs from the North either fresh or storage to feed their people during the fall. This will curtail receipts in the East just to that extent. Pacific Coast houses are short of eggs and with the added demand at Seattle on account of the Fair, we look for a good movement to the West throughout the late summer and fall. With general conditions extremely good throughout the country, crop prospects never better, there is no reason why California should not draw a very large number of winter residents and tourists this year. This always means a good demand for our products in that State.

The hatch of spring chickens throughout the West is generally reported at from 40 to 100 per cent. larger than last year. We are inclined to think that there are more chickens hatched this year than have been hatched in the past two or three years. A great many people have put in incubators and it is not an uncommon thing to find farmers this year with anywhere from 500 to 1,000 chickens, but with all meat products higher it is hardly probable that we will get the farmer to sell these chickens to us on any lower level of prices than he obtained last year, while from a speculator's standpoint, the supply being taken into consideration, they should be bought at least 25 per cent. lower than one year ago. The export outlook is anything but bright, the dealers over there having been obliged to ship back large quantities of their purchases. They will take hold this year only providing they buy at fully 25 per cent. lower prices than prevailed last year. We think everything possible should be done by the trade papers and journals to influence the buying of the summer and fall crop of poultry at a much lower level of prices than prevailed one year ago.

Very fancy butter is being taken here on the market as high as 26½ cents by brokers. Medium grade of goods in creamery is selling at 25 cents. This is what we would style a very nice second, while the very rank, mottled, sour, slushy poor creameries are selling at 23 to 23½ cents. These prices are being paid very largely by the brokers who have had a very slim business this year in both butter and eggs and who are undoubtedly accepting goods now that at other times they would not think of accepting on their orders. Packing stock is being taken by proc-

We Want Eggs

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

Burns Creamery Co.
Grand Rapids, Mich.

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.

L. J. SMITH & CO.

EATON RAPIDS, MICH.

Huckleberries Wanted

Also Butter, Eggs, Veal and Poultry

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

C. D. CRITTENDEN CO.

41-43 S. Market St.

Grand Rapids, Mich.

Wholesalers of Butter, Eggs, Cheese and Specialties

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.

T. H. CONDRÁ & CO.

Mfrs. Process Butter

10 So. Ionia St.

Grand Rapids, Mich.

ess people on the basis of 19½ cents Chicago. Quite a number of the process factories are operated by people who also operate oleomargarine plants and they have not hesitated to pay prices for butter that might lose them 10 per cent. on their purchases in order to swell their oleo sales on which they always have a handsome margin of profit. General feeling among the trade is that butter may net the purchaser one cent per pound profit if everything goes well, but if good rains continue and good pasturage coupled with a liberal manufacture of butterine, there is an opportunity to lose eight cents per pound on the creamery.

H. A. Emerson.

Considers Edward Miller a Master Mind.

El Paso, Texas, July 10—I have read with interest some articles in your paper sent me by my friend, Edward Miller, Jr., of Evansville, Ind. I call him my friend, for he is my real friend in thought and in person. I have also met him and consider him an upright man, a gentleman and a very strong man intellectually. He is a man of great power and has a very strong mind. He attracts attention by his personal appearance, his talk, his thoughts, his writings; in fact, I consider him a great man of the world, and only wish we had more of his kind among us.

His writings are food for the masses. It makes a man think of the great things of which he has never thought before. I will admit his writings made me think—they changed my ways of living altogether. It did not change my name, but changed me in every other way. It made me think; it taught me what I was living for; it opened my eyes, so that I saw things I had never seen before, and I am still learning. Every letter our friend sends me is food for my brain. I can not say too much, for the understanding I have gotten through this man Miller could not have been procured for money, and it is not for sale for money, but I am distributing it accordingly for the same price I paid for it; and all I ask in return is that the people listen as I learned to listen, and then I am paid in full.

I read from your journal "Reason Why the Soul of Man is Immortal." The thought in that article is great, if the people understand. I read, "The truth shall make you free." Ah, that is great—no use for me to discuss it. I could write about it, but there is enough said. Be free, be truthful, live in good thought and all is yours. The article on "The Secret of Right Growth"—yes, when we have learned how to balance things for the welfare of our life, we are on top. Let us learn to listen, to think, to dream of good things only, and our life is happy. I am a happy man most all the time. I am an optimist and have learned to pass the smile.

I also read an article, "What this world needs more than anything else." That is a masterpiece and great food for the hungry. We need

Platos. We have them, but they are afraid to talk, and when one does talk, we are not always ready to listen. We are all too busy making a living for wife and babies and forget the greatest thing in the world—to listen. Yes, listen to the truth and obey our thoughts.

I also have read "Power of Thought" in your journal by Miller and his expression gives me power. It makes people think of many things—even if he did know it, he had long forgotten it. I am glad indeed your paper is publishing these great letters, for they will benefit the world. I can not see how a great merchant like Edward Miller can get the time and thought to write such letters. He must be inspired by the Great Spirit to do good for all. From his writings, he seems to be a very learned man—a great educated man; but I know his education is observation of great things and not a school education. For that reason, I can appreciate his writings still more. I have read other things from your journal from his pen, such as "Real Knowledge," "Find the Truth," "What is Life?" etc., and I have the highest regard for anything coming from his pen. I think Edward Miller is a great man, no matter what the remainder of the world think of him.

When I first knew him, ten years ago, I thought he was a crank of the first water, but I have changed my mind now and consider him a master mind.

H. P. N. Gammel.

Bred in the Bone.

Some men are so crooked that they could not lie straight in a six-foot-four bed. They seem to be born that way. They would sooner sell crooked goods and make less money than sell straight at a fair profit. Cheating is as natural with them as eating, and some people seem to relish a crooked deal more than their meals. It is a strange thing but true that cheats rarely prosper. If they make money their gains seem to run through their fingers like sand. We have in mind to-day a wholesale man who was in business in Montreal some years ago, and who did a large business, in which he cheated everybody from the customs to the retailer who bought from him. He and the staff he gathered about him used to tamper with every article they sold, so that nothing scarcely left their place unadulterated. He would rather adulterate a puncheon of molasses and make less out of it than sell it pure and have over a fair margin. He prospered for awhile, then escaped the penitentiary by the skin of his teeth, and today is eking out a living in a small manufacturing business that affords opportunity for the exercise of his ingenuity at cheating. He has never been a success and never will. Do a straight business, if you have to take a bucksaw and ax to do it.—Canadian Shoe and Leather Trade Journal.

Some sinners do not repent because they fear there would not be enough joy in heaven over the event to satisfy them.

Grand Rapids Floral Co.

Wholesale and Retail


FLOWERS

149 Monroe Street, Grand Rapids, Mich.

GOOD ADS—MAKE GOOD

I will write an ad. for your business that will "stick out" of your paper and make a "direct appeal" to your prospective customer. Send \$1.00 and data for trial ad. and watch the results.

RUDOLPH KERN, Advertising
507 Chamber of Commerce Detroit, Mich.



Ground Feeds
None Better
WYKES & CO.
GRAND RAPIDS

CONSIGN YOUR EGGS TO
GEORGE E. GUTLER
22 HARRISON ST. NEW YORK
OUR OUTLET UNEXCELLED
COMMISSION EXCLUSIVELY

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.

We are in the market daily for strictly fresh

Laid and Gathered Eggs

If can offer, write or telephone us

Moseley Bros.

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

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Grand Rapids, Mich.

The Best Market in the Country for
BUTTER AND EGGS
Is New York City

Its quotations on these articles practically regulate the dairy business of the entire United States

Ship to **FITCH, CORNELL & CO., 10 Harrison St., New York City**

The Great Butter and Egg House of the East. Annual Sales \$4,000,000.
We refer to the Editor of the Michigan Tradesman or either of the five banks with whom we have accounts in New York.

Our first car of

Georgia Cantaloupes

is in, also have more cars rolling. Price much lower and quality as good as Californias.

The Vinkemulder Company

14-16 Ottawa Street

Grand Rapids, Michigan

SEEDS

for Summer Planting: Millet, Fodder Corn, Cow Peas, Dwarf Essex Rape, Turnip and Rutabaga.

"All orders filled promptly."

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

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REA & WITZIG

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.

REFERENCES

Marine National Bank, Commercial Agents, Express Companies, Trade Papers and Hundreds of Shippers.

Established 1873

CHINA AND GLASS.

Practical Pointers on How To Arrange Them.

House furnishing goods sell usually at a more or less low level of profit; china, glass and art wares, excepting possibly tableware, will stand almost any level of profit, no matter how high, provided the goods "look the price"—and they usually do.

If, therefore, the china and glassware department does not pay, there is something wrong somewhere, but the probabilities are that that "something" is not the stock. To find out what is wrong examine into the loss by breakage, the cost of selling and stocking the goods, the loss by carrying overstocks or too large a proportion of slow-moving wares, the methods used in figuring prices and the efficiency of your sales clerks. If you do not discover the leak by the time you complete such an investigation there still remains another explanation—that the volume of sales does not warrant the amount of capital that is invested in stock, or, in other words, your china and glass are not suited to your trade, and, therefore, do not move fast enough. If that is your trouble, the quicker you reduce your stock the better. Do not invest more capital in these goods than about one-quarter the volume of annual sales. Some of you may do better than that; but this is addressed to the average dealer.

One of the most important considerations to the china and glass dealer is the location of his department.

In the case of a department store the general consensus of opinion in the trade seems to be that the kitchenware and the china department should adjoin one another and that china and glass should be sold in the basement. If located on an upper floor only high-grade china and glass should be carried, as low-priced goods can not stand the disadvantage of an upstairs location.

In the case of the china dealer who also carries house furnishing goods, we believe his china and glass should be located "up front" next to the street door, and should have the best light, decorations and fixtures the store allow. People will go to the rear for kitchenware, and be impressed with the idea that the dealer carries high-grade goods, if they must pass a splendid display of china and glass on the way; but if the kitchenware were "up front" they would attach little importance to the china and glass, because tinware, etc., conveys the idea of "cheapness," and they would gain the impression that the china and glass at the rear of the store must be of poor quality and grade.

We may add that great care must be taken of china and glass to keep it free from dust and grime; to take the samples out of the straw or other packing; to have the tables clean and highly polished, and to make the china and glass look choice and costly. We have seen some stores that did not do this, much to the detriment of the really high-class line of goods they exhibited. The controlling idea

should be to make every piece of china or glass exhibited look to be worth about twice what is asked for it, and these goods lend themselves readily to such treatment. This policy pays, because it makes the goods desirable. In other words, it makes them sell easily at high prices.

To the china and glassware dealer something more may be said: Primarily, most small stores lack space, working capital and facilities, and the consequence is the stock becomes cramped, dusty and cluttered up and eventually unsalable. If you must cut down on expenses somewhere, reduce your stock and buy suitable fixtures. Your fixtures are of more importance to you than your stock. Maybe that sounds like a wrong statement to you; if it does, just take yourself to one side and think it over good and hard. It may help you to sit down and figure out which pays better profits—a large stock of goods you find it difficult to sell or a small stock of goods that sells rapidly and profitably. The fixtures do the trick.

But first consider the matter of arrangement. Your store is probably 25 feet wide by 60 feet deep. Your front entrance is flanked on both sides with deep and narrow display windows. This arrangement is better than the side entrance, although many small stores are built the latter way.

In either case the tendency is to run display tables down the center of the room, making an aisle on both sides, and using wall shelving down the length of the room. Being crowded for space the dealer is almost certain to build shelving sometimes four feet high over his tables, shutting off a bird's-eye view of the whole stock from the front entrance, cutting off the light from the wall shelves and also making it impossible for his clerks to keep his tables and shelves clean and free from dust. The table shelving is a bad mistake and should not be tolerated for a minute longer than is needed to take it down.

The small dealer should use wall shelving (preferably cabinets with glass doors) wherein to show tall pieces, art wares, etc., and he should use small tables with mirror tops for glassware, tables with a high polish for the more costly grades of china, or Mission may be used throughout for fixtures and tables. The tables should run about 4 by 6, 6 by 9, or at most, 9 by 12 feet, or any other convenient size. They should be placed crossways, with aisles between. Prices should be plainly marked on all goods, and the goods should also be arranged in sections indicated by signs, such as Table Wares, Art Wares, Cut Glass, Table Glass, etc.

As to what fixtures to use, this matter depends largely upon the goods to be displayed. Costly cut glass, high-priced china, etc., should be given treatment in keeping with their value. Showcases and wall cabinets should shelter the art wares and the fancy china; cut glass should be displayed on tables with mirror tops, and on shelving with mirror backs, electric lights being used to bring

out the prismatic colors of the cut glass. Mahogany tables, real or imitation, should be used with certain grades of art wares and bric-a-brac, and in general every attention paid to details in store fixtures and furnishings that the china and glassware may all of it be invested with an atmosphere of luxury, good taste and intrinsic value. Attention to these matters—we repeat—means that the dealer can ask and obtain high prices for his goods.

Too many merchants add their profits to the cost price instead of to the retail price of the goods. Assuming that the factory cost of an article is \$1, the price should be figured in this way:

Factory cost	\$1 00
Freight, breakage, etc.	10
Selling expense—maintenance of store, wages, light, heat, interest, etc.	25
	—
Actual cost	\$1 35
20 per cent. profit would be....	27
	—
Selling price	\$1.62

The above example shows, in simple form, just how the price on an article costing \$1 at the factory should be figured so that the dealer may realize a profit of 20 per cent. We hear every now and then of merchants who, wishing to realize a profit of 20 per cent. on an article bought at \$1 set the price at \$1.20, forgetting to add freight and selling expense to the factory cost before they add their profits. Such a mistake means eventual bankruptcy.

When it comes to a consideration of the selling end of the china and glass business, assuming that proper attention has been given to fixtures, furnishings and store arrangement, we are struck with the importance of competent salesmanship.

We do not believe the average salesgirl can sell china and glass with any degree of success, except in the case of the cheapest class of goods. If all that is needed to say is, "Them tumblers are six for a quarter," the salesgirl will do. If the customer asks her, "What kind of glass are they made of?" the sale is off right there, for few salesgirls have any conception of the difference between lead-blown glass, molded glass, etc. True, the customer might not pursue the subject farther, but if the

salesgirl were competent to tell her why lead-blown glass is superior to tank glass, and then go into the subject of etched decorations, etc., illustrating the differences by samples from stock, the customer would soon find herself buying choice glasses before she knew it.

Suppose, for example, Mrs. Newlywed, with a more or less limited purse, found she had received odd pieces of cut glass as wedding presents, and needed certain articles to round out her collection. She would argue that genuine cut glass was beyond her means, and when she came into the china store to look around she would have that thought in mind.

Seeing molded glass laid out on mirror-top tables, brilliantly displayed by the electric lights, she would undoubtedly be fascinated. A clever salesman could, by a few leading questions, draw out what she desired, and then, without asking her how much she had to spend, show her first the pieces she wished, in genuine cut glass, at the same time stating the cost. Then he could compare them with the same pieces acid finished, and again with the same pieces made from molded blanks. He could point out how slight are the differences in appearance between the grades, why there is such a great variance in price, and by proving to her how difficult it is for anybody but an expert to detect the difference between cut and well-finished molded glass, land her order for the articles she desired. She might buy the genuine cut glass, if she could afford it, even pinching a little elsewhere, but if not she would certainly buy one of the cheaper grades before she left the store, and would return to that salesman later on, for she would be impressed with the idea that he knew her needs and how to satisfy them to the best advantage.

When it comes to chinaware the same thing holds true. The difference between American and imported tablewares in quality, decoration, shape and finish furnishes an interesting fund of selling talk, and an argument for the purchase of high-priced goods. We do not intend to disparage American wares, for there are a number of high grade lines of American tableware on the market, but there are also many extremely cheap grades, known in the trade as

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

"mud," and the profits on these goods are as low as the price. The china dealer, by drawing comparisons, can readily sell his higher priced and more profitable goods.

As to art wares, here enters the element of craftsmanship. The educated salesman who knows how the pieces are molded, something of their composition, a great deal about how they are decorated and fired, has a fund of information at his command which will please the connoisseur, entertain his customers and lead them to value highly the goods they buy, and also treasure and appreciate them at their real value. Such selling talk eliminates forever the question of price. Those who love art wares will make any kind of a sacrifice to buy a piece of china or a vase, or any other object they covet. The higher the price they have to pay the more they value it; and the better they know its history, and how it was made, the more they long to possess it.

Salesmanship in the china and glass store is a valuable asset. The proprietor should possess it, and so should his sales assistants, the main point being that well-paid and well-informed salesmen are well worth while, if not absolutely indispensable, to the china dealer. Knowledge of the craft pays big dividends in the form of higher prices and longer profits.—House Furnishing Review.

Mix With Your Customers.

Many men stick too closely to their stores. They do not get out and "mix" enough and fail to fully appreciate the wants of the people of their neighborhoods. An exchange suggests that it is an excellent idea for country dealers to attend auctions, and that in doing so they learn what people want and get acquainted with the farmers of their vicinity from whom they must seek trade. Dealers ought in fact to make themselves prominent at all public gatherings and never fail to let the people know in what business they are engaged. The trick of making acquaintances easy is a great acquisition, especially for retail merchants or salesmen. It is a gift that rightly used pays big returns. There are men so constituted that will get on a railroad train for a fifty-mile journey who will know all the men sitting anywhere near them before they leave the car. You have seen them and noted that they are generally bubbling over with enthusiasm about their business. There are others who rather icily hold themselves aloof from their fellows and wait for advances which seldom come. Of course there is a limit, but generally it is the man who is not backward about butting in when an opportunity offers, or who has the ability to create an opening for himself, who has the biggest line of customers. Make all the personal acquaintances of a desirable nature possible. It is good advertising and equal to money in the bank.

A Stab.

"I am afraid you would marry a fool if he asked you."
"Is that a proposal?"

McLaughlin's Coffees

Always Better at the Price

The man on the ground always gets the first choice.

Our experienced buyers in the principal coffee growing countries secure the pick of the crop for our customers.



View of McLaughlin & Co.'s Rio de Janeiro Office.

Our manager is in doorway without a hat. Coffee in wagons is our coffee being hauled to boat.

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

WRITE US FOR PRICES AND SAMPLES

GOODWILL.

Supreme Court Holds It Can Be Transferred.

The Tradesman has secured the full text of the Supreme Court decision in the case of Oscar K. Buckhout vs. Benj. F. and Roy Witwer, and takes pleasure in reproducing it as follows:

The Witwer Baking Co. is a corporation doing business in Kalamazoo. It was organized July 18, 1906, to take over the business of Benjamin F. Witwer, of that place, who had established a lucrative baking business. Its capital stock was \$100,000, of which Benjamin F. Witwer subscribed for \$39,000; Etta Witwer, \$1,000; Lorenzo T. Bennett, \$49,000, and Oscar K. Buckhout, the complainant, \$11,000. The goodwill of said business was put in at \$10,000.

On Feb. 26, 1908, Roy Witwer, a son of Benjamin F. Witwer, acquired one hundred (100) shares of the capital stock of said company. On March 9, 1908, complainant purchased from Benjamin F. Witwer, who was authorized to and did act for Etta Witwer and Roy Witwer, his wife and son, respectively, all of the capital stock of said company owned by them for an agreed price of \$14,000. Said Benjamin F. Witwer, with the knowledge and assent and upon behalf of his said wife and son as well as himself, executed the following writing:

B. F. Witwer, City:

I will pay you thirty-five cents on the dollar for \$40,000 stock in the Witwer Baking Co., incorporated, which amounts to \$14,000, it being understood that the stock above referred to shall be all of the stock now held in your name, also in the name of Etta Witwer. Said stock shall be endorsed by those whose names it is now in and delivered to me free from all encumbrances within five days from date. In making you this offer and purchasing your interest in this company it is subject to the condition that the goodwill of yourself and family follows the purchase; also that you will not directly or indirectly, in any way, shape or manner, engage in the baking business in Kalamazoo for a period of five years. If you do so, and do not fulfill on your part both in the spirit and language of this letter, you shall forfeit me one thousand dollars per annum, until the end of the five years from the time you shall not have acted in good faith in performing the terms of this sale.

You shall resign your position as an officer of this company at once or upon the delivery of stock in this company above referred to.

O. K. Buckhout.

Accepted by

B. F. Witwer.

The bill in this cause is filed to specifically enforce said contract to recover damage for an alleged breach and to restrain further breaches of said contract by Benj. F. and Roy Witwer for five years.

In addition to the foregoing facts the bill alleges that before said sale to the complainant the defendants were secretly arranging to enter into a new business similar to that car-

ried on by the Witwer Baking Co. in competition with it, and with the design and intention of undermining it for their own benefit and profit, contrary to their contract, and that in furtherance of such design have entered upon such a business, contrary to their said contract and are now conducting it to the injury and serious damage of complainant.

The defendants demurred to said bill and, the demurrer having been sustained, the complainant has appealed.

Two important questions arise upon this record:

1. Was the contract a violation of Sec. 1, Act 329, Public Acts, 1905, which provides:

"Section 1. All agreements and contracts by which any person, copartnership or corporation promises or agrees not to engage in any avocation, employment, pursuit, trade, profession, or business, whether reasonable or unreasonable, partial or general, limited or unlimited, are hereby declared to be against public policy and illegal and void."

"Sec. 6. This act shall not apply to any contract mentioned in this nor in restraint of trade where the only object of the restraint imposed by the contract is to protect the vendee or transferee of a trade, pursuit, avocation, profession or business, of the goodwill thereof, sold and transferred for a valuable consideration in good faith and without any intent to create, build up, establish or maintain a monopoly."

2. Does the contract by its terms provide for stipulated damages to the exclusion of a right to specific performance?

It is contended by the appellee that this statute expressly forbids all contracts in restraint of trade, except in favor of a transferee of a business, and that the corporation was the only transferee of the business here, complainant being only a purchaser of stock, hence that he is not within the terms of the statute.

We should have no doubt of the validity and binding effect of this contract in the absence of the statute under the cases of:

Hubbard vs. Miller, 27 Mich., 15.
Beal vs. Chase, 31 Mich., 490.
Doty vs. Martin, 32 Mich., 463.
Timmerman vs. Dever, 52 Mich., 34.
Up Riv. Ice Co. vs. Denler, 114 Mich., 303.

Adama vs. Knapp, 121 Fed., 34.
Davis vs. Booth Co., 131 Fed., 31.
Kronsnabel vs. Smith, 87 Minn., 230.

Bradford vs. Furniture Co., 115 Tenn., 610.

All of them appear to turn upon the common law rule. The present case involves a statute which has changed the common law rule and made invalid all such contracts, with certain exceptions, and this case must turn on the question of its being within the exception, and as said in Merchants Ad. Sign Co. vs. Sterling: "It is not a question whether the holder of shares of a corporation should be permitted to enhance their vendability by agreeing to abstain from carrying on business similar to

that of the corporation, but it is a question whether such agreement is not by law (i. e., statute) declared to be void."

The corporation succeeded to all of the defendant Benj. Witwer's rights in this business, after which he had no right to the goodwill except as a stockholder. His wife and son never had any except as owners of stock. At the time of complainant's purchase of stock he was not thereby technically made a transferee of a trade, pursuit, avocation or business or the goodwill thereof, but he was made a transferee of the same so far as a stockholder could have such interest, for the defendants did make a sale of their interest in the corporation and the goodwill of themselves in the business, and defendants promised to refrain from engaging in such business upon a consideration which was adequate.

Technically, the sale to the corporation did carry the good will to it, but the stockholders who constituted the corporation became the real owners of the business and goodwill in proportion to their shares, for they were the owners of the artificial body which they were permitted to erect. That this may have been a qualified right so far as control is concerned may be admitted, but such as it was they attempted to sell it to the complainant, and we are of the opinion that it was within the exception of the statute, reasonably construed. In this we are aware that we are at variance with the view taken by the learned court of California, and it is

not without hesitation that we have felt constrained to reach a different conclusion. Counsel seek to distinguish that case from the present, but we think that it can not fairly be distinguished. We can not disapprove of the logic of that opinion if its premises be admitted, but we think that it may reasonably be said that a stockholder in a corporation has such an interest in its business and goodwill within this statute as to make a purchaser of such interest and goodwill a transferee of the same, which appears inconsistent with the view taken in that case.

We are of the opinion that the provision in the contract

"If you do so and do not fulfill on your part both in the spirit and language of this letter you shall forfeit to me one thousand dollars per annum until the end of the five years from the time you shall not have acted in good faith in performing the terms of this sale."

should be construed to provide for a penalty, and therefore that it does not preclude complainant from filing a bill for specific performance. It is within the rule stated in Daily vs. Litchfield, 10 Michigan, 29, followed in Powell vs. Dwyer, 149 Michigan, 145.

The other points discussed by the counsel do not require elaboration. It is enough to say that we can not sustain them upon this record.

The order is reversed with costs and the cause is remanded for further proceedings.

Hot Time Candy

Nut Butter Puffs

Made only by

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

"State Seal"
Brand Vinegar

Just a word about its quality, it is par-excellence. For Pickling and Preserving it will do anything that Cider Vinegar will do, and its excellent flavor makes it superior for the Table. Mr. Grocer, it will

pay you to investigate. Ask your jobber.

Oakland Vinegar & Pickle Co., Saginaw, Mich.

A LIVE WIRE

Tells How To Sell Goods and Wins Out.

Written for the Tradesman.

When the directors learned at the annual meeting of the Board that the business of the company had during the past year increased upward of 15 per cent., with a correspondingly gratifying increase in the percentage of profit, they were ready to warm up to almost any proposition in relation to the company's business.

And so when Jefferson Chester, the President and General Manager, advised a large increase of the force of salesmen the idea was favored unanimously.

"There's practically no limit to the business we may get if we go after it and go after it right," said Mr. Chester.

"What is involved in the phrase 'go after it right?' may I ask, observed the heaviest stockholder in the concern.

Thereupon Mr. Chester explained that he wanted to put at least a thousand salesmen into the field and on a commission basis. "And the reason I say 'commission basis' is because no salesman who can make good on our lines would consent to sell them on any other footing," he concluded.

* * *

A conference such as has been very briefly indicated took place recently in a large city not a thousand miles from Grand Rapids and following an unanimous agreement to carry out the suggestion of the General Manager, that gentleman summoned as his first step toward carrying out his plan a young man in the employ of the company who knew the business from A to Z, who was an exceptionally clear and convincing talker and whose integrity is of the highest order, to his office.

Upon his arrival he told the youngster that all the salesmen had been called in for a certain date and that he wanted him to give them a talk on salesmanship and upon the lines of goods handled by the company.

"I'll not do it except under compulsion," said the young man. "In the first place I would have to find fault with some of the things we handle and with some of the methods we have of handling them. I couldn't talk unless I did this. Then, too, you have ten or fifteen men among your salesmen each one of whom are old enough to be my father; and, finally, I could not face such an audience unless I had you at my right hand to hear and criticize what I would be sure to say."

The General Manager informed the young man that every condition he had mentioned would be met; that he was the man he wanted to make the talk and that he must as an employee of the company consent to the arrangement.

Thus it happened that an audience of thirty experienced salesmen and including every member of the company's Board of Directors, with the General Manager as presiding officer of the meeting, listened to a talk on Salesmanship and Our Lines by a

man not 30 years old and employed in the company's general office, not as salesman, not as advertising manager and not as manager of any other department.

And this lecture, covering an hour and forty-five minutes, was listened to with intense interest by all and was repeatedly and most enthusiastically applauded.

What did the young man say?

In concise, well arranged phraseology he talked honesty and enthusiasm in handling the company's goods. "Don't fill a customer up with what a big company you represent; don't tell 'em that Mr. Rockefeller, President Taft and King Edward are stockholders; don't swell out on what a perfectly immense business we are doing and that we are going to wipe all competition off the face of the earth; don't jolly them on our superior shipping facilities and the wonders of our plant," he remarked as he held up a finger for each "don't."

And then he pointed out two or three practices of the company which he classed as "mere pretenses" and added: "Cut it all out. Remember that you have goods you can swear by and never get left. Sell these goods solely on their merits or don't sell them. If you make a sale on any other basis you are crooked and no salesman who is crooked can have permanent success."

* * *

The young man in question is now in business for himself, handling the very goods he can "swear by," with one of the best mercantile sections in the country as his exclusive territory. And his income is probably 400 per cent. greater than it was when he was in the employ of the company. Indeed, his former employer tried hard to get him to stay with the company on a large salary. "You're a live wire and we want you," he urged.

But the young man said: "No, I want to be independent. I want to say what I like, when I like, on any decent topic and a man on a salary can't do that. And, besides, while I may be a live wire, I may burn out, and anyway I don't want to be grounded by going on a salary list." L. F. Rand.

The Law's Delay.

"I understand that you called on the plaintiff, Mr. Barnes. Is that so?" questioned Lawyer Fuller, now chief justice.

"Yes," answered the witness.

"What did he say?" next demanded Fuller.

The attorney for the defense jumped to his feet and objected that the conversation could not be admitted in the evidence. A half-hour's argument followed, and the judges retired to their private room to consider the point.

An hour later the judges filed into the courtroom and announced that Mr. Fuller might put his question.

"Well, what did the plaintiff say, Mr. Barnes?"

"He weren't at home, sir," came the answer without a tremor.

Karo

The Syrup of Purity and Wholesomeness

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

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

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

CORN PRODUCTS
REFINING COMPANY

New York



Klingman's

Summer and Cottage Furniture: An Inviting Exposition

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

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

Klingman's Sample Furniture Co.

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

WILLS

Making your will is often delayed.

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

Executor
Agent

The Michigan Trust Co.

Grand Rapids, Mich.

Trustee
Guardian

LITTERING THE LAWN.

When a Man Comes Near Being a Christian.

Last Sunday morning in the backyard garden, where Sue's little field of seedling larkspurs stands dressed in living blue, I stopped to admire the show—new creations in larkspurs, a great variety of forms within narrow larkspur limits, ranging in shade from baby blue to navy blue and all in their maiden flowering—when of a sudden I was aware of a companion visitor in this Field of the Cloth of Blue. It was a humming bird on a breakfast quest. The humming bird is a welcome guest in our garden. He comes nearest to being an old fashioned English fairy of the Shakespeare period of any wild animal I have known. He flashes into the garden like a little sprite of sunshine, heralded by his softly radiant hum; and if you have the wit to stand stock still and watch and listen, you will learn a lot from him in a little while. This small fellow wears a pea green glistening coat, like the scale armor of Sir Launfal, a veritable sheath gown, glove fitting yet modest. You would hardly think him a bird as he darts in and out, in and out, hanging in mid-air, circled about by his filmy saint's halo, into which his whizzing wings have been transformed; his long bill diving deep into the honeyed recesses of the larkspurs. I watched him fully ten minutes as he tested and tasted the blue depths of the flowers up and down the racemed stalks, flashing back and forth shuttlewise, or finding his breakfast sweets in good supply, twisting his lithe body to get the very last particle, until he looked not unlike a tiny, golden green fish in action. In his course he came and worked within a few inches of my coat for so long a time that I could have believed John Burroughs had he come and told me that the bird did not know me from a fence post.

If one is quiet in a quiet garden he can see many things. The hose was running very slowly on some newly planted seedling things, so quietly you would never have noticed its low trickling; and yet a robin had heard it. In these dry days, let water run in your garden with a little advertising racket, and the birds soon read the advertisement and come. They come from here and there to fill their little water pails and stay to bathe and frolic in the refreshing wet. This robin, without so much as asking leave, proceeded to take his Sunday morning bath in my presence with the greatest abandon. Soon he was joined by a younger robin of this season's vintage—the fact being attested by the brown-flecked vest which he wore. The two made merry, taking turns at dip and flutter.

Sit down on this garden barrow and tell me if you see any other living thing in this flowered close. Back in the deep shadows of those hollyhock leaves, if you look a moment, you may see the nose of some animal wrinkling and twitching now and

again like the nose of an old man in deep meditation or in silent contempt. That is the cotton-tail rabbit that has taken up his safe abode with us in the midst of the rush and hustle of city life, where noisy men and bouncing dogs and prowling cats do much abound. I have myself surprised him at times, but not to the point of wild flight. In spite of his nerves and his alarms he seems to live well by day and sleep o' nights as comfortably as the favored pig in the bedded sty.

How is it, do you suppose, that these feeble and timid folk—hemmed about by a cordon of relentless foes, shocked by rude alarms, eating their food in the very presence of their enemies and sleeping on picket every night—how is it that they can take life's enjoyment to the full, and live to old age and large success? Because, as I can well believe, in the fresh and quiet hour of a Sabbath morning, in a fresh and quiet garden—because the same Hand that close about us sometimes shuts us in for a quiet hour keeps also in peace the little living things of His world that love peace.

When a man comes home from a strenuous day of important business, with scant time for supper, and just a rag of daylight left to slick up the lawn, and finds that his boy and the boy from the next lot, and the twins from the back lot, and the girl from across the street, have hauled a wagonload of junk on the lot with which to play store and railroad and wireless telegraphy and teetertotter and war, he is a well-poised man indeed if he can plod calmly along in the twilight lugging back, putting up and clearing away the cumbersome wreck of the children's small foolishness. He is a Christian, or at least very near the Kingdom, if he can do this without tremendous effort at self-suppression. And he is both a sage and a saint if he can see and candidly admit that the children's play may be as important a part of the business of the day as is his own bread-winning work.

It does look like blank idiocy, we will admit, to say that the man who is steering a deal that promises to sugar off twenty-seven thousand dollars' profit in six weeks is in no bigger business than is the little, bare-legged urchin who is digging caves in a sand pile with a clam shell. But the truth of the question depends on what we are here on earth for. If we are here primarily to make character, and not to make money, the lad's side of the question looms up some. Counted in charactermaking, maybe these five youngsters who have so carelessly cluttered up my lawn while I have been so carefully laboring down town have done a vastly bigger day's work than I. It might have been profitable had I deliberately taken a few valuable hours out of my working day to enter into their play. Character is made very rapidly prior to 12 years of age.

A friend of ours who recently heard someone say that a man ought

to chum with his boy, replied with a laugh that his boy chummed with his pa when he wanted some money to blow in. I am sorry for a father who can get his hand on his boy only by coaxing him up with an open pocket-book. But whose fault is it? The boy's? Not very likely. If I were in the habit of betting on a sure thing, I would stake my money that this boy's pa thought his time was too valuable to give in smooth, unbroken chunks to his boy. If he gave him any it was just a few stray scraps—the little, narrow ravelings of the day between late suppertime and the boy's early bedtime, or so much of that as the evening paper did not consume; or, possibly, a few broken fragments of Sunday between the forty-eight page Sunday paper and

Kent State Bank

Grand Rapids, Mich.

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

Deposits
5½ Million Dollars

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

3½ %
Paid on Certificates

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

When You Want to Buy

School Furniture
School Apparatus
Church Furniture
Opera Chairs
Portable Folding Chairs
Settees of All Kinds



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

215 Wabash Ave.

CHICAGO, ILL.

NEW YORK

BOSTON

PHILADELPHIA

Jennings' Extracts

The Satisfaction of Purity

Every good housewife uses extracts to flavor her cake, pastry or dainty desserts, and there is no ingredient about which she is more careful.

When you sell Jennings' Extracts you do not have to worry about Pure Food Laws or the satisfaction of your customers—the housewife knows she takes no risk when she uses "Jennings'."

For thirty-six years the name Jennings on a bottle of extract has been a guarantee of superior strength and purity. Protect yourself and build up your extract business by selling Jennings' Extracts.

Jennings Flavoring Extract Co.

Grand Rapids, Michigan

Established 1872



dinner or between the afterdinner snooze and twilight. Why should a boy so neglected care to chum with the man who neglected him? Did he not try to chum with his pa from the time he could put out hands to him or toddle up to have his little wagon mended or beg for stories at bedtime? And did he get the chumming he hungered for? Didn't his pa think himself in pretty small business "tending baby?" And did he not feel relieved when his boy grew old enough to find playmates with whom he could entertain himself without bothering his father? Now the boy can get along without his father very well, thank you, if only he can get his fist into his father's pocket every little while. Father has been all these years the moneymaker for the family. The boy is bright enough to see this.

* * *

This is the way our commercial age is cursing its children. All you need to send a boy thus brought up directly on the swift downhill road is to give him an automobile and money enough for repairs, gasoline and extras. The boy and a little time will do the rest. The father will wake up when it is too late to overtake the boy. He will find that the boy in his first sixteen years was forming character three times as fast as father was during the same years. Ten years of crying over a lost boy is not worth ten minutes of chumming with him before he is lost. Therefore, if chumming with your boy interferes with your business, quit the business. —Sharpshooter in Commercial West.

Value of the Personal Letter.

Much has been said the past few months regarding the value of the impression created by the personal letter.

About every establishment of long standing receives many real and imitation personal letters every day. The progressive and busy manager knows that the manager of the concern sending out these letters wholesale has no more time to dictate and sign them all than he himself has to read them all. As he himself uses some one of the many devices for quickly writing form letters, or, as some would have it, personal letters, so he knows the other man does the same; and generally, unless the subject is one in which he is directly interested, the imitation personal letter receives no more attention than if no attempt had been made to make it appear anything more than it really is, a form letter.

Few letter writers refer to a competitor's article, unless it is absolutely necessary; then they never "knock," or attempt to depreciate the other article. Their policy is to talk up the strong points of their own article and try to make the prospect forget all else.

Experience in manufacturing and quality of goods always makes a strong appeal. Also the qualities of convenience and protection, along with a better article for less money, are arguments which have a strong influence.

There is only one way to handle competition, and that is to be so thorough in the description and explanation of your own article that it will stand head and shoulders above everything else. Invite investigation and show what the article has done for a customer who has had experience with other makes. But when it comes down to a plain talk the best possible method of meeting competition is to show the good points of your article in comparison with the inferior points of other makes.

The greatest difficulty in getting a signal order from a letter is to pull the prospect in front of the price when he is almost persuaded and hold him there until he realizes that it is not a question of cost, but of earning him a profit over and above what it cost; make him see that the offer is not an expense, but that the paying investment; make him realize that it isn't the article's cost he should consider, but how much it will cost him every day he is delaying.

The correspondent who writes order-getting letters shows the prospect what an article is worth to him in actual dollars; what he will make by the investment. The idea is to take a man's mind from the initial cost and convince him that if it only saves a small amount it will pay interest on the investment.

If the letter is attempting to sell merchandise the prospective customer can be shown that when the goods are sold they have paid for themselves and earned a profit.

Immediately after a prospect has satisfied himself that the price is right, he is interested in the terms of settlement. The easy method by successful order-getting letter-writers which a certain amount may be paid often makes a price seem more attractive. It is always important that the method of settlement be made very clear. A prospect always wants to know the details about settlement. A misunderstanding along these lines shatters confidence. Success invariably follow a plan of making terms to suit the convenience of the prospect as nearly as possible.

A great many prospects, if they be merchants or men who buy some article to sell, can be appealed to by showing the profit or satisfaction to their customers. Any retailer realizes that his success depends on the excellence of service he renders his customers, and more particular than this, they must be perfectly satisfied with every article he sells them. Satisfaction to customers and the best value for their money are the arguments which appeal more strongly to retailers than their own profits.

After all these arguments must come the final climax, or clincher, which compels immediate action, and the surest way of securing this is to show how delay entails a loss in either money or patronage.

There is a lot of difference between the people who take a front row at the feast and those who hold it in the fight.

Self-conquest is the secret of all great courage.

Commercial Credit Co., Ltd.

Credit Advices and Collections
MICHIGAN OFFICES
Murray Building, Grand Rapids
Majestic Building, Detroit
Mason Block, Muskegon

GRAND RAPIDS FIRE INSURANCE AGENCY

THE MCBAIN AGENCY
Grand Rapids, Mich. The Leading Agency



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

THE NATIONAL
CITY BANK
GRAND RAPIDS

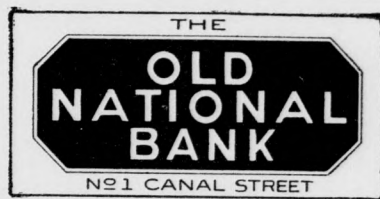
WE CAN PAY YOU
3% to 3 1/2 %

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

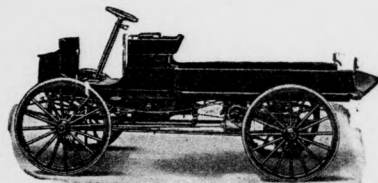
Capital
\$800,000



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.



McIntyre

Motor Wagons

Cost no more than a good team and wagon—not as much as many teams. Up-keep is less than the cost of keeping a horse—much less. Will do twice the work of the best team at a fraction of the cost. A McINTYRE eats only while working—the horse eats work or no work.

Write for Catalogue No. 182.

W. H. McINTYRE CO., Auburn, Ind.

256 Broadway
New York

1730 Grand Ave.
Kansas City

418 Third Ave. So.
Minneapolis

Tudhope-McIntyre Co.
Orillia, Canada

THE LOAFER QUESTION.

How Milt Austin Succeeded in Clearing the Bench.

Written for the Tradesman.

A loafer isn't a bad fellow to have around a country store—sometimes. In times of commercial prosperity he easily becomes an intolerable nuisance, but to those who have been there it is submitted that in the long stretches of quiet that settle down when the community is busy and when trade is dull there is nothing objectionable in having the well known form appear and under the influence of confirmed habit caram against the cracker barrel, ricocheting thence to the pickle firkin and then proceeding to the waiting, empty upturned cracker box, rehearse the gossip of the neighborhood.

With young Austin's idea of an up-to-date country store, however, the "Amen Corner" soon became an offense. "In the good old summertime" when the loafers' bench stood outside, flanking the door, it soon proved the catchall of the do-nothings. At first, when there was nothing doing, this condition of affairs offered no particular objection, but after the store had emerged from the Rip Van Winkle nap, the women patrons began to find fault in being obliged to run the gauntlet of that often overcrowded bench. The young ladies especially absolutely refused to enter the store if they had to put up with the stares and the not always civil remarks of the benchers, old or young, and, finally, when the pretti-

est girl in Meadowlands told Milt that that was her last visit past that benchful, the junior member of the firm expressed his belief that the objection could and would be removed for the sake, if for nothing else, of having her come in and brighten things. "Sunshine is something we can't have too much of and I, for one, confess that I like this particular brand of condensation," a remark, accompanied as it was by a carefully wrapped box of confectionery quietly and nonchalantly pushed across the counter, did not result in a loss of trade and did have everything to do with the new necktie which for some unexplained reason the young storekeeper appeared at the store in every day after dinner.

It soon became apparent that the principal difficulty attending the removal of loafers' bench was to be from the inside of the store. Wilkins had spent too much valuable time in polishing that same bench to have it ruthlessly thus disposed of. He couldn't see why the patrons of the store shouldn't have their wishes and comforts, say nothing of their wants, catered to. That's what wide-awake traders were doing all over the country and only the other day he was reading how in all the big cities chairs were furnished not only for customers, but even for the clerks behind the counters. "If we're going to keep our customers, Milt, we've got to use 'em well. Better be a little slow about doing away with the bench."

That was the time for the protrusion of the pugnacious chin. It came promptly forward and as promptly accompanied with pointed remarks:

"Keep our customers! That's just it. Give me one thing the whole blamed benchful has bought for the last six weeks and I won't say a word. You can't do it. They don't buy—not a blessed one of 'em. I'll tell you what they do do: They come shacking in here at any old time and make a dive for the cracker barrel and pickles until they've made away with more crackers and pickles than their dirty hides are worth. That done, out come their stinking old pipes and after begging or borrowing that nasty plug which we won't sell they crowd down on that old bench and swap stories and make left-handed remarks about the women that have to go by them to get in here. Customers! What have Jim Peters and Joe Hodgekins and Zeke—the whole doggone crew—bought here and paid for since you've been here? I've been here close on to a year and they haven't showed me the color of their money once, and I would not be afraid to plank down a ten that fifteen cents will cover all you ever sold them—I said 'sold them'—in all your life. Call them customers? I guess not. Suckers, that's what they are. Suckers, and they do more damage to the trade in this store than they benefit it a hundred to one. Hear this: I'll bet you a clean five-dollar bill that, if we split up that old bench we shall make 10 per cent. more sales the month following the

splitup than during the month preceding it. Is it a go?"

It was or would have been if Wilkins hadn't gone back on his bet, which made his partner all the more determined to scatter the gang and demolish the bench.

Ten per cent. wasn't much of a base to bet on, but Wilkins's going back on it led to a careful looking into it and made the junior member more than ever determined to follow the thing up. In the first place the crackers and the pickles were located behind the counter and each covered so as to be not easily opened. The cheese box was fastened by a contrivance, easily opened only by Austin, who candidly stated to his partner that Hilt Huzzy had got through eating crackers and cheese every day at the store's expense. The innovation was not made without remonstrance, but when Austin, "making no bones of it," came out with the remark that the store was not now in the restaurant business but that customers buying a dollar's worth of goods were entitled to "a bite" of crackers and cheese, remarks not at all complimentary to the store-management found expression; but the loafers' bench continued to be crowded.

Of course something had to be done about it and Milton Austin was the man to do it. His first impulse was to split up the jackknife-hacked old relic and have done with it; but he remembered that bench and pipe were dear to the heart of his middle-aged partner and he forebore. Once

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



he accidentally splashed the object of his aversion with fresh paint and there was a temporary vacancy, but it amounted to nothing. It did suggest the idea that physical discomfort might in the end accomplish his purpose and did lead to recalling some oldtime fun he had had with the schoolmaster wherein a bent pin and a hickory stick clung tenaciously to his memory. It had got to be something that would hurt and get them laughed at, and more than all that something that they would remember.

What?

For days reticence was the junior partner's leading characteristic. From whatever point of view he studied the situation the rotund shadow of Elkanale Wilkins darkened it, and prosperous as the financial condition of the store was and promising as was its future the young man could see no reason for "kicking up a muss" unless he could see clearly an unquestioned success as the inevitable outcome. Finally the chance of making a point in the desired direction appeared in an unexpected quarter.

Mrs. Wilkins, almost worn out by years of constant discouragement, came into the store for some groceries which "Elk" had forgotten to bring over for several days in succession. In her coming she had passed her husband and Jim Peters, the man of men she most detested, with pipes in full blast on the condemned bench and Jim to be funny had given expression to personal remarks which the woman was in no mood to countenance. In her wrath she bore down upon Austin as if he were the one to blame and leaning over the counter

she said to the young man waiting to fill her order, "If I had your six feet of stature and your strength of muscle, Milton Austin, in less than three minutes I'd have those two loafers sprawling on the ground and that old bench, which has been the bane of my life for years, shivered into kindling wood."

Two vigorous masculine hands grasped the back edge of the counter and a dark earnest face, brightened by two gleaming eyes, glared with those eyes into the equally earnest face of the angry woman opposite him.

"Do you mean it, Mrs. Wilkins?"

"Could I mean anything else?"

"Watch me!"

With a bound the young fellow went over the counter. There was a flash through the store door and by the time the woman had reached the window where she could "watch," two swearing men were sprawling on the ground and the hind end of the bench disappearing around the corner of the store. An instant later an ax was heard, accomplishing its mission of destruction and almost within the three minute limit Milt Austin threw into Mrs. Wilkins's woodbox a big armful of kindling wood, which the avenging ax had furnished.

"Thank heaven for that!" exclaimed the woman, as if in response to a prayer answered at last.

"Amen!" responded the junior partner in a tone which implied "next" with not a suggestion of reverence in it.

By actual measurement Austin was six feet high in his stocking feet. When the armful of kindling wood crashed into the woodbox and he

straightened up, he was all of 6 feet 6, with other dimensions proportioned. Consequently his step was heavy when he went into the store, where he found Wilkins pretending to be busy with the books and Jim Peters with a frown on his face seated upon an empty cracker box which he had transformed into a seat.

"That box, Jim, belongs outdoors where you got it. I want it. Up with you."

"O-h, I guess not," but a vigorous kick from Austin's fairly developed boot sent the box across the store and the occupant of it to the floor with his heels up and head down.

"Now, then, I've just a few things to say to the bench gang and I'll say it now. This store isn't going to be its headquarters any longer. I've just split the bench into kindling wood and I've done it for good and sufficient reasons. You're not any longer going to slouch in here whenever it suits your convenience and you're not going to eat what crackers and pickles and cheese you want at the store's expense. Week in and week out, ever since I've been here, you've kept out profitable customers who would have come in and traded if you hadn't kept them away by your insulting looks and talk, and there isn't going to be any more of it. That's all. If you have anything you want to say, say it, only remember, Jim Peters, if you give me any of your back talk, I'll pound you into pulp!"

There wasn't any pulp and there wasn't any pounding. Like a kicked cur Jim Peters took himself off in a hurry. With him out of hearing Austin turned to the head of the firm, still at the desk:

"I'm awfully sorry, partner, but you know yourself that I had to do it. Things were growing worse and worse. At all hours of the day they piled in here and they were always thickest when our best customers wanted to come—a little while before supper. I didn't get on to that until the women themselves complained to me and wanted to know if something couldn't be done about it. You would not, and I didn't see how I could, a young fellow. To-day for the first time I saw my chance and sailed in. I'm glad I did, and if before the week's out we don't find that we've made money by it, then I miss my guess."

The young man's guess turned out all right. When Jim Peters told his story, as of course he had to, there was a general gathering of the community at the store for congratulations. Then followed what Austin had prophesied: the store late in the afternoon was filled by the best people in town; and when after a month of trial an examination of the accounts was made the amount was so much more than either partner expected that even Wilkins was forced to exclaim as he stared at the convincing figures: "Well, I swan! it doesn't pay to keep store with a lot of loafers sucking the life out of ye, does it?"

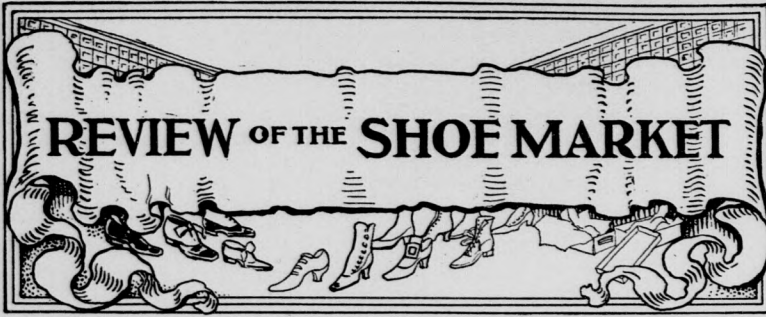
Richard Malcolm Strong.

She Might Have Helped.

He—It was a frightful moment when I received your letter telling me of the insuperable obstacle to our marriage. I would have shot myself, but I had no money to buy a revolver.

She—Dearest, if only you had let me know.

Tradesman Company
CUTTERS
 WOOD & PHOTO
 TELEPHONE NO. 5095
 PRINTERS AND PUBLISHERS.
 GRAND RAPIDS, MICH.



Annals of a Russia Calf Blucher Oxford.

Written for the Tradesman.

I am an old shoe.

My original attractiveness is gone.

I am virtually laid on the shelf by my owner.

I have every reason to think that my master does not think very highly of me any more, for during house-cleaning time, when my owner's wife picked me up and critically surveying me asked whether or not I should be given to the Salvation Army man, my master said: "No; they'll do for my trip out to Grant Lake in the summer; my hunting boots are too hot and heavy for summer wear. Have the girl put them on the second shelf of the closet in the back room upstairs."

I'm now sitting on the second shelf of the closet in the back room upstairs, just where the girl put me. And my mate is with me. Sometimes when the door is ajar, and the window blind is sufficiently high, I can peep out through the adjacent

window. I can look out over the alley into the back yards of houses on the next street. The view I get is not particularly inviting, although it might be worse. I can see one telephone pole, several chimney-pots, a few green trees and a little onion patch. Somewhere in my owner's backyard there must be a honeysuckle vine, for sometimes the rich fragrance of the white and yellow blossoms come floating in through the window. The occasional song of some joyful robin in the early morning hour compensates for those dark, dismal days when the rain patters on the roof and the onion patch across the alley is deluged.

I suppose I ought not to complain—and I really want to be as optimistic as possible in this little sketch. For a mere shoe I presume my life has been quite as interesting and as fruitful as a shoe might reasonably expect. I have fulfilled my mission; and, although it may sound a trifle immodest, I will say that I

have served my master faithfully and well.

Of course it is more or less painful to a shoe to realize—as every shoe must sooner or later—that it is no longer the idol of its master's heart. It was a heart-breaking experience for me when my master laid me aside last fall and put on a pair of gunmetal calf shoes with mat kid tops. It may have been sheer prejudice, but I had secret doubts about the alleged goodness of those gunmetal shoes the first time I laid eyes on them. And I have lived long enough to see that my suspicions were well founded. The gunmetal shoes went wrong. The top of the right shoe behaved badly. In cutting the right upper the cutter got out into the flank, where the leather was light and spongy. He was either a bad cutter or he had bad orders from his boss. That skuffed-up top was enough to queer the shoes, but that wasn't all, nor was it the worst. The shoes were built on a swing last, whereas my master's feet require a straight last. I'm built on a straight last. My master's feet had to find room, so they crowded over the sole of the gunmetal shoes on the outer edges, making the box toe lopsided and producing an ugly wrinkle on the instep just back of the ball of his foot. I've seen my master look at my rivals very critically on more than one occasion, and once I heard him swear softly how rapidly they were losing their original shape. It does an honest, well-made shoe good

to hear its owner swear softly at the misbehavior of a rival.

My cup was filled to the brim when I—a summer shoe practically discarded, and sometimes supplanted by a rival—was preferred to a new pair on a memorable occasion. It was in late October. My master was going to march in a parade with many prominent business and professional men of our city. He wanted to look well on that occasion, for he shaved most carefully and tried on at least half a dozen ties before he decided which one to wear. Then he kicked off the house slippers and sat down in the little mahogany bedroom rocker to put on his shoes. My rivals and I sat side by side in the closet. He picked up the right gunmetal, put it on and laced it up. Then he took up the left and slipped it on. My heart dropped; for somehow I seemed to yearn to fare forth that glorious day and feel the gratifying attrition of concrete. My master took a turn about the room, walked to the front window, raised the blinds and surveyed my rivals with growing disapproval. Then he returned to the little mahogany rocker, sat down and removed them—pitching them with evident scorn into the remotest corner of the closet. Then he picked me up—I'm built for the right foot—and put me on. The wide, rich brown silk laces in me at the time were beyond reproach. My master made a neat tie. I am personally (if a shoe may so speak) of the opinion that few men can make as neat a bow as my

Rouge Rex Shoes

The Shoes of Quality

High Grade
Leather

First-Class
Workmanship

Comfort and
Long Service

These are qualifications always to be found in our line, bringing satisfaction to the consumer and profit to the dealer.

Hides this past week sold for higher prices than ever before in the history of the Chicago Stock Market, and with an increasing demand for leather in all civilized countries prices must advance. Now is the time to order ROUGE REX SHOES.

HIRTH-KRAUSE CO. = = Shoe Manufacturers
Grand Rapids, Michigan

master. On this occasion he was more than ordinarily particular. Then he put on my mate—the faithful companion of my youth, the sharer of all my joys, the patient and willing partner in all the vicissitudes of my career.

On the way downtown my master stopped at the shine parlor where a yellow negro named Tom holds forth. Tom had shined me up on many previous occasions. And Tom is onto his job, I can tell you. I responded to the polish and the vigorous rubbing in a way that gratified my owner; and I have every reason to believe that he did not regret his choice of footgear for that day's wear.

It was a great day. The streets were thronged with people. Bands played everywhere, and the parade was the largest and finest ever. I never learned just why they were parading, but I was awfully glad they were; for after five weeks of enforced rest I longed to enjoy one strenuous, glorious day's wear. My ambition was gratified for the march was a long one—and my master weighs one hundred and eighty pounds.

The best thing about that day's experience was it enabled me to pass the store from which my master purchased me in my young days. It is a swell store with its immaculate plate glass windows, its beautiful quartered oak woodwork and its leather upholstered chairs and settees. It is quite the largest and finest store in our city—and we have many fine stores where shoes are sold. It is an honor to any shoe to have been selected by the buyer of that store. As I passed by I looked to see if I could recognize any of the boys. (You see I was once in a glass case on the inside, well up towards the front of the men's department, and I came to know many of the boys quite intimately.) Oh, joy! I did my very best to squeak with delight; for there was the little blond-haired window trimmer, the most resourceful originator of effective shoe window displays in the Middle West; by his side stood the short, jolly-faced stock man and buyer—the man who took me out of the carton when I had duly arrived from the big, daylight factory away back East—and I shall never forget how proudly he carried me into the big boss's office, that glorious room where everything is so rich and splendid from the rich green two-tone rug to the massive mahogany desk where the big boss keeps his papers. I saw the jolly face of the advertising man—the man who gets India ink drawings made of some of us shoes and then has electroplates made for half-tone cuts. And I saw fully half a dozen of the salespeople—bright, alert and capable young fellows. And I can tell you it did me good all over to have a look at the boys once again. Some folks may not know it, but a shoe does get wonderfully attached to the selling force of a store, especially where the people are so sympathetic and considerate as these people are, into whose hands I fell in my young days.

But soon I had passed on down the

street, looking back wistfully, I do assure you—on with the parade. We traveled over many blocks of asphalt street that day, and over many granite blocks. But I was not tired. I just wanted to go on and on forever.

I seemed to feel intuitively that it would be my last public appearance wherein I might find occasion for glorying. I knew that I was becoming old. The soft, velvety surface which I once possessed was gone. I am creased and furrowed with age. Sweatstains are my portion. The elasticity of youth is but a memory. With proper care and attention it is possible my days of usefulness might be prolonged for a time; but observation has taught me that an old shoe, whose youth and beauty is as the flower of the field, can not anticipate much care and solicitude.

An old shoe whose life and usefulness are all but ended necessarily lives largely in the past. And so as I sit here day by day on the shelf in the closet of the back room upstairs my memory dwells upon the scenes of the past. I am proud of my past. I was a well-built shoe. When I was put through the big daylight factory where men's high grade shoes are made I came forth into the light without a spot or a blemish. The foreman, the stock man, the man who packs and inspects as he packs found no fault in me. And when the big man came in for a pair of summer shoes last spring I could see by his looks of approval when he looked me over that I had found favor in his eyes. It is some satisfaction to a shoe to be able to look back over a career as long and as serviceable as mine has been. I have been true to my nature as a shoe. I have tried to behave as a carefully broughtup shoe should behave. I have given my master no occasion for complaint, although I could wish that he had been a little more careful in keeping me polished. He started out to tree me. But my master is, with all his good qualities, forgetful. As time wore on he treed me less and less. Thus my wrinkles deepened and the shapeliness and symmetry of youth were not continued as they might have been had my master kept me treed.

The future is, of course, uncertain. I do not, as I intimated above, expect much save hard wear in rough places. Old shoes who have been with my master on his summer trips tell me that an outing is terrific on the nerves of a shoe. There are sharp-edged rocks, sand and gravel beds, mud and briers, slish and water. If my master takes me with him on his summer trip I shall no doubt have a hard time of it. I shall doubtless be skuffed and sodden, and in the end given to some country boy or pitched out to moulder and decay. With shoes and men it's the same tragic ending—"dust to dust, ashes to ashes, earth to earth."

Incidentally, I shall enjoy the country; for I've been thither with my master. The fleecy clouds, the woody smells, the soft lullaby music of the little streams and the thunderous roar of the big falls, the sweet,

clear bird-notes—all these sights and sounds and perfumes of the great out-of-doors are worth while. They compensate for many hours of strenuous service over rocks and pebble beds and sand dunes and thick underbrush where the clinging, thorny briers grow in luxuriance, and—st! I hear my master's footsteps on the landing. He is coming down the back hall. His hand is on the doorknob. He has his dress suit case in his hand. Hip! glory! he's packing his rods, his corduroys, his minnow sien and minnow bucket. Yes, by my heel-traps, he's reaching after me! I'm going afishing with my master, and from the tip of my inner sole to the back of my heel-seat I thank my lucky stars!

Cid McKay.

50 Per Cent. Discount for Truth.

Berkowitz and Sternberg, traveling salesmen, met on the train.

"I have just come from St. Louis, where I did a tremendous business," said Berkowitz. "How much do you think I sold?"

"How should I know?" replied Sternberg.

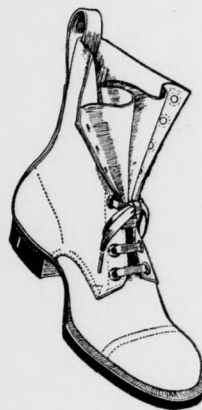
"Of course you don't know, but what do you guess?"

"Oh, about half."

"Half of what?"

"Why, half what you say."

Contracts whose chief, if not sole, aim is to stifle competition, and create a monopoly, will not be enforced, because they are contrary to public policy.



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

Some Shoe Dealers Jump at an Opportunity

And others don't get up till they are called.

Now we don't like to say that we want you to do this or do that. The mere fact that we want you to see our new Spring lines is no reason why you should unless you want to.

But we believe firmly that your strongest possible guarantee for a business-pulling, money-making, satisfaction-giving spring trade is a liberal stock of

"H. B. HARD PANS" For Men and Boys

The growth of sales and popularity of this line is due to honest, through and through shoe making—we are educating the public to the comfort and wear value in "H. B. Hard Pans"—but one reliable dealer in each town can secure this line—the prestige and the profits go to him.

We believe it will be to the advantage of any retailer to spend at least a half hour in looking over the complete line of samples our salesmen now on the road are showing.

Prompt deliveries from an always ready factory stock.

Herold-Bertsch Shoe Co.

Makers of the Original
H. B. Hard Pans

Grand Rapids, Mich.



It pays to handle
MAYER SHOES

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

G. J. Johnson Cigar Co.

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

Child, Hulswit & Company
BANKERS

**Municipal and Corporation
Bonds**

City, County, Township, School
and Irrigation Issues

Special Department
Dealing in Bank Stocks and
Industrial Securities of Western
Michigan.

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

Michigan Trust Building
Grand Rapids

THE TRADE PRESS.

Its Influence as a Factor in the Business World.

Speakers and writers have said that no instrumentality in modern civilization has done so much for the advancement of men and their institutions as the press.

The trade press is merely a specialized type of the ordinary newspaper; a development of the times.

The trade press came into existence out of the general field of the average newspaper. As the grocery trade evolved as a commercial factor and as men more and more became absorbed in the demands of their own peculiar business, there arose a necessity for some specialist to relieve them of the task of watching events at large. To-day the grocer is all too commonly hemmed about by the four walls of his own shop. As he toils there for his individual, commercial success, trade associations and a trained trade press sitting high in the watch-tower, are charged with the task of observing those great movements of men and events that so vitally influence the success of the individual. Theirs is the task of bringing a daily or weekly report, carefully digested for convenient reading, to the grocer who chooses to avail himself of its valuable aid.

Consider, then, how important is the function of the trade press to the trade and to every man who pursues that trade. Starting modestly and in a humble way, the trade press has developed just as strikingly as has the grocer. In its service are bright men, trained in the delicate task of not only searching out truth, but of analyzing it and placing it in its proper position and proper influence in the great plan of evolution, which is slowly but surely developing every day.

It is not with an arrogant spirit that the trade press sometimes feels constrained to take issue with the ordinary current of popular opinion, nor any feeling of superior intellect or aristocratic station, but rather because the trade press, occupying a position of broader vision, meeting and studying more phases of the question than can fall under the notice of the busy grocer in his daily tasks, is in a better position to read the signs of the times.

The grocery trade questions of to-day are so essentially technical that no man outside the trade can, without much preliminary information and investigation, understand them or intelligently discuss them. The grocer has been so long misunderstood that the average newspaper is prejudiced against him. The average newspaper can see nothing in grocery organization but a combine to raise the price of sugar or a secret compact to oppose and undermine the pure food law. Because practical grocers and grocery manufacturers take issue occasionally with some of the faddists and theorists on fine points—the benzoate question, dating laws, weight-on-the-package laws, bankruptcy law, parcels post, etc., for instance—they are misunderstood as opposing the public welfare. That

such judgment is totally unjust I need not venture an opinion, but I do want to say that the men of the trade press feel it their keenest responsibility to correct such impressions, to place the trade right before the public.

Not only do you owe the trade press a debt of gratitude for its efforts to set you right outwardly, but for its efforts to keep you right inwardly. The trouble with the average grocer, I have said, is not his ignorance, but his lack of information. The trade press ought to—and does—to a very commendable degree—act as a trade educator within.

Then, again, the trade press stands as a sort of friendly counsellor. Take, for instance, the modern trade of merchandising. Merchandising may be pursued along the lines of two

quences of unfair, business methods. (2) That the average merchant is weak in the face of temptation, and (3), that some men—happily a minority—are dishonest and greedy. These three underly and explain all the troubles you experience to-day and, a return to the cardinal principles of fair play and common honesty will correct them.

"You may say that what I have been saying is Utopian—that the trade press I have been describing is an ideal rather than a type. To an extent I admit it, but I want to say in that connection that it is equally true that the most influential and leading trade papers, I believe, measure up to the ideal in their aims and their honesty of efforts. If we support it for what it is worth, it will present and promulgate your princi-



Ellis L. Howland

great general systems—competitive and co-operative. For ages we have been following the policy of competition, and the operation of the great fundamental law of competition, if we are to prosper we always must. The moment we check it decay is inevitable. Any device which can control competition is a menace, for if it really controls, and works well when in the hands of wise and fair-minded men, the minute it passes under the influence of dishonest and selfish men it will just as surely chafe like a core and threaten our inborn rights to mercantile life, liberty and the pursuit of happiness.

I propose this statement of fact—that the evils of the grocery trade arise from three elementary causes: (1) That men are not educated to the true course of fair, and the conse-

quences of unfair, business methods. (2) That the average merchant is weak in the face of temptation, and (3), that some men—happily a minority—are dishonest and greedy. These three underly and explain all the troubles you experience to-day and, a return to the cardinal principles of fair play and common honesty will correct them.

If you starve it and treat it as you would a cringing cur, it will have about as much courage and worth as that animal and no more respect.

If you want a strong, clean, courageous, vigorous trade press, make it so. Support it with your confidence, your co-operation, your spirit and your money. The trade press must have money. Its chief source of revenue is advertising. Manufacturers do not advertise for fun, though a few weak ones do from fear of blackmail. The advertising in a trade paper—or any other for that matter—usually reflects its patronage. It is for your interest to let it be good and clean and creditable.

Ellis L. Howland.

Self-denial is self-discovery.

The Advantage of Having Courteous Clerks.

Merchants spend millions of dollars in advertising for new customers, and then spend millions more to hire clerks who are driving these customers away as fast as they come. Now don't think for a moment that we are looking upon the dark side of things, for we are not. It is an easy matter to get new customers to come to a store, but it is the hardest thing in the world to keep them coming. The store may be most excellently appointed. It may be favorably situated. It may keep the very best merchandise obtainable and sell at very reasonable prices, but unless the clerks are courteous and obliging the store can not succeed. It may not fail or have to sell out but it will not be one of those businesses pointed out as successful.

Be courteous and obliging always. These are the attributes that not only win and keep customers, but make friends as well. When a man asks for a certain article produce that article if you have it. If you have something better show it also and carefully explain why it is superior to the other. If you haven't what is called for, suggest some other that might be made to answer in its place; often an offer to secure an article called for results in a sale of the article on hand. Courtesy is an important attribute that the salesman should cultivate.

Do not be afraid to show goods and offer such suggestions as may help him to make an intelligent selection and don't be afraid to speak pleasantly and frankly. Be cordial and respectful. Remember that your customer comes to you voluntarily to be served and that you can not compel him to come or to buy if he does not wish to. He is a free agent. He may go to a competitor's store to purchase if he wishes. It takes very little to persuade some people to change stores because the clerks have never made friends of them. They have met indifference and even discourtesy at many stores, and until some real salesman gets ahold of these people they judge all stores alike. Why is it that some customers will wait half an hour to be served by a favorite salesman? It is because the salesman has understood his customers; he has made friends of them by being both courteous and obliging.

A nervous looking man went into a store the other day and sat for half an hour or so, when a clerk asked him if there was anything he could do for him. He said there wasn't anything. The clerk went away, and the stranger sat an hour or so longer, when the proprietor went to him and asked him if he didn't want to be shown anything. "No," said the nervous little man; "I just want to sit around. My physician has recommended quiet to me, and says above all things I should avoid being in a crowd. Noticing that you do not advertise in the home paper, I thought this would be as quiet a place as I could find, so I just dropped in for a few hours."



THE
DEPENDON
 TRADE MARK
 ON UNDERWEAR
 SIGNIFIES QUALITY

LOOK FOR THE LABEL

DEPENDON
 TRADE MARK

DEPENDON UNDERWEAR
 TRADE MARK
 IN YOUR UNDERWEAR DEPARTMENT

means satisfied customers, increased sales, more profits.

BECAUSE

high quality and low price combine in every garment bearing this label. The excellence of **DEPENDON** UNDERWEAR is due to these facts.

- Perfect Knitting } All garments are made by experts on the best machines.
- Selected Yarns } Only the very best long fibre yarns are used in the making.
- Non-Irritating Seams } The seams are finished flat, leaving no chance of irritation to the tenderest skin.
- Standard Sizes } All garments in each size measure standard width and length, and standard length sleeves are in every size.
- Low Prices } Our connection with Mills where it is our plan to control the output, enables us to offer quality garments at the lowest possible price.

There are other good makes of underwear, but **DEPENDON** is the best underwear for you. To prove our statement, send us a mail order for the numbers listed here:

<p>DEPENDON TRADE MARK</p> <p>No. 7450—Ladies' Full Combed Vests and Pants, Bleached and Peeler colors, sizes 4-5-6, \$4.25 dozen. Sizes 7-8-9, \$4.50 dozen.</p> <p><i>Terms—Net, 30 Days. No Discount.</i></p>	<p>DEPENDON TRADE MARK</p> <p>No. 8438—Men's 14½-pound Fleeced Shirts and Drawers, colors Cadet, Silver, Jaeger and Ecu, all sizes, \$4.50 dozen, less 5% trade in case lots.</p> <p><i>Terms—Net, 30 Days. No Discount.</i></p>
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JOHN V. FARWELL COMPANY

Sole Distributors **DEPENDON** Dry Goods
 TRADE MARK

CHICAGO, The Great Central Market

DANGEROUS BUSINESS.

Educating Employes To Adopt Grafting Tactics.

"When an employer deliberately begins to educate his employes along the line that he doesn't want them to follow he usually is cooking up a fine large dish of trouble for himself."

Ford had his back to me when he spoke these words. He was filling his pipe and to help him on I said: "Does he really?"

"When, for instance, an employer, the head of a firm, that has on its pay roll 600 young men—"

"Wait a minute, Ford," I said, taking him by the arm and leading him to his easy chair. "Tell the story first. Your moralizing is awfully fine stuff and all that sort of thing, but your stories are listenable. That is, one can sit through them without going to sleep. You were going to say?"

"Well," said Ford, "it's about the Pulger Iron Company. Ever hear of the Bulger Iron Company? No? Hardly to be expected. The Bulger Iron Company makes useful things like iron beams that go in buildings and bridges, and that sort of thing, and therefore you, being—"

"Enough said," I interrupted. "What has the Bulger Iron Company done that it should have a place in the history of your past misdeeds?"

"Hired a clerk by the name of —. But that's getting ahead of the story. They sent me a wire asking me to call at their office, to begin with. I'd never heard of them, and I didn't suppose they'd ever heard of me, so I didn't know what to make of their summons. I went, though. Whenever you get a wire at 2 in the morning, asking you to please call at 9 the next day, do it. There's a reason."

"Mr. Ford," said Mr. Bulger, the President of the company, "I understand that you are a detective."

"I am sorry, Mr. Bulger," said I, "that you have been misinformed."

"You are not a detective?"

"I am not. I am that sense which the average employer is so deplorably short in. I am The Eyes of the Boss."

"Just what we want," said Bulger. "Whatever you call yourself, I guess you're the man for the place. We've been trimmed. We've been skinned to a finish. We want to find out who has been doing it and how and why."

"Easy job," I said. "First, somebody needed the money; second, somebody has been telling somebody about something that you didn't want them to know. Third, a trusted employe has been on the job."

"This Bulger wasn't any slouch. He saw that I was kidding him the way I started the interview, but he didn't bat an eyelid."

"Wonderful," he said. But he didn't mean it that way. "You mean that in your past experience you've found that that would be about the average diagnosis?"

"I took off my hat—I hadn't done so before. 'You win,' I said. 'Now, tell me the truth.'"

"Bulger flicked the ashes from his cigar. 'You've said it,' he admitted.

"I guess about the way you talk. All we want you to do is to pin it on to somebody. I suppose that's a mere bag-o'-shells to you—if you ever go far enough down the line to hear musical comedy jokes—but it's been a hard job for us. We've tried—"

"And scared everybody off the job?"

"Well," he said, "we haven't done ourselves any good, whatever else we've done. Listen: here are the sad details: We don't know the first thing about how it happened, but the State's attorney is onto us."

"Fine admission," I said. "If I pretended to be a Sherlock Holmes I'd go to work and tell you just how I knew that that remark showed that you trusted me."

"It does. If we didn't, you'd never have had a look-in on this job. We don't make any secret about our having two price lists—to people that we've got to trust. You're one of them. One of these price lists is for the benefit of the city. We sell the city about \$5,000,000 worth of iron every year. That is, we get \$5,000,000 for what we sell them. So you see how you've got us by the horns—if you can prove anything."

"Go on," I said. "You come near to exciting my admiration."

"The second price list is for real customers, and is considerably lower than the first. Somebody has tipped the city hall off," he went on. "It's a pretty little problem. Putting this information into the hands of the city departments sets half a dozen little grafters after us. We don't like to be bothered that way. If we can get next to the naughty rascal we can stop it. If not—"

"Yes?"

"Why, we'll have to bribe two-thirds of the city council. And that wouldn't be a nice thing to do."

"So the papers would say," I suggested. "And you want me—"

"To find the rascal. Sure thing. Do you feel like it?"

"Very much. It looks hard. People who are crooked enough to fool the city usually are crooked enough to get away with something awfully smooth. Why didn't you watch for the possible leak?"

"Maybe we didn't," Bulger laughed. "The man who ought to be responsible for the trouble has been shadowed until he couldn't call his soul his own. He has been shadowed before the tip was turned loose and afterwards. He wouldn't have dared to do it, and yet—and yet it looks a lot as if he must be the man."

"Who is he?"

"McCaslin, our purchasing agent," said Bulger. "You see, the purchasing agent is the last man in the world who ought to be a go-between for the selling department and the powers that be in the city hall. That's why we've had him on the job. In case of trouble he naturally would be about the last man to be suspected of knowing anything about duplicate selling price lists."

"And he's been handling the sales to the city?"

"Yes, through a certain gentleman who happens to be purchasing agent

for the city. They have a perfect understanding between themselves. Burnet, the city's man, knows that we're getting something rich out of the city's business. How does he know? Why, if we weren't we couldn't afford to give him, through McCaslin, the rich little bit that falls to his lot every time a sale goes through. Burnet doesn't ask any questions, and he doesn't know about the double price list, or, rather, he hasn't until now. Now it appears that every two spot around the city hall soon will know that we're ripe to be bled. And Burnet is holding us up on the bluff of keeping the thing quiet."

"McCaslin is—"

"The old, reliable, trusted employe, of course. We know that he wouldn't do anything so awful as to betray the house that has fed him a big fat salary and rich bonuses for a dozen years or more—as everybody knows who employs men of his type. Of course, if you find that he is the boy it will be another case of shocked and outraged employer, and all that. To tell the truth, I haven't a suspicion—except McCaslin—and our own efforts, as I say, have gone for nothing. Get on the job; the quicker this thing is cleaned up the quicker I'll quit losing sleep and flesh."

"Who are the other possibilities besides McCaslin?" I asked. "Who else knows of the secret price list?"

"Myself, our Vice-President, our Secretary and Miss Laurie, our faithful old 'stenog,'" he answered.

"Why don't you include them with McCaslin?"

"They're safe, that's why. Why, man, this thing may get to be awfully serious for us. They might get after us—and we three officers would be the real victims. It isn't likely that any of us would put our head under the knife, is it?"

"But there's still Miss Laurie."

"Bulger laughed then. 'Come and look at her,' he said. 'Only come and look at her.' He led the way to his private office. Miss Laurie was there. She was a first class example of a withered New England spinster mixing with the world of industry. She was six feet tall, one foot wide, and actually wore those old fashioned ring curls that you see in the before the war pictures. She looked out upon the world—at least the male portion of it—with a don't you dare flirt with me expression, and you took one look at her and saw that she read Emerson on the car going home from work."

"I admit that I laughed with Bulger when we had left her. 'Why,' I said, 'did you pick the ancient party to take your letters?'"

"Because of the double price lists. We needed just her kind. She forgets that there is such a sordid thing as the office the minute she gets out of the door, and you couldn't get her to talk business after hours any more than you could start a flirtation without the formality of an introduction. She is safe—safe and sane—Miss Laurie is—Framingham, Mass., to the core. No giddy young thing about her. Been with us ten years and never smiled once. So, you see, it looks

California Genuine Sardines

They have all the old-time Sardine quality, delicious in flavor, a wholesome, inviting food. You will prefer them to any you have ever eaten. * * * * *

Not a Substitute, But a Genuine Sardine

You should become acquainted with our brands. They receive the preference by all those who have given them a trial. * * *

ARTICLES	Weight Per Case	Tins Per Case
Goldfish Brand Ravigote Style 1/4s. Keys	58 lbs	100
Sunset Brand Le Croix Style 1/4s. Keys	58 lbs	100
La Rouchelle Style 1/4s. Keys	58 lbs	100
Senorita 1/4s. Keys	48 lbs	100
"C. P." large 1/2s. no keys	75 lbs	100
Mission Brand Boneless 1/4s. Keys	44 lbs	50
Sunset Brand Le Croix Style 1/2s. Keys	44 lbs	50
"C. P." large 1/2s. no Keys	64 lbs	50
Blue Sea Tuna no Keys	48 lbs	50
Sunset Brand in Spices Soused 1 Oval	60 lbs	48
Tomato 1 Oval	60 lbs	48
Mayonnaise 1 Oval	60 lbs	48

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565 Wholesale Grocers

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State in the Country



Cannery, San Pedro, Cal.

The only cannery of Genuine Sardines in America that is operated 12 months in the year in the same line of business.

California Fish Company
Henne Building
Los Angeles, Cal.

as if McCaslin would have to be your victim.'

"I'll look him up—him and Burnet—that's the city man, isn't it? I'll see you again in a few days.'

"Naturally I didn't agree with Bulger in picking McCaslin as the crook. McCaslin, being shrewd enough to handle this kind of business in a way satisfactory to his employer, wouldn't be the type of man foolish enough to kill his goose of the golden eggs. And even if he had, he couldn't possibly have been so stupidly blind as to fancy he could continue to do business day after day as he was doing. Still, I looked him up and won his confidence—in order to come into contact with Burnet.'

"They met in the back room of a saloon and I got a surprise. They were the most distant pair of conspirators I'd ever bumped up against. McCaslin acted as if he had about as much use for Burnet as a burglar, and Burnet took his sip with a sneer on his face that showed he didn't care what McCaslin thought or did about him, he, Burnet, was in the right.

"There was a tangle there, all right, and I gave McCaslin the cold shoulder and began to devote myself to Burnet exclusively. It was not hard to work a stand-in with him. When he heard that I represented the Monongahela Iron Company—rivals of Bulger's—he opened up his ears and was willing to listen. I gave him the impression that I had a proposition to make that would make it worth his while to be nice to me, and we hung around together for several days, I pretending that I was scared of coming out with my scheme, and he unwilling to make a break and ask me just what the game was.

"He was just the kind of a grafter that can be worked that way—the kind that is willing to listen and never speaks up until he says, 'Gimme the coin.'

"Well, to cut things short, I got this much out of him in those days: He knew all about the secret workings of the Bulger price scheme, he knew just how much they boosted the price on the unsuspecting taxpayer, knew even where the books were kept—and his graft on this one item of iron amounted to \$20,000 a year.

"Twenty thousand a year isn't a marker to us when we go after anything,' I said, accenting the 'us.' That brought him a little nearer to me, you know, but what I've told you is all that he'd loosen up.

"Well, I knew now that he was more than thick with somebody in the Bulger office—somebody who knew all about everything—and it was not McCaslin. But that was all. I wasted a week trying to get next to the connecting wire, and I was about to quit him and start work on the people in the Bulger office when patience finally had its reward.

"We were eating lunch together, and Burnet was reading the bill of fare. 'New England boiled dinner,' he read. 'I wonder what they're like here. I'd give several cents for a real New England dinner—like I used to get back there when I was a boy.'

"What?' I said. 'You weren't rais-

ed in New England, too, were you?'

"Wasn't I?' he said. 'Were you?'

"Well, I should say so. Framingham, Mass., is my old—'

"What!' he yelled 'You from Framingham, too? Why, that's my—' Then he shut up like an angry clam. I went on fair and easy, telling all the lies I could think of about Framingham and my fictitious boyhood there, and then led the conversation back to Chicago, to get Burnet's nerves easy after the break he'd made.

"When I left him after luncheon I went straight to a 'phone and called up Bulger and told him I would not report for several days. 'Where are you going?' he said. 'Out of town,' I answered. And I went—to Framingham, Mass. And there—there I found that little Georgie Burnet and Grace Laurie had been sweethearts in their youthful days, that they had gone out in the world together, and that they were 'somewhere out West—probably married and raising a family by this time. You remember Bulger had said she was 'Framingham transplanted.'

"I came back to Chicago and the Bulger office as fast as trains would take me. Bulger was dictating to Miss Laurie when I came into his private office.

"Where have you been?' he said. 'To Framingham, Mass,' I said, looking at Miss Laurie.

"She never batted an eyelid, just sat there tapping her notebook waiting for Bulger to resume his dictation.

"Framingham?' said Bulger. 'What for?'

"To find out who gives Burnet your dearly beloved secrets.'

"What? Mhat?'

"Miss Laurie,' I said, 'won't you spare me the trouble of telling Mr. Bulger about your connections with Mr. Burnet—little George Burnet that you used to go to parties with back in Framingham?'

"Bulger fell back in his chair. 'Good God!' he gasped. 'What are you saying Ford? Is—is that right?'

"Isn't it, Miss Laurie?' I asked.

"Quite right,' said the woman, calmly. 'Mr. Burnet and I have been married for the last three years.'

"Bulger was plucking at his collar by this time. 'Then it's you—who have—'

"I have enabled Mr. Burnet, and therefore myself, to share in the extra profits which accrue to you through your dealings with the city on the fraudulent price basis, yes.' She got up. 'There was no reason why you alone should benefit from your—your business policy, Mr. Bulger, so long as you educated some one else up to your—your standard. If you have no objections, I will go now. Mr. Burnet is waiting for me. We are going back to Framingham to live. Thank you, Mr. Bulger, for giving us the opportunity to become independent. And thank you, too, Mr. Ford.'

"For what?' I said.

"For scrutinizing me go closely at our first meeting that I knew you were a shrewd detective, and that it

was time for Mr. Burnet and myself to—to retire. Good-by.'

"And I'll be hanged if she didn't walk out of the room without either of us being able to say a word.

"Bulger lighted a cigar, took two puffs at it, and threw it away.

"Well, anyway, you stopped the leak,' he said, after awhile.

"Wasn't she a peach?' said I.

"Yes, admitted Bulger, sorrowfully; 'you see, we'd—we had educated her pretty well.'" James Kells.

FLOWERS

Dealers in surrounding towns will profit by dealing with

Wealthy Avenue Floral Co.

891 Wealthy Ave. Grand Rapids, Mich.



FLI-STIKON
THE FLY RIBBON
The Greatest Fly Catcher in the World
Retail at 5c. \$4.80 per gross
The Fly Ribbon Mfg. Co., New York
ORDER FROM YOUR JOBEER

DAILY TO CHICAGO \$2

Graham & Morton Line

Steamers

"Puritan" and "Holland"

Holland Interurban Steamboat
Car Leaves 8 p. m.

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VOIGT'S

Watch Your Stock

Don't allow your stock of Crescent flour to get low, for you couldn't substitute with something "just like it."

There's too much difference in the flavor, lightness and color of bread and pastry made from Crescent flour to make such a thing possible.

Keep your stock up, then when the woman who likes good things to eat asks for Crescent flour she won't be disappointed—nor will you.

VOIGT MILLING CO.

Grand Rapids, Mich.

CRESCENT

What You Get

Not what you pay is the true basis of flour value

FANCHON

"The Flour of Quality"

is made from better wheat by better methods—that's why it costs more. ❀ ❀ ❀

Judson Grocer Co.

Distributors

Grand Rapids, Mich.

SUCCESSFUL ADVERTISING.

Interesting History Back of Every Campaign.

Written for the Tradesman.

One evening a man and his wife were sitting alone in their home looking over their weekly magazine.

"I notice that some one has been clipping coupons from the advertising pages of this magazine," laughed the husband.

"You certainly can not blame me for wanting to save money, can you?" answered his wife.

"Well, how much did you save this time, anyway?" he questioned.

"Oh," she answered, "I got a 15 cent tube of dye for 10 cents at Briggs' store."

"There is certainly a wonderful piece of machinery back of some of these advertisements," remarked the man turning over the advertising pages slowly.

"I can not understand how there could be anything wonderful back of an insignificant little advertisement," replied the woman.

The man turned back to the page from which the coupon had been clipped. "Of course this little advertisement which prompted you to go to a certain store and ask for a dye by a certain name may appear very commonplace, yet nevertheless there is a most interesting history back of it. The thing that induced you to clip the coupon and try a tube of that dye is only a small part of the well-oiled advertising machinery that caused thousands of women in all parts of the country to do the very same thing at the same time."

And the man was right. His wife, like the average magazine reader, had no way of knowing of the colossal campaign back of the small magazine advertisement; of the brains necessary to carry out the plan, and of the pluck and conviction of certain men to put every detail into execution; of the immense sums of money required to spread the message throughout the nation, and of the tireless energy of the advertiser in drawing consumers, retailers, wholesalers and jobbers all into line by the same string.

The women who clipped the coupon from the advertisement and presented it to their dealers did not realize what an important part they were playing in moving the most delicate and far-reaching piece of machinery of the present age. Back of this small coupon advertisement was a selling plan with a working mechanism that moved like a great, powerful piece of well-oiled machinery.

In planning this selling campaign for the successful introduction of an entirely new dye there were a vast number of small details which the manufacturer of the dye had to consider and weigh carefully. To establish a market and stimulate the sale of this new product meant that the manufacturer had to distribute his dye through the trade channel offering the least resistance. It developed that the only way was to send it first through the jobber to the dealer, and then on to the consumer.

But from the fact that the woman went to her dealer and asked for the

dye shows plainly that some new force was applied to the channel of distribution. In considering a selling campaign the manufacturer of the dye had adopted a method of pulling his product through the dealer and jobber instead of the old plan of letting his product drift through the channel of its own accord.

In order to apply this new force it required a definite advertising campaign, built upon the known principles of salesmanship, which, when presented to the public through the right mediums, would bring estimated results.

The foundation upon which the machinery of this colossal campaign was built consisted of a specific sales plan in which there was a known possibility of arousing interest and creating desire among the women to buy this particular dye, and at the same time to get the best attention and co-operation of dealers and jobbers.

When the manufacturer had his dye already to place upon the market he spent considerable time looking for the best method of advertising his product, a plan which would accomplish his purpose quickly and at the least possible expense, but even before he could think of advertising it the first essential was to select a name—a name which in its original-

ity and conception would actually stick in the minds of the public.

His one idea was to select a name or a trade-mark that would catch the popular fancy quickly, and easily become a familiar phrase. He knew it was only natural for people to remember some unusual combination of letters which had some definite meaning concerning the use or make of the product.

The name he selected carried with it a meaning that would inspire confidence and strengthen any argument offered in defense of the dye. The name he had decided to spend thousands of dollars upon seemed to have wonderful advertising possibilities, and he saw no reason why his dye, for the very reason that it had a clever name, should not become a standard with the nation's housewives.

With the name selected, the next piece of machinery the manufacturer had to consider was to determine the mediums and space necessary to accomplish his purpose. At this point the principles underlying the main selling plan were brought into action. This step meant the selecting of magazines to carry the message direct to the women in the homes, because the success of this campaign called for a plan which would cre-

ate sales in the homes for the direct benefit of the dealer.

After a list of mediums with an established circulation had been selected for laying the foundation for starting the machinery in motion, the next step was to decide upon the amount of space to be used.

In planning this detail of the campaign the manufacturer decided to use a large enough space to attract the attention of all women who might be interested; a size of space the appearance of which would impress upon the readers in the most forcible and comprehensive way the particular merits of this dye.

The next important part of this great piece of machinery which was to move the new brand of dye was the scheme which actually induced women to clip the coupon and take it to the dealers.

The plan of inducement was to offer a full sized tube of dye on the payment of 10 cents with the clipped coupon at the local dealer's. The plan provided that the coupon printed in the advertisement must be presented to the dealer, otherwise the full price of 15 cents would be paid. Where it was not possible to purchase of a dealer the advertisement provided that a full sized tube would be sent direct for 10 cents, and the



What Telephone Users Can Do To Help the Service

HERE are three parties to a telephone call—the person making the call, the Telephone Company and the person called. It is not sufficient that one, or two of the above parties do their work properly. The co-operation of all three is necessary.

Telephone Users may help the Telephone Service—

By consulting the telephone directory before making calls, thus obviating the many errors due to calling numbers from memory.

By speaking directly into the transmitter in a clear, distinct voice.

By separating the figures of the telephone number when making a call, for example—Main 1234, Main one-two-three-four.

By correcting the operator if she repeats the number called incorrectly.

By holding the telephone receiver to the ear until the called party answers or some report is given from the Central Office.

By being ready to talk when the called party answers. As a matter of courtesy, the person making the telephone call should not oblige the called party to wait his convenience.

By answering telephone calls promptly. If there is unusual delay in answering the telephone, the operator may report "Don't answer" to the party calling.

In telephone operating, the human element must be considered. The public is human. Telephone operators are human. The hastily spoken word and its inflection conveys whatever impression each gets of the other. Under such conditions, courtesy both on the part of the operating force and the public is like oil to machinery—necessary to prevent friction.

MICHIGAN STATE TELEPHONE CO.



coupon provided the consumer mentioned the name of a dealer.

This plan gave the manufacturer an opportunity to increase his list of good dealers, and when the name was received he immediately took up negotiations with the dealer whose name had been sent.

The special coupon offer was incorporated into the plan so that every possible user of dyes might know the true worth of this dye by actual test and that by making sales for the dealer his enthusiasm would be aroused to the point of co-operation.

The results of this sales plan developed the fact that every woman interested in dyeing clothes found the method of redeeming the coupon at her dealer's the way of least resistance. It conformed to her everyday way of buying. Those who were induced to buy the dye at the reduced price with the coupon obtained enough dye to color one garment, and the manufacturer knew if he could secure one trial for his dye that the woman would be so pleased with the results obtained from the 10 cent investment that she would go to her dealer regularly thereafter and become a permanent customer.

The main idea of the advertising copy was to either bring the customer to the dealer or to secure an enquiry from the consumer which would in turn bring about profitable connections with the new dealers.

But before the machinery of the magazine advertising to the consumer was set in motion another part of the machinery had to be started. This was necessary in order that the magazine advertising machinery might run more smoothly and not break down when the full current of the campaign was turned on.

The machinery that had to be started first was that of getting the dealer into line. The manufacturer of the dye knew that the average merchant was only interested in articles which sold quietly, easily and at the same time gave him a good profit.

Knowing the desires and the peculiarities of the trade this manufacturer went a step farther than that of merely creating a demand upon the dealer by inducement offers to the consumer. He offered even the dealers an extra inducement over and above the regular profit for their co-operation. He had studied market conditions well, and he knew that the success of his campaign depended almost entirely on securing the dealer's assistance. He knew the dealer's shelves were filled with other dyes, consequently the dealer must be given some good reason for specifying his dyes, otherwise he would not do so. He knew that the dealer's persistent efforts to help the sale of his dyes would be a most valuable asset to his business. He knew that the dealer's showcases and window spaces were worth hundreds of dollars to him, and he saw a way of getting them for almost nothing if he could get the dealers working under his suggestions. He knew that the dealer controlled the local interest in dyes, that the dealer would with a word make or lose a sale for him.

He realized that the dealer's recommendation was valuable advertising.

With all these facts firmly established in his mind his plan centered on a method of inducing dealers to boom the sale of his dyes. So he started the machinery in motion by firing his heaviest shots into the dealer, and this part working smoothly it was only natural that the wheels reaching the consumer turned in perfect harmony with the others.

He secured the dealer's co-operation by offering \$500 prize money to be distributed among the merchants for the largest total amount of sales during certain months of the year. The distribution of the prize money was so well planned that there were enough chances for every dealer to be induced to go in for it. The manufacturer presented this prize contest so that the dealer readily took advantage of the prize offer. He was selling these dyes anyway, and it did not cost him anything to get busy and make as many sales as he could.

The manufacturer took care that the plan did not necessitate any extra work on the part of the dealer. He planned it so that it was just another case of following the line of least resistance.

Every dealer was made perfectly familiar with the selling contest through advance letters with return postals and by means of large folders and mailing cards which, with their startling headlines, stirred the dealers up to immediate activity in pushing these dyes.

Just as soon as he had aroused the dealers' interest, which was known by an acknowledgment of the advance letter, the manufacturer began suggesting a selling campaign to each dealer which was carried out when the dealer saw there was money in it for him.

Before the manufacturer could appear before the consumer with his coupon offer, it was necessary for him to conduct an educational campaign to the dealer. He had to make suggestions on window displays for exhibiting his dye, suggestions for local advertisements and how to hand out the circulars calling attention to the magazine coupon which was soon to appear.

The dealer had to be told plainly and clearly why many thousand dollars were being spent in the magazines exploiting this new dye, but as soon as he was made to realize that the thousands of women who were to be sent into his store to purchase dyes were possible buyers of every article he handled he did not hesitate in agreeing to lend a helping hand to the scheme.

With the retailer once in line the manufacturer had next to make the jobber familiar with the campaign to both consumer and retailer. He had to make it plain to the jobber that he did not wish to sell direct, but that the magazine plan assured that every customer would be sent to the dealer, and that the dealer would in turn be referred to the jobber.

In starting the trade machinery into motion it was necessary to go to the jobber at the same time the retailer was being approached, because the plan was to stock up the jobber so that when the people started to clip the coupons there would be no delays in furnishing the retailers with the new dye.

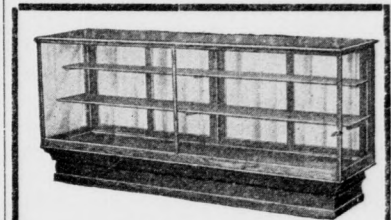
The manufacturer found his work with the jobber in many instances more difficult than that with the retailer because the jobber wanted to see the demand first, but when he was once supplied with copies of the magazine advertisements which would

make the consumers buy, and the contests which would enthrall the retailers, he did not hesitate about getting ready for the coming demand.

In order to get this trade machinery working smoothly the manufacturer had to use the strongest arguments possible to show both jobber and retailer that his plan was to increase their trade, bring new people into their store and to turn not only their stock of dye quickly but other lines as well.

These are only a few of the many parts of the big advertising machine that persuaded a housewife to clip the coupon and present it to her dealer. She could not realize the immense forces that were constantly working back of the coupon, nor had she any way of knowing that the marketing of a simple dye was a colossal proposition. C. L. Pancoast.

There are no innocent bystanders when an injustice is being done.



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

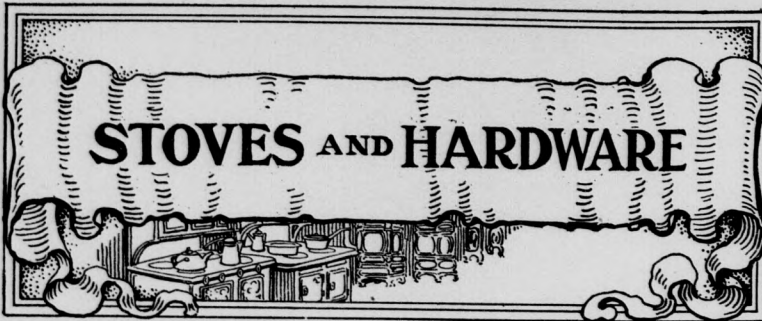
WILMARTH SHOW CASE CO.
936 Jefferson Ave.
GRAND RAPIDS, MICH.

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

HAND SAPOLIO

HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain.

Costs the dealer the same as regular **SAPOLIO**, but should be sold at 10 cents per cake.



Securing a Profit on All Hardware Sales.

Is it as hard to make money now as in September, 1907, during the panic? Let us think about the place, the location. How is your city located? How is your place surrounded; are you talking up your business and advertising your business, or are you just sleeping on your rights? Are you exercising your best influence over your customers? Make your store the center of the city. How near the front door do your clerks stand? Do you ever stop to think the greatest number of sales made are made between the front door and the first ten or fifteen feet? Did you ever walk into a store and have a man meet you and ask you what you want and how you are getting along, and what he can show you?

Your store will be just what you make it. Have you got it where it will be convenient for people to call in and see what you have got? Have you got a nice stock of goods and do you keep them in nice order? Do you expect to follow the hardware business the rest of your life? If so, I would say, direct your attention strictly to hardware. Don't carry furniture with hardware; let the furniture man handle the furniture and you handle the hardware. Be honest, expect honesty and cultivate confidence. I might have said first, be sober; but we have learned that lesson long ago, that to do business a man must be sober. The time has come when the business man must be sober at all times, and honest at all times, if he expects to succeed in business.

Be a successful buyer. A man who has good judgment doesn't wait until a salesman calls and then looks over his stock to see what he wants to order; he knows before; he will have a list of the things he wants. If he waits until the salesman calls he is liable to over-buy or buy something he does not need. Houses send out good men to sell you goods; it is their duty to sell you and it is your duty to buy from them. I heard a gentleman say yesterday that he considered it a compliment for a traveling man to call on him in his office. It shows that he is interested; he wants you to succeed in order to help him succeed.

What about that little postscript you send out to a man who is behind with his account, a little postscript at the bottom of the dun? You have all seen them; do you all know how they cut? Does that postscript help your collection any? If you have got a customer living out in the country

who is not as prompt as you think he should be, don't send him those little sharp cuts; if you do, you will lose a friend. If it is necessary to remind him of his neglect, do so in a kind, courteous way.

Ten days ago it was my pleasure to pass through the Carnegie Library in Pittsburg, and looking at the great volumes, the fine arts, the many curios, I said, "Is this the monument of Andrew Carnegie?" And the answer came back, "No," most emphatically. Where is his living monument? Look upon all your iron structures and railings you see in America and see the name of Andrew Carnegie. Those are his living monuments. Study his career, his industry, his ability; see the success he has attained. Where is the man that could not be independent? You must never let your business push you, but you must push your business.

I have in my office a stenographer and in corresponding with a man I never dictate her the second letter. I give her the letter and ask her to answer it, for I want her own personality in that letter because she herself feels that she is a part of that office and her position in that office depends upon that correspondence. And that is what we must all do; we must put our personality into our work.

Make your clerks your best friends, your customers next, and you will succeed. When a clerk comes to you and says, "I want my salary raised, I want more money, I have been with you a long time and served you faithfully," ask him if he is going to make you more money next year than this, will you be a greater profit to me next year than you are this? It does not matter how long a clerk has been with you, that makes no difference in the salary; it is what he has done and what he will do for you.

Whenever a customer buys an article and brings it back let him exchange it for something else, or if he doesn't want to do that, give him his money back. Do not get angry with him, but treat him just as courteously as when he was first buying. By this kind of treatment you can make your customer your friend for all time.

J. Bailey Gordon.

Church Advertising.

Pastor—I was so sorry for your wife during the sermon this morning, Doctor. She had such a dreadful fit of coughing that the eyes of the whole congregation were fixed upon her.

Doctor—Don't be unduly alarmed. She was wearing her new hat for the first time.

STEIMER & MOORE WHIP CO.
WESTFIELD, MASS.
Manufacturers of Good Whips
Try our No. 64 in 6 ft. only. It's like whalebone. Trim, will not lop when wet. You can not break the top if you whip the wagon wheel. Just wears out. Retail at 50 cents. Write for dozen or gross prices.
GRAHAM ROYS, Agt., Grand Rapids, Mich.

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.

West Michigan Machine & Tool Co., Ltd.
Grand Rapids, Mich.
Foot of Lyon St.

Specialists in
Punches, Dies
Press and Novelty Work
Automobile Machine Work
General Repairing

Established in 1873

Best Equipped
Firm in the State

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

The Weatherly Co.
18 Pearl St. Grand Rapids, Mich.

"Sun-Beam" Brand
When you buy
Horse Collars
See that they
Have the "Sun-Beam" label
"They are made to wear"

M'F'D ONLY BY
Brown & Sehler Co.
Grand Rapids, Mich.
WHOLESALE ONLY

NO SOOT SMOKE DIRT
OR
ASHES.
QUICK CLEAN SAFE
AND SIMPLE.

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

**5c
Car
Fare**



When in our town don't forget to sample the
RAMONA
delights.

Besides—NORTH PARK has an exquisitely cool Ballroom and JOHN BALL PARK was designed as a "rest cure."

Methods of Keeping the Sheriff Away.

The average retailer has no idea that his business will be a failure, and he usually looks on the other fellow as the one who will first find relief through bankruptcy proceedings. It is almost a sinecure that when a man begins to think that his own business is absolutely impregnable, then it is time for him to look out for pitfalls. In the advertising game it is a well known fact that although a large amount of money may have been spent in marketing any certain article, the only method of keeping it constantly in demand is to keep advertising it. We might cite hundreds of articles in daily use which would drop out of existence were it not for the continued advertising campaigns. It is not that the article itself loses any merit, but rather that the public loses interest and finds enjoyment in new advertising jingles and newly advertised brands.

And so it is with a retail business; there must be a constant effort to keep your store and your goods before the public. I do not mean by this that one must necessarily advertise them, but this method has been found very successful and no doubt there are thousands of merchants who owe their present success to advertising. Again, it is not always newspaper advertising that does the work. Personally, I believe this is a first class manner of advertising a retail business whether it be in a daily or weekly publication, but there are thousands of other methods one may use, as varied and complex as the Chinese alphabet. One dealer may use bill boards and another souvenirs. Still another may use theater curtains and a fourth a church programme. It is not our purpose to state at this time which of these methods is the most successful, for if we did we should bring up a considerable discussion at once, but the main idea we wish to convey is that it is absolutely necessary for a merchant to advertise in some manner in order to be successful.

The matter of store location is also a vital one. Too many dealers are inclined to look at the rent figures instead of "how many goods can be moved," and to many this latter idea does not occur at all. To a young man without experience it seems an easy thing for one to open a store and wait on the trade. The idea never comes to him that possibly the trade may not come in to be waited on. At the outset of a business career one's friends are a mighty poor standby, and the public must support any new store. This is a cruel truth that each beginner has to learn sooner or later, but it is a fact. Not until one has made a success with strangers do the friends come around and shower their congratulations on you.

The average retailer is mighty weak on facts concerning his own business and has absolutely no appreciation of system or detail. Either of these terms bring up before his mind an endless amount of drudgery and needless expense, when as a matter of

fact they are only that way when a person makes them so. To the average man system is a succession of complex and expensive card index systems and numerous books of reference as to prices. This is an erroneous idea because the true value of a system consists in its being a help instead of a hindrance. We will admit that much of the expert installations in many stores and factories are mysteriously "system" and pass for that, but that does not make them so. A system is an arrangement of anything so as to economize one's time and enable one to get the maximum result out of a given effort.

For example, it is not always possible to remember the cost price on all goods in your store, nor is it always possible to tell at a glance just how many pair were bought of a certain style of shoe. There is, then, a decided need for some kind of a written reminder which shall give these facts at a glance. Some stores go very much farther than this and gather a lot of detail which is a laborious compilation of facts which have no particular bearing on the matter and which require a vast army of assistants an erroneous use of the term system.

All of these things together bring us to a certain definite need which is sadly lacking among retailers. That need is a definite selling cost figure which shall regulate future purchases and sales. It is a safe assertion to make that not one dealer out of one hundred can tell you just what per cent. his selling cost figures. Now this is business suicide to be ignorant on this point and I may safely say that the sheriff will call on you sooner rather than later, unless you pay some attention to this matter. You can not regulate your selling price unless you know what you must add to the merchandise cost to obtain a fair profit. This idea of buying for a certain figure and selling for another certain figure may be all right, but it does not work out. Many dealers get around to the end of the year and can not find out where the profit is that they profess to have on paper. Their figures are all right, but their plan is wrong. They have not established a "selling cost" and therefore they have made false impressions in their own mind regarding their profits.

The "family" cash drawer is a familiar figure in the minds of most traveling salesmen. The wife, the husband, the daughter and son making of it a common pocketbook, get their accounts all mixed up and at the end of the day it is pretty hard for a dealer to tell how much belongs to the business. No accounting is made of these withdrawals and if a cash register is used it is quite likely that there is considerable trouble to make it balance up in spite of the claims of these companies that you can't beat them. You can beat them unless you adopt some kind of a system. Dealers should place themselves on a definite salary basis and then take any extra profits at the end of the year.

There is a tendency toward great-

er light on retail methods among the merchandising fraternity and it is warmly welcomed. The trade press in general are severely censured for publishing articles which deplore a general lack of system in our retail stores, but the need is pressing and the benefits to be had are great. As exponents of a higher plane of retailing we ask you to study your own business for weaknesses. Don't cry out against the department stores and meanwhile lie idly by waiting for them to go after what little business you have remaining. The only way to keep what you now have is to go after it hard and keep after it. When you do this you will develop a need for a real system that will help do this.—Shoe Trade Journal.

The Maxwell Runabout At \$550

is only one of the famous Maxwell line—2 cylinders under hood shaft drive, four full elliptic springs. It will go anywhere and costs but little to own and operate. Drop in and see us when you come to Grand Rapids.

ADAMS & HART
47-49 No. Division St.

Opportunity

waits for no man, and knocks but once at any door. Have you heard the knock? You must keep abreast with the times—in advance would be better.

Your world is your business—your store the factory wherein is achieved success or failure. Modern machinery for making sales—greater profits. Let us tell you.

GRAND RAPIDS SHOW CASE CO.
Grand Rapids, Mich.

We Make a Specialty of Accounts of Banks and Bankers

The Grand Rapids National Bank

Corner Monroe and Ottawa Sts.

DUDLEY E. WATERS, Pres.	F. M. DAVIS, Cashier
CHAS. E. HAZELTINE V. Pres.	JOHN L. BENJAMIN, Asst. Cashier
JOHN E. PECK, V. Pres.	A. T. SLAGHT, Asst. Cashier

DIRECTORS

Chas. H. Bender	Geo. H. Long	Chas. R. Sligh
Melvin J. Clark	John Mowat	Justus S. Stearns
Samuel S. Corl	J. B. Pantlind	Dudley E. Waters
Claude Hamilton	John E. Peck	Wm. Widdicomb
Chas. S. Hazeltine	Chas. A. Phelps	Wm. S. Winegar
Wm. G. Herpolsheimer		

We Solicit Accounts of Banks and Individuals

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

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.

WHY MEN FAIL.**They Do Not Employ Enough Concentration.**

Evansville, Ind., July 20— Thousands of men fail in business and thousands of them get very much discouraged and never know the reason why.

The reason is they have all failed to learn that thought concentration is necessary. We can not learn too much about the power of thought back of every scheme. Every line of business and everything else has its own family of thought. It seems to me as if I can not say this too often. Everybody would be more successful if they would make up their minds as to what they wanted to do and stick to it.

To be a successful retail merchant a man must concentrate his mind on that line of business and stick to it. I know that there is a family of thought controlling the retail business all over this country and it is within itself progressing very fast and the man that fails to concentrate his mind on these thoughts is standing still.

I fully believe that every mind can attract the best thoughts in the universe, but he can never get the best if he does not first realize that he must concentrate his thinking powers on the line of business that he wishes to succeed in.

It is a very easy matter for some persons to tell others why they have failed in business or anything else.

All people are created and developed differently, yet most every one is trying to do things just as they have seen others do them, and here is the secret. We can never hope to be successful if we are going to try to do things as we have seen others do them.

We must not forget that our God is a jealous God. In other words, there is a natural, spontaneous line of intelligence that will control us successfully if we will not run off with the gods of other people.

Why is it that we feel condemned so often? Why is it that we feel as if we ought to cultivate faith? The only real condemnation we feel is that which we know within our own experience. We are condemned for not listening to ourselves and for not having faith in ourselves more than

anything else. We don't pay much attention to what other people call sin, but we do think a great deal about the sins we commit against our own intelligence.

Concentration is a wonderful power. Young men and women ought to study this for themselves. There is no school where you can learn it other than within your own mind. I do not know very much about this wonderful power we are talking about only so far as what it has done for me, and for me to try to teach you how to acquire it is impossible. The only thing I can say is, "Seek and ye shall find."

While concentration has much to do with a man's business, it is a part of all that man does. It is impossible to attain anything, to reach any height, to learn or to progress in any manner without concentration. There are no courses of study and there are no books to be had and no man can write an article or give a lecture on how to concentrate the mind of any man. The only power there is is God.

This will put you to thinking and you may ask, "What is God?" Your God is that spontaneous line of intelligence that wants to make you a successful man, and no other man's god can do the work. If this looks good to you and you can have just a little faith in this idea, does it not seem reasonable that you can not learn how to concentrate your mind by going to school or reading books? You are reading this and seemingly getting instructions, but they will never do you any good if you do not listen to your own intelligence.

Stop looking with your eyes. Close your eyes to the world and depend on your own spontaneous intelligence and you will move the mountains of fear and worry out of your mind.

Try to remember that your God is a very jealous God. You have heard of other gods being jealous and you have often wondered what it meant. Go off to yourself and think this matter over. Talk to your own intelligence and I am sure that you will hear something of interest. Don't try to remember anything you have read from my pen or any other man's, but try to concentrate your mind on things you have heard within your own mind and have seen with your soul's eye.

The trouble with most people is they have been and are yet too selfish. They want other people to listen to their God. They think that if everybody would listen to them this world would be a Heaven or they would go to Heaven after this so-called death.

I am inclined to believe every word Jesus Christ had to say in regard to our having faith in our Father within, but if we are going to run off with the gods Jesus opposed I think we will continue to have failures of all kinds.

If it is true that each of us must live our own lives, then it stands to reason that we must listen to the creative force within our own bodies.

The mind must be clear before it can be concentrated on anything or in any way. The clearest mind is that which dwells in the healthiest body. If our bodies are weak our mental energy is weak. Where the physical forces are pretty well used up the nerve energy of the mind can not receive the magnetic power of concentration. We must take good care of our health and get plenty of sleep.

Concentration must be accomplished without physical exhaustion. The flow of intellect must be so gentle that it will not move us in any other way but an easy and passive state.

Thousands of people fail on account of their rushing and overworking the mind, and the first thought they receive after such action is a stimulant of some kind. They fill themselves up with alcohol or something else and this is the first step of driving their God away from them, for it is impossible to attract good and progressive thoughts with a mind filled full of a stimulant of any kind. Yet I know of some mighty strong minds that use stimulants all the time.

There is no monopoly of wisdom. It is free. Again I repeat, no man knows the truth better than himself. And if I can do something to get the people to stop looking for the truth outside of themselves and can get them to have faith in themselves I will be happy in the thought that I have done my duty.

"Ye shall do greater things than I have done." This means every man, woman and child can do greater things than have been done, and I

for one want to try to make humanity believe this.

Let us stop picking the locks of other people's mind and go along the line of our own business. Let us have a doctrine of our own. The soul of man is true to itself. Listen to your own soul.

Edward Miller, Jr.

Darling Little Willie.

Little Willie was missed by his mother one day for some time, and when he reappeared she asked:

"Where have you been, my pet?" "Playing postman," replied her "pet." "I gave a letter to all the houses in our road. Real letters, too."

"Where on earth did you get them?" questioned his mother, in amusement.

"They were those old ones in your wardrobe drawer, tied up with ribbon," was the innocent reply.

No Recommendation.

"Mary, after the week is out I shall not need your services," the boarding-house keeper told her cook; "your cooking doesn't suit me."

"But the boarders seem to like it, ma'am!"

"Yes. That's why I must get another cook."

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.

52

HIGHEST
AWARDS
IN
EUROPE
AND
AMERICA

Ceresota Flour

Made in Minneapolis and Sold Everywhere

Judson Grocer Company

Wholesale Distributors

Grand Rapids, Michigan

HOMER GARLAND

Still Lives To Enjoy a Green Old Age.

Written for the Tradesman.
"No use coming here; everything is overdone."

Such was the greeting everywhere to Homer Garland's suggestion of entering business in different towns in the lumber country. The time was in the late sixties, when the effects of the great civil strife which had shaken the nation to its center had not yet departed.

Strong feeling still existed between the sections, and politics were at a white heat. Homer was but a green country lad from the rock-bound State of Maine. He was not a genuine Yankee, his parents having settled in the Pine Tree State from the German Fatherland.

Homer Garland was turned 21 when he set his stakes, make or break, in one of Michigan's thriving lumber settlements. He met up with Andy Schneider, another German by descent, who was in the cigar and tobacco business.

"Every building seems to be occupied," said Garland, "and I haven't money enough to put up even a shack of slabs."

"How much have you?" questioned his new friend, the cigar man.

"A little less than a hundred dollars."

"My sakes to goodness!" exclaimed the other, "what can you do with so little? Let me tell you something, my boy."

"Yes?" assented the prospective merchant.

"You get a job in the mill, work one year, save your money, then you will have enough to set up a peanut stand. Why, a hundred dollars won't more than buy a respectable showcase, let alone a stock of goods."

Another wet blanket for the Maine youth. It did not dampen his ardor, however.

"I am going to set up shop right in this town, Schneider, and I ain't going to work in the mill either."

"You don't tell me," and Schneider whistled.

"I've been looking through your little store," continued Garland, "and I find that you have more room than you need. You let me have one side, or perhaps a small corner, and I'll do the rest."

"What you goin' to sell?"

"I shall sell books and papers—start a news depot."

"Ho, ho!" chuckled Schneider. "The idea of setting up a book store in the woods! Why, the lumber fellows do not read. Better start a one-hoss saloon."

"Not much. Nine out of ten of the woods fellows will read when books and papers are brought to their notice. I shall put in a lot of dime novels, story papers, and the like, besides selling stationery. Almost every man in the woods has a sweetheart or a relative to whom he writes; there isn't any news store in town and there's good wages in it for me. I'll show you, Schneider."

And he did. The cigar man gave up half of one side of his small room

to his new friend, thinking that it might be the means of attracting new customers to himself. He charged merely a nominal rent, and Homer Garland entered upon his business career.

The young man's insight into human nature was correct. His little business prospered from the start. Dime novels sold like hot cakes at a festival. The homesick, hungry men of the shanties dropped many dimes and quarters into the till of the young man from Way Down East.

Prices did not count. Dime novels sold readily for fifteen cents the number, story papers for ten cents and everything in the stationery line in proportion. You must remember that this was in the good old Greenback days, when everything was at top notch prices and business in all lines boomed like a green bay tree. The town was a hard one, filled with saloons, low doggeries at that. Homer kept his head where other less stalwart-minded lads went to the bad.

The little store on the sawdust prospered. Even Schneider was surprised and pleased at the outcome.

"You're the smartest youngster ever come to the woods," declared the tobacconist at the end of the first year of sharing his store with another. "You make my business grow; I'll not charge you a cent of rent for next year."

"I know you won't, Andy," laughingly returned the bookseller.

"How do you know?"

"Simply because I am not going to stop another year with you."

"What!" exclaimed the tobacco man with uplifted hands. "You do not like me? Why, you have made a lot of money—"

"Just a moment," broke in the other. "I have done well, Andy, better than I expected. I have almost a thousand dollars; pretty fair for the start I had, eh, Andy?"

"Bless my soul, yes," agreed the tobacconist. "And with that you ain't yet satisfied?"

"No, since there is a chance for doing better. You are on the sawdust here, Andy. The town is growing away from you, up on the hill and away to the west; I am going to follow the town. There've a lot of new people come in during the year; a better class, you may say, that don't patronize the sawdust district; I am going after them. I have leased a store on the hill."

"I see," and Schneider's face dropped. "My goodness me, but the rent up there, boy, the rent will eat you up!"

"Yes, the rent is high, but it is worth it. I notice the trend of trade and must not be caught napping. You have been a good friend to me, Andy, and I wish you well."

The two parted in good fellowship. Garland moved to the hill region, into a more spacious store, occupying one side, a music dealer having branched out. And now Garland branched out. Another news man entered business, but our friend had the start and he was careful not to lose it. He was a good advertiser, genial to everybody, got the top price

for his goods and per consequence continued to prosper.

Sawdust City grew by leaps and bounds.

Homer Garland kept pace with this growth, never faltering in his adhesion to methods that brought the trade.

Small settlements sprang up along the river to the northward; these were prosperous little burghs and had pioneer merchants who bought largely at Sawdust City. Garland saw again his opportunity. He met many of the up-country dealers, interested them in his line of goods and sold many small bills at a fair profit, while at the same time giving his merchant customers ample satisfaction.

The days of Greenback prosperity waned; panic swept the land and many seemingly prosperous merchants were whirled into the abyss of ruin.

Not so with Homer Garland. He scented the disaster from afar, cut his sails accordingly and weathered the blast. When other less fortunate dealers were bemoaning the hard times Garland came up smilingly and continued to do business at the old stand.

He meddled very little in politics although he did his full share toward the upbuilding of his town, holding down several city positions which were more honorable than financially desirable.

During this time Garland married, reared an interesting family of girls

and boys, has one of his sons with him in his enlarged business.

Not many years ago he erected a handsome block of brick and stone in the best part of the city. The one time news vender of the sawdust shop is now the wealthy gentleman of the avenue, respected and honored by all, a worthy example for the rising generation.

Through every phase of his business life Homer Garland has been true to his ideal of a business man—strictly honest, yet keen to take advantage of the commercial situation, fully alive to his every business interest, while at the same time giving to the world, his family and himself a square deal.

Meantime some reader may enquire after the fate of Schneider, the tobacconist.

Garland never lost sight of his early day friend. The two often met and consulted about business affairs. It may be that the tobacco man heeded the advice kindly given by his former tenant.

At any rate Schneider was graduated from the sawdust to the hill and made himself conspicuous by the excellent quality of his cigars. He did not acquire the fortune that fell to his friend, yet he got together a considerable property, and spent his last days in comparative ease and comfort, passing to the Beyond several years ago.

Homer Garland still lives to enjoy in a green old age the competency he won through business integrity and right living. J. M. Merrill.

"QUAKER" Brand COFFEE

Our choice for our customers.
Our customers' choice for their customers. Their customers' choice for obvious and satisfactory reasons. There isn't any other "choice" in sight or we'd have it. * * * * *

Worden Grocer Co.

THE BUSY BEE.

He Is a Perfect Example of State Socialism.

That a beehive is "a perfect example of the equalitarian product of state socialism" is the opinion of Prof. Gaston Bonnier, of the University of Paris. Professor Bonnier's anecdotes of bees and accounts of experiments that he himself has tried on them, are interesting, but not as original as the conclusion that he states in his closing paragraphs. Professor Bonnier's study of socialism among bees leads him to hope that the system will not be adopted widely in human society. He says:

"The isolated bee is without individuality. It is only the colony as a whole which possesses any individuality. All the bees of a hive, all the workers, perform the same task, because they obey a collective order. But the hives themselves differ from one another. I might give many examples of this, but I will confine myself to one. It may happen in a bad season that you will notice that all the hives of an apiary are, with one single exception, inactive. At this one hive you will see the workers flying in and out, 'as busy as a bee.' The reason is that the searchers of this hive have been so keen-sighted or so lucky as to discover, perhaps two or three miles away, a field of blooming colza, which the searchers of the other hives had overlooked.

"We may liken a bee colony to a sort of mammal whose constituent elements are being constantly renewed, which preserves its general form and its own individuality. It resembles a human being with a slow-moving brain, for we have seen that the Ruling Committee requires considerable time before a decision is made and carried out. Again, the individual bee does not reproduce itself. What is reproduced is the individual formed by the whole colony, and this act is called swarming.

"Swarming among bees is generally due to the hive becoming too small for the increased population, and it occurs as a rule at the end of spring, when it is too warm for so many bees to live under the same roof. The hive selects a new queen; and the old one—not the new one, as has often been supposed—prepares to go forth to found a new hive with the surplus population. Before their departure special searchers are sent out to hunt everywhere in the neighborhood for some old chimney, some crack between blinds, or a hospitable hollow trunk, where the new hive may be formed. It most often happens that no such shelter can be discovered. But they must go forth, nevertheless, for they are in reality driven from the old home. But those who stay behind are not too cruel and selfish, for each emigrant is provided with a good store of honey from the common stock. In case no suitable spot has been found for the new hive the bees swarm on a branch of a tree and then move on from branch to branch, the number growing smaller and smaller until it quite melts away.

"If this first swarming has not sufficiently relieved the hive a second one may take place. You can easily know in advance if this has been determined upon by the council; for, if another swarm is to be formed, the young queens who are still in their cells are not killed, and, to know whether this is so or not, you must listen in the evening to what is going on within the hive. The young newly born mother utters a peculiar chant—*tih-tih-tih*; while the queens still shut up in their cells reply, *konah-konah-konah*. If you hear these sounds you may be sure that a fresh swarm is about to quit the parent hive.

"An objection might be raised to this idea of bees being associative. It might be said that a hive is not a society, but a family, since the bees of the same hive are sisters. But this objection can be easily refuted. Thus, we have seen above that during the height of the honey season some bees mistake another hive for their own and are well received by the hive into which they have strayed. Again, the experiment of changing the queen of a colony has shown that this may be done several times. You may put in a hive of Italian bees a Carniolan queen, or vice versa; and yet the society formed in this way by bees of different origin will go on creating, working and planning just as well as it would if none of these changes had been made in it.

"A beehive, therefore, is a perfect example of the equalitarian product of state socialism, where is neither love nor self-devotion, neither pity nor charity; where everything is sacrificed to society and its welfare through ceaseless labor; where there is no government; no rules; where there is discipline without subordination. It is the realization of ideal collectivism. Motor-cars and balloons may some day, perhaps, bring about the universal association of men. But if humanity is to be kept on earth only by the sacrifice of all individuality, as among the bees, by the sacrifice of every joy and every virtue, I should not be surprised if, some fine morning, the fancy should seize man to swarm to another planet!"

Folly of Seeking an Easy Job.

"I never taught my boys to hunt an easy job," said the old man who has started four sons in the workaday world, where they are doing well. The man who starts out to make a living with the idea that he won't work at anything but an easy job is very likely to end his search for the position that is a sinecure by taking to the railroad ties and wearing corns on his knuckles with rapping at kitchen doors in search for a sandwich.

There are easy jobs in the world, but there are not nearly enough of them to go around. And the easy jobs are all filled, filled by men who either did not start on a special search for them, or else by men who have fallen into the good things because of some reason why the dis-

penser of easy jobs should favor a particular candidate.

And yet there are men who are continually out of a position just because they are always looking for an easy job. They want work, they will tell you, but they are particular to designate just the kind of work they must have, just the number of hours they will work, just the particular tasks to the accomplishment of which they will bend their energies.

It is a strange thing that in almost every family, where there are several children, there is pretty sure to be one who is of the easy-job-hunting-class. He is always very particular about the kind of work he will do. He is willing to work—oh, yes. But he is not willing to work at any old thing that offers itself for his consideration. He finds fault with this position and finds fault with that. Patiently and repeatedly his family install him in positions, but he is constantly "losing his job," he is always out of work.

The man who is hunting an easy job is a dead weight on those who have to support him. He is a millstone about the necks of the workers of a community. A drone in a hive of workers is just as much of a helpless incubus which these workers must support. There is only one way to force the man who is always hunting an easy job to go to work, and that is to take from him his source of supply. Absolutely refuse to give him anything, and he will be either forced to support himself, or else turn tramp and live upon the charity of the public. He won't starve; you need not fear that. For in most men, however, there is some latent spark of manhood, which, when they are brought to the test, blazes up in the desire to earn an honest livelihood, to be a man among men, instead of a mere dependent upon others. And the man in whom that spark of energy and ability is lacking is not fit to be anything better than a tramp.

The Traveling Salesman: Is He Absolute Necessity?

"Away out West the other day," said the traveling salesman, "I met a fellow in the hotel lobby who wanted to buy somebody a drink. He was tickled to death about something. Curious to know what it was I let him buy a drink for me, at which he explained that he, too, was a traveling salesman and that day had made his first sale in six months—a church organ costing about \$4,000.

"I expressed just a little surprise—that a total of \$4,000 sales in six months didn't look particularly big to me—when he broke in with the statement that only three to four such sales a year were expected of him by his house. Salary, traveling expenses, and commissions for twelve months, with a total of only \$12,000 to \$16,000 annual sales!

"'Oh, yes,' he admitted, instantly, 'it costs the house more to sell an organ than it costs to build it.'"

It was this incident related by the traveling man which resulted in canvassing the question of the traveling

salesman at large; his position as to permanency in the commercial world; whether he may be in course of elimination or in the evolution of modern business he may be accepted as at least a necessary evil.

In this case of the church which bought the \$4,000 organ, for example, one may get the view of the purchaser. Probably the church treasurer never has thought for a moment about the money the church paid the manufacturing house, merely for the privilege of buying that particular organ from that particular salesman. But the church paid that bill—paid \$4,000 for an instrument which, if the sales cost might have been eliminated, probably could have been bought for \$2,500 easily.

Here, then, before the beginning of negotiations, was a church away out West which wanted to buy a pipe organ. Away back East was a manufactory which had just the kind of organ that church would like to buy. Years ago the manufactory had discovered to its satisfaction that a church out West wouldn't come under those circumstances to the manufactory back East. Probably for ten years or more the manufactory had salesmen stopping two or three times a year in this particular section of this particular church, looking for sales which they couldn't and didn't make. But out of this experience the manufactory had learned that a good salesman ought to sell three or four of these organs, year after year, and, figuring the sales cost into the manufacturing and shipping cost, the house had discovered that it could sell an instrument costing \$2,500 to manufacture, for a net \$4,000.

If the Treasurer of that particular church chances to see and recognize this little story of their \$4,000 organ is he going to feel a little sore about it.

It was along the line of this thought that I have been seeking some information of men who are past masters in the problem and the art of salesmanship. I have found some differences of opinion, some contradictions, but after all it appears that the ultimate consumer must look forward to paying his sales costs for a long time to come.

Salesmanship in general is a broad term. It may range in detail from the establishing of a huge stamp mill and smelter-plant, costing hundreds of thousands of dollars, down to selling a country dry goods merchant \$150 worth of general merchandise. But regardless of the commodity sold, the part of the salesman remains virtually the same—that of advisory counsel to the buyer who can command confidence of the potential buyer to buy the particular goods which the salesman represents.

Here is a typical situation described for me by a past master in the art of salesmanship. In its interpretation one may get the highest definition of the salesman and his part in the passing of a commodity from the manufacturer to the ultimate consumer.

"I was selling a line of millinery,"

he said. "Before I met Jones, of Jonesville, by appointment in the sample rooms of the Jones house I had spent an hour running through my samples, laying out perhaps a dozen styles from all the others on a separate table.

"I knew Jones and I knew Jones' trade. I was representing a house which couldn't have afforded to sell Jones \$5,000 worth of hats, knowing that he would be stuck with them. I'd rather have refused to sell him a dollar's worth on any account. Jones had reason to know this, too. Therefore when Jones came in and I directed him to the special table containing the goods that I'd selected for him, he took notice at once.

"There's the stuff for you," I said, confidently. "Don't accuse me of a swelled head, either. The fact is I know more about this thing than you do. Lord knows, I ought to; I've been six months in Paris and in the home factory three months, just before starting out on the road. You don't think I want to stick you, do you? Then if you want some of the knowledge that I've been nine months in getting, here it is."

"Well, don't you think I could sell hats on that basis? Here and there would be a shape that Jones would take off the table as something that he had tried out before and wouldn't go, but in the main I sold Jones the hats I thought he ought to buy to the best interests of both of us. I was assuming some of the responsibilities of Jones' business for the coming season, but that was what I was paid for. I wouldn't have been a salesman if I couldn't have done it. In making a choice for him an hour before he came to the sample room I prepared to assume certain responsibilities in his coming season's business. But I kept within the line of honest dealing.

"Don't load up to the ceiling," I would advise. "I'm coming back this way in about four or five weeks. Take a dozen of these—two dozen of those—five or ten of these. You'll know more about what I know when I come back the next time."

"Don't you appreciate the part the real salesman plays in the business of the country when he assumes as much as this and makes good on his knowledge? Most business men do not know exactly what they want. Not knowing, they like to confer with some one who has some ideas that they can accept in good faith. The salesman who is a salesman must have these ideas, he must make good on them, and, having made good, he has that buyer's confidence until he betrays it willfully."

Literally a salesman for a house appearing before a customer is the house itself and something more. His powers for good and for bad are limitless, according to the man himself. One crooked salesman in a week may so queer the reputation of a house through a territory that not five years of efficient service by a successor can recover its old prestige. Yet that house which has fifty salesmen over its territory is open to fifty individual,

personal interpretations by its customers. Next to the house's stock, open accounts, and plant, this sales territory is its most valuable asset, but it is forced to give over that territory to fifty individual men any one of whom has power to ruin, almost as much through ignorance as through intent.

It is recognition of the value of sales territory to the industrial and commercial world which in the last decade has developed the sales manager. In the beginning this sales manager in embryo was the individual in the house to whom traveling salesmen reported matters that seemed to them to need reporting; he was the head of the sales department to whom the dissatisfied customer was allowed to kick. But as salesmanship has developed and as competition in territory has grown, the progressive house has had forced upon it the necessity of a staff of salesmen which shall represent the house.

"We've got to train these men," decided the wise management. "If we are more and more to delegate to the salesman everything the house is, it is up to us to know everything we can about that traveling delegate and have him know everything about us."

Which established the sales manager as the supreme ruler of the destiny of a business. Having on the face of things the powers of a czar, he had to assume the role of a tactful, diplomatic arbitrator and director. He had to stand by his salesmen who proved worthy, while he had to satisfy the customer who might have felt himself aggrieved and wronged. Salesman himself he had to have the power of imparting sales methods to competent men, willing and able to learn. He sought out a man's weak points and showed him wherein he was lacking. In a word, he was a maker of salesmen.

It was in the larger, more progressive houses that the sales manager developed. This fact put the larger number of individuals under his direction and gave him the larger task of molding widely differing natures to his ends. One, two or three of these individuals inevitably must be of a character to overshadow all the other ninety-nine, ninety-eight, or ninety-seven of the 100 salesmen, but at the same time that one hundredth poorest man in the list must be good enough to represent the house. Do you see the task?

Necessarily this has increased the cost of salesmanship. Years ago the mail order house evolved doing away with the whole question of salesmanship in its particular field. Later one or more great jobbing houses, questioning the necessity of the traveling salesman in reaching sales territory, adopted the catalogue idea and have pushed it. They have had their measure of success. Are they finally to displace the traveling salesman?

I asked this question of a man who ought to know. His answer was crisp and decisively in the negative.

"Never," he said, "so long as hu-

man nature is constructed as it is now."

There are at least two points in support of this opinion. In the first place, the potential customer who is not quite sure of what he wants may have his catalogued lists before him, when the personal representative of a competing house steps in. The catalogue can't answer questions, while the salesman can. Not only this, but the personal salesman, accordingly as he is equipped for selling, can talk down points in the catalogue which the potential buyer may have accepted.

But, again, expensive as the personal salesman may be to a house, it has been questioned if the catalogue and its train of postoffice correspondence is any cheaper. Where the catalogue house has its own printing and binding plant it costs money to put out a catalogue, and when postage stamps are affixed other dollars pile up rapidly.

"But more than this," said an authority, "anything which might result in destroying the idea of personal salesmanship in favor of the catalogue must promise in a few years to concentrate the business of the whole country in the hands of a few great houses. There are no numerous small mail order houses scattered all over the country; two or three great corporations have swallowed the whole field of the direct consumer. It is the continuance of the personal sales representative which must keep room for the scores of institutions that are in existence and in healthful competition. To me, speaking from some limited experience with the catalogue idea, I believe that the cheapest, best and altogether the most satisfactory publicity for the business house is found in the idea of personal representation under a competent sales manager big enough for his job."

Irwin Ellis.

A report published in the papers the other day told how a telephone post in Brooklyn was struck by lightning and set on fire. A bystander who undertook to throw water on it to put out the flames was instantly killed. A current of electricity ran through the water, which is an excellent conductor, and occasioned the fatality. This is only another instance to show that however harmless they may appear, poles carrying wires are always more or less dangerous. The fact that they are telephone or telegraph poles supposed to be harmless does not make much difference. A dead wire may be made alive in an instant. Too much pub-

licity can not be given to accidents of this character, because it is very important to impress people with the danger that lurks in these localities. It is never safe to touch any wire, both ends of which are not in plain sight and just as well to give it a wide berth even at that. Telephone and telegraph poles in a thunderstorm are good things to leave alone, for electricity although a very useful servant is dangerous and deadly when let loose.

Jealousy is a game that two can play at—and neither win.

The only way to save seed is to sow it.

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Any time, anywhere, a
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Reduces friction to a minimum. It saves wear and tear of wagon and harness. It saves horse energy. It increases horse power. Put up in 1 and 3 lb. tin boxes, 10, 15 and 25 lb. buckets and kegs, half barrels and barrels.

Hand Separator Oil

is free from gum and is anti-rust and anti-corrosive. Put up in 1/2, 1 and 5 gallon cans.

STANDARD OIL CO.
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For Many Purposes WOOD ENGRAVINGS

are better and cheaper than wash drawing halftones or any other method of illustration. Ask about it.

Tradesman Company

Engravers by all Processes

Grand Rapids, Mich.

PERIOD FURNITURE

Growing Demand That It Be True To Type.

Before the vogue of period furniture the high grade manufacturer prided himself on the originality of his designs. He laid special stress on producing something the like of which could not be found anywhere else. The boast of the present day manufacturer is on his skill in catching the spirit of the ancient masters of the furnitremaking art or on the exactitude of his reproduction even to minor details. The "original" designs were not without artistic merit even to eyes trained to period goods, but their weak point was the lack of standards. Each designer was a law unto himself. Whether his productions met with popular favor depended on popular fancy and popular fancy was often fickle, and goods in demand one season might be passed by unnoticed the next. But with period furniture there are standards, and the standards are high. Whatever period may be affected, whether Elizabethan or Louis XV., Sheraton, Chippendale or Colonial, the manufacturer must know the rules and conform to them or his success will fall short. He can not put bandy legs on an Early English nor a square back on a Louis XVI. and win out. He can not put Elizabethan patterns in mahogany nor a Chippendale or a Sheraton in oak and expect to gain applause. He must abide by the rules, and by so abiding he may be confident that his goods will appeal to good trade and to a fair share of popular favor.

The rules of furniture art are becoming better known every year and the demand is growing steadily stronger that the furniture be correct to type. Foreign travel is helping to cultivate the taste of the people. Thousands go to Europe every season, visit the art galleries and museums and come home with higher ideals. Magazines and the newspapers are teaching those who furnish homes how to do it as it should be done. The manufacturers themselves are engaged in this educational work. Berkey & Gay have issued several booklets, finely illustrated, descriptive of the different periods. The Grand Rapids Furniture Company has a quaint little booklet telling about Early English furniture with much interesting historical data. The Chas. P. Limbert Company has a booklet on Dutch and Art Craft furniture descriptive and historical. Several other manufacturers have issued similar matter. All this is on the line of advertising, but it is educational advertising, artistically arranged, illustrated and printed, and is intended to influence public taste. The most pretentious of this kind of publicity is the brochure issued by the Widdicomb Furniture Company, giving the history of mahogany as a cabinet wood. This history was prepared by Wm. Widdicomb, and is regarded as so authoritative that libraries, technical schools and museums all over the country have ask-

ed for copies. Mr. Widdicomb is now preparing a history of Circassian walnut, which will be published in similar form.

Much Circassian walnut is seen in the high grade goods this season, and cheapened in various ways it is also found in some of the medium lines. Some of the manufacturers put Circassian into almost any pattern, using it indiscriminately with mahogany and giving the buyer his choice. Wm. Widdicomb, with a fine sense of the proprieties of wood to design, uses the Circassian in Louis XV. and Louis XVI. styles only. It is in these patterns that the beautiful figure of the wood shows to best advantage. The furnitremakers of those periods used walnut to a considerable extent and made their designs to conform with the material. In the same manner Sheraton and Chippendale worked mostly in mahogany and patterns in these styles are best in mahogany. The Early English workers used oak, and furniture in these styles loses much of its beauty if it is shown in any other material. One of the local manufacturers, ignoring the niceties of the art, has brought out a Sheraton this season in Circassian, with an effect that is unique rather than artistic. Another has some Early English patterns in solid mahogany, with results that are almost conspicuously out of harmony. In period furniture the material used is almost as important as the design if the verity of the type is to be preserved.

Those familiar with furniture history will observe many little inconsistencies and incongruities in the modern product, which, however, do not necessarily offend the sensibilities. Colonial suits are occasionally seen with bevel plate mirrors, although not often in the high grade goods. The Colonials did not have bevel plates and if Colonial furniture is true to type it will be with a plain glass. Rocking chairs are often seen in the various English and French styles, but the rocker is an American invention solely and exclusively and was not known to the masters whose work serves modern artisans as models. Objecting to a dainty Chippendale or Louis XV. rocker because the ancients did not have rockers is drawing the line pretty close, however, for the same objection could be raised to the modern extension table, the modern sideboard and various other articles of every day modern use. If the lines, the decorations and the treatment be true to the type affected, instead of finding fault with the historic inconsistency we should sympathize with the ancients that they did not know the solid comfort which a good rocker contains.

A help to the long life of the so-called Mission or Art Craft furniture is the growing favor in which houses of the bungalow type are held. Bungalows are springing up all over the land, in cities, in the suburbs, on the farms and by the water side. Mission furniture is especially appro-

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.

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We are manufacturers of

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We have for immediate delivery the following:

Misses'—Fine rib, sizes 5 to 9½, one dozen each size in box, price per round \$1.25.

Women's—Plain, elastic hem top, sizes 8½ to 9½, half dozen each size in box, price \$2.25.

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Ask our salesmen or write to us.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Mich.

It Will Pay You

to look at our line of hair ornaments. Just received a new assortment of Barrettes in shell-amber-jet and fancies, the large shapes which are the popular sellers at present, 10, 15 and 25c retailers.

Also a large assortment of plain and fancy back combs, hair pins all kinds, one of the newest ones come 1 dozen in fancy baskets to retail at 25c.

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

N. B.—During the Summer months we close Saturday P. M.

priate in houses of this character, and it may be predicted that as long as bungalows are built Mission furniture will be in demand. The Early English styles are also well adapted to the bungalow, but the dainty French and later English patterns would hardly harmonize with the general effect. There is a growing tendency to make the interior furnishings tally with the external designs. If the house is Colonial then the furniture should be Colonial, at least to a predominating degree. There may be rooms in other periods, but the first and strongest impression upon entering should be in harmony with the style of the house.

When the wealthy Englishman furnishes or refurnishes his house he goes at it systematically, guessing at nothing and taking no chances. The furnisher makes a wash drawing in colors of each room. This drawing shows the kind of furniture to be provided, the color effects and pattern of the carpet and wall decoration, and even the draperies and light fixtures are shown. With these drawings before him the house owner knows in advance how each room will look, and if there is anything he wants changed he can do it when making changes does not cost anything. Some of the big London houses have thirty and forty draftsmen working under a master designer, making pictures of the rooms to be furnished. This custom is being introduced to some extent in the big city stores. It is a sort of regardless of expense method, but when many thousands of dollars are to be spent in furnishing a house it may be real economy as a safeguard against costly mistakes. In Wanamaker's big store in New York is a house of many rooms and each room is differently treated and made complete in itself as to finish, wall decorations, draperies and furniture. There are a dozen or more bedrooms, several diningrooms, halls, livingrooms, dens, libraries and receptionrooms, and each is designed as a perfect type of some period. The man with a house to furnish can get ideas as well as furniture in his visit to the Wanamaker store, and at the same time can receive a liberal education in what is correct. He will make his furniture reasonably harmonious instead of filling up his home with a miscellaneous assortment. The Grand Rapids manufacturers who have ample show room space follow the same idea. Their floors are divided by partitions into many little rooms and in each room is displayed a suit of one pattern and no more. The same suit may be shown in two or more different woods, but care is taken not to mix styles or periods. The buyers can make their selections much more intelligently in this way than where the furniture is arranged in long rows, filling the entire floor.

It can not be said that the fine furniture of to-day is cheap. The man who has a new house to furnish in up-to-date goods had better have a

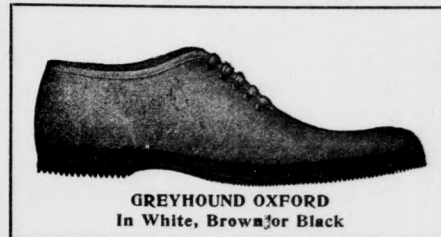
good sized bank account back of him. But there may be some consolation in the thought that fine furniture now is cheaper than it probably will be a few years hence. The tendency of prices is upward, and this is true not because manufacturers and dealers are demanding wider margins of profit nor even on account of wage schedules in the factory, although the latter does make a difference. It is because the raw materials are becoming scarcer and cost more. Oak has gone up 50 to 100 per cent. in recent years and some grades are almost unattainable. Maple and birch, used for the cheaper furniture, have increased very materially in price. Mahogany is the only wood that has not scored a sharp advance to the manufacturer. San Domingo mahogany, esteemed as the finest quality in the world, has become almost exhausted and is now costly, but the Mexican, Central American and African mahogany are still in abundant supply and the prices now are not greatly different from the prices of ten years ago. The mahogany lumbermen have been complaining for several years that profit in their business has been lacking. Some day they will get together and then up will go the prices of mahogany lumber and mahogany furniture prices will go up to correspond. This time it may be predicted will not be far off, and those who want a few nice pieces of furniture to hand down as heirlooms had better get them now.

Enormous quantities of mahogany are used in Grand Rapids annually. Except in the Early English designs, which call for oak, and such Circassian as may be used, it is practically the only wood used now in the high grade goods. Some of the manufacturers use it almost exclusively and to a large degree they use solid mahogany instead of veneer. No estimate has been made of the quantity of mahogany consumed here each year, but it is certain the total would represent a good sized forest. Mahogany does not grow in forests like pine or maple or oak, however. The trees are widely scattered and must be sought for over a broad range of country. A tree when found represents the growth of three to five centuries or more. Nothing is being done to renew the generation. Some day a shortage in the supply of mahogany will be noticed, and the next some day will find none to be procured except at prices that will make it prohibitive for ordinary use. The manufacturers are not worrying over the shortage of the future. They are too busy converting what they have at hand into fine furniture to think of to-morrow, and besides they are pretty confident that when mahogany ceases to be something else equally as good will be found to take its place—or, if not as good, something that the people are obliged to have furniture will buy as readily.

F. Hirsch, of Vienna, Austria, has been one of the foreign buyers in the market this season. The scarcity of wood for medium and cheap grade furniture is felt in Europe, and the

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



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is the one that gives that particular dry-foot, long-wear service in wet weather that the out-door worker pays his money for.

He demands a good deal from his shoe leather. But if he sees our trade mark he knows he is going to get just what he wants and also all the foot comfort there is thrown in for good measure.

This Original and Genuine Hard Pan Shoe is made and sold only by



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

deficiency is met by using white wood and painting or enameling it black to give it an ebony effect. This country has not yet reached that stage, but we may come to it in time. Mr. Hirsch was greatly interested in what he heard about American red gum as a cheap wood for furniture, and carefully inspected several lines on which gum is shown, both in its natural color and with fancy finishes.

There have been several foreign buyers in the market, including representatives from England, Austria, Russia, Argentine Republic, Mexico and Canada. The Mexican buyer placed orders with a fair degree of liberality. The others did a lot of looking around but were sparing with their orders. The buyers from Europe and the Argentine were chiefly interested in the cheaper and medium grades, in which the American manufacturers with cheaper materials and more highly organized factories are much superior. When it comes to the high grade goods the Europeans are well content with their own product as the cheaper labor is to their advantage. The Canadian buyers come here every season, a score or more of them, but they buy little more than samples of what strikes their fancy. The Canadian government levies a lousy tariff on furniture from this side of the line. The Canadians take their samples home and have the goods reproduced in the Canadian factories. The manufacturers here do not object very seriously to the plan as they are protected by the tariff against Canadian competition in the home market.

The Results.

"Speaking about speeches," said the man on the rear platform of the car, "but I want to tell you that it will be a long time before anyone beats the speech La Follette got off in the Senate. It was surely a crackerjack."

"It was on the tariff, I believe?" queried one of the others.

"Yes, on the tariff."

"And he roasted New England?"

"He did that. Yes, sir; peeled the hide right off'n her."

"His speech lasted three days, if I remember right?"

"Yes."

"And they held a special night session to help him wind up?"

"Yes."

"And he had dishes of milk and tea on the desk to sustain him when he grew faint?"

"It was so stated. Oh, it was a great speech."

"But after three days he finally got through with it?"

"Certainly."

"And—and what happened? Did he carry any particular point? Did he change any issue?"

"Why, no; not that I know of," replied the man who had started the discussion.

"Then, what was the use of his three-day speech?"

"Um! Well, I think it helped out the June rainfall."

The only powers that know enjoyment are those that find employment.

FIFTEENTH CONVENTION.
Programme for Hardware Meeting at Saginaw.

Tuesday Evening.
 The Saginaw Association has arranged for the reception of members and an organ recital in the Auditorium.

Wednesday Morning.
 The exhibits will be officially opened to the delegates and suitable ceremonies will be held at that time.

The Secretary's office, in the ladies' parlor at the Auditorium, will be open all the morning for the receiving of dues, enrollment of new and old members, distribution of badges, etc.

A meeting of the Executive Committee will be held in Committee Room A at the Auditorium.

Wednesday Afternoon.
 (Open Session.)

Meeting called to order in the convention hall at the Auditorium.

Song—America—to be sung by the delegates, led by the Hardware Quartette—Gust Deneger, Aug. Jochen, E. Bernhardt and Walter Foehl; Theo. Huss, director.

Address of welcome to the city—Mayor G. W. Stewart, M. D.

Address of welcome on behalf of the business interests of Saginaw—W. S. Linton, President Saginaw Board of Trade.

Response—President P. A. Wright, on behalf of active members, and by Frank H. Conant, Detroit, on behalf of associate members.

Appointment of Committees on Credentials, Constitution and By-laws, Resolutions, Auditing and Nominations.

Reading of the minutes of the last regular meeting. Reception of communications.

Annual address of President Porter A. Wright.

Annual report of Secretary Arthur J. Scott.

Annual report of Treasurer Wm. Moore.

Address—Nails and Tax—F. M. Witbeck, Millburg.

Discussion on above paper.

Address—Cui Bono—W. P. Borgardus, Mt. Vernon, Ohio.

Mutual Fire Insurance—Talks by the representatives of the various hardware mutual companies.
 Question box.
 Adjournment.

Wednesday Evening.
 Trolley ride and entertainment at Riverside Park.

Thursday Morning.
 The exhibits will be open to the delegates from 8 a. m. to 1:30 p. m. Members will find it profitable to spend as much time as possible familiarizing themselves with the goods that will be on display.

Thursday Afternoon.
 (Open Session.)

Meeting called to order by the President and opened by songs led by the Hardware Quartette.

Report of Auditing Committee and preliminary report of Credential Committee.

Report of the tenth annual convention of the National Retail Hardware Association—Chas. A. Ireland, Ionia.

An Hour with the Traveling Men—Discussion to be led by W. B. Wood, of Detroit.

Remarks by members.
 Paper—The Cash System and Its Merits—Henry Stadt, Grand Rapids.
 Discussion.

Addresses—Visiting representatives of the National Hardware Manufacturers' Association, the National Hardware Association and the delegates from other state retail associations.

Address — Salesmanship — Edward F. Trefz, of the Sheldon School of Scientific Salesmanship.

Question box.
 Adjournment.

Thursday Evening.
 Lunch at Arbeiter Hall.

Friday Morning.
 Exhibits will be open all the morning from 8 to 1:30, and this is the time to place your orders for goods if you have not already done so.

Friday Afternoon.
 (Closed Session.)

Meeting called to order by the President.
 Address—What the National Is Doing—Chas. H. Williams, Streator, Ill., President the National Retail Hardware Association.

Report of Committee on Credentials.

Report of Committee on Constitution and By-laws.

Report of Committee on Legislation—J. H. Whitney, of Merrill, Chairman.

Consideration of committee reports.

Unfinished and new business.
 (Special order of business) Report of Committee on Nominations.

Election of officers.

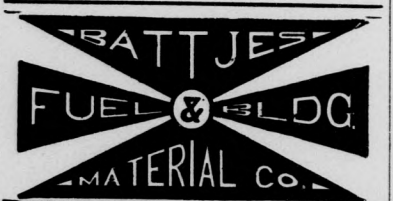
Selection of next place of meeting.

Question box.

Good of the order.

Adjournment.

A good complexion does not come out of the rouge box. It comes out of God's fresh air, plenty of work to do, a cheerful disposition and a carefully prescribed diet.



BATTJES
FUEL & BLDG.
MATERIAL CO.

Dandelion Vegetable Butter Color
 A perfectly Pure Vegetable Butter Color, and one that complies with the pure food laws of every State and of the United States.
 Manufactured by Wells & Richardson Co. Burlington, Vt.

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.

Hart Brand Canned Goods
 Packed by
W. R. Roach & Co., Hart, Mich.

Michigan People Want Michigan Products

All Kinds of Cut Flowers in Season
 Wholesale and Retail
ELI CROSS
 25 Monroe Street Grand Rapids

Grand Rapids Supply Co.
 Jobbers
Mill, Steam, Well and Plumbing Supplies
 48-50-52-54-56-58-60-62 Ellsworth Ave.



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.

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.

MA AND BUB.

How Mary Sized Up Will and Said "No."

Written for the Tradesman.

Down in old Virginia they refer to a clerk in a retail store as, for example, "Know Joe White? Should think I do; he's been 'standing' in the Fairfax store for more'n twenty years."

Up in New England it is: "Yes, he's a salesman in Carter's store an' has been nigh onto twenty years," and all over the land it is much too common to sneeringly observe, "Yes, he's nothing but a clerk in a store."

There are clerks and clerks. There is the clerk who is constitutionally tired and if he can succeed in holding down a clerkship at \$10 or \$15 a week the height of his ambition is reached; then there is the clerk who has, or thinks he has, his own customers, people who wouldn't trade at the store were it not for him, and is obsessed with inordinate pride in his faith; so much so, indeed, that were he busy and a fellow clerk should offer to wait on one of his customers there would be trouble.

There are slow and slovenly clerks and there are wide-awake, spick and span clerks; clerks who should follow other callings and clerks who were born for the vocation.

Taking them by-and-wide the members of the fraternity of retail clerks are young men who are thus engaged merely as a means to an end—to learn how to handle goods and sell them, how to meet customers and please them, that by and by they may become merchants on their own account.

And for this reason and because of such ambition the profession as a whole will stack up favorably with any other.

It is an occupation calling for courtesy, neatness, activity, accuracy and diplomacy. There is no great difference between the retail salesmen and those who travel. Members of each branch of the business succeed or fail in exact ratio to their ability to meet customers and sell them what they want—and occasionally to sell them what the salesmen think they want.

The traveler covers from one to five or six different towns each day, meeting from two or three to a score or more of customers. The one who is a fixture at a given point meets from fifty to 500 customers, a majority of whom he does not know, each day.

Fortunately for the travelers the jobbing houses are able to pay better wages than the retailer can afford to give.

And so the thoughtless, silly and often cruel sarcasm dispensed as to retail clerks, men employed in a dry goods store particularly, should be stopped. If a man finds he is exceptionally well fitted to sell dress goods or calicoes or cotton cloth he is wise to make the most of that faculty, and more often than otherwise he is the physical, intellectual and moral superior of those chaps who sneer at him in the delusion that it is a funny thing to do.

Once upon a time a very swell young man from a large Eastern city—a Freshman in a noted university and literally a freshy—visited a city in Southern Michigan. It was well understood by those whose guest he was that he aspired to the hand of their daughter and he was looked upon with favor by the parents. On one of the afternoon strolls through the single business street of the place the young lady entered a leading store, accompanied by the young man, and was waited upon by a gentleman, a clerk she had known for years and a man who stood high in the estimation of the townspeople.

As the young lady and her escort were about to leave the store the man from the East observed: "You must have known 'Sissy' a long time," and the girl bidding the clerk—who had overheard the slur—a more than commonly courteous good afternoon, replied to her escort: "Come along, Bub, and carry ma's bundles."

The episode was not again referred to nor heard of at home until the next day when the young man suddenly decided to go home and with almost boorish rudeness, barely thanking his hosts for their entertainment, departed.

The parents were curious and after the young man had gone the father asked: "Mary, what's happened to William?"

The daughter explained that he had asked her to become his wife and that she had declined the honor.

"Why, Mary," ejaculated mamma, "I thought you were rather fond of Will."

"I liked him very well until he showed his real colors," said Mary, and then she told of the incident in the store down town.

Pa and ma listened to the recital in silence and there was a brief pause after she had concluded. Then pa jumped up and catching the girl in his arms exclaimed: "Mary, you are all right and we've all had a fortunate escape."

And to-day, down in the Michigan town, there is a dignified, white haired, fine old gentleman who is in business for himself and very prosperous, and who, whenever he meets Mary, now the handsome young mother of a boy and a girl, 10 and 12 years old, respectively, invariably greets her as "ma" and asks, "Whatever did really become of 'Bub?'"

And "ma" usually replies: "The last I heard of him, about two years ago, he was night clerk in a sailors' boarding house over in Williamsburg." Charles S. Hathaway.

The unexplained presence on a public highway of a team of runaway horses harnessed to a wagon, unattended by the owner or other person, raises a presumption of negligence on the part of the owner, and, if they collide with another vehicle on the street because they were not under proper control, the owner will be liable for damages resulting therefrom.

Only lazy men believe in luck.

Fans For Warm Weather



Nothing is more appreciated on a hot day than a substantial fan. Especially is this true of country customers who come to town without providing themselves with this necessary adjunct to comfort. We have a large line of these goods in fancy shapes and unique designs, which we furnish printed and handled as follows:

100	-	-	-	\$ 3 00
200	-	-	-	4 50
300	-	-	-	5 75
400	-	-	-	7 00
500	-	-	-	8 00
1000	-	-	-	15 00

We can fill your order on five hours' notice, if necessary, but don't ask us to fill an order on such short notice if you can avoid it.

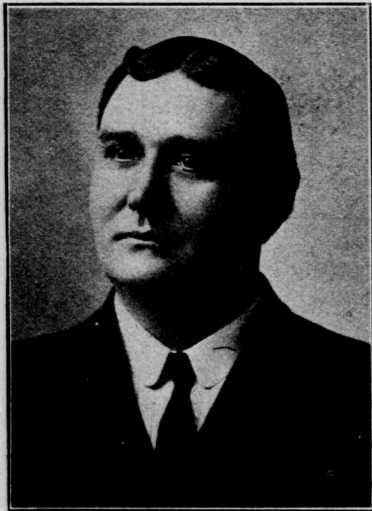
Tradesman Company
Grand Rapids, Mich.



SUCCESSFUL SALESMEN.

Peter Dykema, Representing Lemon & Wheeler Company.

Earnestness and sincerity may justly be designated as two of the highest attributes with which a man can be accredited. At every turn in life indolence and frivolity offer their seductive allurements. Great strength of character is required to overcome the natural desire to engage in trivial occupations and fritter away valuable time in selfish indulgences which may result in the impairment of mental and physical vigor. Men who accomplish anything worthy of notice and approval, who evolve new ideas or invent ways of applying old ones



with success, are those who have a definite purpose in life. Control of self and complete submission to the dictates of reason are essentials to steadfast continuance toward a worthy goal.

At the outset of the career of the individual who would build for success, concentrated singleness of purpose and absolute devotion to the great central idea toward which he is working must govern his every inclination if he would hope to reach an eminence which will afford him a broader and more comprehensive view of the possibilities of further attainment. From this vantage point, once gained, he may command a better knowledge of the most commendable course to pursue in his endeavor to advance himself and aid in the progress of world affairs.

Great undertakings are carried out from mixed motives. Society is so constituted and regulated that personal interest necessarily is one of the prime considerations in almost every phase of human activity. The

great line of demarcation between this and other generations is that the present is preaching the practical gospel of co-operation. The history of the past shows spasmodic efforts along this line upon those occasions when circumstances have forced the

THE TRAVELING MAN.

Could I pour out the nectar the gods only can,
I would fill up my glass to the brim
And drink the success of the Traveling Man,
And the house represented by him;
And could I but tincture the glorious draught
With his smiles, as I drank to him then,
And the jokes he has told and the laughs he has laughed,
I would fill up the goblet again—

And drink to the sweetheart who gave him good-bye
With a tenderness thrilling him this
Very hour, as he thinks of the tear in her eye
That salted the sweet of her kiss;
To her truest of hearts and her fairest of hands
I would drink, with all serious prayers,
Since the heart she must trust is a Traveling Man's,
And as warm as the ulster he wears.

I would drink to the wife, with the babe on her knee,
Who awaits his returning in vain—
Who breaks his brave letters so tremulously
And reads them again and again!
And I'd drink to the feeble old mother who sits
At the warm fireside of her son
And murmurs and weeps o'er the stocking she knits,
As she thinks of the wandering one.

I would drink a long life and a health to the friends
Who have met him with smiles and with cheer—
To the generous hand that the landlord extends
To the wayfarer journeying here;
And I pledge, when he turns from this earthly abode
And pays the last fare that he can,
Mine Host of the Inn at the End of the Road
Will welcome the Traveling Man!

James Whitcomb Riley.

individual to acknowledge his inability to cope with a situation, but today unity of effort is the rule rather than the exception. This state of affairs has been brought about by the example of a few leaders who have taken an active part in the settlement of those questions with the outcome of which they may have had a personal interest. They have bestowed themselves on their own account and for the benefit of others, and not alone have they contributed of their time, money and influence but they have aroused others to enroll themselves in the movement for their common welfare.

Peter Dykema was born in Holland March 23, 1867, where his father conducted a grist mill and saw-mill business from 1870 to 1884. He

was the third child in a family of fourteen and attended the public school, being graduated in the book-keeping course. When he was 14 years old he began working in the tub factory at 40 cents a day, where he remained four months without a raise of wages. He then went to Vogel Center and clerked in the general store of Hulst & Hamming for one year, at the end of which time he returned to Holland and entered the employ of John Duursema, in whose general store he worked for six months. He then returned to the tub factory, where he ran a bottom lathe for three years, at the expiration of which time he was employed for one year by John Duursema, at Fremont, which place he left to enter the employ of D. A. Boelkins, of Muskegon.

12, 1892. They have two boys, aged 16 and 14, respectively, and live in their own home at 644 South Lafayette street. Mr. Dykema is a stockholder in the Lemon & Wheeler Company and is a member of the Western Commercial Travelers' Association and the Woodmen.

He attributes his success to hard work and perseverance. He is not ostentatious in his methods, nor does he seek publicity, believing that results accomplished have a voice sufficiently loud to be heard.

Unbelievable.

"Gosh, I guess those city folks meant what they said when they told us that they came up here to get a good rest."

"They're taking it easy, eh?"

"Taking it easy. I should say they are. Would you believe it, not a one of 'em has got out of bed before 6 o'clock any morning since they've been here."

It is difficult to convince a woman that gambling is wrong as long as her husband keeps ahead of the game.

Deceit usually has a good start in the man who boasts of his diplomacy.

AT LAST!

THIS IS IT—
The Willis Pipe



You pull out the pan to clean it.

The pan is also the bottom of the bowl.

An entirely new idea.

By Mail, 50 Cents.

S. J. DEMAREST.

93 Water Street, N.Y. City.

Hotel Cody

Grand Rapids, Mich.

W. P. COX, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan.

All meals 50c.

Good Sunday Reading

We recommend that you read our Sunday dinner menu card next Sunday. It makes excellent Sunday reading. Dinner 5:30.

Hotel Livingston Grand Rapids

After serving this employer for two years he returned to Fremont, where he entered the store of Darling & Smith. He remained with these people eight years, when he engaged in business for himself in the same town, selling an interest to F. E. Holt three months later. The business was then conducted under the style of Dykema & Holt for two months, when Mr. Dykema sold his interest to Mr. Holt and went back to Darling & Smith for one year. Then (in 1899) he engaged to represent the Lemon & Wheeler Company in the Holland colony and along the Lake Shore from Hartford to Hart, which territory he still retains, seeing his trade every two weeks.

Mr. Dykema was married to Miss Maude A. Stone, of Fremont, July

GONE BEYOND.

Death of E. A. Foster, the Well-Known Shoe Salesman.

Ernest A. Foster, the well-known shoe salesman, died recently at Los Angeles, Cal., after an illness of several months. Mr. Foster was well known in this city, having lived here several years prior to his removal to Traverse City, where he resided for about eight years. He left for the west last fall after a summer spent at his cottage on an island in Silver Lake near Traverse City. He is survived by his wife, who is a daughter of Capt H. O. Rose, of Petoskey.

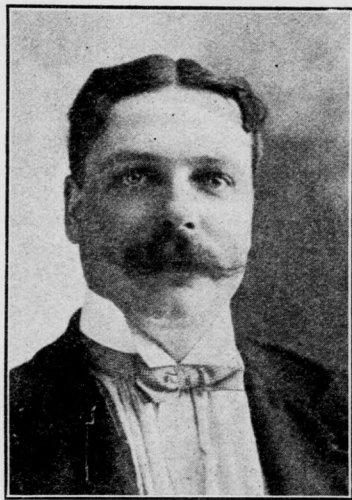
Biographical.

Ernest A. Foster was born in 1866 at Buckfield, Me., his antecedents being Yankee on both sides. When 10 years of age his parents removed to Auburn, Me., where he attended the high school until 18 years of age, graduating on the English course. He then entered the employ of his father, who was running a shoe factory at that place, devoting three years to a mastery of the trade in all its branches. At the expiration of his apprenticeship he was made superintendent of the factory, which position he resigned a year later to take the superintendency of F. A. Harlow's factory at the same place, which position he filled for a year. He then went on the road for a Buffalo leather house, covering the large trade of the entire country. Four years later he entered the employ of a New York leather house in the same capacity with the same territory. Two years later he engaged with and took the superintendency of a new shoe factory at Caracas, Venezuela, started by Paul & Co. When this factory was first established it was so much of an innovation over the hand work then in vogue that the natives threatened to destroy the machinery. The threat was not carried into execution and the factory was opened under what amounted to government auspices, President Anduazo Polacao and his entire cabinet gracing the affair with their presence. Mr. Foster enjoyed his stay in Venezuela very much, principally because of the opportunities for enjoyment in the fishing and hunting line. He shot crocodiles on the Caribbean Sea and birds of paradise in the Andes Mountains. He was compelled to learn to speak the Spanish language because all of his employes were Spaniards, except the dozen which he took with him from New England. He enjoyed the climate, but soon tired of the diet and the lack of congenial society and handed in his resignation two years after the factory was started. On returning to this country, he learned that an old friend was about to embark in the shoe business at Detroit under the style of the C. E. Smith Shoe Co. and he sought an alliance with that house, traveling first in Minnesota. On the death of William Boughton, he was transferred to Western Michigan. He carried the trade of that territory until the house retired from business, when he engaged to cover Northern Michigan territory for a Norfolk shoe house.

Mr. Foster married twice. As said,

his last wife is a daughter of Hon. H. O. Rose, of Petoskey. She survives him. He had one child by his first wife, a boy, who at last accounts was sojourning in Paris. He was not much of a "jiner," having affiliated with but one organization, in which he afterward permitted his membership to lapse.

Mr. Foster attributed his success to the fact that he understood his business, inasmuch as he gave ten years of his life to the manufacture of shoes and thoroughly mastered every part of the business. He as-



serted that he had never intentionally deceived a merchant and that, when he once got hold of a customer, he was usually able to retain him indefinitely. He was of a philosophic turn of mind, believing that the man who is contented with what he has—no matter what his condition in life may be—is happier than the man who has a million and wants another million to go with it.

Doings In Other Live Cities.
Written for the Tradesman.

The Commercial Club of Topeka, Kas., has secured from the Santa Fe Railway stopover privileges of 10 days in that city on all through tickets.

Cincinnati will open a continuation school next month for the apprentices of the various machine shops of that city. The Board of Education will supply the instructor, while the proprietors of the various shops will pay the wages of the boys attending the classes. The apprentices are divided into six groups, each one of which attends school one day in the week. If they do not attend their wages are withheld, hence the education is in a way compulsory. Cincinnati has taken the lead of all other cities in this country in a step which, it is believed, will go far towards solving the industrial problem in manufacturing centers.

Kalamazoo has secured the annual meeting of the State Horticultural Society, which will be held Dec. 7, 8 and 9 and is expected to draw over 1,000 fruit growers.

The automobile line opened this summer between South Haven and Allegan has proved a paying venture. The average time between the two cities is three and a half hours and

the two cars always arrive loaded at the terminals.

Kansas City, Kas., at special election, adopted the commission plan of government, which will go into effect next April.

Milwaukee has opened a new natorium on the North Side, which will take care of 726 persons in 90 minutes, allowing each person 15 minutes to dress and 30 minutes in the water. The swimming tank is 30x72 feet in dimensions. No one will be permitted to enter the tank until after taking a shower bath. There are twenty-six showers, of which six were designed especially for women. Some of the shower baths will be run at a temperature high enough to take the grime off a coal heaver or the dirtiest street gamin, and there will be cooler showers so the bather can cool off gradually before entering the swimming pool. The forty-eight dressing rooms are located on the second floor.

Washington hopes to secure a model fish market, with modern, sanitary buildings, to replace the present fish wharf. The District Wharf Commission will ask Congress to appropriate money for this purpose.

Kansas City will vote on a proposition to issue bonds for the erection of a fine arts building. It is proposed to make this municipally controlled art museum an educational center, with courses of study open to rich and poor, and to provide a place for the country boy visitor other than cheap shows and low resorts.

Wm. R. Moore, of Memphis, has left an estate of over half a million dollars to be used in establishing a school of technology in that city.

Topeka will try the plan of conducting a "Made in Topeka" exhibit in the rooms of the Commercial Club. Each local manufacturer is invited to display his product for a week, providing a man or two to explain all details to visitors and to distribute literature. The idea is first of all to give the home people a chance to see what is made in their city. Visitors from outside will be brought to the club rooms for lunch and for a view of Topeka-made goods.

Philadelphia's furniture exposition opened July 12 at the second regiment armory and will continue for three weeks. According to local papers 3,000 pieces are being shown, the work of 300 manufacturers.

Toledo will entertain the American Fisheries Society July 27, 28 and 29.

Dubuque, Iowa, has been made one of the ten-day stopover points on the Chicago Great Western, beginning August 1.

Springfield, Ill., has been favored with similar stopover privileges by the Illinois Central and the Clover Leaf systems.

Mayor Bennett insists that Lansing shall be cleaner, as well as "larger, lovelier and livelier," and he is getting after the smoking chimneys.

"No loafing" is the edict that has been issued by the chief of police of Louisville, Ky. The police department will work in conjunction with the State Board of Agriculture in supplying jobs for the jobless and if work is not accepted by loafers the

police will undertake to make them accept it. The names and addresses of all men and boys over 16 years without visible means of support are being secured.

Thirty-one of the leading furniture and stove manufacturers of Evansville, Ind., are making an exhibit in that city.

Ten of the grocers of Aurora, Ill., have joined in a co-operative movement and will bake their own bread at a central plant and say that they can save nearly 2 cents a loaf thereby. Other grocers are expected to join the movement.

The city of Erie, Pa., will undertake to make the railroads bear the entire expense of eliminating grade crossings, basing this action on a recent decision of the Supreme Court of the United States.

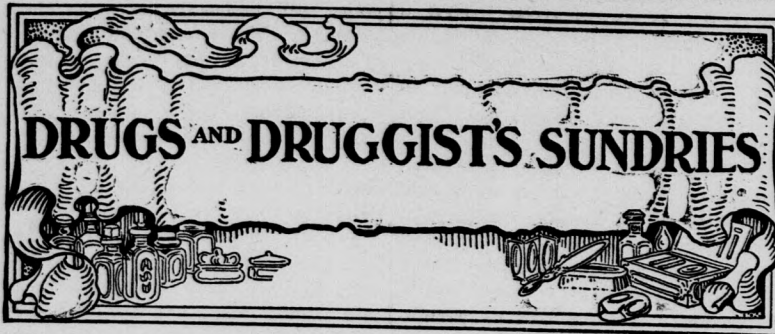
Sioux City, Iowa, has completed an \$80,000 auditorium. It was built through popular subscription and will seat 3,500.

Rather than pay 32 cents a gallon for milk, with a rebate of 1 cent for each quart bottle, the retail grocers of Cincinnati at a recent meeting appointed a committee to report on a plan of forming a new dealers' co-operative dairy company or of buying a controlling stock in one of the existing companies.

Almond Griffen.

Cedar Springs Liberal: The G. R. & I. will not run any excursions this year because its regular passenger traffic is so enormous that it takes every bit of equipment to handle it. Yet last year the G. R. & I. refused to make any holiday rate because the two cent law had cut so heavily into its revenues that it could not offer any special rates, and felt itself obliged to drop out night operators to help make up the loss. The public is gullible enough at times, but the above conditions will cause a smile of derision, and won't diminish the prevalent public opinion that the G. R. & I. is not "playing square" with its patrons. In this connection it is not out of place to call attention to the fact that the above road has further "held up" the public since the two cent law went into effect by a sharp increase in freight rates. It is not a matter of wonderment that the public is so unfriendly to the roads under such conditions, and it will be surprising if this public attitude does not result in further legislation that will contain more severe reprisals than have yet been laid upon them.

A Traverse City correspondent writes: A meeting of the United Commercial Travelers will be held Friday evening for the purpose of selecting a place for the annual picnic, which is to be held on August 14. Invitations have been received from Pennington & Fisher, of Interlochen, for them to go there, and they have also received word that Alden would be glad to entertain them, and it is up to the boys now to decide where they will go for their annual big time. Last year's picnic was held at Fouch, but it is the desire of those interested to change the location of the next one.



Michigan Board of Pharmacy.
 President—W. E. Collins, Owosso.
 Secretary—John D. Muir, Grand Rapids.
 Treasurer—W. A. Dohany, Detroit.
 Other Members—Edw. J. Rodgers, Port Huron, and John J. Campbell, Pigeon.

Michigan State Pharmaceutical Association.
 President—Edw. J. Rodgers, Port Huron.
 First Vice-President—J. E. Way, Jackson.
 Second Vice-President—W. R. Hall, Manistee.
 Third Vice-President—M. M. Miller, Milan.
 Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—Willis Leisenring, Pontiac.

Belladonna Culture in the United States.

The U. S. Department of Agriculture is not alone in its endeavor to make this country independent of foreign sources of vegetable drugs. Johnson & Johnson, the great plaster firm of New Brunswick, N. J., which yearly consumes immense quantities of belladonna, has been experimenting for a number of years with a view to cultivating the plant and securing its supplies nearer home.

Mr. F. B. Kilmer, in charge of the scientific department of the firm, in reference to a question concerning the success of the enterprise, writes:

"I have personally experimented upon the growing of a few isolated belladonna plants for a number of years. Last year for the purpose of studying the plant itself in various stages of growth, as well as to determine the fact as to whether belladonna could be grown on a commercial scale, we utilized the Belleview Farms, which are opposite our laboratory, for the purpose, putting out enough plants to make a working batch. We made careful assays of the plant, from the early stages of growth to their final withering, and shall later on publish these results for the benefit of science. We are doing the same thing over this year on a much larger scale.

"It may interest you to know that just before the plant is coming to flower, the following is shown as the total alkaloidal assay:

Leaves0.53 per cent.
 Root0.43 per cent.
 Stem0.43 per cent.

"We shall put out probably 150,000 to 250,000 plants this year. In fact, part of the field is now planted. We are closely following the work in our laboratory, making assays of the plants as they advance through the various stages. A singular thing about it is that our alkaloidal results are much higher than any of the reported results of the assay of one year plants.

"The horticultural problem has yet to be solved to some extent. For instance, none of our plants stood the

severe winter, but whether they would stand an ordinary winter remains yet to be demonstrated. This is an important feature in its commercial propagation.

"We are still in the dark as to the commercial feature of the problem, but have obtained considerable important information in reference to the plant itself and the development of the alkaloid in the same, which we shall publish when our two years' series of experiments are completed."

To a reporter Mr. Kilmer said: "The first seedlings were developed last year, under glass, and the plants grew to a height of some three feet, and it proved in its development superior in every way to the foreign product. Belladonna has never been grown in this country before, and last year it was only cultivated as an experiment.

Many of the last year's plasters were made from the local product for the first time, and this year we expect to realize large results from the increased acreage that we are now placing under cultivation. Some fourteen acres of ground are at present being used for the development of the plant. We have used nothing heretofore but pure manure fertilizer and this year lime is also being employed."

"The seed is sown in February," said the gardener in charge, "in the conservatory and the plants mature late in September, requiring eight months in its cultivation. The slips are taken from the conservatory in May and placed in the ground for development.

"The plant requires much care and if rain should fail to fall in sufficient quantity, moisture must be supplied by artificial means."

Effervescent Sodium Phosphate.

The National Formulary gives a number of formulas from which you should be able to select one to your liking. However, the following is a formula recommended by Prof. E. Fullerton Cook in a paper read before the Pennsylvania Pharmaceutical Association in 1903:

Sodium phosphate, uneffloresced crystals, 500 grams.

Sodium bicarbonate, dried and powdered, 477 grams.

Tartaric acid, dried and powdered, 252 grams.

Citric acid, uneffloresced crystals, 162 grams.

Dry the sodium phosphate on a water-bath until it ceases to lose weight; after powdering the dried salt, mix it intimately with the citric and tartaric acids, then thoroughly incor-

porate the sodium bicarbonate. The mixed powders are now ready for granulation. They are placed on a glass plate which has been previously heated in an oven to 200 deg. Fahrenheit and placed in the oven for about one minute. When the oven is opened the whole mass will be found uniformly moist and ready to pass through a suitable sieve, the best kind and size being a tinned No. 6. The moist granular powder may then be placed upon the top of the oven, where the heat is quite sufficient to thoroughly dry the granules. About a half pound of the powder is dried on the glass plate at a time. The use of sugar as an addition to these salts is deprecated by the author, on the ground that the slight improvement in taste, which is sometimes questioned, does not offset the likelihood of darkening, which is apt to occur when the salt is being heated, or the change in color after it has been made several months.

The Drug Market.

Opium—Is steady.
 Morphine—Is unchanged.
 Quinine—Is firm but unchanged.
 Cocaine—Is very firm and tending higher on account of the prospective duty.
 Glycerine—Is very firm and tending higher.
 Canada Balsam Fir—Is in better supply and is tending lower.
 Oil Sweet Almonds—Has advanced.
 Gum Asafoetida—Is very firm at the late advance, with no prospects for lower level.

Soothing Syrup.

The following has been recommended:

Potassium bromide120 grs.
 Sodium bicarbonate240 grs.
 Aromatic spirit ammonia4 drs.
 Concentrated anise water1 oz.
 Concentrated cinnamon water 1 oz.
 Solution cochinealsufficient
 Strong tincture ginger1 dr.
 Water4 ozs.
 Syrup, sufficient to make40 ozs.
 Dose— $\frac{1}{2}$ to 2 fluid drams.

Charcoal Pencils for Cutting Glass.

These are made as follows:
 Wood charcoal90 parts
 Potassium nitrate2 parts
 Benzoin1 part
 Powd. tragacanth2 parts

Make into a paste with water, roll quickly into pencils, and dry thoroughly. To cut glass with the pencil, start a crack in the glass with a file, and lead it in the desired direction with the incandescent tip of the pencil.

Florida Water.

Oil lavender2 drs.
 Oil bergamot1 dr.
 Oil orange $\frac{1}{2}$ dr.
 Oil neroli $\frac{1}{2}$ dr.
 Oil cassia1 dr.
 Oil caraway15 min.
 Oil spearmint15 min.
 Tr. benzoin1 oz.
 Alcohol7 pts.
 Water1 pt.

There is no such possibility as finding righteousness for yourself while ignoring the rights of others.

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 listing various drugs and their prices, including categories like Acidum, Ammonia, Aniline, Baccae, Balsamum, Copalba, Cortex, Extractum, Ferru, Flora, Folia, Gummi, Magnesia, and Syrupus.

Table listing various oils and chemicals, including categories like Oils, Paints, and Varnishes, with items like Vanilla, Zinci Sulph, and various chemical compounds.

Advertisement for Tradesman Company Engravers and Printers, featuring an illustration of a man looking at a blueprint and text describing their services in Grand Rapids, Michigan.

Large advertisement for Hazeltine & Perkins Drug Co. featuring the headline 'A New Departure' and 'Walrus Soda Fountains', along with text about agents and product 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

Hides Provisions

DECLINED

Fresh Fish Spring Wheat Flour

Index to Markets By Columns

Table with columns A through Y listing various grocery items and their corresponding market indices.

Table 1: ARCTIC AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BLUING, BROOMS, BRUSHES, BUTTER COLOR, CANDLES, CANNED GOODS, CARBON OILS, CEREALS, CHEESE, etc.

Table 2: OYSTERS, PEACHES, PINEAPPLE, PUMPKIN, RASPBERRIES, SALMON, SARDINES, SHRIMPS, STRAWBERRIES, TOMATOES, etc.

Table 3: CHEWING GUM, CHOCOLATE, COCOANUT, COFFEE, CRACKERS, etc.

Table 4: FANCY GINGER WAFFER, FIG CAKE ASSORTED, FROSTED CREAM, FROSTED HONEY CAKE, FLUTED COCOANUT BAR, etc.

Table 5: DRIED FRUITS, FARINACEOUS GOODS, FLAVORING EXTRACTS, GRAIN AND FLOUR, etc.

Main table with 11 columns (6-11) containing various commodity prices such as flour, lard, seeds, tea, butter, and other goods. Each column is headed with a number (6-11) and contains detailed listings of items and their corresponding prices.

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon 55 6 00

BAKING POWDER

Royal



10c size 90
¼ lb. cans 1 35
6oz. cans 1 90
½ lb. cans 2 50
¾ lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Doz.
Small size, 1 doz. box .40
Large size, 1 doz. box .75

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots31
El Portana33
Evening Press32
Exemplar32
Worden Grocer Co. brand
Ben Hur
Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritans35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



70 ¼ lb. pkg. per case 2 60
35 ½ lb. pkg. per case 2 60
38 ¼ lb. pkg. per case 2 60
18 ½ lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass6½ @ 9½
Hindquarters8 @ 10½
Loins9 @ 14
Rounds7 @ 8½
Chucks6 @ 7½
Plates@ 5
Livers@ 5

Pork

Loins@ 14
Dressed@ 10
Boston Butts@ 12½
Shoulders@ 11½
Leaf Lard@ 12
Pork Trimmings@ 9½

Mutton
Carcass@ 10
Lambs@ 15
Spring Lambs@ 15

Veal
Carcass6 @ 9

CLOTHES LINES

Sisal
60ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..1 59

Jute
60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor
50ft.1 10
60ft.1 25
70ft.1 60

Cotton Windsor
50ft.1 30
60ft.1 44
70ft.1 80
80ft.2 00

Cotton Braided
40ft.95
60ft.1 35
60ft.1 65

Galvanized Wire
No. 20, each 100ft. long 1 96
No. 19, each 100ft. long 2 10

COFFEE

Roasted
Dwinell-Wright Co.'s B'ds.



White House, 1lb.....
White House, 2lb.....
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; Goddard, Durand & Co., Battle Creek; Fleibach Co., Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

¾ to 1 in.6
1¼ to 2 in.7
1½ to 2 in.9
1¾ to 2 in.11
2 in.15
3 in.20

Cotton Lines

No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium26
Large34

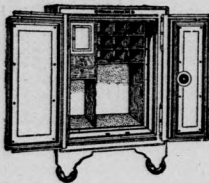
Poles

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
Oxford75
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 Brand.



100 cakes, large size..6 50
50 cakes, large size..3 25
100 cakes, small size..3 85
50 cakes, small size..1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 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

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

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.

COURTESY APPRECIATED.

Community courtesies are possible and wherever extended are profitable.

This is admirably shown by the remarkable popularity of the Merchants' Week functions in Grand Rapids.

It is shown by the splendid receptions that are being accorded to the Glidden tourists as they speed their way from Detroit to Denver.

And that these courtesies are appreciated at their full value is evidenced by a very flattering acknowledgment in the last published report of the Merchants and Manufacturers' Association of Milwaukee of the reception and entertainment accorded to the Milwaukee delegation of merchants by the jobbers of Grand Rapids last June.

After referring to the somewhat peculiar circumstances attending their visit to the city and after bestowing words of high praise upon the business men of Grand Rapids for their broad minded hospitality, the report says: "Grand Rapids is an important business center. Its furniture interests are world famous. Its other interests are varied and have assumed considerable importance. Its wholesale and jobbing interests are extended and sufficiently important to rival with Detroit, Chicago and Milwaukee."

Because community courtesies are easily possible and are always profitable every community should possess an organized resource for the bestowal of such courtesies whenever opportunity offers, either upon extended or short notice.

And the prime movers in such an organization must naturally be the merchants and manufacturers in a community, with the lawyers, clergymen, school teachers and artisans as valuable co-operators. Men who have retired from active business life with a competence should also be included, because having made their business record they have time and means and, in a majority of cases, the loyalty and public spirit to be of especial value in such a movement.

"Where does the profit come in?" asks some interested enquirer.

The first and best profit developed through ability to extend community courtesies comes through the creation in this manner of a spirit of community harmony which is as certain to breed civic pride and righteousness as it is certain to prove a high grade, effectual advertisement for the village or city which is thus equipped.

Late State Items.

Wells—The Escanaba Extract Co. has been incorporated to manufacture and sell hemlock and other extracts and to manufacture lumber and brick, with an authorized capital stock of \$100,000, all of which has been subscribed, \$25,000 being paid in in cash.

Jackson—A corporation has been formed under the style of the Imperial Automobile Co. to make and sell automobiles and other vehicles, with an authorized capital stock of \$125,000, of which \$104,600 has been subscribed, \$50,000 being paid in in cash.

Greenville—A corporation has been

formed under the style of the Michigan Pickle Company, which will conduct a manufacturing business, with an authorized capital stock of \$2,000, of which \$1,510 has been subscribed, \$10 being paid in in cash and \$700 in property.

Detroit—A corporation has been formed under the style of the Sprague-Waldo Manufacturing Co., which will make lamps, gas burners and gas generators, with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$1,000 being paid in in cash.

Battle Creek—The A. B. Stove Co. has been incorporated to engage in the manufacturing business with an authorized capital stock of \$300,000 common and \$50,000 preferred, of which \$229,500 has been subscribed, \$29,618.31 being paid in in cash and \$199,881.69 in property.

Holland—The Coligny Hydraulic Transmission Co. has been incorporated to manufacture power transmitters, hydraulic brakes, automatic devices and other machinery, with an authorized capital stock of \$10,000, all of which has been subscribed, \$5,100 being paid in in cash and \$4,900 in property.

Fenton—Suit has been brought against the American Butter & Cheese Co., of Detroit, by the Leonard Freeman Cheese Co., of this place, and the Michigan Butter & Egg Co., of Webberville, on an alleged breach of contract. The defendants to the suit are J. B. Gilbert and Clinton D. Smith, formerly professor at the M. A. C., but now in South America.

Holland—The business formerly conducted by the Central Closet Manufacturing Co. will now be carried on by a new concern which has grown out of the old company and which will conduct business under the name of the Thompson Manufacturing Co. The company will manufacture closet seats, tanks and a line of brass novelties. The newly elected officers are C. M. McLean, President, W. W. Hanchett, Vice-President, and C. E. Thompson, Secretary, Treasurer and Manager. These gentlemen with C. VerSchure and Geo. E. Kollen compose the Board of Directors. The company is capitalized at \$50,000, most of the stock being held by local men. A new building will be erected on West Twelfth street at the Pere Marquette railroad to cost \$20,000.

Kalamazoo Grocers and Butchers To Picnic August 10.

Kalamazoo, July 21—Complete arrangements have now been made for the eleventh annual picnic, excursion and bath of grocers and butchers which will be held at South Haven, August 10. The new officers recently elected have been installed with all due ceremony.

An invitation has been extended to everyone in the city to join with the merry-makers on this occasion and take advantage of the low rates offered to and from the lake coast. About 1,000 tradesmen with their families will participate in the excursion and they will be accompanied by a local band. Upon their arrival according

to the plans announced by the Board of Trade of South Haven, who extended an invitation to the body to hold the picnic in that city, they will be met by plenty of musicians and escorted to the city park where cloths will be spread and luncheon dispensed.

In the afternoon excursions will be made on the lake, two boats being chartered for the occasion.

Some time during the afternoon speakers furnished by the South Haven Board will extend the hospitality of the city to the picnickers. Balloon ascensions, band concerts, boating and races will be included in the entertainment of the afternoon. The contests will include fishing and bait casting. Special exhibitions in the art of swimming will be given by John Steketee and in the trick of high diving by John Lucas.

The arrangements for the picnic will be completed by a committee appointed last night composed of the following: W. A. Walsh, Stephen Marsh, Walter Hipp and William Moerdyk. All meat markets and grocery stores will be closed August 10.

Holland Merchants To Picnic July Twenty-eight.

Holland, July 20—"Holland Business Men's Picnic" and the "Farmers Picnic,"—two of the biggest local celebrations of the summer season, and for that matter, of the whole year, are near at hand. In fact the dates have been announced and from now on anticipation of good times, family reunions, basket lunches, athletic sports, music, dancing and all the other usual big picnic doings, will perpetuate interest in both events. It is a fact that while the people of Holland never fail to show their loyalty to the Merchants' picnic and turn out en masse to do honor to the occasion, they would rather miss a pay day than miss the good old fashioned Farmers' picnic.

Wednesday, July 28, is the date for the Business Men's holiday and almost a month to a day will occur that of the farmers' round-up—August 25. Jenison Park will, as usual, be the meeting ground for both events and on these days will unquestionably set the high water mark for attendance this season.

Movements of Working Gideons.

Chas. M. Smith, Geo. S. Webb, W. R. Barron and Wheaton Smith conducted a Bible fund service at Kercheval M. E. church Sunday morning. J. M. Patterson and the writer conducted Mission service, corner Larkin and Michigan avenue, in the afternoon. The Griswold House service was conducted in the evening, led by Chas. M. Smith and aided by Mr. and Mrs. Mitchell, Mrs. Williams, J. M. Patterson, C. H. Joslin, Geo. S. Webb, W. E. Lambert and Alfred and Elmer Rollins.

Chas. M. Smith, W. D. Van Schaack, M. E. White and George S. Webb will attend the National Gideon convention at St. Louis, Mo., July 23-25. Aaron B. Gates.

The woman who marries a cranky old bachelor is as big a fool as he is.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, July 21—Creamery, fresh, 24@26½c; dairy, fresh, 20@22c; poor to common, 17@19c.

Eggs—Strictly fresh, 22½@24c. Live Poultry—Fowls, 14c; ducks, 12@14c; geese, 10c; old cox, 10c; broilers, 18@20c; turkeys, 12@14c.

Dressed Poultry—Fowls, 15@16c; 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—New, \$2@2.25 per bbl.

Rea & Witzig.

Thomas W. Lawson, the noted financier, celebrated the marriage of his daughter by raising at Dreamwold, his country home near Boston, the largest American flag ever made. It is of silk, with stripes 75 feet long and 4 feet wide. It weighs 175 pounds and was raised to the top of a flag-staff 172 feet high. As the flag was sent up appropriate selections were played upon the Dreamwold chimes by a Boston bellringer.

Three months' trial of cars exclusively for women on the New York subways has satisfied the managers that they are not wanted. It was expected they would prove very popular and that the result would be a general demand for a "woman's car" on all trains. The experiment shows that women do not care to ride where they can see and be seen by none but women.

M. A. Frost has offered \$7,000 for the plant of the Muskegon Milling Co., at Muskegon. The offer is being considered by the stockholders of the company. If Mr. Frost secures control of the property he will organize a stock company to operate the mill, which has been idle for three years.

The effect of an instrument purporting to pass title to real estate is determined by the law of the state in which the real estate is situated.

G. A. Bruton (Worden Grocer Co.) is taking his summer vacation. His territory is being covered in the meantime by Harry Winchester.

Swen Anderson has opened a grocery store in Upper Big Rapids, having purchased his stock of the Worden Grocer Co.

BUSINESS CHANCES.

Anything and everything to equip store, office, restaurant or ice cream parlor. Some special bargains, second-hand goods. Michigan Store & Office Fixture Co., 519-521 N. Ottawa St., Grand Rapids, Mich. 837

Get a classified knowledge of pharmacy; complete course and certificate \$5; satisfaction guaranteed. Address P. O. Box 343, Philadelphia, Pa. 838

Do you need money? I can get your money out of your dead stock, turn all parts of your stock into money. Bring you new customers, increase your future business. My sales plans are strictly original. I conduct sale on small salary and guarantee you satisfaction. You handle your own cash. Write me at once to Box 332, Pellston, Mich. 839

Wanted—A good man to sell shoes and clothing in a small Michigan town. Someone who is a salesman. A steady position for the right party. Address Lock Box C, Bear Lake, Mich. 840

Our June Jump!

We thought we were going some
when the sales of

Shredded Wheat

for May showed a gain of 7,000 cases (4,200,000 Biscuits) over May, 1908—but here we are with a gain for June of over 12,000 cases (7,200,000 Biscuits) over the sales for June, 1908.

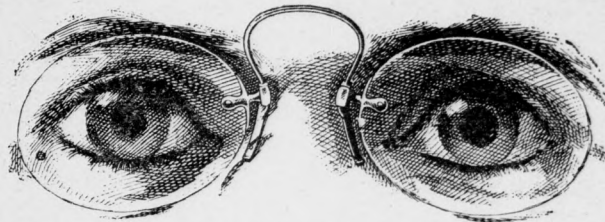
“WHAT’S THE ANSWER?” We cannot attribute this increase to lack of competition or to extraordinary advertising expenditure.

There is but one answer—it is SHREDDED WHEAT. It stands at the top for nutritive value, for cleanliness and purity, for wide and varied culinary uses—a sane Summer diet for sane people.

Did You Sell Your Share?

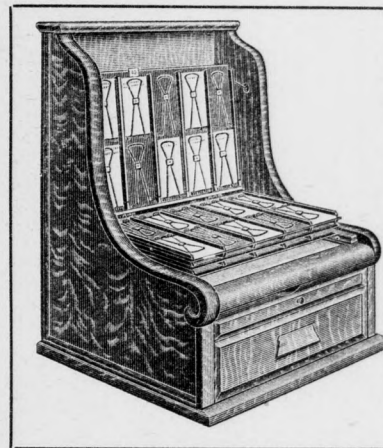
The Shredded Wheat Company, Niagara Falls, N. Y.

Your Accounts Under Your



Always

With The McCASKEY CREDIT REGISTER SYSTEM



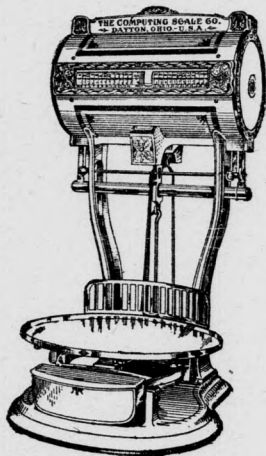
It reduces your Expenses,
Stops the Leaks,
Collects the Accounts and
Increases your Profits.

Information Free for the Asking

The McCaskey
Register Company
Alliance, Ohio

Detroit Office, 1014 Chamber of Commerce Bldg.
Offices in all Principal Cities

They Never Wear Out



The new low platform
Dayton Scale

THE SPRINGS of a correctly made automatic spring scale will never give out. Exhaustive scientific and practical tests prove this fact beyond controversy.

Continual use and years of service will dull the edge of the finest knife-edge bearing, especially the thin wafer-like blade of the main pivot of a large capacity pendulum scale.

City Sealers are now testing and sealing spring scales which have been in constant use for over 30 years.

Clothes do not make the man, neither does paint and gold stripes make a computing scale. It is the working parts which must stand the

test of years of service; it is therefore important to buy your scale from those who know how they should be built.

THE DAYTON MONEYWEIGHT SCALE is proven to be the only practical and scientifically built scale. All claims of its makers are verified by actual use.

Send for our free catalogue before buying elsewhere.



Moneyweight Scale Co.
58 State Street, Chicago

Wheeler & McCullough, Mgrs., 35 N. Ionia St., Grand Rapids, Citz. 1283, Bell 2270

Success

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

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

Tradesman Company
Grand Rapids, Michigan

If Ketchup Could Be Made Better

Than Blue Label, We Would Do It



Every bottle of ketchup we ship is expected to act as a testimonial for us. The best tomatoes grown and the finest spices money can buy are so blended and so carefully prepared as to result in a ketchup which has become a household word.

Say "BLUE LABEL" to a housekeeper and she'll say, "CURTICE BROS. CO.'S KETCHUP." Our extensive advertising started people buying it. Its quality kept them buying it.

A good profit for the grocer and no risk as BLUE LABEL KETCHUP conforms to the National Pure Food Laws.

CURTICE BROTHERS CO.

ROCHESTER, N. Y.



Protect Yourself

You cannot expect your town to furnish an officer whose business it shall be to stand in front of your store every night in order to keep the man with the

Jimmy and Dark Lantern Out

You must protect yourself and your own property.

A Good Safe Isn't Expensive

and you will feel a heap more comfortable with your money in it than you do by hiding it in a tea chest or a bolt of cotton. There are certain chances you cannot afford to take and going without a safe is one of them.

Write us today and we will quote you prices.

Grand Rapids Safe Co. Grand Rapids, Mich.

Tradesman Building