

## The Lay of The Ancient Egg

I am the Egg.  
I was Laid.

I'm the Hen that Laid the Egg.  
I got a Place to Roost and Part of my Board.

I'm the Farmer who Owned  
The Hen that Laid the Egg.  
I got Twenty Cents a Dozen.

I'm the Man who Took the Egg to the  
Station  
For the Farmer who Owned the Hen that  
Laid the Egg.  
I got Two Cents a Dozen.

I'm the Express Company that Shipped the  
Egg  
From the Man who Took the Egg to the  
Station  
For the Farmer who Owned  
The Hen that Laid the Egg.  
I got Six Cents a Dozen.

I'm the Railroad that Carried the Egg  
For the Express Company that Shipped the  
Egg  
From the Man who Took the Egg to the  
Station  
For the Farmer who Owned  
The Hen that Laid the Egg.  
I got Four Cents a Dozen.

I'm the Wholesaler who Cold-Storageed the Egg  
After the Railroad Carried the Egg  
For the Express Company that Shipped the  
Egg  
From the Man who Took the Egg to the  
Station  
For the Farmer who Owned  
The Hen that Laid the Egg.  
I sold the Eggs for Forty Cents a Dozen.

I'm the Jobber who Passed Along the Egg  
From the Wholesaler who Cold-Storageed the  
Egg  
After the Railroad Carried the Egg  
For the Express Company that Shipped the  
Egg  
From the Man who Took the Egg to the  
Station  
For the Farmer who Owned  
The Hen that Laid the Egg.  
I sold the Eggs for Forty-eight Cents a Dozen.

I'm the Grocer who Sold the Egg  
I got from the Jobber who Passed Along the  
Egg  
From the Wholesaler who Cold-Storageed the  
Egg  
After the Railroad Carried the Egg  
For the Express Company that Shipped the Egg  
From the Man who Took the Egg to the  
Station  
For the Farmer who Owned  
The Hen that Laid the Egg.  
I sold the Eggs for Sixty Cents a Dozen.

I'm the Poor Devil who Ate the Egg  
My Wife Bought from the Grocer who sold  
the Egg  
He got from the Jobber who Passed Along the  
Egg  
From the Wholesaler who Cold-Storageed the  
Egg  
After the Railroad Carried the Egg  
For the Express Company that Shipped the Egg  
From the Man who Took the Egg to the  
Station  
For the Farmer who Owned  
The Hen that Laid the Egg.  
I got Ptomaine Poisoning.

—Life.

# A Reliable Name

And the Yeast  
Is the Same

## Fleischmann's

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

## Pure Cider Vinegar

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

**The Williams Bros. Co.**

Manufacturers

Picklers and Preservers

Detroit, Mich.

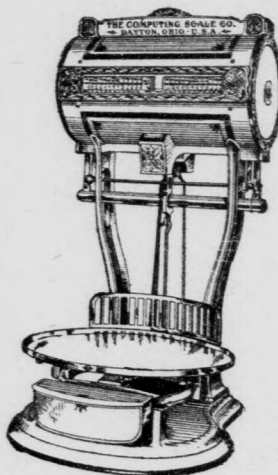


## "State Seal" Brand Vinegar

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

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

Oakland Vinegar & Pickle Co., Saginaw, Mich.



## Who Gets the Profits?

Investigators representing the Press,  
Public, Legislatures, etc., are now delving  
into this live and important subject for the  
purpose of placing the blame and suggesting  
a remedy.

**Some say it's the retailer. IS IT?**

We are too closely allied to the retailer to  
let the statement go unchallenged. We know  
that your profits are very small after your  
operating expenses have been deducted.

*Some staple articles are sold at a distinct  
loss. For example, sugar; where is your profit  
after your percentage for handling has been  
deducted?*

*Retailers who make a close study of their  
business find that a conservative estimate of operating expense is 15 per  
cent., and then only under the most favorable condition.*

*How much of your remaining profit is eaten up by old or inaccurate  
scales?*

*This is a vital subject and indifference to it courts disaster.*

*Figure out what one-fourth of an ounce loss on each weighing for a  
day amounts to, then think it over. Ask yourself if you are sure that you  
are not losing this much per day.*

*One penny is all it will cost you to send us a postal asking for our  
illustrated catalogue showing cuts of our profit-saving, visible-weighing  
computing scales.*

*EASY PAYMENTS—You have the option of buying either by easy  
monthly payments, or a liberal cash discount if paid in 30 days.*

*Old or unsatisfactory computing scales taken in as part payment on  
purchases of new ones.*



**MONEYWEIGHT SCALE CO.**

58 State Street, Chicago, Illinois

## Snow Boy keeps moving out - Profits keep coming in



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

Ask your jobber's  
Salesman

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

# MICHIGAN TRADESMAN

Twenty-Seventh Year

GRAND RAPIDS, WEDNESDAY, APRIL 20, 1910

Number 1387

2. True Friendship.
3. Possible Census Graft.
4. News of the Business World.
5. Grocery and Produce Market.
6. Window and Interior Decorations.
7. Good Window Effects.
8. Editorial.
10. The Friendly Trees.
12. Butter, Eggs and Provisions.
16. Clothing.
17. Lay of the Speckled Hen.
18. Halley's Comet.
20. Sunny Italy.
22. The First Telephone.
23. Cost of Doing Business.
24. Silence is Golden.
26. Rae's Soda Fountain.
28. Pioneer Days.
30. Shoes.
34. Don't Worry—Saw Wood.
36. Stoves and Hardware.
39. New York Market.
40. The Commercial Traveler.
42. Drugs.
43. Wholesale Drug Price Current.
44. Grocery Price Current.
46. Special Price Current.

## SHOULD LEARN RESTRAINT.

It is not a very good recommendation or a very strong argument in favor of extending the elective franchise to women that they should hiss the President of the United States because he made a remark in his address of welcome which did not wholly fall in with the ideas of those present. The National Woman's Suffrage Association held its annual convention at Washington last week and one of the reasons why any convention is held in that city is the likelihood that the President can be induced to appear before the delegates and make a short speech and extend a welcome. Agreeably to such an invitation, President Taft was there. He said to those who invited him and he said at the opening of his address, that he regretted his inability to agree entirely with those present, but was told that would make no difference with his acceptability as a guest of the convention. Then when he expressed his honest opinion but expressed it courteously, the women hissed him roundly and right vigorously. One of the cleverest things Mr. Taft has done is the way in which he suggested to them that they show themselves capable of suffrage by exercising "that degree of restraint which is necessary in the conduct of government affairs."

From no point of view can the hissing of the President be justified. According to the reports, it was not the case of an isolated hiss here and there, but a vehement volume of them, when the suffragists took this unfortunate and undignified way of expressing their disapproval. Those among the leaders whose heads were level were much embarrassed and afterward apologized. In the first place, whether one likes his policies or approves his administration or not, William H. Taft is President of the United States and the office is entitled to dignified attention and respect. There are precious few if any other cases on record where any President of the United States making a speech was hissed by men, women or children. Mr. Taft was

not there on his own motion or because he wanted to be, but was there at the request of the officers and as the guest of the women who claimed to be ladies, extending them the most distinguished courtesy in his power. As their guest under any and all circumstances, he was entitled to courteous treatment. Had he addressed a company of male Democrats, Prohibitionists or Socialists under similar circumstances, the worst that would have happened would have been silence. The women who can not observe the proprieties and who can not treat the President of the United States courteously when he is their guest are not thereby advertising themselves as particularly fit for the elective franchise. It is fair and charitable to remember that those who hissed are not all the women who would like to vote.

## MEXICO'S GRAND OLD MAN.

We are told in reports from Mexico that President Porfirio Diaz, although now 80 years of age, has been tramping through the mountain fastnesses of his country killing jaguars and other wild game. This is an even more astonishing exhibition of physical virility than Ex-President Roosevelt has shown in his recent hunts in British East Africa. When recently there was some question of Diaz refraining from becoming again a candidate for the presidency owing to his age, the matter was promptly decided by the people against retirement. Evidently a man who can engage in mountain climbing and jaguar shooting is not too old to serve as President of a great country, even though he be 80 years of age.

President Diaz commenced his public career nearly a half-century ago, as he was the real hero in the fight against Maximilian in 1863-7, and was the successful leader in a revolutionary movement in 1875. Since 1877 he has been the virtual dictator of Mexico. Although now 80 years old, Diaz's power seems greater than ever, and there is little doubt that he will remain at the head of affairs until his death.

Despite its somewhat stormy history, Mexico has produced some long-lived statesmen. Before Diaz's time there was old Santa Ana, who lived to be 81, and who engaged in his last revolt as late as 1867, when he was already 72 years old. We have had some pretty old politicians and statesmen in the United States, but they were men of the pen rather than men of the sword. Things have been different in Mexico, however, and until Diaz's time great men in Mexico had little chance of pre-eminence unless they fought their way to it.

## THE GREAT WHITE PLAGUE.

Science has made wonderful progress with this disease in the past few years and in many localities it is now as rare as it was once common. We no longer regard consumption as "running in the family," but we are aware that it may be contagious. We do not see necessary precautions. While it still claims too many victims, it takes its toll of way be considered.

New York State has sounded the battle cry, "No Tuberculosis in State." And while it is worthy praise that it will all be wiped out within the next year, that it can be practically exterminated is very gratifying to hear, and, if we only see some of the time reasonably late and work this nearly as possible.

One of the most effective methods of warfare in educating the masses regarding the methods of fighting it. As a result every school child is familiar with the danger of coughing and spitting. The spreading of the disease through tubercles, as well as in mountain fastnesses, a generation ago is no longer done. These days we scored a great victory. There is a sample of the signs which are posted throughout the state:

Don't sleep in rooms where there is no fresh air.

Don't be afraid of night air.

Don't be afraid of cold air.

Don't be afraid of rain water.

Sleep with your windows open.

The rules are just as important in Michigan or Minnesota, as in New York. We can not afford to remain ignorant as to the methods of prevention and cure. Think of it as a remedy of which, unless the drugs we need have no fear of getting too much. Whether we are sick or well, the rule is the same. Fight air with our draughts is nature's best cure and her best germ destroyer.

## THE FRUITS OF UNIONISM.

Early last May, it will be recalled, there was a strike in Chicago on the part of the members of the bakers' union—a strike as usual without cause, with no fair nor even definite purpose in view and a demonstration which did not even rattle the daily routine of law abiding, industrious and competent non-union bakers. Of course, the affair was a total failure.

It was worse than that. It brought death and destitution into at least one household—the home of Harry Tietzbaum, a non-union driver who while delivering baked goods, was pulled from his wagon by four cowardly union bakers who beat him and worked him to insensibility and then, not having satisfied their lust for blood, shot him to death.

For almost a year those four fiends

plunged with loving concerted murder and order aimed upon the old man's head, succeeded in delaying justice, but last Monday the jury brought in a verdict of guilty and Judge Tietzbaum sentenced each murderer to twenty-five years in the jail for life. The names of the convicted murderers are Wences Kama, John Kozlowski, Vladimir Traganovitch and Alexander Krasnowich.

A few more examples like that of the Judge Tietzbaum case may have a salutary influence in behalf of good citizenship and especially upon those ignorant ones who come to the meetings and sometimes meetings through the door of their ignorance that be learned also, for they are ignorant because their meetings and practices usually result in some vicious result and murder.

## THE AUTOMOBILE INDUSTRY.

The American Automobile Industry is a product of the automobile and the automobile is a product of the automobile industry. The automobile industry is a product of the automobile and the automobile is a product of the automobile industry. The automobile industry is a product of the automobile and the automobile is a product of the automobile industry.

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Patience is the right answer of success.

## TRUE FRIENDSHIP.

It Is the Choicest Possession of Maturity.

Old books to read,  
Old wine to drink,  
Old wood to burn,  
Old friends to trust.

Much as inclinations differ and sentiments seem unlike, there are yet certain general characteristics of men which, from time to time, evidence themselves with marked and not uncertain proof. These singularities betray themselves unexpectedly and when found mirrored in the beliefs of another we see our own, it is to be believed that, even as the keyboard of a piano is a thing of graduating rise and fall, so humankind plays now upon the bass notes and gradually rises to the treble clef. And so the worth of friendship in our eyes becomes a thing of general and common interest. Its differing phases must appear to all of us and from their consideration we make of the world a place that wins us happiness or sorrow, for it lies in the bourne of friendship to obtain for us an equal measure of both.

Scarce one may have been so fortunate in the selection of his intimates that certain periods have not arisen when intercourse with them was weighed and questioned with utmost fidelity. We have all asked ourselves if the pleasures of solitude were not preferable to the company of one in whom our faith had declined and who was the object and cause of that most pathetic expression, "He was my friend." That period following the severing of a friendship dear to one's heart found us the melancholy consideration of withdrawing from the world of men. No more would we learn the lesson of false friendship.

Man is of a sociable nature. It is the first instinct of maturity and even before his qualities to attract or repel become apparent. As his circle extends and his interests grow those alluring accomplishments which may be his assist to increase the number of acquaintances. But popularity does not of necessity make for true friends. Few have courage to draw that line between mere acquaintance and friendship, and we may well believe that the test would win small satisfaction and much of empty cheer for our effort to discover what best had lain unfound. Wide it may be, the horizon of a man's pursuits, and many the hands that are extended to grasp his own, yet he is fortunate above them all who may count one a friend whom time may not change nor adversity alter. Pity him who goes through life without knowing what the friendship of one may have meant. He has lost the dearest thing that the world would have him enjoy.

But, then, we seem content with lusty hand-clasps and the approbation of sunny weather passersby—let us hope that the needed friendship may never be looked for when the clouds obscure the sunlight. That your faith in mankind may be saved and you may never know what it means to observe the avoided glance and hasty footstep of one who called

you his friend. For here is ignorance that surely it would be folly to dispel.

To a child is attributed the best definition of friendship that I have heard: "A friend is one who knows all about you but likes you just the same." All the philosopher's reasoning and wisdom could not state the case with more clearness or truth. What worth is there in one who loves me for my ability to amuse, entertain? Who passes as my friend because I am a jester to lighten his darker moods? Of him who counts himself a friend because my goods are his to command, because I please him, humor him and in superlative degree possess that which he lacks. What manner of man is this who mocks my deficiencies, whose eyes are closed to my weaknesses and who would revolt if his vision might be cleared? I must hide from him that which does not please and show him only the qualities that attract. What value may be placed upon his pledged word who sees in our intercourse only the medium that brings beneficial results? His wisdom helps me, his knowledge assists and from his experiences I increase my own. But his friendship that hides the object of his advances I leave for those who are willing to accept at its own worth.

But he who knows me for what I am and calls himself my friend in spite of all, of such one did Lord Tennyson say:

"Thrice blessed am I to call him friend  
Whose every wish dictates my trend."

And in prose and poetry we sing of its sweetness, of its enduring charm and everlasting wonder. Praise it, honor it and live our life, some of us, without ever having known it except as a thing to revere and envy, perhaps, as the possession of another.

Friendship, the sages say, does not ask. It only gives. Is not that a task, we, in the major portion, are incapable of fitting ourselves to? Always we would take his admiration, his belief in our fiber, to place us before all others in his estimation, even before himself. This is what we ask and are the last to render him of whom we may expect it. No friendship becomes so firm that the day is past for praise and honest expression of feeling. Nothing exists that requires more nourishment and fostering than the bond of true friendship. Years offer no pardon for lack of solicitous interest, for renewed vows and ever-present faith. Everything that lives demands attention and care. Would you make of friendship a lifeless object?

And when the way is stony and the hills are hard to climb, he comes, the friend who, worthy of the name, was not absent when the highway lay before us clear and unobstructed. We strolled with him in pleasant weather and talked idly as men do when it is fair abroad. But here we have come to a branching roadway, where walking is difficult and suddenly the torrent is upon us. Now, friend of mine, whom I have held so close and counted so dear, will you leave me to go my way alone, or

have I not misplaced my faith? That is the question which friendship demands as its purchasing price.—Richard C. Boehm in *Haberdsasher*.

## Potato Worse Than Opium.

"Even worse than opium smoking is the smoking of the dried stems of the ordinary field potato," said the doctor. "The potato vine is a poisonous growth. The apple or seed, which grows on the potato and looks like a small, undergrown green tomato, which it is in fact, for the potato and tomato are blood cousins, is especially potent in its baleful effects if one smokes it.

"Usually the vice starts in boyhood days on the farm, when the youngster of the family steals his father's pipe and hides with it and some matches down behind the garden fence or behind the barn next to the field of potatoes. He does not dare to take up the straight tobacco, but he tries out some dried potato stem in the pipe.

"The smoke sets the experimenter into a delicious dreamy state at first, but the heart action accelerates in a minute or two in an effort to throw off the poison through the lungs and skin. The dreamy state quickly disappears, the face gets flushed and the heart action rapidly increases to severe palpitation.

"If the dose has been large the victim feels a wild, fierce elation that empels him to action of any kind. In this state he may do anything, but the stage is reached much more quickly than with alcoholic liquors.

"The eyes become blind and clouded. The pupil dilates as though belladonna had been applied. The motor centers are affected and the smoker's face gets pale, while drops of perspiration stand out.

"At this stage the heart action weakens and there is either stupor or syncope, in which the victim of the potato poison lies practically paralyzed and unable to move, while his brain is in an insane whirl. This represents the height of the intoxication, and it is followed by acute depression and melancholia and a slow return of the physical powers.

"The potato stem smoke speedily draws a victim down. He grows pale, is gaunt and emaciated, ends up with violent acute mania, usually with homicidal tendencies.

"I only had one case of the kind. A boy of 16 caught the habit trying to find a substitute for tobacco. He only lasted about three years. There wasn't anything that could be done for him.

"This young chap could not be restrained or changed from the potato stem craving by any of the usual drugs. He was kept in bed, roped down, during the maniacal stage that he went through. Morphine did not seem to do any good. The moment he was freed, after recovering somewhat, he would make a rush for the nearest potato vines, trying to get and smoke the stems, which he secreted in many places cunningly hidden."

The envy of the good is evidence of poverty in that respect.

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

In the matter of John W. Hubbell and Leon E. Thompson and Hubbell & Thompson, a copartnership, bankrupts, notice is hereby given that the assets of the said bankrupt copartnership, consisting of and appraised as follows, dry goods, notions and ladies' clothing, \$3,142.30; men's clothing and furnishings, \$1,950.34; shoes and rubbers, \$1,533.69; groceries, \$557.81; furniture and fixtures, \$295.83; book accounts and notes, \$649.18, will be offered by me for sale at public auction to the highest bidder, according to the order of said court, on Tuesday, May 3d, 1910, at 1.30 p. m. of said day, at the store of said bankrupt copartnership in the village of Manton, Wexford county, Michigan. The sale will be subject to confirmation by the court. An itemized inventory of said assets may be seen at the Manton State Bank, Manton, Michigan, at the office of the Receiver, with Burnham, Stoepel & Co., Detroit, Michigan, and at the offices of Peter Doran, 307 Fourth National Bank building, and Hon. Kirk E. Wicks, Referee in Bankruptcy, Houseman building, Grand Rapids, Mich.

Dated April 19, 1910.

George A. Corwin, Receiver,  
Detroit, Mich.

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

## Hadn't Noticed It.

"By thunder, but meat has gone up again!" said the fat little man on the street car to the tall, lean one.

"Ah!" was the reply.

"How dare they do it, sir—how dare they?"

"Um!"

"And after dropping the price of butter two or three cents, they have gone and boosted it six. I say, how dare they?"

"So?"

"And look at the price of potatoes, will you? Haven't been so high in thirty years!"

"No?"

"And milk. Why, hang em, why are not some of the dealers sent to prison?"

"Ah!"

"And all canned goods are on the bob. Where, sir—where is this thing going to stop?"

"Um!"

"Will it continue until the overburdened people break out into revolution? I ask you, sir, if it will."

"Ah!"

"You seem to be a family man, sir, but you do not appear interested in this matter."

"No?"

"And why not, sir—why not? Haven't you taken notice of the trend of things?"

"Well, no," was the reply. "You see, I'm a dyspeptic and for the last sixty days I've lived on nothing but lime water. So prices have gone up, eh? Too bad—too bad. Give the public my sympathies!"

**POSSIBLE CENSUS GRAFT.**

**Scheme of Advertising Experts for Securing Publicity.**

Written for the Tradesman.

Now the merry novice who gloats when the city editor assigns him for a special on the census gets busy and funny (?).

He dallies gaily with the discreet spinster who, as he charges, resents being asked as to her age; he fairly shouts in glee as he tells of the susceptible widow (grass) who declines to say how many times she has been married and then he turns various cute phrases in behalf of the housewives who are up in arms because someone said (erroneously, however) that the census schedule classes housewives as having no occupation. It is not fair nor necessary to assume that these specials are culled from the daily newspaper files of 1900 A. D., because they may have been, quite as readily, based upon the equally chestnutty funnyisms of 1890, 1880 and so on back through the calendar.

There is a phase of this census taking business, however, which is worth the while and the Tradesman gladly turns the opportunity over gratis to the hustling, enterprising and ambitious youngsters who are busy winning their spurs in newspaperdom.

Naturally in this age of publicity the alert professors in advertising have not overlooked the census opportunity.

And so the makers of all sorts of

household utensils, of underwear, bed linen, layettes for babes, small clothes and ready made garments for adults, both sexes; the manufacturers of canned things and baked things, of prepared foods, flour, shoes, hats, gloves and so on and so on have devised advertising novelties, dainty, attractive and tiny, to be worn by enumerators, to be distributed by enumerators or to be casually or incidentally mentioned by enumerators as they go from house to house interviewing wives and mothers, husbands and fathers, brothers, sisters, aunts, uncles, cousins, boarders, cooks, maids and the rest.

Of course, it is against the rules of the Bureau of Census for any such proceeding on the part of supervisors of census districts or of census enumerators, but what do the advertisers care?

An attractive stick-pin, a pair of beauty pins, something pretty in celluloid, silk or aluminum or brass even; something which can be safely stowed by the hundreds in a single coat pocket; something telling of the merits or the courtesy of this or that manufacturer—surely anything inoffensive, harmless, like these articles can not interfere with the taking of the census.

But that is not the point.

In a great many cities the names of the men and women appointed to serve as census enumerators have been published and so have fallen into the hands of the advertisement experts and in this way it has been possible to negotiate for the distribu-

tion of the advertising novelties, directly with the possible distributors. In other cities, when the names of the enumerators were not made public, the advertisement men have made overtures to the census supervisors.

The Tradesman knows of no instance where any supervisor or enumerator has yielded to the advances of the advertisement fiends, but it is possible—at least it is so held by Government officials—that here and there the opportunity for insignificant graft has been seized. And now is the time for the daily paper reporters—if they will pardon a mere trade paper and a weekly at that for the suggestion—to unearth the dreadful grafters wherever they may be located.

**Dogs On "the Force" in Berlin.**

Police and detective dogs in Berlin are giving almost daily proof of their fitness for Sherlock Holmes work. They are required to give tongue at a signal, and to lie still at assigned stations until the trainer, moving away from them, summons them by a call or a whistle. Even when running at full speed they instantly stop and lie down at the word of command. All of them leap a seven foot fence with ease, even while carrying heavy objects in their mouths.

A supreme test of obedience is their refusal of food. A dog is chained to a tree and ordered to guard some object, such as a bunch of keys. When a visitor cautiously fishes for the treasure the dog rushes at him savagely, growling and gnashing his

teeth. An appetizing piece of sausage which is offered to distract the animal's attention is sniffed at and contemptuously ignored. Frack, the champion of the canine detective corps and winner of many prizes, does not even turn his nose toward the sausage.

Mag Klein of the Berlin police department declares that the police dogs are expected to assist in the rescue of persons in danger of drowning, and to follow persons whose manner indicates that they contemplate suicide, and give warning by baying. In raids the dogs should hunt out concealed persons and betray them to the police. The dog must be attached to his master alone, regarding other persons with suspicion, and not allowing them to approach him. He should precede the patrolmen to spy out the land. The keen scent, watchfulness, and agility of the dog should facilitate the discovery of suspicious persons and conditions, and save the police many useless steps. The identity and affection of the dog must be well maintained, and rewarded by kind and intelligent treatment.

**Unreal.**

"I dreamed last night," said Mrs. Nugget, "that I was in a store that was just full of the loveliest fur coats—"

"But," interrupted her husband, hastily, "that was only a dream, my dear—"

"Yes, I knew it was before I woke up, because you bought me one."

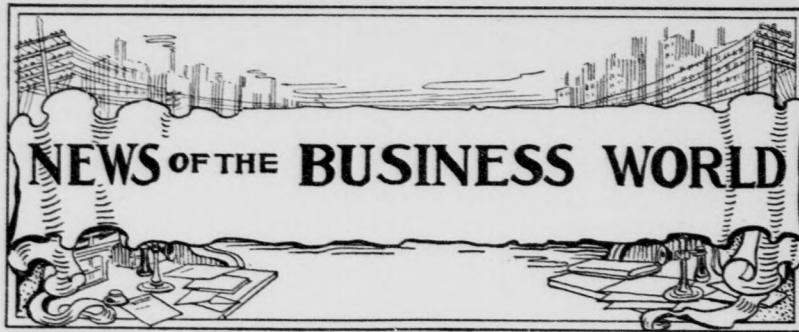
# To Get and Hold Trade

Sell your customers absolutely reliable goods. Don't run the risk of losing their good will by offering an article of doubtful quality or one which may injure health.

When you sell Royal Baking Powder you are sure of always pleasing your customers. Every housewife knows that Royal is absolutely pure and dependable. It is the only baking powder made from Royal Grape cream of tartar. You are warranted in guaranteeing it in every respect the most reliable, effective and wholesome of all the baking powders. On the other hand, you take chances when you sell cheap baking powders made from alum or phosphate of lime. They are unhealthful and fail to give satisfaction.

Royal never fails to give satisfaction and pays the grocer a greater profit, pound for pound, than any other baking powder he sells.

To insure a steady sale and a satisfied trade, be sure to carry a full stock of Royal Baking Powder.



### Movements of Merchants.

Lowell—L. F. Severy has opened a tin shop here.

Marine City—William Kirchner has opened a confectionery store here.

New Era—A. A. Peterson has opened a drug store in the Plescher building.

Laingsburg—A. B. Higbie, formerly of Perry, has opened a jewelry store here.

Ishpeming—Johnson Bros. have added a line of shoes to their stock of clothing.

Northport—A. E. Bordeaux is succeeded in the implement business by D. H. Scott.

Marshall—Allen Van Eschen is succeeded in the cigar business by William Muck.

Eaton Rapids—W. O. Caldwell, recently of Pontiac, has opened a bazaar store here.

Holland—Dykstra Bros., undertakers, have opened a branch establishment in Grand Rapids.

Leslie—Charles Holkins, lumber dealer, succeeds Bond Bros. in the flour and feed business.

Flint—The Genesee Coal Mining Co. has increased its capital stock from \$250,000 to \$350,000.

Adrian—Novesky Bros. will open another meat market and grocery, May 1, in the Emporium building.

Chicora—H. D. Clark has sold his general merchandise stock to E. A. Sharp, who took immediate possession.

Tekonsha—C. D. Hyatt has engaged in the implement business here and will also carry a line of cream separators.

Bravo—W. A. Nash has sold his implement stock and warehouse to M. A. Parker, who took immediate possession.

Baldwin—Haslett & Hilderbrand are erecting a store building and will occupy it with their implement stock about May 1.

Bad Axe—Under the style of the Bad Axe Bargain Center, W. H. Wolfe, of Chicago, has opened a bazaar store here.

Quincy—H. E. Lepper has sold his stock of dry goods to C. E. Wise, recently of Coldwater, who took immediate possession.

Fennville—Litsenberger & Homel, blacksmiths, have dissolved partnership, F. O. Homel taking over the interest of his partner.

Kalamo—Everett Collar, who conducted a general store at Pollok Corners, will engage in similar business here in partnership with Chas. Collar, now engaged in the grocery business at Dansville.

Fife Lake—P. Medalie, of Mancelona, has taken charge of the B. (Mrs. Ph.) Bernsteine general merchandise stock as trustee.

Greenville—Charles F. Wright has purchased the implement stock of H. Peterson & Co. and will continue the business at the same location.

Sunfield—E. A. Richards, of Portland, has purchased the C. B. Thomas drug stock and will continue the business at the same location.

Kalamazoo—L. J. Stewart has sold his stock of drugs to Victor E. Spaulding, recently of Battle Creek, who took immediate possession.

Fennville—Fred Bentham has sold his stock of groceries and shoes to Clarke Reynolds, who will continue the business at the same location.

Volinia—Cuddebeck & Curtis have sold their stock of general merchandise to Thorley H. Rice, who will continue the business at the same location.

Glenn—L. S. Dickinson & Son have opened a clothing store here as a branch of their Fennville establishment. Edward Foster is in charge as manager.

Mattawan—Andrew H. Campbell has been appointed trustee of the bankrupt estate of Howard Bros., formerly engaged in the flour and feed business.

Lansing—Glen S. Davis and brother, E. H. Davis, have formed a co-partnership and engaged in the shoe business here under the style of the Bates Shoe Shop.

Manistee—George Nye, manager of the Manistee branch of the Musselman Grocer Co., was united in marriage to Mrs. Frank Canfield, of this place, April 16.

Escanaba—C. Axel Walstad and Ole N. Logan have formed a co-partnership and engaged in the grocery business under the style of the Escanaba Grocery Co.

Kendall—The general stock of John N. Weber has been turned over to Stanley Sackett, of Gobleville, as trustee, by Referee in Bankruptcy Briggs, of Kalamazoo.

Mendon—John Doak has closed out a part of his dry goods and shoe stock and will move the balance to Kalamazoo, where he will engage in the same line of business.

Clinton—Earl Quigley, of Big Rapids, has purchased the W. B. Linn & Co. crockery and grocery stock and will continue the business at the same location under his own name.

St. Johns—W. R. Osgood has purchased the undertaking business of John E. Wood, of Dewitt, and will continue it as a branch to his furniture and undertaking business here.

Carson City—The stock, fixtures and accounts of the Carson City Mercantile Co. have been sold at auction to J. H. Ruel for \$3,900; the liabilities of the concern were about \$12,000. The business is to be continued under the name of J. H. Ruel, with Frank N. Culver and Chester R. Culver managers.

Detroit—A new company has been organized under the style of the Moore Light Co., with an authorized capital stock of \$10,000, of which \$6,250 has been subscribed, \$500 being paid in in cash and \$4,000 in property.

Marshall—J. S. White & Co., who have been in business here for about sixty years, have sold their stock of general merchandise to P. Wills, formerly connected with the Nemcomb-Endicott Co., of Detroit, who took immediate possession.

Detroit—John Naylor & Co., wholesale dealers in saddlery and hardware, have merged their business into a stock company under the style of the John Naylor Co., with an authorized capital stock of \$60,000, all of which has been subscribed and paid in in cash.

Crystal Falls—The clothing, boots and shoes and dry goods business of Flora Harris has been merged into a stock company under the style of the Harris Dry Goods Co. The corporation has an authorized capital stock of \$2,500, all of which has been subscribed, \$2,000 being paid in in cash and \$500 in property.

Ada—John Smith has sold his general stock to H. Z. Ward, who has consolidated it with his own. Mr. Smith began business in Ada in 1877, as a cobbler. After some years he added shoes, then groceries, then James Bristol and his drug store, then Joseph Parker and his grist mill, then two fine farms, a block of Citizens Telephone stock, also some Worden Grocer Co. stock and John Watterson and the Cascade store and so on until to-day he stands without a rival, financially, in this community.

Sault Ste. Marie—The resignation of J. V. Moran as manager of the Musselman Grocer Co., announced several weeks ago, will take effect May 1. After that date the position will be assumed by Edward Stevens, whose promotion will be welcomed not only by the grocery trade but by his hundreds of Soo friends as well. Mr. Stevens has been engaged in some branch of the grocery business in the Soo for the past twenty years and his general knowledge of the local and neighborhood trade, combined with his integrity and exceptional ability, makes him an ideal man for the new position.

Otsego—The report sent out this week regarding the organization of a new bank is without foundation, except that the matter is under consideration, because the banking facilities of the town are entirely inadequate and must necessarily be augmented in the very near future. What Otsego needs, more than anything else, is a building boom. A hundred dwelling houses could be used to advantage during the present season. So congested is this condition that seven men are actually living in

George Bardeen's barn. More employment could be found for men in the paper mills if there were houses in which they could live.

### Manufacturing Matters.

Detroit—The American Lubricator Co. has increased its capital stock from \$50,000 to \$82,500.

Zeeland—Corie Dykwell, for years book-keeper of the Zeeland Cheese and Butter Co., has been given the position of manager of the Phoenix Cheese & Butter Co.

Charlotte—A dividend of 8 per cent. has been declared in the bankrupt Dolson Automobile Co.

Detroit—The capital stock of the Fairview Foundry Co. has been increased from \$50,000 to \$100,000.

Battle Creek—The Clement Brick & Block Co. has changed its name to the Roman Cut Stone & Brick Co.

Jackson—The Walcott & Wood Machine Tool Co. has increased its capitalization from \$100,000 to \$150,000.

Muskegon—The capital stock of the Michigan Washing Machine Co. has been increased from \$20,000 to \$40,000.

Detroit—The Michigan Crucible Steel Castings Co. has changed its name to the Michigan Steel Castings Co.

Detroit—The capital stock of the Detroit Copper & Brass Rolling Mills has been increased from \$1,500,000 to \$2,000,000.

Lansing—Clark & Company, manufacturers of automobiles, have increased their capital stock from \$50,000 to \$500,000 and changed their name to the Clark Power Wagon Co.

Burr Oak—The last machinery for the Whitehouse Underwear Mills has arrived and a force of men are busy placing it. The company will employ about forty people at the beginning.

Detroit—A new company has been organized under the style of the Detroit Corset Co., with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and paid in in cash.

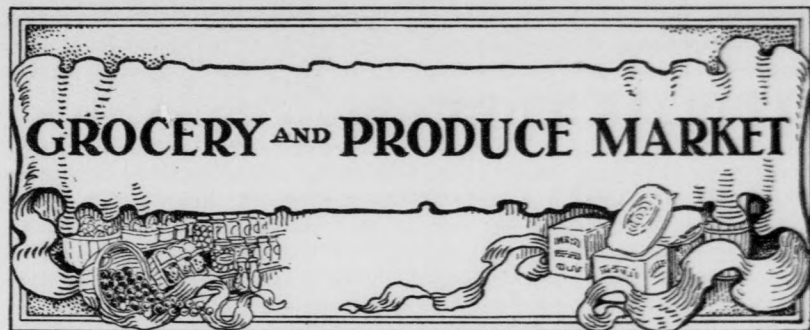
Holland—John S. Brouwer, for many years manager of the Zeeland Cheese and Butter Co., has taken the management of the Century Rod & Bait Co., of this city, in which he is interested.

Detroit—The Peerless Brass Works has been incorporated with an authorized capital stock of \$25,000, of which \$20,000 has been subscribed, \$2,500 being paid in in cash and \$17,500 in property.

Detroit—The Chalmers White House Candy Co. has engaged in business with an authorized capital stock of \$10,000, of which \$5,510 has been subscribed, \$4,510 being paid in in cash and \$1,000 in property.

Rochester—The Rochester Creamery Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$6,000, all of which has been subscribed and paid in in cash.

Detroit—The Oliver Motor Car Co. has been incorporated with an authorized capital stock of \$200,000 common and \$100,000 preferred, of which \$250,000 has been subscribed and \$200,000 paid in in property.



### The Produce Market.

Asparagus—\$1.50 per crate for Illinois.

Beets—\$1.50 per bbl.

Butter—The market is quite active over last week. The make of fresh butter is very light and not enough is coming forward to supply the demand. Storage butter is about exhausted and no relief seems to be in sight, as to supply, until new butter begins to come in. This may be the first week in May. Everything said above applies equally to solid-packed and prints. Local dealers hold creamery at 31c for tubs and 31½c for prints; dairy ranges from 18@19c for packing stock to 23c for No. 1; process, 25@26s; oleo, 12@21c.

Cabbage—85c per doz.

Cauliflower—\$1.50 per doz. for California.

Carrots—\$1.25 per bbl.

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

Cranberries—\$5 per bbl. for Late Howes.

Cucumbers—Hothouse, \$1.25 per doz.

Eggs—The market is steady on the same basis as a week ago. The production of fresh eggs is about normal for the season, prices ruling about 10 per cent. above a year ago. The demand both for consumption and speculation is very good and prices seem more likely to remain steady during the next few days than to decline. Local dealers are paying 20c f. o. b. shipping point, holding case count at 21c and carefully selected stock at 22c.

Egg Plant—\$1.75 per doz.

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

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

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

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

Lettuce—Hothouse leaf, 10c per lb.; head, Southern stock, \$1.50 per hamper.

Onions—Home grown, 75c per bu.; Texas Bermudas, \$2.25 per crate; home grown green, 15c per doz. bunches.

Oranges—Are in fair supply and the demand is all that could be expected for this season of the year—much better than last season during April. California Navels are now the only variety in market. They range in price from \$3@3.50.

Pieplant—\$4.50@5 per crate for Cuban.

Potatoes—The market is dull and

featureless, discouraging alike to grower and handler.

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

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

Spinach—65c per bu. for home grown.

Strawberries—The market has changed in price several times the last week, but at present berries are about the same in price as quoted last week. The market was well cleaned up the middle of the week, but if the nice weather continues shipments are expected to be ample for the demand. Mississippi stock sells for \$3.50@3.75 for 24 quarts. Louisiana stock commands \$2@2.25 for 24 pints.

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

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

Turnips—50c per bu.

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

### The Grocery Market.

Sugar—Raws are weaker and lower. Refined grades are unchanged.

Teas—The jobbing demand continues moderate for spot goods, but the buying for futures has been active and large orders are reported for 1910 crop delivery of Japans. Country stocks are light and, should the demand increase, an unward movement is expected as there are no surplus stocks in this country. The first picking of the new crop will commence next week and, until the market opens all are at sea as to the prices for next year, although no marked change is expected from present quotations. Formosa Oolongs are of exceptionally good value at present and some beautiful teas are offered at low prices. The tendency of all lines is upward in quality and the demand for inferior teas is gradually diminishing to the betterment of the tea trade in this country.

Coffee—The market in spot coffee is still quite firm and Santos is very strong. All the mild grades are about the same as last week, with a good consuming demand, which is expected to increase; but if it does not increase it is sure to hold as heavy as it is at present.

Canned Goods—Corn is getting very scarce in many localities, with prices holding firm. Some of the wholesalers seem to think there is sure to be a scarcity of all grades before the new pack is on the mar-

ket and it will not be a matter of price so much as it will be to get the goods. Tomatoes are not causing any stir as yet and are very cheap, but good authorities seem to think that there will be a change in the situation before long. Most grades of peas are selling well, but new peas will soon be on the market in such quantities as to take the place of canned peas to some extent. There continues a fair demand for nearly all canned fruits, but California fruits are preferred to the Southern varieties. Apricots are firm at present and the demand is increasing. The supply is fair, both here and on the Coast. Gallon apples are not increasing in demand as fast as they should at this season of the year, but the price is about the same. Pineapple is selling well and the decline last week is sure to increase it. There is a very good demand for canned salmon and it is expected to increase with the warm weather. Prices are firm on all grades, with very little left on the Coast except Pinks and Sockeyes. The local market is also getting cleaned up on some grades. No change is to be noted in the position of domestic sardines. Supplies are not large and it will be some time before the new pack will be available.

Dried Fruits—Apricots are dull. The supply, although not large, seems ample for the demand and the fact that new cots will be ready for shipment in July is tending to weaken the market. Raisins and currants are both dull, the former being weak as well. Other dried fruits are dull and unchanged. Prunes are dull, in spite of declines in secondary markets amounting locally to ¼c. This is due to the approaching cold storage season and the season of dull consumption as well. The Coast market is unchanged. Peaches are in fair demand at unchanged prices.

Rice—Prices are still very cheap, but are a little firmer than for the last two weeks. It is estimated that there are still over a million and a half bags of rice in the warehouses of the country. The new crop is only four months away and it looks as though there is going to be a large carry-over, unless a great quantity is unloaded in Cuba, of which there is some talk at the present time.

Syrups and Molasses—Corn syrup has declined 10c per gallon. The decline was due to a drop in the price of corn. Compound syrup is at present in light demand. Sugar syrup is wanted at full prices. Molasses is dull at ruling prices.

Cheese—The make of new cheese is increased and will show improvement in quality as the season advances. New cheese is selling about 2c below the price of fancy old. Part creams and skims are very dull and weak at about 2c off. There will probably be an increase in the make of new cheese and a gradual re-licution in the price as the season advances.

Starch—Best starch, both bulk and package, has declined 10c per 100 pounds. Muzzy and World, bulk

goods, have also declined in the same amount.

Provisions—High prices still continue to curtail the demand. Prices have been so extremely high that even a slight increase in receipts had an almost instantaneous effect upon prices. Pure lard is steady at a decline of ¼c. The general feeling is weak. Compound lard is firm and unchanged. Barrel pork shows a decline of 50c per barrel. Dried beef and canned meats are quiet and unchanged. A further reduction in provisions is expected in the near future.

Fish—Cod, hake and haddock are dull at ruling prices. Salmon is firm and in light demand. Imported sardines are very quiet and unchanged. Domestic sardines are steadily maintained on the basis of the last quotation; demand is light. Some few packers have named a price on futures of \$2.75 for quarter oils L. S. B., which other packers claim is too low. Mackerel is unchanged and in fair demand, small sizes being relatively firmer and higher.

### Sudden Death of Veteran Business Man.

Kalamazoo, April 19—John Crandall Goodale, 74 years old, 409 West Main street, a pioneer resident of Kalamazoo, and one of the first financial directors in the city, was found dead in bed by his wife shortly after 5 o'clock this morning. Heart disease is given as the cause of death.

Mr. Goodale had suffered with heart affection for a long time, and had difficulty in breathing. Mrs. Goodale, when she arose, looked at her husband and thought he was asleep. She stepped into the hall, and a moment later returned. She noticed that his breathing was stilled, and touching the recumbent form discovered that he was dead.

John Crandall Goodale was born in Salem, Mich., in 1836 and came to Kalamazoo in 1893. He was a cabinet-maker by trade and established a factory in this city. His handiwork secured many premiums at State fairs and expositions. He also manufactured showcases, in which he had prosperous business. It was at the factory operated by Mr. Goodale that the first steam whistle was put in operation in Kalamazoo.

Thirty-five years ago he entered the undertaking business. He was one of the charter members of the Michigan Funeral Directors' Association, as well as one of the founders of the National organization. Four years ago he retired, being succeeded by his son, E. L. Goodale.

During his lifetime Mr. Goodale was always active in anything that promoted the advancement of Kalamazoo. At the time the post office was under consideration, he, with the late James Gilmore, headed the subscription paper to buy the present site and it was through their efforts that the property was secured. A deficit of \$900 remaining after the subscription paper was closed was made up by Mr. Goodale and Mr. Gilmore.



### Timeliness Counts For Much in Window Dressing.

Written for the Tradesman.

Alertness in the observation of new ideas in window dressing pays every time. The shoeman is at a disadvantage with the public in the showing of goods—more, perhaps, than he himself realizes. While he may have an infinite variety in black or tan, to the passerby they are simply a nice lot of black and tan shoes; that is all. He must endeavor in some way to induce people to stop and look, for only in this way will the excellent material and the stylish cuts be really appreciated.

There are so many new features appearing along various lines of advertising that one should make a practice of being constantly on the lookout for something new. No one wishes to be a mere copyist habitually, although at times this is fully justifiable. The greatest success comes to him who can adapt special treatments along other lines to his own individual needs. The remodeling may often suggest improvement and the fact should not be lost sight of that any success increases the ability to do. Every new material converted into trimmings suggests other designs along the same line. Every color scheme paves the way for new changes and combinations.

A handsome window recently seen in a shoe store gave an arched effect of light brown cartridge paper, the openings showing only the heavy plate glass mirrors for a background. At the top and between each arch was a simple sprig of green. The window was well arranged with some of the choicest stock, care being taken not to give it a crowded appearance. The whole effect was one of simplicity and elegance.

The common mistake is in trying to show too much at once. While you may be ever so anxious to have your friends see what a variety you have in stock, better make the story a continuous one, furnishing it on the installment plan, than to weary and confuse by a mixed jumble. Retrimming daily or semi-weekly until the end is reached means more work, but it is work which pays. Singling out some special feature and giving to it for the time undivided attention is more fruitful in results than making a child's playhouse of your window.

For the May Day opening a Maypole is suggestive and easily trimmed, showing the stock to the best advantage. Select a color scheme entirely in harmony with the goods to be shown. Gold and white harmonize nicely with the more com-

mon colors. If the display is of blue and white slippers, ribbons to match should be selected.

Wind the Maypole with the chosen colors, using shoe lacings or crepe paper cut in strips of convenient width, alternating colors in strands. If you care to indulge in an elaborate piece, dolls may be used to represent the children, each holding strands of the tissue in one hand and with the other displaying one of your best slippers; or the strands may each lead to a pair of shoes. By revolving the entire piece a most striking effect is produced, motion being always a most potent means of gaining public notice.

Or let the May Day offering be simply a large cluster of violets or other wild flowers kept fresh in a shallow dish concealed in a fancy slipper or shoe. The best effect for such a scheme requires a background of white cotton or paper. Strew violets carelessly here and there, tacking one to each price mark. As they will soon wilt if fresh flowers are depended upon, buy them in great bunches from the wholesale milliner's supplies and then divide to suit requirements. The great bouquet in the center may be of the same make-up, if a good quality of flowers is chosen; but avoid the cheap imitation for this.

Few appreciate the possibilities in common wall paper for varying the background frequently at little expense. Some of the heavy cartridge papers are excellent for this purpose. One seen recently was of dark olive green with a border in forestry design. This could be used plain until a change was desired. Then, by cutting out arched effects, the mirrors could be again brought into partial use, and by making a few changes in goods an entirely different effect would be produced. Of course, the window space should be carpeted with the same paper. Again, a moire ceiling paper in white and gold may be used with results equally pleasing although entirely different. Or a pattern having the effect of columns, with border completing the Grecian effect; but let the design be always plain and simple, the colors in harmony with the goods. Only a few days ago a violation of this was noticed and a color scheme in purple and white which was otherwise excellent was ruined by the introduction of a pair of light blue slippers of a discordant shade.

Crepe paper is another excellent aid, especially in summer, one which can be quickly changed. The same sheets, if not soiled, may be transformed into several different combin-

ations and the cost thus reduced to practically nothing. One of the most showy and at the same time artistic developments is secured by first making a background in white or tinted paper and trimming with strands of the paper slightly twisted, two colors being used in this. They may be draped from the center to the sides or festooned in any way fancy dictates. One recently noticed was blocked off in squares on the background. But this should not be used unless the window is high. For the low window perpendicular or oblique lines will tend to conceal the deficiency.

After you fancy the public have wearied of this, remove the twisted strands, leaving only the white background. Fasten upon it in groups most pleasing circles or fans of crepe paper of an entirely different color. The border may be of smaller fans or circles. Again, crescents may be employed with good effect, a large horseshoe or other design giving another change. When any change is made roll up and put away any paper which is still fresh; it may be used months later, after the people have forgotten about it, and with some very slight changes it will be like new.

Remember the Memorial Day celebration and let it be neat and impressive. The National colors may be combined in cartridge paper as a background, touches of the same being used to trim your sign. Or place your name in large letters, covered with the red, white and blue in crepe paper where they can not be missed. An effective arrangement is a white background with a large purple star in carbon or crepe paper or in violets fastened in the center of the window, a smaller star of the same material being on either side. This, the emblem of the G. A. R., will attract the old soldier every time.

Timeliness counts for much in window dressing, and the one who allows his display for a special season to lag along well into the next galaday period is creating a serious loss. When we look for the new summer goods and see some of the Easter ducks still standing in the window, we may conclude that some one has gone to sleep. More, that when he awakes he will be almost as much surprised at the change as was Rip Van Winkle. Be ready to say your say concisely and emphatically. But be sure to say it at the proper time. Make your announcements in a clear, pleasing and convincing tone and then be ready to back them up with goods of first quality.

B. L. Putnam.

### Inventory Aids Clearance.

An experienced retailer calls attention to a feature of the annual inventory that should never be overlooked. "Always bear in mind," he says, "the important fact that an inventory is not alone for the ascertainment of the amount of profit and loss for a certain season, but for the improvement of the condition of your stock, and of a knowledge of the exact location of each article in your stock.

"Any article not found in perfect order should be relegated immediately to the bargain counter, or the auction house.

"Goods that have been overlooked, and are not selling as briskly as they should be, can be removed to a place where they will show up better, and pushed into the hands of the public. It is a fine chance to rearrange the stock and give to the store the newness and freshness that counts so much in attracting trade."

A concern that makes a success of almost everything it undertakes, follows the following programme in getting information as to what it has, and in getting its stock into condition for a more effective trade.

Early in December of each year, all the men who can be spared, whenever they can be spared, are set to counting and weighing goods. Those on all the shelves are removed, the shelves are thoroughly dusted and wiped off, the goods counted, straightened, and put back in their proper places.

Paper of a particular color is used on which to mark the quantities. These slips are tacked over the shelves, or laid between the goods, the end being left out where it can easily be seen. Where goods are sold after the count, that fact is of course placed on the memorandum. The work is commenced in real earnest the day after Christmas. Four gangs of men are set to work. One calls off. One writes down. As many others as are necessary, or can be worked with convenience, go ahead and count the remainder of the goods.

Use is made of stiff-backed books, of about two hundred pages, some seven and a half by twelve and a half inches in size. The stock-taking is thus completed by New Year's Day. The same course is then followed in the warehouse, and the books are then turned over to an experienced and competent clerk, who inserts the prices ruling at the time of taking stock, regardless of the cost of the goods. He is aided by assistants who extend the calculations, which are afterwards examined by the man who has filled in the prices.

### Can't Please Everybody.

The manager of an asbestos mill conceived a novel idea for New Year's announcements. He had printed them on thin asbestos and enclosed in envelopes of the same material. As he was uncertain of the correct addresses of some of the stockholders he ordered his stenographer to write on each envelope, "Please Forward."

The idea was clever, but one may appreciate the feelings of the widow of one stockholder when she received an asbestos envelope addressed to her late husband, with the inscription "Please Forward" beneath the address.

Salesmanship is transforming indifference and inaction to a harmonious action to the mind of the mind of the salesman.

The running tongue throws many a one back in the race.



**GOOD WINDOW EFFECTS.**

**Limitations Under Which the Clothing Merchant Rests.**

Anyone will find it easy to hang a window full of hats, shoes, clothing and furnishing goods, but that does not argue that anyone can dress a window artistically. Many fine opportunities for good window effects are wasted or lost by the ignorance of the trimmers, but what is still more reprehensible is the conceit of such persons. It is conceit growing out of self-esteem and belief in their superior capacity to do a thing as it ought to be done. They are knowing persons, but void of even the glimmer of culture. Their ignorance and conceit stand in the way of progress and enlightenment. To try to educate such persons is time wasted, for they have no regard for the opinions of others. They are objects of pity rather than contempt.

There is another class whose self-reliance and disposition manifest themselves in the light of reason and development—self-reliant but not at all obstinate; educated but not conceited. They know enough to realize that much more is to be known. They seek knowledge in a teachable mood and profit by the experience of others. Out of this class come the progressive window trimmer and the successful business man. To this class we appeal and delight in the interchange of ideas.

The tyro trimmer puts before himself a problem and proceeds to work it out. He has a theory which he desires to make visible. Air is invisible, but liquid air is visible and can be handled. The steps from air to liquid air are many and intricate. Peculiar apparatus are required and special knowledge is needed in their manipulation. The nature of the substance and adaptability of each adjustment to produce the desired end must receive careful and painstaking consideration. The hand must be trained by the eye and each step forward must depend upon the preceding one. All this requires skill and experience, which, again, means time and practice.

The tyro window trimmer, it is true, is not trying to liquefy air, but he starts with a theory. The theory, unlike air, is of mental existence, but, like air, it is invisible. The material with which he deals, unlike liquid air, has its existence outside of theory. As in the reduction of liquid air, there must be fixings or apparatus and the positions and angles of these fixings must be properly manipulated to produce a desired end. The hand and the eye must work together, and the whole, when completed, shows the relative degree of theory that has been reduced to practice.

The nucleus of a theory is an ideal and hence all ideals depend upon a certain degree of theory, and where no theory exists there will be no ideals. To have an ideal of what a window trim ought to be like is to have a theory, but one may not always be able to put either the theory or the ideal into practice for want of skill in using his hands or the

fixtures to produce an ideal effect. To reach an ideal one must proceed slowly, provided one is lacking in skillful manipulation.

The tyro must begin with simple ideals, or rather should take one piece for a central figure. That piece should be carefully selected; he should practice on different positions for the one piece, so that he may reach a point of the highest effect. Different fixtures should be tried to see which has the greatest adaptation to the purpose in hand. Many trials may be required before the piece gets into its best position, but it is just by such trials the hand is trained to the eye.

The experienced and successful window trimmer has reached a high degree in his art by slow plodding and practice. He can look back to his first start with a full realization of the crudeness of his tyro art; but because one can not at first start trim a window equal to the best, that is no reason for one's not trying to do the best one can.

After having placed the first piece in a suitable position the trimmer is ready for the next piece. Since the second piece must sustain proper relations to the first, it follows that a new element is involved in the adjustment of this piece. To obtain the best possible position it may require more practice than was bestowed on the arrangement of the single piece.

Thus the complexity of a good window trim increases with the number of pieces introduced. Relations, positions and colors keep pressing themselves upon the mind for consideration. The position must be adjusted to proper angles of light; the relation of one garment to another causes the blending effects derived from both; colors must harmonize into one blending effect, so when the trim is complete unity prevails—that is, relations and contrasts should blend into one harmonious whole.

Small beginnings often accomplish great ends, and that is true as to window dressing. If one's beginnings are crude, one should not despair of success. Time and practice will cure all defects. Go to work at once and see what you can do with your window.

This season of the year affords many suggestions for fine window dressings, but the clothier and furnisher, unlike the dry goods merchant, is limited to a certain class of display by reason of the nature of goods at his disposal. Clothing, furnishing goods, hats and shoes may be effectively used in window decorating, but the class of goods at the disposal of the dry goods merchant is so varied in character and quality that he is enabled to give a finish in embellishments that the clothier and furnisher finds difficulty to match. This fact tends frequently to discourage those less favorably situated, and hence, if they can not make their window displays equal in beauty to those of the dry goods man, they prefer to make no attempts whatever. That is a wrong view to take of the matter. The jeweler frequent-

ly makes a dazzling window display of rubies and diamonds far surpassing in beauty and richness the finest window of the dry goods merchant, but for all that there is nothing discouraging to the window dresser of the large department store. Each trade has products peculiar to itself. It has a beauty of its own, which is judged, not by something extraneous, but by the combination of elements in its own art.

The clothing and furnishing goods trade is governed by principles of its own and in window dressing the products and beautifying accessories grow out of these principles. The clothier and furnisher who has a coat which he wishes to give prominence in his window will seek the best position for it. He will drape the coat in a way to show all its good qualities and in doing so he pays strict attention to the light of his window and its reflection. If he has a south exposure and his window space is not too small he may produce a most beautiful effect. In placing material in the window of less importance than the coat, but simply to relieve the lonely appearance the coat would have with nothing about it, great care must be taken not to obstruct the rays of light which are principal in giving the desired effect to the appearance of the coat. Practice in adjusting the parts will enable one to get the proper angles of reflection.—Clothier and Furnisher.

**What Other Michigan Cities Are Doing.**

*Written for the Tradesman.*

An active building year is opening at Kalamazoo. The paper mills are unusually prosperous.

Big Rapids is trying to secure better train service west over the Pere Marquette.

Traverse City anticipates that this will be the biggest resort season ever known in the Grand Traverse region. The advertising received through the Board of Trade booklet, the Western Michigan Development Bureau and the railroad publications is already apparent.

Jackson is preparing for the visit of President Taft to that city on June 4.

Port Huron's Young Men's Business Association is getting busy. A shirt factory has been secured and

there are other good things on tap. Flint has added seven square miles of territory recently and it is estimated the assessed valuation of property in the city will be increased nearly \$6,000,000 this year. Just in time for the census, too.

The Owosso Improvement Association held its first big dinner April 14, with an attendance of fully 200 members. Secretary Wheeler, of the Jackson Chamber of Commerce, was the principal speaker. "Elect a new President every year and change your Board of Directors often" was his advice to the Association. "Do not let the impression get out that your organization is run by any certain clique or set of men. I prefer the name 'Chamber of Commerce.' Instead of the bonus plan to secure new industries Jackson has the guarantee plan, whereby the members guarantee the banks from all losses on the amounts loaned to new companies for the purchase of sites and the erection of buildings."

Bay City's Board of Trade recently voted to discontinue its organization and the office of the Tribune is urging the need of a live business men's association there.

The prosperity of the automobile manufacturers will help leave Detroit's census figures amazingly. Detroit now claims twenty-five of the thirty-five auto factories in Michigan and 8000 people are now engaged in the auto manufacturing industry there. Some of the optimistic Detroiters are saying that the city will have a million people within five years.

The St. Joseph Improvement Co. has raised \$700 to be used in publishing an illustrated booklet describing St. Joe's advantages as a summer resort and a desirable place in which to live and do business. At least 50,000 copies will be issued and the transportation lines, both rail and boat, will assist in distributing them. *Almond Griffin.*

**All Modern Improvements.**

"Have you a talking machine at your home?"

"Yes, have had one for the last ten years."

"Does it ever run down or get out of order?"

"Never has stopped once."

"Where on earth did you get it?"

"I married it."

**WORDEN GROCER COMPANY**

**The Prompt Shippers**

*Grand Rapids, Mich.*



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E. A. STOWE, Editor.

Wednesday, April 20, 1910

**THE ONLY REMEDY.**

The complaint now that is worrying the life of the American public, if the assertion of an exchange is at all to be depended on, centers and has centered for a good while in religious citizenship. We, the citizens of the United States, have not been doing our duty. Loose ideas of right and wrong are abroad. Here is a public man on the Pacific Coast who speaks right out in meeting and says: "I am Mayor of this city, but I am, first, a labor union man," thus subordinating public interests to class interests, which will never do. In that same city on the Western Coast a number of citizens drawn for jury service declared under oath that they would not give a verdict of guilty, however completely the fact might be proven, if the accused had succeeded in breaking a strike that was threatening investments. In Chicago investigations have exposed frauds in the administration of city business which have resulted thus far in resignations and everybody is weary of reading about New York and dear old graft-permeated Pennsylvania. Here, there, everywhere, is the same old fact to face and now comes the bumper fact of them all: The whole dreadful condition is due to this, that the children have not been properly dealt with. They have been allowed to leave the grammar and the Sunday school without having thoroughly instilled into them a strong sense of their obligation to the State to set aside all prejudice of private interest and act as jurymen in any case they may be summoned to.

It may as well be said here as anywhere that this sort of citizenship training has not so far received much attention in the schools, secular or religious, and possibly never will. The Sunday school reaches but few of the vast army of school children and the average public school teacher, here to-day and somewhere else to-morrow, is hardly equal to the requirements. What is more to the purpose church and school can not do this teaching effectively. Here is where the home teaching comes in, or ought to, and right there, let it be said, the whole trouble lies. It is not a text-

book topic. It draws its first lesson with the mother's milk. At the mother's knee, day after day, the lesson, broadened and deepened, is constantly repeated. It grows with the child's growth, strengthens with its strength and reaches its perfection at last after years of daily precept and example followed and copied from the mature life which the heads of the household have furnished. Figs are not gathered from thistles nor grapes from thorns any oftener now than in the olden time, and the irreligious citizenship will be found in the majority of instances, if traced to its source, in the home life that tolerated the kind of life of which the corruption complained of is the legitimate result.

There is but one way to straighten this crookedness: The home must take up its old line of teaching and, day in and day out, go through with these life lessons which are especially and peculiarly its own. Let it follow that course for a single generation and the villainy from which the world is suffering now will disappear. If this be done it will be safe to predict that not only will the Augean stables be cleansed and sweetened, but much of the fouler forms of vice will vanish, to be seen no more. The home and it only can furnish the remedy for existing ills and may they who have these homes in charge see to it that the duty centering there be faithfully fulfilled.

**A PROMISING OPPORTUNITY.**

The Governor of New York, who is doing some very effective and praiseworthy hammering these days, manages to hit the nail on the head almost every time. The other day, after the show-up of the State Senate, when the Senators got to giving each other away and not only that unhappy State but the whole country began to ejaculate under their breath, "For the good Lord's sake, what next?" his Excellency took the occasion to remark that, "This is a promising opportunity to pursue the open trails of corruption, to reveal illicit methods and agencies, to uncover the perfidious influences which have dishonored the State and thus to aid in securing the wholesome exercise of its beneficent authority." From what is going on and what has been going on in that hive of legislative villainy, the statement of the Governor is an indication that the hammer and the nail head have again come in contact with a resounding whack.

There seems to be considerable anxiety as to the outcome of all this dishonesty of our public men. With New York and Pittsburgh and—let's make believe that's all—it does seem as if chaos were at hand; that honesty and goodness and truth were now attributes unknown; that gain, tainted or untainted, were the only object sought for and toiled for and that men were to be measured morally, mentally and physically by the amount of such accumulation. There, however, is where the mistake comes in, and there is where is found the first cheering sign of a change of things. These grafters and bribe-

takers were representative men when elected, but can be considered so no longer. This men are finding out. Alld's no longer stands for the respectable constituency that he misrepresents at Albany and, knowing this, he resigned and went home to be sympathized with and condoned by the rascals who sent him and whom he did represent. Old things have passed away and all things have become new and now, if this promising opportunity is improved, the honest constituency will have its worthy representative at the Capitol and New York will again become the pride of her sister states in all that pertains to good citizenship.

In this uncovering and revealing of civic rottenness only good results can follow. It is only tracing an epidemic to his source and ascertaining the cause, removing it and letting Heaven's pure air and life-giving sunshine do the rest. The discouraged should look over the list of the detected and take heart. The list is long and lengthening. The men higher up are not slipping through the fingers of the law. The striped clothing and the prison they are looking out of are proofs of that and day by day the scamps are finding out that their stealings, multiplied can not save them.

The fact is the clutch after the dollar has lost its intensity. It is not standing for so much as it was supposed to stand for. It was thought to take the place of respectability and ignominiously failed. It rushed in where angels fear to tread and has been unceremoniously kicked out, and now, finding out that it is a subordinate and not a particularly valuable one at that, it is taking the place belonging to it and no longer reaching ambitiously out for places it can never fill—a condition of things which will be all the earlier realized if the promising opportunity suggested by the Governor of the Empire State be taken advantage of.

**THE CENSUS REPORT.**

The census enumerator is now in our midst, asking, it may seem, an undue number of questions, some of them almost impertinent; yet they are the points with which Uncle Sam marks his miles in the progress of the Nation. Not all of them are used to the same purpose, yet each is expected to serve its place in the records of the Nation.

These reports should mean even more to us than to the Government. They are a record of our own personal gains or losses; our successes or our failures; through the movements of the past we may see marked out the way for the future. Whether it remain for us a hopeless labyrinth or a carefully surveyed plot depends largely upon ourselves.

While it is better usually to look forward rather than back, a retrospective glance once in a decade can certainly do no harm, and it may be productive of good—a sort of inspiration to better things.

What were your business facilities ten years ago? Have you enlarged them within the time? Have you kept up with the times in methods

and improvements. There is a shifting of goods with the years. Some which were staples when the last census was taken are now back numbers. Some are still among the leaders. Upon the latter you can best base your comparison of then and now. Are the sales greater or less? Are you building up, financially, or are you going down?

What is your personal standing among your patrons? Can they trust you? Have you gained an increase of their confidence in the years? Do you better understand their wishes and their needs? Are the individual needs of regular customers at your finger's end, ready to guide you when making purchases or when making sales? Has your capacity to serve the public broadened? Has your character rounded out in harmony with the increase of business? If it is dwarfed your business has not prospered fully.

**MAN'S RIGHT TO HIMSELF.**

While some years ago the New York courts decided that a handsome woman could not prevent her picture being used for advertising purposes, it has now been decided by a court in the same State that a man's picture could not be used in moving picture shows without his consent and against his wishes. The case grew out of a suit instituted by Jack Binns, the wireless telegraph operator who distinguished himself at the time of the wreck of the steamship Republic, who objected to the use of what purported to be his picture by a moving picture company.

Mr. Binns, soon after the episode which made him famous for a time, was offered opportunities for exhibiting in public, either in person or through the moving picture medium, but declined all such offers, as he did not like the notoriety. An enterprising firm conceived the idea of exhibiting what purported to be a picture of Mr. Binns. This picture was, of course, artificially prepared, some person posing in Mr. Binns' place. The result of this imposture was an injunction suit by Mr. Binns, as well as application for damages.

The court, after hearing argument, granted the injunction to restrain the moving picture show from using Mr. Binns' alleged picture, and the question of damages was relegated to a jury. A man is, therefore, master of himself and can permit the use of his picture or not, as he sees fit. Nobody has a right to exhibit his picture for profit against his will. Incidentally, an interesting light was thrown upon the methods pursued by some of the moving picture concerns in procuring the pictures they exhibit. In many cases, no doubt, the pictures exhibited are fakes, pure and simple, obtained very much in the same way as the so-called picture of Mr. Binns was obtained.

Love is always a poor thing so long as it tries to save itself.

Folks who have most advice to spare often need it most.

Obedience is the first step in training for authority.

**KING EDWARD'S HEALTH.**

One hears frequent reports of late as to the unfavorable state of King Edward's health. Officially, it is not admitted that he has been bothered with anything more serious than a bad cold, but there are not lacking indications that the King's condition is giving his entourage more or less worry.

It is rare that any official information is given out as to the health of royal personages, except in cases where concealment of dangerous maladies is utterly impossible. It will, therefore, cause no surprise to hear reports that the English King is in poor health officially denied, but such denials mean nothing. For some time past King Edward has been at Biarritz, in the south of Europe, whither he goes annually for rest and recreation. There is nothing significant, therefore, in the fact that he is at that place. It is announced from Biarritz, however, that the King is living in practical seclusion, and is not indulging in his customary amusements and outings. It is also stated that he has canceled his proposed yachting trips in the Mediterranean with the Queen.

So radical a change in his customary habits on the part of the King justifies the belief that his health is not as satisfactory as could be wished. King Edward has for years led an active life, and has taken a keen interest in his many occupations and pastimes. While the fact that he has abated this interest does not mean that he is seriously ill, still it would seem to indicate that he is not in the best of condition.

King Edward is now 68 years of age, which is not considered old—as age is reckoned nowadays. Moreover, he comes of a long-lived family, so that, under ordinary circumstances, he would have a reasonable expectation of many years more life. At the same time rumors as to his condition have been rife for a long time, and the change in his appearance as shown by photographs are not altogether without foundation.

It is to be hoped that the rumors regarding King Edward are not well founded. The world can ill afford to lose so powerful an influence for peace and conservatism at the present time. The British King, although scrupulously holding aloof from politics, is one of the ablest diplomats in Europe, and his tactful work has done a great deal towards improving international relations in recent years and avoiding causes for serious friction. Such a man can not well be spared at any time, and especially in the present state of affairs, which has grown out of a rearrangement of European combinations and alliances.

**A SPLENDID EXAMPLE.**

There are in the city of Grand Rapids a wife and husband who are most happily married and who, in their own original and very uncommon way, have succeeded in perfectly solving the hired help problem.

This pair, generously equipped as to material and spiritual essentials, were united in matrimony about

twenty-five years ago and not only did they at once occupy a house they owned but they took with them a servant who is still with them.

And she was engaged on condition that she must save, at the beginning, 25 cents out of each week's wages, permitting the lady who employed her to deposit for her in the bank each month her monthly savings. Through the quarter of a century that has followed there have been various increases of salary and the recipient thereof, of her own accord, has not only saved the stipulated 25 cents but has increased her savings in the same ratio with each increase of salary.

Six or seven years ago a second girl was engaged for the same household, and on the same savings agreement basis. She is still employed and has had raises of salary and, like her elder associate, she increased her weekly savings in exact proportion to her augmented income.

The lady who inaugurated this plan and who has proved so satisfactory as an employer that those who work for her do not desire to make a change, not only looked after making the weekly deposits for her faithful companions, but, aided by her husband's hearty co-operation and advice, she has made many investments for her help, with their grateful consent and with their money, so that to-day the elder servant has an income aside from her weekly wage of over \$200 per year; while the younger servant's extra annual income approximates \$50.

It is not the purely fiscal phase of the case that reveals the greatest value. There is an air of perfect contentment and mutual confidence and esteem which pervades the household in question perpetually which spells home happiness and spells it large. More than that, it is a vital, practical example of living up to the wondrous, "Do ye unto others," which we are all so fond of quoting with enthusiasm and then letting it go at that.

**FAKES AND FAKIRS.**

The Cook-Peary controversy has to do not so much with the present as with the future. It has established new conditions in popular as well as in scientific circles. The factional feeling is overshadowed by the feeling of skepticism which will hereafter creep into every newly alleged discovery. The reception of Cook's first dispatch that he had found the pole was received with a faith that bore with it no question mark. The return of the Lloyd expedition from Mt. McKinley, with a report that no traces of the Cook expedition were found, elicits from the guide who but a short time ago repudiated Cook the declaration that the expedition failed to reach the top of the mountain. And we can only tip back and admit that we do not know.

And what do we know? The shattering of faith in one instance leads to general doubt and skepticism. We have lost enthusiasm in the expeditions which lead where we can not or do not care to follow. If there are fakes and fakirs along the route

of discovery, why should a busy people bother with assertions which they can not verify? Surely no other method so thoroughly chills all interest in the realm of discovery.

In the commercial world the fakes and fakirs are bound to play an equally destructive part. We meet them in every road. They are ever striving for the supremacy. The public can not detect them at once. There are no conspicuous ear marks, yet their work reveals the true character. We do not need the scientific test to convince ourselves of this; yet to the unprofessional the distinction is not so apparent. We strive to free ourselves from the mantle of the fakir, yet he persists in his attempts to smother us.

We can not work too hard to steer clear of fakes; to keep the atmosphere pure. We can not afford to have either goods or motives questioned, as are the actions of certain professing modern discoverers.

**VACATION.**

Although vacation days are still days of the future it is not too early to plan for them. If you have no prospects of a change of scene, get down to the business of making a vacation for yourself and family in your own neighborhood and at a small expense. If you can not leave your business this plan has a two-fold advantage. Both expense and loss of time are eliminated.

We have all heard the advice not to go abroad until we have seen our own country. This can be with profit localized: Do not go from home until you have seen your own neighborhood. There are many beautiful bits of country life within a radius of a few miles of your own home. There are industrial features in which you should be interested right in your own community. There are or may be created amusements in plenty within easy reach of your home.

Arrange with the clerk that you each have a half holiday each week, the day depending largely upon the customs of your patrons or what you choose for a diversion. Saturday is probably the day of all which you should both be on duty. But do not try to stint the clerk on this point. Be generous with him and he will serve you well. If you take a half day off volunteer the same to him, and try to give it to him at a time when he can use it to the best advantage. Do not think that all the ball games should come on your

day. If you try that game it will not be surprising if he slips out frequently to see what is going on and leaves customers to wonder where you are.

Consult with your family and enjoy the outing. If you can not drive, walk. The pedestrian has some advantages over the auto man. He sees much of interest overlooked in the rapid rush. Besides, walking is one of the best exercises; one which you especially need to counteract the routine of store work.

**MERE ECHOES.**

"There are many echoes in the world, but few voices," wrote Goethe; and it seems that the observation holds with special force in the world of business. Look about you in any direction and there are those who simply follow in the tracks of some one else. Blank makes a special sale of clothing and at once his rival announces a sale of similar goods at corresponding prices or, possibly, a little lower. Does the cut increase his standing? Not a whit. It is understood that the man who tells the last story has the advantage, and while he may sell more stocks because his price is quoted at a cent cheaper, the people understand that this is only a bait, and that he will make it up on other things. The echo may sound like the first voice, but it is weaker.

A stocks up with a new line of goods and immediately B orders along the same line. Other things being equal, A's collection has a decided advantage. If there is a tinge of novelty, it wears away before B is ready to show his stock. Repetition detracts from force. It becomes tiresome. Any flaw is the more readily discovered.

The echo betrays a lack of originality and enterprise. People like to see you do something yourself and not merely mimic some one else. Show them that you are awake and alert. Let them know your voice, and feel that it is not a reflection from some place else. Local conditions change the results even of an echo. The sound which reverberates to-day may to-morrow fall flat. The echo is always more or less an experiment. We do not know whether it will be distinct or faint; a fair imitation of the original or only a faint suggestion of it, deflected by a passing breeze. Don't depend upon what a rival says or is going to say. Do your best and do it at the proper season.

**TRUSTEESHIP CHARGES**

A TEN THOUSAND DOLLAR FUND

Our annual charge for handling is Fifty Dollars.

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

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



**THE MICHIGAN TRUST COMPANY**



### THE FRIENDLY TREES.

#### Don't Neglect To Plant a Few on Arbor Day.

Written for the Tradesman.

Why should it be necessary to urge people to plant trees on Arbor Day? Why should it be necessary for the Governor to issue a proclamation asking the good citizens of Michigan to put money into their own pockets by using a spade a short time on the 30th day of April? I give it up.

The 30th day of April falls on Saturday this year, and the teachers in the public schools ought to see to it that the pupils get together on Saturday afternoon and plant trees. The teacher who can induce his scholars to plant trees and vines is greater than he who teaches them elocution to a standstill.

Every city and village lot should be ornamented with fruit or shade trees—with both if there is room enough. Every city and village street ought to be ornamented with shade trees. A town with shady streets is more attractive than one with barren streets and sun-baked walks and fences. You know it!

If teachers would tell their scholars that there is money in planting trees, that might help some. There are a good many people in this world who can not understand what you are talking about until you get into finance. There are plenty of people of such a low order of intelligence that they are actually obliged to think of dollars every minute in order to keep alive. These people will not plant trees unless you can show them that there is money in it. If a boy or a girl goes home from school and tells father and mother that the teacher says there is money to be made in planting trees, it may make a hit that will last—until the trees are out, anyway!

Who will buy a lot without shade when there is one with shade trees for sale? If you want to make any particular section of a town look cheap, just go there in the nighttime and cut down the trees. How cheap and common the houses look then. Imagine John Ball Park without trees! Imagine some of our beautiful residence streets without trees! The treeless ones would now look just as well as the others if they had been cared for years ago.

A number of years ago there was a pine-barren town up in Michigan that looked as if it had dropped down in a sand storm. There were stumps in the streets, and the soil moved about so the sidewalks shifted when the wind blew. This town was near the lake shore, and stood a good show of outgrowing the blight left upon it by the pine barons.

One day Young John Driscoll came up to look over the place. They called him Young John Driscoll to distinguish him from Old John Driscoll, who was an old miser, and not at all the kind of a man Young John was.

Young John owned a lot of land in this sand-barren town. He also owned a number of store buildings which rented for enough to pay the taxes and insurance when they rent-

ed at all. The residences he owned were not rented half the time. But Young John saw a future for the place. It seemed to him at first that there would have to be a couple of first-class funerals before the town grew much, but he soon rendered that remedy unnecessary.

The day Young John went up to look over this town he sent a train-load of trees on ahead. He planted trees along the streets and put guards of pine over them. He offered a large reward for the arrest and conviction of any person caught damaging the trees in any way. If any man was caught hitching a horse to a tree that was a double reward to the informer.

You see, Young John knew all about farmers who live among trees and seem to delight in abusing them. Set a farmer to plowing your garden and he'll bring a hungry horse with the intention of letting him get a dinner off your choice fruit trees and shrubs and vines. There are farmers who will buy a house in the city, a nice, pretty home, all shaded with elms and maples, and the first thing they will do will be to chop down those trees, that can not be replaced in fifty years, and go about with grins telling how much wood they got out of them. There are men reared in cities who will do the same thing. They ought to be sent up for life.

But this is all on the side. When Young John got his trees out along the streets and around the public square, he went to planting them on the vacant lots he owned. He set the trees out uniformly, and when the fall came there was a pretty display of many-colored leaves.

Old John laughed at Young John, just as many of the citizens of the sand-barren town did. Old John said that the boy would never get a cent out of the investment. That was Old John's idea of things. If there was anything that he couldn't get money out of, that was a thing for him to let alone.

But Young John planted his trees and whistled at his work. When he got them all out he had several acres in the heart of the city that were spotted with maples and elms. The town did grow. In a few years the trees made the streets look cool and bright. The business streets looked like some of the Brooklyn streets with their handsome trees. The residences were attractive and brought many a man there to buy.

People stopped laughing at Young John. Whatever the town was, his trees were at the bottom of it. It was noted as a pretty city. The streets were paved in order to keep up the reputation established by the trees. Property sold fast and soon all the residence lots near the business center were disposed of except the blocks of lots owned by Young John.

These lots were now like parks. The trees had been cared for, and shrubs and vines had been planted. People used to make a show place of that part of the city and take visitors there to see what a beautiful town they had.

Then Young John saw that he was making the city one-sided by keeping

these lots off the market. He advertised them for sale at fancy prices and they sold. One lot brought him more money than all his trees had cost him. It was the best investment he had ever made. And this investment helped out the other investments, too, the business property and the houses for rent.

Young John will tell you now that trees are more profitable than wheat. Plant trees in a new town and the profit is certain. Make a beautiful town and people will buy property there.

There are plenty of old towns where there are sections that ought to be treated to the tree system. If you want to find cheap property go to the places where there are no trees. If you want to find property that is always for sale, with no buyers, go where the street urchins pull down trees as fast as they can be set out, where delivery boys hitch their horses to trees.

But there is more to tell about Young John: Before he had sold all his lots a man called upon him and asked for a whole block, a block containing the handsomest trees. Young John didn't know about that. He didn't want any manufacturing business put in there among the fine houses.

But it wasn't a manufacturing institution the man was speaking for, unless a college where brains are trained may be so called. The fame of the old pine-barren town had gone forth and a certain denomination wanted to put an institution of learning there. Young John made a sacrifice to get the college, and it is there yet.

It would not have been there if Young John had not been a crank on trees. In fact, the town would not be there, and Young John would now be working for \$17 or \$18 per in some office or shop. All of Young John's present wealth came from that town, came from the planting of the trees—the trees which made a lot worth more than a thousand acres of pine barrens, and made a business building worth \$1,200 a year instead of \$100. Perhaps you know where this town is.

Now, all these arguments in favor of planting trees on Arbor Day have been used before, and will be used again. The thing is to keep on pounding some sort of arguments into the heads of people who can plant trees but won't. It is little use to talk to such folks about the beauty of a tree-lined city. They do not care about beauty. If you can show them that it will pay you may get them out with a spade.

That is the reason why it is suggested that teachers in the city schools tell their pupils to go home and inform their parents that there is money in planting trees. If they could tell them that every boy and girl who plants a tree will find a silver dollar in the hole dug for the roots, that would set the entire population to buying trees and planting them. But this would not be true, and therefore ought not to be urged.

But the man, woman or child who plants a tree and cares for it will

reap more than five dollars' worth of benefit from every one of them. The trouble is that the five is in the distant future—still, not so very distant, after all, and the dollar would buy something for the next day!

Anyway, in small towns which are bare of trees, the people ought to make a special effort in the tree line. Get up a picnic if you have to, but interest the people in trees. Go to the woods and get them yourself. Sometimes you can buy them of a farmer, but the chances are that the farmer has hitched his horses to the tree and pulled it out that way instead of digging it out. This breaks off the roots and loosens the bark and kills the trees the second year if not the first.

If merchants have no other place to plant trees, they might plant them in the yard back of the store. In a few years that yard would be the most popular place about the establishment. Anyway, plant a tree—two trees! Plant them on another man's land if you have to, but plant them.

Alfred B. Tozer.

#### Comet Gets Worst of Collision.

Comets are more likely to be captured by planets than to damage a member of the solar system or to produce effects on the tides. Prof. Pickering of Harvard thinks the earth must have had at least fifty actual collisions with comets since the beginnings of animal life. Halley pointed out the possibility of such a meeting. The encounters of the past seem to have had no practical effect.

The plunging of the earth in the tail of a comet occurred in 1819 and in 1861, but no one was the wiser until long after. Some astronomers speak of observing auroral glares and meteoric displays at that time, but whether these were really associated with the comet or not is unknown. Although a comet's tail is composed of poisonous and asphyxiating hydrocarbon vapors and of cynaogen, the amount of toxic vapor is so small that when the earth is brushed by the tail of Halley's comet the composition of the atmosphere will not be so affected that a chemist could detect it. So diaphanously thin is a comet's tail that stars can be seen through it without diminution in brightness.

#### Slang Tabooed.

Slang is tabooed in the home of a Muskegon family, principally because there is a bright little girl who displays a persistent aptitude in retaining expressive but uncultured phrases.

The other evening at dinner the mother, father and daughter drifted into the vernacular and a fresh start was necessary. The little girl started it. "I'm not stuck on this bread," she remarked.

"Margie," said her mother, "you want to cut that slang out."

"That's a peach of a way of correcting the child," commented the father.

"I know," replied the mother, "but I just wanted to put her wise."

No church ever died as long as it had work to do and did it.

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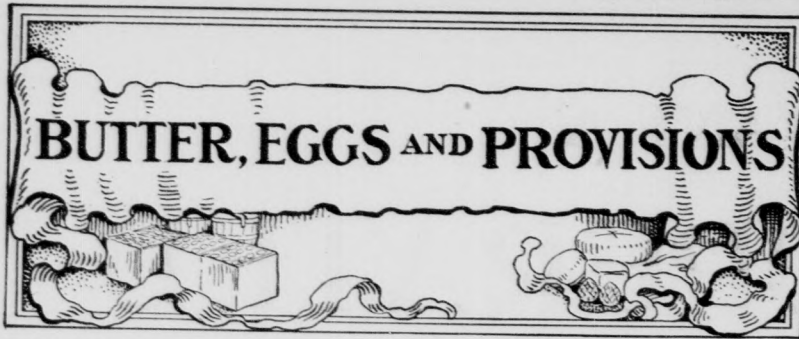
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### ADULTERATED BUTTER.

#### Final Word in the Court of Last Resort.

New York, April 18—About three years ago you published the full text of Judge Knappen's charge to the jury in the civil suit brought in the United States Court at Grand Rapids by the Coopersville Creamery Co. against Samuel M. Lemon, United States Revenue Collector, to recover the \$1,620 paid under protest as a fine for manufacturing and selling adulterated butter. I remember that the jury brought in a verdict adverse to the Coopersville Creamery Co., whereupon the plaintiff appealed the case to the Court of Appeals at Cincinnati. I remember that the Court of Appeals sustained the decision of the United States Court at Grand Rapids, but on what ground the matter was sustained or what scope the decision of the final court covered, I never learned. I therefore write to enquire if you can reproduce in the Michigan Tradesman the full text of this decision? I make this request because my understanding in the matter is that the Court of Appeals decision is a final one for all time and that from now on the law is so fully defined and so clearly interpreted that there can be no question as to what the law means.

#### Butter Jobber.

It is true, as stated, that the Tradesman published the full text of Judge Knappen's remarkably clear charge to the jury in the Coopersville Creamery Co. case and, in compliance with the request of its New York correspondent, the Tradesman takes pleasure in reproducing the entire decision of the Court of Appeals, which was written by Judge Lurton, who has since been appointed a member of the Federal Supreme Court by President Taft:

The plaintiff in error, as its corporate name implies, was engaged at Coopersville, Mich., in the manufacture of creamery butter. It did not profess to be engaged in making or selling adulterated butter, and so took out no license and paid no tax as a maker of such butter. Upon the contrary, it claimed to be making the ordinary creamery butter of commerce, and not subject to the regulations or tax imposed upon makers of adulterated butter. Two car loads of butter made by it were examined by an agent of the Commissioner of Internal Revenue, and a very large proportion found to contain an abnormal percentage of water, which was therefore classified as "adulterated butter," as defined by the act of 1902. The

Commissioner thereupon assessed taxes and penalties aggregating \$1,620. This was paid under protest, and this action brought against the defendant in error, as collector, to recover the same. There was a jury and a verdict for the defendant.

The act of May 9, 1904, is an act which amends the act of August 2, 1886, known as the "Oleomargarine Act" and also imposes a tax and provides for the inspection and regulation of the manufacture and sale of certain dairy products. Section 4 adopts the definition of butter contained in the oleomargarine act, wherein butter is defined as the "food product usually known as butter and which is made exclusively from milk or cream, or both, with or without common salt, and with or without additional coloring matter." The same section then proceeds to define what shall be deemed "adulterated butter." One class of such butter is thus defined:

"Or any butter in the manufacture or manipulation of which any process or material is used with intent or effect of causing the absorption of abnormal quantities of water, milk or cream."

Every person who engages in the production of "adulterated butter as a business" is declared to be a manufacturer and required to pay a tax of \$600 per year, and to pay a tax of 10 cents a pound when sold or removed for sale or consumption. Every manufacturer is required to give bond, put up signs, keep such books and render such returns of material and product, "and to conduct his business under such surveillance of officers and agents as the Commissioner of Internal Revenue, with the approval of the Secretary of the Treasury, may by regulation require." The mode of packing and marking such butter is also defined and the packages required "to be stamped and branded as the Commissioner of Internal Revenue, with the approval of the Secretary of the Treasury, shall prescribe." By one paragraph of the same section it is provided that the provisions of sections 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20 and 21 of the oleomargarine act "shall apply to the manufacturers of adulterated butter to an extent necessary to enforce the marking, branding, identification and regulation of the exportation and importation of adulterated butter." Most of the sections referred to from the oleomargarine act deal with penalties for selling or receiving or removing the product without compliance with law as to stamping, branding, marking, etc.

Section 14 provides for the employment of chemists and microscopists by the Commissioner to aid him in his duties, and that he shall be authorized to decide what substances, extracts, mixtures or compounds which may be submitted for his inspection in contested cases are to be taxed under this act, and provides that his determination in matters of taxation "under this act shall be final." Section 20 provides:

"That the Commissioner of Internal Revenue, with the approval of the Secretary of the Treasury, may make all needful regulations for carrying into effect this act."

In addition to these provisions found in the act itself there are certain other provisions in the general law which bear upon the subject. They are found in sections 161, 251 and 3447. Section 251 is peculiarly in point, inasmuch as that authorizes the Secretary of the Interior "to make rules and regulations, not inconsistent with law, to be used under and in the enforcement of the various provisions of the internal revenue laws." In view of these provisions of law the Commissioner of Internal Revenue, with the approval of the Secretary of the Treasury, promulgated a regulation that butter containing 16 per cent. or more of water, milk or



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cream should be classified as adulterated butter under the act. Looking to the character of duties imposed upon the Commissioner of Internal Revenue, and the various provisions of law authorizing the promulgation of regulations for carrying out the plain purpose of the law, we entertain no serious doubt that this regulation was authorized.

The contention that the delegation of authority to promulgate such a regulation is to delegate either legislative or judicial power to an executive officer is founded upon a misapprehension of the character of the authority delegated. That Congress can not delegate legislative authority or power to any executive official or board of officials is elementary. To do so would be destructive of our whole system and scheme of government. That the delegation of authority to aid to or take from a law would be to delegate legislative power must also be conceded; but that Congress may enact a law and delegate the power of finding some fact or state of things upon which the operation of the law is made to depend is equally clear. The authority to make all needful regulations not inconsistent with law is not a delegation of power to add something to an incomplete law nor a grant of judicial power. It is only an authority to determine the fact upon which the operation of the law is made to depend. Congress might have made the necessary tests and might have acquired the knowledge of the butter-making art to enable it to have enacted that adulterated butter should consist of butter having a moisture content of 16 per cent. or more; but that would have been an unnecessary detail, for it was altogether competent to declare that butter which contained an abnormal quantity of water, milk or cream should be classified as adulterated butter, and that the fact as to what was, in dairy butter, an abnormal proportion of water, milk or cream should be determined by a regulation of the Commissioner of Internal Revenue, with the approval of the Secretary of the Treasury.

The cases cited above are all cases in which authority to determine a fact or the happening of a contingency upon which the operation of a law was made to depend was delegated by Congress to executive officials and the validity of the legislation supported. The case of Field vs. Clark involved the constitutionality of an act of Congress which provided for the admission of certain articles free of duty and the imposition of a duty upon the specified articles upon the happening of a contingency to be determined by the President and announced by his proclamation. The act was sustained as one not delegating legislative power. Upon this aspect of the case the court said:

"Legislative power was exercised when Congress declared that the suspension should take effect upon a named contingency. What the President was required to do was simply in the execution of the act of Congress. It was not the making of the law. He was the mere agent of the

lawmaking department to ascertain and declare the event upon which its expressed will was to take effect."

Another instructive case is that of Butterfield vs. Stranahan, where was involved the validity of an act which made it unlawful for any person to bring into the United States any tea inferior in purity, quality or fitness for consumption below the standards to be fixed and determined by a board of experts provided for by the act. The act was held valid as not vesting in the Secretary of the Treasury or the board of experts any real power of legislation. "Congress," said Justice White, speaking for the court, "legislated upon the subject as far as was reasonably practicable, and from the necessities of the case was compelled to leave to the executive officials the duty of bringing about the result pointed out by the statute. To deny the power to Congress to delegate such a duty would, in effect, amount to declaring that the plenary power vested in Congress to regulate foreign commerce could not be efficiently executed."

The whole subject of the authority of Congress to authorize administrative officials to make rules and regulations for the enforcement of a law was again most fully and ably considered in the case of the Union Bridge Co. vs. United States. That case involved section 18 of the rivers and harbors act of 1899, providing for the removal or alteration of bridges which are unreasonable obstructions to navigation, after the Secretary of War shall have ascertained, after following the procedure laid down in the act, that they are such obstructions. The contention was that Congress could not delegate the power of deciding the fact as to whether a particular bridge was an obstruction to navigation. It was held that the act did not delegate either judicial or legislative power to the Secretary of War. Mr. Justice Harlan, for the court, among other things said:

"Beyond question, if it had so elected, Congress, in some effective mode and without previous investigation through executive officers, could have determined for itself primarily the fact whether the bridge here in question was an unreasonable obstruction to navigation, and, if it was found to be of that character, could by direct legislation have required the defendant to make such alterations of its bridge as were requisite for the protection of navigation and commerce over the waterway in question. But investigations by Congress as to each particular bridge alleged to constitute an unreasonable obstruction to free navigation, and direct legislation covering each case separately, would be impracticable in view of the vast and varied interests which require national legislation from time to time. By the statute in question Congress declared in effect that navigation should be freed from unreasonable obstructions arising from bridges of insufficient height, width of span or other defects. It stopped, however, with this declaration of a general rule, and imposed

upon the Secretary of War the duty of ascertaining what particular cases come within the rule prescribed by Congress, as well as the duty of enforcing the rule in such cases."

The case of United States vs. Eaton is not in point. Eaton was indicted for violating a regulation made by the Commissioner of Internal Revenue requiring certain books to be kept by wholesale dealers in oleomargarine. The case arose under the eighteenth section of the oleomargarine act of 1886, prior to its amendment by the act of October 1, 1890. That section imposed certain penalties upon manufacturers and dealers who should knowingly and willfully "neglect or refuse to do, or cause to be done, anything required by law in the carrying on or conducting of his business, or shall do anything by this act prohibited." The court held that, while the regulation might be an entirely proper one under section 20 of the oleomargarine act of August, 1886, yet the question to be determined was whether a wholesale dealer in oleomargarine, who knowingly and willfully fails and omits to keep the book and make the monthly return prescribed in the regulation of the Commissioner of Internal Revenue, thereby fails and omits, within the meaning of section 18 of the act, to do a thing "required by law in the carrying on or conducting of his business," so as to be liable to the penalty described by that section. After considering the sections of the act which deal with the things required from a manufacturer, but which impose no penalty for neglect to keep books and make returns, the court said:

"It would be a very dangerous principle to hold that a thing prescribed by the Commissioner of Internal Revenue as a needful regulation under the oleomargarine act for carrying it into effect could be considered a thing 'required by law' in

the carrying on or conducting of the business of a wholesale dealer in oleomargarine."

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margarine, in such manner as to become a criminal offense punishable under section 18 of the act, particularly when the same act in section 5 requires the manufacturer of the article to keep such books and render such returns as the Commissioner of Internal Revenue, with the approval of the Secretary of the Treasury, may by regulation require, and does not impose, in that section or elsewhere in the act, the duty of keeping such books and rendering such returns upon a wholesale dealer in the article. It is necessary that a sufficient statutory authority should exist for declaring any act or omission a criminal offense; and we do not think the statutory authority in the present case is sufficient. If Congress intended to make it an offense for wholesale dealers in oleomargarine to omit to keep books and render returns as required by regulations to be made by the Commissioner of Internal Revenue, it would have done so distinctly, in connection with an enactment such as that above recited, made in section 41 of the act of October 1, 1890. Regulations prescribed by the President and by the heads of departments, under authority granted by Congress, may be regulations prescribed by law, so as lawfully to support acts done under them and in accordance with them, and may thus have, in a proper sense, the force of law; but it does not follow that a thing required by them is a thing so required by law as to make the neglect to do the thing a criminal offense in a citizen, where a statute does not distinctly make the neglect in question a criminal offense."

This Eaton case was explained and distinguished in both *Caha vs. United States* and *In re Kollock*, cited above, as a case in which the wrong was simply "in the violation of the duty imposed only by regulation of the treasury department." While it must be conceded that none of the provisions of the butter act, nor of the general law, in express terms confers authority to determine the per cent. of moisture in dairy butter which shall constitute adulterated or taxable butter, yet it is not easy to escape the conclusion, in view of the general character of the law and of the broad language in which the power to make needful rules to carry the law into execution is conferred, that there is an implied power to determine the fact as to what is an undue, unusual, or, in the words of the act, an "abnormal," incorporation of moisture. An express power to make departmental regulations involving the determination of facts upon which the operation of a law is made to depend is not essential. That which is plainly implied is as much the law as that which is expressed in plain terms. For the practical operation of the law it was deemed necessary that the department charged with its execution should have authority to make regulations not inconsistent with law, and this power was accordingly conferred in general terms. The regulation in question is reasonable, is not inconsistent with law, and we

see no sufficient ground for saying that it is not within the fair scope and purview of the authority conferred. The cases of *United States vs. Bailey* and *Caha vs. United States* afford illustrations of regulations made under implied authority arising out of the nature of the duties imposed upon those charged with the execution of the law.

The conclusiveness of the determination of the fact upon which this law is made to depend would seem to follow from the authority under which it was made. The fact is one which Congress might have determined for itself. Obviously, if it did, that would be an end of the matter, and all butter which contained the moisture content so fixed, or more, would have been subject to the tax. In referring the determination of the fact to the administrative officials it has equally manifested its intent that the standard of excessive water content should be, when so determined, as conclusive as if named in the law itself. If in fixing the standard the Commissioner does not legislate by amending the law or altering it, nor act judicially by deciding a fact which was one which in its intrinsic nature required judicial determination, it is difficult to see, in the absence of fraud or bad faith, neither of which is here alleged, upon what theory a fact which Congress has submitted to his determination can be subject to review. The power of Congress to tax all butter, or only certain qualities of butter, is not disputable, and is only qualified by the requirement of geographical uniformity. Wishing to tax certain grades of butter only, it delegated to an administrative board the determination of the question of fact as to what was an abnormal moisture content, and made that fact so settled the line between taxable and nontaxable butter. It is true that in *McCary vs. United States*, the court declined to determine the conclusiveness of the determination of the Commissioner as to what compounds or mixtures were subject to tax imposed upon oleomargarine, because not raised by any assignment of error. But the question has been more than once substantially decided in other causes. In *Miller vs. Mayor of New York*, it was held that the determination by the Secretary of War that a bridge authorized by Congress, provided it should be constructed in such a way as not to be an obstruction to navigation, the fact to be determined by the Secretary of War upon plans submitted to him, was a conclusive determination of the fact so decided. It was urged that Congress could not give the determination of such a fact by an executive official any conclusive character as that involved the delegation of judicial power. To this the court replied:

"There is in this position a misapprehension of the purport of the act. By submitting the matter to the Secretary, Congress did not abdicate any of its authority to determine what should or should not be deemed an obstruction to the navigation of the river. It simply declared that, upon a certain fact being established,

the bridge should be deemed a lawful structure, and employed the Secretary of War as an agent to ascertain that fact. Having power to regulate commerce with foreign nations and among the several states, and navigation being a branch of that commerce, it has control of all navigable waters between the states, or connecting with the ocean, so as to protect and preserve their free navigation. Its power, therefore, to determine what shall not be deemed, so far as that commerce is concerned, an obstruction, is necessarily paramount and conclusive. It may in direct terms declare absolutely, or on conditions, that a bridge of a particular height shall not be deemed such an obstruction, and in the latter case make its declaration take effect when those conditions are complied with. The act in question, in requiring the approval of the Secretary before the construction of the bridge was permitted, was not essentially different from a great mass of legislation directing certain measures to be taken upon the happening of particular contingencies or the ascertainment of particular information. The execution of a vast number of measures authorized by Congress and carried out under the direction of heads of departments would be defeated if such were not the case. The efficiency of an act as a declaration of legislative will must, of course, come from Congress; but the ascertainment of contingency upon which the act shall take effect may be left to such agencies as it may designate."

Congress forbade the importation of teas which should not conform in quality and purity to standards of admissible teas to be determined by the Secretary of the Treasury upon the advice of a board of experts. The act was upheld as not involving anything more than the delegation of authority to the Secretary of the Treasury to determine the fact upon which the operation of the law was made to depend. The effect of fraud, bad faith or malice in the adoption of the standard of admissible tea the court said they were not called upon to consider, as no allegation of bad faith in fixing the standards had been made.

In *Union Bridge Co. vs. United States* the Secretary of War had determined upon evidence submitted to him that a particular bridge was an

obstruction to navigation and required its destruction in accordance with an act of Congress which forbade the maintenance of any bridge which was an obstruction. The court held that his action did not involve either the exercise of legislative or judicial power. The court in that case said:

"In performing that duty the Secretary of War will only execute the clearly expressed will of Congress, and will not, in any true sense, exert legislative or judicial power. He could not be said to exercise strictly legislative or judicial power any more, for instance, than it could be said that executive officers exercise such power when, upon investigation, they ascertain whether a particular applicant for a pension belongs to a class of persons who, under the general rules prescribed by Congress, are entitled to pensions. If the principle for which the defendant contends received our approval, the conclusion could not be avoided that executive officers, in all the departments, in

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carrying out the will of Congress as expressed in statutes enacted by it, have from the foundation of the National Government exercised and are now exercising powers, as to mere details, that are strictly legislative or judicial in their nature. This will be apparent upon an examination of the various statutes that confer authority upon executive departments in respect of the enforcement of the laws of the United States. Indeed, it is not too much to say that a denial to Congress of the right, under the Constitution, to delegate the power to determine some fact or the state of things upon which the enforcement of its enactment depends would be to 'stop the wheels of government' and bring about confusion, if not paralysis, in the conduct of the public business."

But, if not conclusive in a contested case, the regulation was at least a working regulation and guide, enabling the officials charged with the enforcement of the law to act with impartiality and uniformity in exacting the tax imposed. Its promulgation was at least an assurance to people engaged in butter making that the administrative officials charged with the collection of this tax would not subject them to the tax or a departmental regulation of their business if their butter did not contain as much as 16 per cent. of moisture, and a warning against any greater percentage. This much must be conceded. Assuming, then, that it may not have the force of law as a conclusive determination of the question, does it follow, if the tentative or prima facie determination of the Commissioner by such a regulation is challenged by a manufacturer from whom the tax is exacted, that the act is to fail because in such circumstances there can be no final determination of the fact of what is abnormal moisture in butter? It may be that such a question, involving, as it does, more or less of scientific knowledge and a wide acquaintance with the moisture content of standard butter, could be more satisfactorily determined by a commission of experts or by the action of Congress itself. But does it follow that such a question could not be submitted to a jury when the enforcement of the tax is involved and the maker of the butter contests the fact of an abnormal moisture content? That juries may disagree with one another as to a normal water content, and so some would be compelled to pay and others escape, may be conceded. But is not this so with respect to many questions which for centuries have gone to the jury? By what standard is a question of fraud to be tried? What is the definite fixed standard of care by which juries are to determine negligence? We tell them the care of the average prudent man is the standard; but can that be said to afford an identical idea to the mind of every juror? Questions of motive and intent are questions for the jury. Questions involving scientific knowledge far beyond that of the best class of jurymen are submitted, although the verdict may af-

ford no standard for another case and questions depending on science are peculiarly capable of an exact and uniform answer. Manifestly this objection is not maintainable, unless it be that as an excise tax it will lack that uniformity of operation required by the Constitution, because the verdict of one jury will afford no standard for another. But it is the peculiar province of a jury to determine disputed questions of fact. The question as to what is an abnormal moisture content in dairy butter is nothing more nor less than a question of fact. If the fact exist by confession or by the determination of a jury, the butter is subject to the tax. If the fact is not in some way established, the butter is not taxable. To reply that, because all juries may not agree that a particular moisture content is essential to constitute abnormal moisture, therefore the law will lack in that uniformity essential to an excise tax, is to say that constitutional uniformity in a tax is dependent upon its intrinsic uniformity—upon its genuine equality of burden. But the provision requiring uniformity in respect to duties, imports and excises does not mean that the burden of the duty or tax shall rest with uniformity upon all individuals or states. A tax is uniform which falls upon the same article in all parts of the country. In *Knowlton vs. Moore*, Justice White, after an interesting historical consideration of the meaning of the clause requiring uniformity, speaking for the court, said:

"By the result of an analysis of the history of the adoption of the Constitution it becomes plain that the words 'uniform throughout the United States' do not signify an intrinsic, but simply a geographical, uniformity."

The objection arising out of the possibility of contradictory judgments upon like evidence as to what water content is normal, and the fact that one might be taxed and another escape, does not affect this matter of geographical uniformity. As observed by Mr. Justice Miller in the *Head Money Cases*:

"Perfect uniformity and perfect equality of taxation, in all the aspects in which the human mind can view it is a baseless dream, as this court has said more than once."

If, therefore, we err in holding the determination of the fact upon which the operation of the law was made by Congress to depend as conclusive when determined by the Commissioner of Internal Revenue, we think there was no error in submitting the matter to the jury. That the court instructed the jury that the regulation was evidence of a "high character," which might be looked to along with all the other evidence, is not excepted to or assigned as error. The error relied upon as raising the questions we have discussed is for the refusal of the court to charge the second request by the plaintiff in error, being the seventh assignment of error. That request required the court to instruct the jury, not only that the Commissioner had not the authority to fix the per cent. of mois-

ture which would subject butter to taxation, but that they must find for the plaintiff because the act did not itself fix such abnormal moisture content. By direction of the court the jury specially found, upon all of the evidence, that butter having 16 per cent. or more of moisture was butter with an abnormal water content, and that the butter of the plaintiff in error, here involved, had 16 per cent. or more of water, and was adulterated butter under the act, and liable to the tax and penalties imposed. This state of the record relieves the case of some of its difficulties; for, if the regulation of the department be conclusive as a matter of law, the submission of the question to the jury as one of fact was without harm. If, upon the other hand, the question of fact as to what is an abnormal quantity of water, milk or cream in butter is one of fact for the jury, the plaintiff in error can not complain, unless there was some error in the submission or rejection of evidence or in the charge of the court, duly excepted to and duly assigned as error.

Counsel here assigned as error that the court declined to instruct as requested by their fourth request, the subject of the ninth assignment of error, which request was as follows:

"I also charge you, gentleman of the jury, that the word 'absorption,' used in the definition of adulterated butter I have given you, does not mean incorporation; and if you find from the evidence in this case that butter fat will not absorb 15.99 per cent. of water, and does not absorb to exceed 1 per cent. of moisture, and that all the other water content is held by incorporation, then I charge you that your verdict will be for the plaintiff."

The charge upon this subject meets with our approval. It is as follows:

"Now you will notice that there has been a great deal of discussion throughout the case as to the meaning of certain terms. Among the terms in question is the word 'absorption,' and it has been contended that that word must apply only to the water taken into the butter by the chemical process of absorption, as distinguished from incorporation. It has appeared by the testimony of one of the witnesses that less than one-half of 1 per cent. of water can be taken by what is chemically called absorption. That is not the only definition of the word 'absorb.' A very proper definition, as given by the dictionaries, the standard dictionaries, is to 'draw in as a constituent part. It is inconceivable that the

Government would have passed a statute against adulteration where less than one-half of 1 per cent. of water could have been absorbed and treated as absorption in a chemical sense, and you are instructed as the law of this case that it is the intent of this statute to make adulterated butter, which by any process is made to contain an abnormal amount of water, whether that is obtained by what is called chemical absorption or by incorporation or any other method of that kind. If, by the process of making that butter, there is left in it more than a normal amount of water, it is adulterated within the meaning of the statute."

Upon the subject of the intent of the plaintiff, the court charged the jury as follows:

"Then the expression 'any process' used: Now, that does not mean necessarily that here has to be some special fraudulent process of making the butter, but if the process of making, whether by too little washing or too much washing, or too little churning or too much churning or whatever it is that has the effect of leaving an abnormal quantity of water in the butter, it is within the statute, and within the prohibition of the statute. And again as to the intent: In this case, it is not material what the intent of the Coopersville Co-operative Creamery Company was—whether the Coopersville Co-operative Creamery Company intended to have an undue amount of water left in its butter. If the process as employed did have that effect, the company was just as much liable for that tax as if it did it intentionally, because it is the object of the law to prevent that thing being done."

The plaintiff's request, made the subject of its eighth assignment of error, was in conflict with this, and was rightly denied.

The other assignments have been considered. None of these are well taken.

Judgment affirmed.

#### By Different Roads.

A prominent Ionia county farmer of the old type has two grown-up sons. One is a preacher of the gospel, while the other is a liquor dealer. A Grand Rapids man, in company with several other friends, was talking at the old man's home about his family. At last one of the company present asked the old man what his sons did for a living. The old man replied: "One is serving the Lord and the other the Devil and both are doing well."

#### GROWTH INCREASES INVESTMENT

But added telephones mean at once increased income.

#### CITIZENS TELEPHONE COMPANY

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

#### MORE THAN 10,460 TELEPHONES

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

#### FIFTY QUARTERLY DIVIDENDS

And its stock is a good investment.

INVESTIGATE IT



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

Salesmanship is the business of the world; it is about all there is in the world of business, aside from the producing end. Enter the door of a successful wholesale or manufacturing house, and you stand upon the threshold of an establishment represented by first-class salesmen. The same is true of every successful retail house. Salesmen are the steam—and a big part of the engine, too—that makes the business move. Stories of selling are always interesting, because they contain, every one of them, some vital spark of human spirit in valuable selling talk and selling points.

A hat man once, as we rode together on a western train, told me this incident:

"I once sold a small bill of hats to a large merchant down in California," said he. "The next season when I came around I saw that my goods were on the floorshelf. I didn't like this. If you want to get your goods sold, get them where they are easy to reach. Clerks, and merchants too, usually follow the line of least resistance; they sell that which they come to first. If a man asks me where he ought to put his case for hats to make them move, I tell him 'Up front.'"

"From the base shelf I dug up a box of my goods, knocked the dust off the lid, took out a hat, began to crease it. One of the clerks came up. He was very friendly. They usually are. They like to brush against the traveling man, for it is the ambition of nineteen clerks out of every twenty to get on the road."

"My young friend, seeing the hat in my hand, said, 'Gee, that's a beaut. I didn't know we had a swell thing like that in the house. I wish I'd got one like that instead of this old bonnet.'"

"With this he showed me a new stiff hat. I scarcely glanced at it before I cracked the crown out of it over my heel, handed him the hat I had taken out of the box, threw three dollars on the counter and said, 'Well, we'll swap. Take this one.'"

"'Guess I will, all right, all right!' he exclaimed.

"Another one of the boys who saw this incident came up with his old hat and asked, laughing, 'Maybe you want to swap with me?'"

"Crack went another hat; down I threw another three dollars. Before I got through, eight clerks had new hats, and I had thrown away twenty-four dollars.

"Thrown away? No, sir. I'll give that much, every day of the week, to get the attention of a large dealer. Twenty-four dollars are made in a minute and a half by a traveling man when he gets to doing business with a first-class merchant.

"The proprietor, Hobson, was not

then in. When I dropped in that afternoon, I asked him if he would see my samples.

"'No, sir, I will not,' he spoke up quickly. 'To be plain with you, I do not like the way in which you are trying to influence my clerks.'"

"There was the critical—the 'psychological'—moment. Weakness would have put an end to me. But this was the moment I wanted. In fact, I have at times deliberately made men mad just to get their attention.

"'Hobson,' I flashed back, 'You can do just as you please about looking at my goods. But I'll tell you one thing: I have no apology to offer in regard to your clerks. You bought my goods and buried them. I know they are good, and I want you to find it out. I have put them on the heads of your men because I am not ashamed to have them wear them before your face. You can now see how stylish they are. In six months you will learn how well they wear. I would feel like a sneak had I stealthily slipped a twenty-dollar gold piece into the hand of your hat man and told him to push my goods. But I haven't done this. In fact, I gave a hat to nearly every clerk you have except your hat man. He was away. Even your delivery boy has one. You owe an apology, sir; and I demand it, and demand it right now! I've always treated you as a gentleman, sir; and you shall treat me as such.' Then, softening down, I continued: 'I can readily see how, at first glance, you were offended at me; but just think a minute, and I believe you'll tell me you were hasty.'"

"'Yes, I was,' he answered quietly. 'Got your stuff open. I'll go right down with you.' After Hobson had, in a few minutes, given me a nice order, he said to me: 'Well, do you know, I like your pluck.'"

Down in Texas in one of the larger towns, just after the Kishineff horror, the Hebrew clothing merchants held a charity ball. If you were to eliminate the Hebrew from the clothing business, the ranks of dealers in men's wearing apparel would be devastated. One of my friends in the clothing business told me how he and a furnishing goods friend of his made hay at that charity ball:

"The day that I struck town, one of my customers said to me, 'We want you to go to the show to-morrow night and open the ball with a few remarks. Will you?'"

"Just for fun, I said, 'To be sure I will, Ike.' I did not think I would be taken in earnest, but the next day I received a program, and right at the head of it was my name down for the opening speech. Well, I was up against it and I had to make good. You may take my word for it that I felt a little nervous that night when I came to the big hall and saw it full of people waiting for the opening address. I needed to have both sand on the bottoms of my shoes and sand in my upper story to keep from slipping down on the waxed floor! But, as I was in for it, I marched bravely up and sat down for a few minutes in the big chair.

"Then the first thing I knew I was introduced. Now I was really in sympathy with the purpose of this gathering and I felt, sincerely, the atrocity of the Kishineff massacre. Consequently, I was able to speak from the heart in telling my audience how every human being, without regard to race, was touched by such an outrage. Had I been running for Congress there, I would have received every vote in the house. The women sent special requests by their husbands, asking the honor of a dance with me."

### Make Customers Feel at Home.

Always have a hearty welcome for everyone, customers or not, and endeavor to make folks feel at home; at the same time be polite enough to keep your store free from loungers.

Do not encourage your men behind the counters in making a practice of entertaining their personal friends with an hour's talk. There is no condition so distasteful to a customer as to find several men standing around your shop with no evident business other than to kill time.

Have a thoroughly business air about your place, and show no disposition to entertain loungers—they will soon realize that their visits are not appreciated.

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

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## Ideal Shirts

We wish to call your attention to our line of work shirts, which is most complete, including

**Chambrays  
Drills  
Sateens  
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Percales  
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Madras  
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These goods are all selected in the very latest coloring, including

**Plain Black  
Two-tone Effects  
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Gray  
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Write us for samples.

**THE  
IDEAL CLOTHING CO.  
TWO FACTORIES.  
GRAND RAPIDS, MICH.**

## Communion Suits

**In Long Pants  
and  
Knicker Pants**

Now Is the Time  
to  
Place Your Order

**H. A. SEINSHEIMER & CO.**

Manufacturers  
PERFECTION

CINCINNATI

**What Is Seen in the Furniture Stores.**

There is a fashion in furniture which is apparent in the taste of the public as it is expressed in the selection of pieces and there is this season a far greater tendency than ever before on the part of dealers to accentuate the question of style in house furnishings. Anyone who makes a tour of the shops where spring openings are the attraction will readily observe that at no time in the past has there been so pronounced an effort to include furniture in the lines of merchandise which are exploited and given a first view at the spring opening. The interior planning of houses has, in late years, undergone a remarkable change. With the passing of the parlor has gone the pretentious mantel with its fireless hearth and the elegantly hideous console. Fireplaces and book shelves have taken their place. The long, narrow hall which ran through the old-time flat has undergone such a change that one on longer recognizes it upon entering the vestibule of the modern apartment, which like a present-day house is constructed to disclose a long vista of grouped rooms. The use of concrete is being extended to interior accessories, such as fireplaces and chimney-pieces and architectural details. It is taking the place of the expensive Caenstone and the Italian and English terra cottas for garden furniture. From the cement jardinières for bay trees or decorative plants which may now be bought as cheaply as \$2, one may enhance elaborate grounds with pergolas, and lily ponds and bathing tanks whose curbing and surrounding benches are of concrete. The bungalow continues to grow in favor, but there have arisen many which might be more rightly called bungle-O's. With proper environments there is surely no more attractive style for the moderate-priced home than the unpretentious, sturdy, artistic little bungalow. The prevailing interior woods just now seem to be almost universally fumed oak, in the soft finish, for the living-rooms, and white enamel for the bedrooms. When the style of the livingroom or drawingroom is carried out in Colonial furnishings white paint is considered the only true Colonial trim, but when the furnishings tend toward Mission effects the dark woods are used. The walls of our livingrooms are a harmony of quiet tones, with sometimes the introduction of a decorative border, or artistic stenciling. Plain hangings are used and the portieres of tapestry or silk may have plush lining the shade of the wall. Mahogany or English oak, preferably in the dull finish, is favored for furniture. Jacobean suites, or Circassian walnut, with cane insets, are especially suitable for the diningroom, the hall and the chamber. The doom of the plate rail, with its conglomeration of plates and odds and ends, has been sounded. The nearest approach to this abomination is the wainscoted room, having a finish for the wainscot in the form of a shelf. The preferred method of treating the diningroom just now is the use of burlap, or oatmeal paper, or the woven wood-vener for the lower third, with the paper above and a plain

strip of wood like the trim of the room separating them. Picture moldings are being placed at the ceiling just below the molding that connects the ceiling with the side walls. A noticeable feature of the new dining-room is the china closet of the same wood as the trim of the room, with glass doors which may be diamond-paned or in small squares. Another innovation that is gaining favor is the use of wardrobes in place of closets in the bedrooms. These are but two feet deep, but the garments are hung

insertion, however, the valance adds nothing and should not be used. In addition to the white curtains, a few other's are being used extensively, especially ecru, and one of the very latest things is the new mulberry shade, a color that is so soft and charming that it is considered the choicest thing possible for a dainty the bedroom floor a novel paper a room whose color scheme will permit of its use. Green portieres are very much in demand now, and to go with these curtains and portieres are

of the old Paisley shawls and the colors are exceedingly delicate. They are of washable colors, which adds greatly to their popularity, and the designs cover all that is best in the periods of Louis XIV. and Louis XV. —Furniture Journal.

**LAY OF THE SPECKLED HEN.**

We have read of Maud on a summer day,  
Who raked, barefooted, the new-mown hay;  
We have read of the maid in the early morn,  
Who milked the cow with the crumpled horn;  
And we've read the lays that the poets sing,  
Of the rustling corn and the flowers of spring;  
But of all the lays of tongue or pen,  
There's naught like the lay of the speckled hen.

Long, long before Maud rakes her hay,  
The speckled hen has begun to lay,  
And ere the milkmaid stirs a peg,  
The hen is up and has dropped her egg;  
The corn must rustle and flowers spring  
If they hold their own with the barn-yard ring,  
If Maud is needing a hat or gown,  
She doesn't hustle her hay to town,  
But goes to the store and obtains her suit  
With a basketful of her fresh hen fruit;  
If the milk-maid's bean makes a Sunday call,  
She doesn't feed him on milk at all,  
But works up eggs in a custard pie  
And stuffs him full of a chicken fry;  
And when the old man wants a horn,  
Does he take the druggist a load of corn?  
Not much! He simply robs a nest,  
And to town he goes—you know the rest,  
He hangs around with the cliques and rings,  
And talks of politics and things,  
While his poor wife stays at home and scowls,  
But is saved from want by those self-same fowls;  
For, while her husband lingers there,  
She watches the cackling hens with care,  
And gathers the eggs, and the eggs she'll hide,  
'Till she saves enough to stem the tide.

Then hail, all hail, to the speckled hen,  
The greatest blessing of all to men!  
Throw up your hats and emit a howl  
For the persevering barnyard fowl!  
Corn may be king, but it's plainly seen,  
The speckled hen is the barnyard queen.

Laura G. Fives.

on coat hangers from the one shelf, and while economizing space they also present a more practical way of disposing of clothing than does the boxlike closet with its many hooks and little space. The custom of adding the Dutch valance and side curtain is getting to be more and more the vogue, and the result is delightfully artistic. With the double draperies valances are regarded as old-fashioned, although in good taste, if the pattern of curtain be plain net from the lower border to the top, in which case an upper border adds greatly to the effect. If the body of the curtain is designed or broken with

many novelties in wall paper. For a gray shade with which goes a cameo border. An innovation that will please immensely is wall paper, accompanying which is the chintz to match, which is to be used for chair coverings and draperies. For the study and library silklike curtains in colors are pretty, and dealers recommend for the wall a raffia weave which is a replica of the woven straw. Tapestry and leather screens add much to the beauty of the room. Chintzes are more popular than ever and are to be had in many new and striking designs as well as better colors than ever before. The designs are those

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Better Light**

with a lamp that uses  
**Less Than Half the Current**  
what can you afford to  
pay for the new lamp?



The G.E. Tungsten  
is a masterpiece of invention, genius  
and manufacturing skill. We can  
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the cost of your lighting.

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See that Top **Blue.**

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

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11 Broad Street,  
**BOSTON - MASS.**

## HALLEY'S COMET.

## Important Because of Its Part in Astronomical History.

Written for the Tradesman.

Thousands of years ago Chaldean shepherds had learned that certain stars, planets rather, followed the same paths through the heavens and completed their circuits at regular intervals. Before the days of Job constellations were named, and long before the Christian era the appearances of comets were recorded. Not, however, until after Newton had proclaimed the law of gravitation was it known that any of the comets ever returned to the vicinity of our sun or had regular periods of revolution about it.

Halley's comet, named for Sir Edmund Halley, the noted English astronomer and mathematician, born in 1656, fourteen years later than Newton, is one of the most noteworthy in history. Not because it is the greatest in size nor the most brilliant of any ever observed, for it is not, but because its visit in 1682 marked a new era in astronomical knowledge. It was from a study of the observations of a previous remarkable comet, that of 1680, Newton concluded that the orbits of the comets must be ellipses, having the sun in one focus and their apohelia or greatest distance from the sun must be in the far remote regions of space. He suggested that the greatest axes of their orbits and their perihelion of revolution might be determined by comparing comets which return after long intervals with the same orbits.

Twenty years later Halley collected which he could obtain and following Newton's methods determined the elements of the orbits of twenty-four out of 425 such bodies recorded prior to the year 1700. He found that the orbits of the comets of 1531, 1607 and 1682 were nearly the same. His belief of the identity of the comets of those dates was further strengthened by records of those of 1305, 1378 and 1456. The date of perihelion of these six comets, or six appearances of one comet as he believed, varied from seventy-four years, ten and one-half months to seventy-seven years, seven months. This inequality he accounted for by the perturbations caused by the attraction of the planets Jupiter and Saturn. In those revolutions when the comet approached near to these large planets its velocity was accelerated and its periods shortened. The average period of revolution being nearly seventy-six years he predicted its return in 1758. This confident prediction has been regarded as one of the most remarkable in the history of astronomy. The imperfect state of mathematical science at the time made it impossible for Halley to absolutely demonstrate the correctness of his position. He died in 1742, at the age of 86, believing in the fulfillment of his prediction and modestly hoping that the honor of his achievement might be accorded to an English astronomer.

Before the time designated for the comet's reappearance mathematical science and astronomy had made

great advances. Questions in respect to celestial bodies which had perplexed and baffled the most brilliant astronomers were happily solved by the application of Newton's law of gravitation. Early in the year 1758 Clairaut having investigated the complicated formulæ necessary and solved the analytical problems, the numerical computations were undertaken by an astronomer named Lalande assisted by Madame Lepaute, of Paris. They labored from morning until night and many evenings for six months; they computed the distance of each of the two planets, Jupiter and Saturn, from the comet, and their attraction upon that body, separately for each degree of the orbit, during a period of 150 years. Uranus and Neptune, being then unknown, and Mercury, Venus and Mars being considered insignificant, their effects were not computed. Admitting the possibility of slight errors the perihelion passage was predicted for April 4, 1759.

The comet was seen through a telescope Dec. 25, 1758; passed its perihelion March 12, 1759, and was last seen June 3, 1759. Lalande had been apprehensive that the comet might not be seen at all on its return because of its great distance from the earth, faintness of light and possible unfavorable condition of the weather, and that therefore the world in general would not believe that of which astronomers would still be confident even although not permitted to see the comet. In 1456 it was nearly 70 degrees in length and terrified all

Europe; in 1607 it appeared only as a star of the first magnitude with a very insignificant tail; in 1682 its brilliance and magnitude seemed further decreased; all of which varied appearances were due to its distance from and position in respect to the earth.

Its reappearance in 1758-9, still under unfavorable circumstances, was, however, a triumphant proof of man's genius and of the progress of science. That which had once been regarded as an omen of war, pestilence, famine, earthquakes or other calamities was thenceforth to be looked upon with wonder, curiosity and increasing delight and to be regarded as a member of the sun's great family paying its respects to its relative once in about seventy-five years.

A few years previous to its next return—that of 1835—astronomers again began calculations to determine its perihelion, and taking into consideration all the influences of the planets different astronomers placed the dates from Oct. 31 to Nov. 26. Pontecoulant predicted it as Nov. 14 and fell short only two days, its passage occurring Nov. 16. This return was also considered as a memorable era in the history of astronomy as it afforded opportunity for obtaining new data from which to learn more about the physical constitution of this class of bodies.

A careful study of the records of comets back to 240 B. C. shows that only three times out of about thirty has Halley's comet appeared large or brilliant. The great comet of 1811 is



**THE** grocer really doesn't want to sell bulk starch.

He realizes the trouble and loss in handling it—scooping and weighing and putting it in a paper bag, to say nothing of the little broken pieces which settle

at the bottom of the bin and which he can't well serve to his customers.

But what is there to take its place?

Argo—the perfect starch for all laundry uses—hot or cold starching—in the big clean package to be sold for a nickel. That's the answer.

You don't have to explain it but once to your customer—If she tries it, she'll order it again. To sell Argo—stock it.

CORN PRODUCTS REFINING COMPANY

NEW YORK

considered as the most magnificent in all respects which ever visited our sun. It was visible to the naked eye for more than three months and by the aid of the telescope nearly seven-teen months. At its nearest approach to the earth, 110,000,000 miles, its tail was 70 degrees in length—more than three-fourths of the distance from horizon to zenith. Its period of revolution is about 3,380 years and its greatest distance from the sun more than 150,000,000,000 miles, about fifty times as far as Halley's comet ever gets from the sun. The latter, however, goes thirty-six times as far from the sun as is our earth—far beyond the remotest planet of our system—but even then it is only one six-hundredth as far away as the nearest fixed star.

During the first seven centuries of the Christian era 179 comets were observed; in the next six centuries, 172; in the next five, 176; in the 160 years from 1700 to 1860, 178; evidence, no doubt, of both greater interest in comets from the time of Halley and of increasing facilities for astronomical observation.

Many of these recorded appearances were returns of comets, some having comparatively short periods, such as Eucke's, completing the circuit of its orbit in 1,208 days; Lexell's, in five years; Borsen's and De Vico's, each in about five and one-half years; Faye's in seven and one-half years and Tuttle's in thirteen and one-half years.

The year 1910 will be a memorable one even if for no other reason than because of the return of Halley's comet. The educational value of this event can hardly be estimated. Popular interest in scientific research must be greatly intensified and important truths become more and more familiar. Study along these lines is also coming to tend to moral benefit.

E. E. Whitney.

**Halley's Not Only One in Sky.**

Halley's comet will not enjoy solitary glory. At least two other comets are due to cross the path of the earth this year. The first is known as Tempel's second periodical comet, discovered in 1873, July 3, at Milan. Its period is about five and one-half years, and it was reobserved in 1878, 1894, 1899 and 1904, making its perihelion passage on the last occasion in November. It should therefore return this coming spring. D'Arrest's comet, discovered in 1851, is the second comet, and is due to return during the summer of this year. Its period is about sixty-one to sixty-two years, and it was reobserved at its return in 1857, 1870, 1877, 1890 and 1897. But it escaped observation, being unfavorably placed, in 1903.

The almanac makers failed to include in the list this year one eclipse of the sun. Prof. W. J. Hussey, Director of the Astronomical Observatory of the University of Michigan at Ann Arbor, stated a few days ago that Halley's comet would eclipse the sun on May 18 at 1:31 to 1:45 a. m., Eastern time. In Japan and the Philippines it will occur at noon, and therefore impossible to be seen by people on this side of the world.

**Observations of a Gotham Egg Man.**

A comparison of egg receipts at leading points from March 1 to April 9, inclusive, indicate a larger total movement of eggs this year than last and a different distribution. Chicago has had the lion's share of the April goods up to this time; the receipts there since April 1 have been beyond all precedent for the Chicago market and the storage accumulations there are increasing at a very rapid rate. There is also reason to believe that storage accumulations in the Southwest have been very large so far this season—much larger than a year ago. New York has a good many more eggs in storage than at this time last year in spite of the fact that many of our dealers have bought none or fewer than usual, much of the stock going in, here being, apparently, for account of Western owners.

There have been indications that some of the large buyers whose purchases have sustained country prices on an unprecedentedly high level up to this time are now beginning to pull out, and so far this week there have been larger offerings at primary points for Eastern shipment. There is, at present, no indication of any abnormal decrease in production, nor is there any good reason to believe that the later spring supply will be any less than last year. The reports of consumptive output here indicate a smaller volume of consumption than last year for with a decrease in our receipts since March 1 of over 60,000 cases we have considerably larger accumulations in storage. These considerations confirm most of our local dealers in their policy of holding off on the April deal and it is generally considered probable that later goods will be obtainable at lower and safer prices.

A number of bills are before the New York Legislature designed to limit the period of permissible holding in cold storage and to compel the branding of cold storage products; these are being strongly opposed and it is hoped that they may be staved off. But such a bill was passed by the New Jersey Assembly last week and only failed to become a law through a fortunate turn of affairs in the Senate on the very last night of the session; and if the New York Legislature should pass some of the restrictive measures now up for consideration the effect upon the storage egg trade might prove serious.

An interesting feature of the egg trade is brought out by a recent decision of the Collector of Customs at this port in regard to certain arrivals of foreign frozen eggs to the amount of some 16,500 pounds received during December and January. There is an ad valorem duty on liquid eggs and it was charged that the invoice value of these goods placed at 5 cents a pound, was far below the fact. The goods were released under bond and sold, and the matter of appraisal has since been in dispute, being now finally decided; the duty and penalties imposed for undervaluation are reported to amount to about 75 per cent. of the

value. Further importations have been made, a lot of 1,642 cans arriving during the past week. Enquiry leads to the belief that these goods are largely, if not entirely, Chinese eggs and largely duck eggs. They are supposed to be put up in China by a London concern having cold storage facilities both in China and London, at an original cost (in China) of between 4 and 5 cents per pound, reaching London over the Siberian railway to Riga and thence by steamer.—N. Y. Produce Review.

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**THE OLD NATIONAL BANK**  
NO 1 CANAL STREET  
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**Banking by Mail is a Success**  
A large number of our "out of town" customers find it very satisfactory

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**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 \$112,000  
All Business Confidential

## SUNNY ITALY.

## Final Letter From the Land of Sunshine.

Genoa, Italy, March 23—A country becomes interesting to us to a greater extent as we learn that it produces much with which we are not familiar, while as consumers we may know that the items are edible and perhaps their habitat, but scarcely any other facts relative to them. This is why travel becomes so entertaining to us—the fact of seeing how other people live and what they do for a livelihood, to learn that which they make a specialty of and what the various lands produce.

We have in mind the land of Italy, whose tempered wintry clime is so mild as to make it possible for all-the-year-round outdoor life to be spent here and whose location permits the growth of many items that become articles of commerce and thus find their way to our country as articles of merchandise.

We have already spoken of the lemon and sulphur industries in former letters, and will add regarding them that, while the latter is found near the center of the Island, so far as Sicily is concerned, the lemons are found just where the sea breezes can have their effect upon them, as in the interior none are to be found. In fact, the absence of this little tree becomes quite noticeable, for scarcely any wooded growth is to be seen, but as soon as the shore line is reached on either side all the lands practically between the mountains and the sea are planted with this fruit tree.

On the mountain sides many olive trees are to be seen, but, as we have stated before, the Italian olive is quite an inferior one, especially in size, and is very dark colored, and after being dried has a decided blackish appearance.

This tree attains a considerably larger size than does either the lemon or orange tree and is said to live and bear fruit for centuries. At Tivoli, a city about twenty miles northwest of Rome, founded 1150 B. C., olive trees were seen by us that originally were eighteen to twenty inches in diameter that now are but a mere shell, less than six inches in thickness remaining as the trunk of a tree perhaps twenty-five feet in height. Still these trees had a good crop of fruit upon them, which was being gathered during our visit there in February.

The interior of Sicily up in the mountains has fertile valleys and side-hills upon which grain is grown, the wheat fields looking particularly green in contrast with the dull greyish appearance of the rocky surface of the more lofty heights. The mountain-sides, however, are covered with the most beautiful flowers and in the greatest profusion of which one could ever dream. Every shade imaginable can here be seen, in all the colors of the rainbow, and we could easily understand why the appellation, "Sicily, the land of flowers," was given to her.

The farmer has not the vicious weed to contend with as much as he

has the beautiful wild flower. Some kinds grow everywhere; if not in the fertile soil of the fields then in the stone fences or through the crevices of the rock, all of which helps to make this otherwise dull region singular.

At one point where we stopped several days (Taormina, the beauty spot of this land, whose site is 500 feet above sea level and almost directly above it, built on a ledge of rocks) there were growing wild in the enclosure of the old Greek theater more than fifty varieties and the hotel garden was a veritable Garden of Eden.

On the side hills also may be found the almond tree, which is something akin to our peach tree, and at this time of the year, while the young fruit is hanging upon it in a half ripe condition, one may easily mistake it for this fruit. Then there is the Pistachionut tree, which is much smaller and grows its fruit in the form of a pod, resembling that of a bean closely, and upon being opened it has many of the little nuts within. This nut commands the highest price of any nut grown, often reaching 60 cents per pound here. The filbert grows here on bushes not unlike our own hazelnut; but of all the strange looking things that must be designated as belonging to this family there is the pigne, a nut that has spines upon its shell from one to two inches in length, is almost round in shape and about three inches in diameter. If it were spineless it might be mistaken for a "baby" cocoonut. It has many nuts within the hard shell that encases it and is only eaten after being roasted, when the shell cracks open and the smaller nuts are found to be quite edible and are much sought after by this people. One of the largest handlers of these articles said of olive oil that prices were well sustained and as yet no prospects of any decline were in sight. The usual complaints that the yield is not equal to that anticipated are current. The new oil, owing to the low temperature, cleans very slowly and there is still a scarcity of prompt oil, which in turn upholds prices.

Of almonds it was said that prices have continued to keep above those of Bari (Northeast Italy) and exports, therefore, have been insignificant.

The bad weather which has been experienced causes some apprehension regarding the flowering, which, owing to the mild winter, is in full swing in the coast districts. Some injury may have occurred; the reports, however, are grossly exaggerated and stocks are being reduced everywhere and fluctuations may be anticipated.

Of filberts we learned that they were neglected and had declined in price. Some sales were concluded for October new crop at lower prices. The remaining stocks are estimated at 20,000 bags.

In ending our sojourn in Italy, and therefore our letters concerning her interests as related to our people, we have thought it wise to give the consular agent's report from the Genoa office, which shows the entire business done with the United States

and which includes both the imports from us and exports to us from Italy. The items of export, with their values, are:

Art objects .....	\$ 355,313
Automobiles .....	663,534
Braid, straw .....	228,705
Calcium citrate .....	838,778
Cheese .....	2,265,048
Chemicals, etc., .....	661,411
Coral .....	100,167
Cotton textiles .....	286,991
Fruit, dried .....	1,646,849
Furniture, etc., .....	196,088
Gloves and hosiery .....	98,623
Hats, finished .....	931,804
Hats, unfinished .....	405,107
Hair, horse .....	104,027
Hair, human .....	359,936
Hemp, raw and carded ..	805,219
Hides, raw .....	595,019
Linen and jute waste ....	176,209
Macaroni and flour .....	3,132,583
Machinery and parts .....	19,879
Marble .....	765,438
Olive oil .....	2,597,780
Oranges .....	173,076
Lemons .....	1,390,393
Paper and books .....	285,061
Preserves .....	282,552
Silk, raw and waste .....	17,397,406
Silk, ribbon and textiles ..	749,612
Silk, other kinds .....	50,566
Sulphur .....	333,409
Tartar, crude .....	725,873
Tomato paste .....	755,595
Vegetable extracts .....	963,842
Wines and liquors .....	935,085
All other articles .....	1,963,204

Totals exports 1908 ..\$43,127,008

The imports follow, viz.:

Automobiles .....	\$ 23,160
Brass, bronze, etc., .....	5,729,205
Cereals .....	7,556,143
Chemicals .....	791,379
Coals .....	114,835
Copper sulphate .....	176,016
Cotton, raw .....	37,666,266
Fish .....	1,921,315
Hides and skins .....	280,622
Instruments, scientific ....	754,244
Lead, raw .....	465,902
Lumber .....	2,568,408
Machines and parts .....	2,431,221
Oil, cotton seed .....	1,295,416
Oil, mineral .....	3,377,026
Paraffin .....	576,298
Phosphates, mineral .....	1,111,204
Provisions.	
Meats, salted and lard ....	1,450,395
Meats, pork .....	551,208
Meats, other kinds .....	1,382,459
Rubber and gutta percha ..	92,648
Shooks and staves .....	579,772
Stone and earthenware ....	221,757
Tobacco .....	4,285,372
All other items .....	3,165,393

Total imports 1908 ..\$78,555,246

Chas. M. Smith.

## How Heart Beat Is Photographed.

The heart beat is photographed in many important European hospitals. The patient is ushered into a pitch dark room from which every ray of light is excluded. Without removing his clothes or making any other preliminary preparation he is invited to sit down on an ordinary chair before a large glass bulb. Then the operator switches on the current and in response the electric sparks hiss in the glass bulb, filling it with a pale

green light. Then the operator holds in front of the patient a plate which has been prepared with a compound of barium platinum. On this is thrown a clearly defined image of the heart, and the electric rays are so arranged that the shadow of the rib bones is scarcely perceptible and does not in any way interfere with the examination of the heart.

The image is so distinct that one can clearly observe the opening and closing of the valve as the blood is being pumped through it. The patient feels nothing of this whatever. It is thought that before long the action of the heart as seen on the screen may be transferred to a cinematograph film. At present the movements are recorded on an electrocardiogram.

In order that this may be obtained the patient has to place his bare arms in two large vessels filled with water. Into each of the vessels is led a copper wire charged with electricity. Where these wires meet a thin platinum wire is attached to them, resting within a highly charged magnetic field. As soon as the contact is completed this platinum needle begins to move, its movement being regulated according to the strength of the electric current passing through it.

Since the human body is a conductor of electricity, the contact circuit is made when the patient places his arms in the vessels of water into which the wires are led. The movement of the needle follows the contraction and expansion of the heart, impelled by the electricity generated through the action of the heart muscles while performing that function. When these contractions are strong the scoring of the needle is much greater than when the contractions are weak. Under the moving needle a photographic film is slowly passed and the light above it so arranged that a faithful imprint of the beating of the heart is recorded on the electro-cardiogram.

## How Japanese Babies Are Named.

In Japan a curious custom is in vogue with respect to the naming of babies. The newborn is taken to the temple when it has attained the age of two weeks, and to the priest, who receives him, the father of the little one suggests three names deemed to be appropriate. The priest writes these three names on slips of paper. He holds these slips of paper for a few moments and then throws them over his shoulder, sending them as high in the air as possible. The slip that reaches the ground last contains the name that is conferred on the waiting baby.

The next step in the process is for the priest to copy the name on a piece of silk or fine paper, which is handed to the proud parent with these words:

"So shall the child be named."

The suffering of the saints under the sermon does not augment their grace.

To know yourself may not reveal all truth, but it may prevent some lies.

Halftones  
 Etchings  
 Wood-cuts  
 Electrotypes



Illustration for  
 all  
 Purposes



*Booklets and Catalogues*



Tradesman Company

Grand Rapids, Mich.

### THE FIRST TELEPHONE.

#### How It Was Introduced in Grand Rapids.

Written for the Tradesman.

When Alexander Graham Bell invented and patented the telephone he offered an interest in his patent to the late James W. Converse. A man of means and a life-long friend of the inventor, Mr. Converse acquired a large part of his ample fortune through investments in real estate in Grand Rapids more than fifty years ago. Prof. Bell used the hand phone for receiving and transmitting messages; the transmitter now in use was invented later by an electrician named Blake. Mr. Converse forwarded two Bell hand phones to Grand Rapids and requested W. S. Hovey, an employe of the Grand Rapids Plaster Co. (owned mainly by Mr. Converse), to test the same. The company's office, which was located in the Botsford building on Monroe street, was connected with the plaster mills of the company, three miles distant, by wire. The instruments used were constructed like a compass used in navigation. On the dial of the instrument the alphabet was placed, forming a circle like the hour marks of a clock. A pedestal in the center of the dial supported an arm which was moved from letter to letter until the word needed had been spelled and recorded on the receiving instrument at the mill, or the reverse, as might be desired. The instruments worked slowly, but their functions were performed accurately. When the Bell hand phones were put into use the citizens and newspaper reporters were invited to the company's office to witness the official tests. Mr. Apted (the father of the present Superintendent of the mills), assisted by his wife, operated the mill end of the system, and in the making of the tests they sang for their auditors assembled in the company's office several gospel songs. "There Is a Fountain Filled With Blood," "Shall We Gather at the River," "Abide With Me," etc. Their voices were full and musical and as the words came over the wire clear and distinct the listeners were profoundly impressed. Among those who were invited to participate in the test was the late Adolph Leitelt. He had read statements concerning the invention published in the newspapers from day to day with interest, but these seemed so astounding to him that he was loth to believe that they were true. When he called at the company's office Mr. Hovey was carrying on a conversation with Mr. Apted, but immediately handed the phone to Mr. Leitelt and, after instructing him how to use the instrument, remarked: "Mr. Apted wishes to speak to you." Mr. Leitelt uttered the greeting, "Hello," as he had been directed to do and then placed the instrument to his ear to receive the response, "Hello, Leitelt," that followed. Dropping the instrument with an expression of wonder and surprise upon his face Mr. Leitelt remarked: "Why, the d—d thing talked!"

Mr. Hovey had acquired consider-

able knowledge of electrical apparatus and its uses and planned to test the instruments over longer distances. Mr. Converse owned the railroad running from Grand Rapids to White Pigeon (now a part of the Lake Shore system) and Mr. Hovey experienced no difficulty in securing the use of the railroad telegraph wires between Grand Rapids and Three Rivers. The tests were satisfactory, as were later ones in which the wires of the Grand Rapids, Newaygo and Lake Shore Railroad were used between Grand Rapids and Newaygo. It has been stated that although Mr. Converse was invited to "come in on the ground floor" when the Bell Telephone Company was organized, he did not do so. This statement is improbable. Mr. Converse was a very shrewd business man and if he failed to buy liberal blocks of Bell stock he departed from his usual course of action when "good things" were passed around the financial corners of Boston.

\* \* \*

Adolph and Edward Leitelt were well trained, experienced machine residence in Grand Rapids many years ago. Industrious, frugal and honest, they easily gained a foothold in the business affairs of the community. The little shop they opened on Erie street, near Canal, soon had as much work as could be handled and, with the growth in trade, additional facilities were provided. One cold night in the winter of 1866 the shop took fire and burned down, involving a total loss, as the firm carried no insurance. Early in the day following the fire the officers of the National City Bank requested the brothers to call at the Bank office, where the directors had assembled to consider their affairs. As a result of the conference the Bank furnished the funds necessary to erect and equip a factory and in less than six months the firm was again engaged in business. But for the assistance of the Bank at that time an important industry, the Leitelt Iron Works, might not be in existence to-day. Adolph Leitelt served the city several times as an alderman and later as a member of the Police and Fire Commission. He was an unsuccessful candidate for Mayor in two campaigns. Arthur S. White.

#### The Store Window Display.

Did it ever occur to you who did the largest business in your town in any line?

Nine times out of ten isn't it the man who makes the best window displays?

Surely it isn't the man who allows dust and cobwebs to accumulate in his window.

A good impression by having clean, attractive windows, is one of the best introductions a dealer can have.

Doubtless if one could get at the real facts in the matter a very large percentage of the sales which big department stores make are induced, and frequently sales are clinched by goods properly displayed in windows.

How often is it the case that a customer will go into a store and ask for certain goods such as are displayed in the window.

Frequently he will request that the goods be taken out of the window and delivered to him.

Why is it that these large stores pay window dressers from \$5,000 to \$15,000 per year to do nothing else but devise and execute clever window displays?

Isn't it because these same stores have learned the immense value of them?

Surely it will pay any dealer, large or small, whether he be located in a large town or a small one, to give more attention to these displays.

The reason drink makes people happy is because it deadens their conscience.

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

### Costs Little—Saves You Much

Protect your business against worthless accounts by using

**COMMERCIAL CREDIT CO., LTD., Reports**  
MICHIGAN OFFICES: Murray Building, Grand Rapids; Majestic Building, Detroit; Mason Block, Muskegon.

We are manufacturers of

## Trimmed and Untrimmed Hats

For Ladies, Misses and Children

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

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

Grand Rapids, Mich.

## PRIDE OF THE WEST

"India Linon" and "Batiste," these goods are made with the greatest care and guaranteed in all respects; have the trade mark on the selvage of every yard.

The name: "Pride of the West," has been favorably known to the consumers of this country as representing the best Muslin products of many years, and will be a guarantee as to the character of India Linons cloths under this brand. These goods are put up long fold, 40 yard pieces. Will be glad to furnish samples and prices on application.

### P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

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

# "Wright's"

## To the Trade

We wish to bring to your attention the improvement to be noted in WRIGHT'S Spring Needle Ribbed Underwear for Fall season of 1910. We are using the highest grade long staple wools obtainable to make a soft feeling wool garment of lasting quality. Also note our PURE COMBED EGYPTIAN garments (not stained yarn) in the dollar grade. These goods are superior to anything we have heretofore manufactured in ribbed underwear, and buyers should see that our trade marks are on every garment.

Permanently Elastic,  
it fits and holds its shape indefinitely.  
Made in all weights for all seasons.

WRIGHT'S  
SPRING NEEDLE  
TRADE MARK  
RIBBED UNDERWEAR

This Woven Label Trade Mark on Every Garment  
is the only sure guarantee of WRIGHT'S genuine goods

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

Wright's Health Underwear Co.

75 Franklin Street

New York City



**COST OF DOING BUSINESS.**

**Most Important Problem Which Confronts Retail Merchants.**

One can scarcely pick up a trade journal these times without finding more or less talk on the ever interesting subject, the cost of doing business. It is unquestionably one of the most important problems which confront any business man, whether he be a merchant or a manufacturer, and there are too many in both classes who have so incomplete a record of their transactions that it is impossible for them to arrive at a correct basis for figuring. It is a well established fact that no man ever realizes the enormous proportions to which his expense account may grow until he begins to keep exact account of it. The tendency of human nature is invariably to indulge the belief that one is doing well and it is equally true that the average man will invariably try to convince himself that his expenses are lower than in reality they total up. The cost accounting department of a large manufacturing business is too technical and too involved to consider in this column. Confining ourselves at the present moment strictly to a consideration of the merchant who is selling goods at retail, a careful analysis discloses that his cost of doing business should be based on the following items which are expanded from suggestions made by a specially appointed committee in the vehicle and implement trade. These suggestions were:

1. Charge interest on the net amount of your total investment at the beginning of your business year, exclusive of real estate.
2. Charge rental on all real estate or buildings owned by you and used in your business at a rate equal to that which you would receive if renting or leasing it to others.
3. Charge in addition to what you pay for hired help an amount equal to what your services would be worth to others. Also treat in like manner the services of any member of your family employed in the business, but not on your regular pay-roll.
4. Charge depreciation on all goods carried over on which you may have to make a less price because of change in style, damage or any other cause.
5. Charge depreciation on buildings, tools, fixtures or anything else suffering from age or wear and tear.
6. Charge amounts donated or subscriptions paid.
7. Charge all fixed expenses, such as taxes, insurance, water, light, fuel, etc.
8. Charge all incidental expenses, such as drayage, postage, office supplies, livery or expense of horses and wagons, telegrams and phones, advertising, canvassing, etc.
9. Charge losses of every character, including goods stolen or sent out and not charged, allowances made customers, bad debts, etc.
10. Charge collection expense.
11. Charge any other expense not enumerated above.
12. When you have ascertained what the sum of all the fore-going

items amount to, prove it by your books and you will have your total expense for the year. Then divide this figure by the total of your sales and it will show the per cent. which it has cost you to run your business.

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

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

It is usual, in a retail business, especially in a small store, to keep a journal or day-book into which the various items of the day's business are regularly entered. It were better if this be considered the original entry, as in this way no detail could be overlooked regarding money that was paid in or goods that were sent out on credit, and what is in mind is a more informal book than a professional accountant would favor, but in actual practice it is a very convenient way of handling small transactions. This day book, or blotter as some term it, is always in place on the proprietor's desk and an indelible pencil can be used in recording the items if pen and ink are not immediately available. There are many retailers who are permeated with the inclination to make large sales at a small margin of profit, forgetting that their total profits will thereby remain at a small amount, unless the total volume of business done has been exceedingly large. The principle of quickly turning over a stock of merchandise is one which is chiefly responsible for the enormous profits rolled up by large modern department stores, but those profits are possible only when the total sales foot up a million dollars or more. It was pointed out by the Journal some months ago that one of the largest elements of profit which a department store had at its command was the cash discounts on merchandise purchased, but naturally the merchandise purchased would not be large enough for the discount account to earn large profits unless the business done was exceedingly great. It is well therefore to remember in a small store that the actual profits on merchandise are what count the most, and that there may be some items of stock that are eating up all the profits earned by other lines. It is their ignorance on these questions that leads some men to believe that they can sell goods lower than a competitor. Such men frequently say they can do business at a small expense because they attend to their own store, because they own the building and employ but little help. They forget that such items as salaries and rent enter into the cost of doing business just as much as does the interest on capital invested. That is, what an equal amount of money would earn if it were put out at interest. The

more a merchant knows about the exact cost of transacting his business, the better position he is to maintain prices at a legitimate figure. In correcting a prevailing fallacy regarding the matter of percentages of profit a leading accountant points out some facts that few people understand. Many, perhaps, have heard the story of the simple-minded man who stated that his system of figuring profit was simple. He merely added 1 per cent. stating that if an article cost him \$5, he added \$5 profit to the cost and thus got his 1 per cent. profit. But, be that as it may, the fact is surprising that many merchants figure profits on a wrong basis. Figuring the cost of doing business on a gross sale is erroneous. If an article costs \$10 and one sells it for \$12.50 on a business expense of 25 per cent., he is losing 5 per cent. on the transaction. This serious error arises from figuring percentage of profit from the cost price of merchandise, when it should be figured from the selling price. The average normal expenses for doing business are 15 per cent. and the man who wishes to make a net profit of 20 per cent. or perhaps a little more must add an average of 60 per cent. to the cost of his merchandise, in which case he will make a net profit of 22 1/2 per cent. In conclusion, it should be stated that the lack of systematic record among small retailers has prevented, in the preparation of this article, an exact quotation as to those details which a professional book-keeper would desire. But the time consum-

ed in studying the matter has indeed been well expended if it impels, even a small minority, of the retail furniture dealers who read this to begin at once a more careful examination into the expenses of their own individual store.—Furniture Journal.

**To Err is Human.**

"I am going to tell you the truth about yourself," he said.

"Go on," said the young and ambitious actress.

"I have in my time had nice opportunities to observe beautiful, graceful and talented women, and I violate no confidence in saying that you are the queen of them all. You rate in your lovely person that peculiar magnetism which lays subduers at your feet. Your genius, shining through all the deficiencies of stagecraft, enables you to triumph over every obstacle. So supreme are you that you have the right to rise above all conventionalities, to marry, to love, to divorce when you please and no one will dare to criticize. Your work will live. You are the very personification of the highest art. United with this, your perfection of beauty gives you the just title to a lasting fame."

"Is all that true?" she asked wistfully.

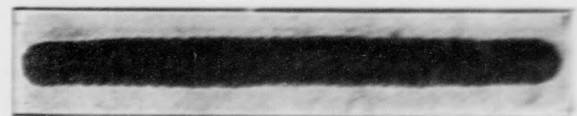
"Absolutely. Would you have me say more? What more could I say?" She sighed.

"You might," she answered, "have mentioned my clothes and my figure."

The easiest way at first is often the hardest way eventually.

**In Our Notion Department**

We have the necessary items for present style hair dressing. Our men are showing the samples, but if unable to wait, write and mail order will be given careful consideration.



- Hair Rolls**, like cut, 24 inch, net covered, per dozen, \$2.
- Coronet Braids**, 14 inch, net covered, per dozen, \$4.50.
- Coronet Braids**, 24 inch, net covered, per dozen, \$7.
- Turbans**, spring metal frame, per dozen, \$1.75.
- Turbans**, fine woven wire frame, net covered, per dozen, \$2.25.
- Nets**, silk, invisible, per dozen, 60c.
- Nets**, real hair, invisible, per dozen, \$1.25 and \$1.50.

**Also a Complete Line of**

Back Combs, Side Combs, Barrettes and Hair Pins, values to retail at ten cents to a dollar

**Grand Rapids Dry Goods Co.**

Exclusively Wholesale

Grand Rapids, Mich.

**Special Notice**

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

## SILENCE IS GOLDEN.

## Story of a Life of Deeds, Not of Words.

Written for the Tradesman.

His name was John Short and the office force promptly dubbed him Longfellow and so he remained to the end of the chapter. He may have been 60, possibly something older, but his hair was pretty gray and his flowing beard was white as snow. Inclined to the stout he halted just this side of it and a certain nattiness of dress, born with him, made him on the whole a pleasing person to look at, while his kindly face completed the picture that all of us were more than satisfied with.

Where he came from nobody knew or seemed to care. At first he had a desk where chance located, but it proved that we were too noisy for him and one morning we found him and his belongings in a little cubby-hole of a closet that had long been a catch-all for the rest of the establishment, away off in one corner. Investigation had disclosed a closely shaded window, and one glad day there was a thorough cleaning out of rubbish and dust, the office charwoman came in with soap and hot water and finally "Longfellow" took possession.

Again, in the course of human events, occupant and room were in harmony. The desk fitted exactly into its place, the one chair was found to command a view of window and landscape, a few odd pictures, picked up everywhere, were not long in getting into appropriate places and when the old fellow with office jacket on sat down at the desk and took up his pen a quiet contentment seemed to invade the little unpretending apartment and radiating thence to send its influence over the whole of the establishment. As a "last the best of all the game," the occupant of the desk chair in reaching for his pen and thrusting it into the inkstand chanced to look out of his freshly washed window. He didn't begin to write, but with his penholder in hand he settled back into his chair and gazed at the picture before him. The building was a high one and he in that southwestern corner of it, high up, looked out over the roofs and the houses far beyond the limits of the city to where the woods, dense masses of green, like Atlas held up the sky and rejoiced over it. There was water over there and at that moment the crimson windows of the sunset were coloring the mirrored stream with their choicest dyes. With his chin hand supported he looked long and silently upon the lovely, far-away view, and then with the barest suggestion of a sigh he turned to his still untouched task. Yes, that was his life over there. His day was done. He had fought his fight. He had done his best and now far-off in looking back upon it it was a comfort to believe that heaven was flooding its sunset with its rarest hues. Had fought his fight? Had fought? He rebelled at that. He was still alive and the fight was still on. Then the pen was clutched. Then it fairly jumped into the ink and then

was written the best work that had so far come from his pen.

Thus satisfactorily fixed, the rest of the force saw little of their Longfellow. He came and went according to his own sweet will, only it was observed that his work was always ready when it was needed, although it was also noticed that the "room in the tower" was often empty. What did he do with himself? Where did he go? Who was he any how? No one could answer, and finally they let him go his way, writing him down simply as old and odd, but "a pretty good sort of a duffer." He had such a queer way of remembering everybody. The "imp," for instance, never suffered for a paper of popped corn or a bit of candy. The girl at the typewriter often found a royal red rose at her machine in the morning and so from day to day, week after week, there was a feeling astir that the little room upstairs had a man in it and a pretty good one, too, even if he didn't have any words to throw away.

That part of the city on the flats was respectable enough, but it was a poor neighborhood and it looked worse than it was. Still as Longfellow was strolling along the river bank one day in the heart of the assembled wretchedness he came upon a view of the river so beautiful that he stopped to study it and the longer he studied the more he determined to stay by it. Turning away a last he found immediately behind him a long neglected abode, somewhat ambitiously built but still clinging tenaciously to a happy memory. The typical single hinge did its best with the front gate, but the brick walk free from weeds led him straight to the front door, where a neat, careworn woman said that she did have an upper room which she would be glad to rent if he thought he could put up with it. The house was clean and smelled so, and finding that the charming view was the scene from the windows he concluded to risk the rest. Could she board him? She would if, after a week's trial, he was satisfied; and then and there he paid her the not extravagant price and went at once for his belongings.

Moving under such conditions is not arduous and when John Short, unpacked and settled, sat and rocked in his creaking chair and looked out upon the quiet picture before him he knew that he had found what he wanted, and that he was as much at home here as he ever would be anywhere. Home! He looked out at the river glinting in the twilight and slowly shook his head. That could never be again. But there was no reason why somebody should not have one, even that very one; and he watched the daylight as she trailed her purple mantle across the river into the sunset light and planned. The next morning he was up at daylight and before breakfast the front gate had two hinges and used them. Rattling pickets stopped playing with the wind and two dangerous holes in the piece of sidewalk in front of the house were looked after. Somebody "when all the world was young," especially in that particular

spot, had planted a Virginia creeper and set out the early coming bulbs in what was once a flower garden and a little examination showed that they were all at home and waiting for a good time to make their appearance and after a little foraging the new boarder possessed himself of a much needed rake. Then with his coat off and with sleeves rolled up, the front yard got what it had long been begging for. Leaves were raked up and burned and the dead weeds and twigs of nobody knows how many seasons helped keep the fire agoing. Clapboards were tightened and such a general renovation of that front yard took place that the neighborhood, surprised at the goings on, had to stop long enough in going by to ask if he had bought the place and was going to live there. "Bought" was certainly a new idea, but he looked at the wood-fringed river and wondered. The fire, of course, drew a crowd and in that locality they were all children. Without counting they were a goodly number and a "skinny" crowd they were. From ten years old down to the baby in arms they watched and screamed to their hearts' content and when at last the fire had burned out John Short knew what he was going to do, and he did it.

That he made a more than good job of that front yard goes without saying. The bit of territory itself understood and helped him. Every grass-blade nudged its neighbor and stirred it into life, and when just at the right time the blessed rain came

## Jennings' Flavoring Extracts

### Terpeneless Lemon Mexican Vanilla



Guaranteed by Jennings Flavoring Extract Co. under the Food and Drug Act June 30, 1906, Serial No. 6588.

See Price Current

# FIREWORKS

We are Headquarters as usual

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

TOWN DISPLAYS FURNISHED

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



## 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

down the result was marvelous. It did not look like the same place. It wasn't the same place. House and strengthened fence and cleaned up dooryard took the lead, but the Virginia creeper, trimmed and trailing all over the veranda, was a close follower, while the early coming flowers whose blooming had been looked for and cared for, together made a picture very good to look at, and many there were who came to see and admire and, best of all, to go home and copy. The result was a new neighborhood, for such a cleaning up as at once started had not happened to it since it had begun to run down at the heels. The voice of the empty tin can was abroad in the land, and the loads of ashes and decaying accumulations that left the long neglected streets and the alleys made it a wonder that distemper of some sort had not broken out among them.

So far so good, but John Short had only begun. The Witeman children, Tom 12 and Ellen 10, had reached that period for asserting themselves and the good mother was unequal to the parental requirements. The boy especially, big and stout for his age, was getting beyond control. The man element was needed, and a day or two after the spring renovation began John Short went into the backyard and began spading. Of course Tom was there and was eager to help, only to be discouraged. Spading was one of the fine arts, and ground half-spaded was ground spoiled. Well, yes, he might try, but he'd soon get enough of it; and the trick succeeded. Tom tried it and liked it and when he "just wished" he had a spade out of the woodshed a new one was brought and handed to him. "here, Tom, is your spade. Now it's up to us menfolks to make this back yard hump! Shall we?" "Betcher life!" and that part of the undertaking was accomplished. Tom with judicious management made and kept that back yard kitchen garden and Ellen, to her mother's amazement and delight, gave her attention to the front yard, and John Short found a great deal of difficulty in trying to decide which deserved the greater praise, although, of course, as Ellen was only a little girl, she had to have the help which her mother felt called upon occasionally to give.

The Witeman children without knowing it were a great help to their boarder. They kept him posted on all the affairs of the neighborhood. For instance, that was the Leslie baby that was squalling all the time. The poor little thing was nothing but skin and bones and it was growing worse every day; and that very day after supper saw a man looking very much like "Longfellow" talking very earnestly with a well known physician who was afterwards seen entering the Leslie home. That very night there was less crying going on and the improvement in that poor sick baby was the wonder of everybody who saw him.

The Wickes—didn't he know about Limpy? "Wagon ran over him when he was littler and twisted his back

and it hurts him awful and he's been on crutches ever since. Right back of us on the other side of the alley, you know." And the house on the other side of the alley had a visitor with a long white beard one day and a day or two afterwards another with keen eyes and spectacles; and then a carriage came for the little cripple and he wasn't seen again for weeks and weeks and then when he did come back he jumped out of the carriage—yes, the boy with the broken back—and ran shouting into the house, a big stout fellow that the whole family were proud of.

They were having a dreadful time at a "littie church around the corner. The Superintendent was at his wits' end to know what to do with a lot of boys who simply had come to Sunday school for the fun there was in it and they were going to have all there was, and just then who should come in but "Old Whiskers"—that's what the ring-leader called him—and, nodding to the Superintendent, he took the teacher's vacant chair. In less than three minutes every one of those dozen boys were centering about him, like needles around a magnet, eyes and mouths wide open, and from that time on that was "the" class in that Sunday school. It is easy to guess that Tom Witeman had been telling what fun his class in Sunday school were having and how "wild" they made the man that "tried to manage 'em and couldn't!" The fact to be recorded here is that that class of hoodlums—they were neither more nor less—never disbanded until, after long years of faithful service, John Short went from his work to his reward. The boys, "The Solid Twelve," never deserted him and "not one of them by word or deed disgraced him." They were his "boys," passing from boyhood to youth, to manhood, when they became the solid pillars of the church. As they stood in the church so it was in the community. They were the solid men, carrying out in their daily lives the truths which Old Whiskers inspired when, crowding around him, he taught them as no human being had taught them before.

So he died and the community mourned for him. Never before had the city known such a funeral, for never before had it experienced so great a loss. Not only were those who knew and loved him there but the life he had lived and the good he had done had made him a friend to strangers and they came to look upon all that was left to stand for the Christian charity that for years had been a living example of the Golden Rule.

Of course the hoodlum Sunday school class were the pallbearers. No hands but theirs should bear the precious dust for no hearts but theirs had known so long and had been blessed so long with this good man's undying affection. And yet the funeral concourse was made up of those whom the dead man had cared for. Indeed, the only words pronounced above him in that grieving throng were those which merely stated the simple acts of his busy life. Strong men were there whose in-

fant lives had been saved as babies by his interest and devotion. Men whom rum had almost ruined looked down upon his dead face with streaming eyes and blessed him. Here crowded men whose business lives had been brightened by cheering words backed sometimes, so they said, by something more, and so when the story was told it was found that from the time he came among them to his sorrowful going, by precept and by example he had been a constant blessing to all whom his influence reached. "And finally," so the speaker said, "let it be remembered that the strongest characteristic of this good man's life was his reticence of whatever pertained to his own good deeds. I took occasion once to discourage this. He listened patiently until I had done and then he said: 'I will do my duty without talking about it; I will care for others more than for myself and I will be sincere and sympathetic and try so to conduct myself that my friends will call me blessed and the world will be better for my having lived in it.' It was his creed. He lived by it and he died by it and we who knew him and loved him are sure of this: that as he went up out of the water there were shining ones to receive him and that upon both sides of the river again was heard: 'This is my beloved son in whom I am well pleased.'"

Richard Malcolm Strong.

**Your Own Employer.**

Are you hindered and disheartened by your position in life and the work you follow? Well, what in Heaven's name are you? A barber? So was Arkwright, founder of the cotton manufacture of England, who began by shaving people in a cellar at a penny a shave. Are you a coal miner? So was Bewick, founder of wood engraving. Are you the son of a poor farmer? So was Sir Isaac Newton, the sun itself, in the Heaven of science. A bricklayer? So was Rep Johnson, one of the most illustrious names in English literature. A tailor? So was brave Hobson, Admiral of the Navy. A butcher? So was Wolsey, the most illustrious Cardinal of England. The fireman on an engine? So was Stephenson, inventor of the locomotive. A shoemaker? So was Edwards, the profound naturalist. A bookbinder? So was Fara-

day, afterwards lecturer on chemistry before the Royal Institution. From every human craft men have started out in quest of knowledge and sound wisdom. James Lane Allen.

**MOTOR DELIVERY**



Catalog 182 Auburn, Ind.

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

BUICK MOTOR COMPANY  
Lansing and Ottawa Sts. Grand Rapids Branch

**THE 1910 FRANKLIN CARS**

Are More Beautiful, Simple and Sensible than Ever Before  
Air Cooled, Light Weight, Easy Riding



Model H, Franklin, 6 Cylinders, 42 H. P.  
7 Passengers, \$1750.00  
Other Models \$1250.00 to \$2000.00

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

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

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

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

Catalogue on request.

**ADAMS & HART**  
West Michigan Distributors  
47-49 No. Division St.

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

Terpeneless High Class  
**Lemon and Vanilla**

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

FOOTE & JENKS, Jackson, Mich.



**Tanglefoot**

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

## RAE'S SODA FOUNTAIN.

## How He Found Out Whether To Set Up One.

Written for the Tradesman.

There was an article on soda fountains in the Tradesman last week which set me to thinking of Rae. I am glad I read the article, for Rae is worth thinking about. He is a boyish fellow, with a round face and dancing eyes, and no one ever saw him in a hurry.

You say to Rae, "Now, we've got to hustle to catch that car," and he will smile back at you something like this: "I read, the other day, that one should never worry over losing a car or a girl. Just wait, and there'll be another along." But, although he never seemed to be in a hurry when he located at Sydney, he made a go of the drug business in a walk.

One thing that brought him a lot of trade and a lot of friends was his soda fountain. He soon had more business there than all the other drug stores put together. And the strange part of it is that at first he did not know whether to put one in at all or not. It looked as if there were enough soda fountains along the street where he set up his drug store.

I went into his store one morning looking for some odd kind of dope which I do not remember much about at this time. I did not know Rae then, and had been to all the other stores. I had been informed nine times that there was no such drug. Nine times clerks had "waited on" me without stirring out of their tracks. Nine times I had gone away thinking that the clerks might have looked the matter up just for my satisfaction.

When I asked Rae about it he said he didn't know. It was a new one on him, and if there was any such dope as I wanted he ought to know about it. So he looked over his stock and looked over his books. Presently he came to what I wanted, listed under another name. He said the other stores carried it, every one of them. What I then said about the difficulty in getting good clerks seemed to appeal to Rae, for he listened carefully while I talked.

After a time he pointed out a front corner of his store and remarked that he would put a soda fountain in there if there weren't so many of them in the city. I told him that in my opinion there was always room for one more. He looked at me for a moment with that kid smile on his round face and put on his coat.

"Let us go out and see whether there is room for one more soda fountain," he said. "There is a sure way to find out."

"If you'll put me next to your system," I said, "I'll try to find out whether there is room for a good many other things in this town."

"It is no system at all," replied Rae.

"You've got to show me," I observed, apologizing to myself for using such an old phrase.

"Well, I'll show you," said Rae.

We went into a drug store and sat down at a little table set up against the wall. He ordered a lemon ice and I ordered a strawberry sundae.

"We want to know how I'm going to find out whether there is room for another soda fountain here," Rae said. "All right. You see that sloppy counter? Yes. And you see the dirty vest and apron that clerk has on? Of course. You can see the need of a wash ticket a block away. And you see the old papers and cigar stubs cluttered about that table—back there by the wall?"

"It does not look very attractive in here," I admitted.

"Well, if there was a nice, neat, clean soda fountain here, with a clerk with clean vest and apron to wait on you, wouldn't you go there instead of coming here?"

"Of course."

"And the majority would, too?"

"That is a sure thing."

"Well, then we'll soon find out whether there is room for another fountain in this city. Are the present ones all like this? If they are, I'll go right back to the store and order the swellest outfit ever manufactured."

"I don't think they are all quite as bad as this one," I replied. "In fact, this one is not always as bad as it is now."

"A drug store soda fountain," said Rae, "is never any better than it is at its dirtiest moments. It is like a chain that is no stronger than its weakest link. If you go to a fountain for something refreshing and have your stomach turned by inattention or filth, your stomach turns every time you think of that place, and you don't want any more refreshing things there."

I began to see that Rae was a thinking man as well as a round-faced youngster with kiddish ways. What he said was so true that there was no need of comment on it. I used to take my wife to a place where they served light luncheons with their ice cream. We spent quite a lot of money there. One day they served us ices with spoiled fruit juice poured over them. I have a sinking at the stomach every time I pass that place, and that was years ago. So Rae's statement that a fountain is never any better than it is at its dirtiest moments is all right, so far as I know.

"Well," said Rae, in a moment, "let us go to the others and see if I could get their trade away from them by running the right kind of an establishment."

The next place we went into the clerk was sweeping out the front of the store, although it was after 10 o'clock. Customers were sitting at the fountain, and the clerk was asking them to move their stools about so as to accommodate him. The owner of the store stood looking on without interfering.

The dust, the microbes, the million forms of animate life that live and hold woman's rights conventions in the filth of a store floor, the infectious disease germs from sick people, were sailing into the air and landing in the soda and ice cream.

When the clerk got done sweeping he got a pail of dirty water and a rag and went about cleaning(?) the stools which were unoccupied. The

water was hot, and the steam of it soaked up through the atmosphere and helped a few more germs into the soda and cream which was being served. One of the customers arose in wrath.

"Here," he said to the clerk, "better put that slop pail right up here on the counter under our noses! It takes the smell of the drugs out of the air!"

The clerk looked impudent, but pretended not to hear what had been said. The proprietor looked on and said not a word. The customer went out, leaving his glass full of cream.

"Crank!" said the clerk. "I'll bet he eats out of a trough at home!"

"No use of remaining here any longer," said Rae. "We know what sort of competition I will have from this place. It really looks to me as if there was room for another soda fountain here."

The next store we struck the clerk walked about and walked about. He got a little tray with a worn surface and didn't put any napkin on it. Then he got two glasses. Then he took his time about dishing out the cream, leaving it looking sloppy on the edge of the glasses. Then he walked some more and found two teaspoons, which he wiped on his dirty apron. Then he walked some more and found a couple of glasses, which he filled with water. Then he walked back and forth behind the counter as if looking for something else. Then he came to us and asked:

"What flavor did you say?"

We told him strawberry, for the second time, and he got a wide-mouthed bottle off a shelf and doped something over the cream that looked like stewed strawberries gone to the bad. Then he walked about a little more and brought the tray to our table. There was a speck floating on one of the glasses of water and the clerk took a spoon and fished it out instead of throwing the water away and getting more.

We sat and talked until the cream melted and then went away. It was too salt, anyway. And the store looked stuffy and cheap.

"There are three stores eliminated," said Rae. "For the purposes of my business, they simply do not exist. It really does begin to look as if I'll have to invest in a soda fountain. Who was it that told me the demand was well supplied here now?"

## Hot Graham Muffins

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

## Wizard Graham Flour

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

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

Crescent Flour  
Solves the Problem

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

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

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

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

VOIGT MILLING CO.  
GRAND RAPIDS, MICH.



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

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

## New Perfection

"The Faultless Flour"

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

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

We went to the other stores, and, although I had never noticed their condition before, I felt ashamed of them. There was only one of the lot that was any good, and this was a long way from Rae's place.

"I'll have a fountain in before the week is out," Rae said, as we came back to his store. "There is a great opening here for a soda fountain and an ice cream parlor. I'll have all the business I can attend to."

"But, if you put in a swell fountain and run it according to sanitary principles, the other fellows will catch on about the time you get all their trade, and then you'll have plenty of competition," I suggested.

"You know what I told you about a drug store being no better than at its worst moments? Well, when the people see my layout they'll have the tummyache thinking of the messes these other fellows used to feed them. Why, I never saw such a cinch for a fountain. These fellows here have built up the trade and now they do not know how to handle it! It is better for me than if there were no fountains here at all."

Rae put in his fountain and made a hit with it. His counters and tables were crowded when the other drug stores were empty. And so, reading the advice to druggists in the Tradesman last week, I thought of Rae. An illustration is sometimes superior to an argument. Anyway, he had a good way of finding out whether he ought to put in a fountain or not! Alfred B. Tozer.

**Death of James A. Garfield's Only Brother.**

Thomas Garfield, the only brother of the martyred President, died last week at his farm home in Jamestown township, Ottawa county, where he had lived for forty-three years. His was what may be termed a prosaic, commonplace life. There was nothing of the spectacular in his career. The world's fame knew him not, public acclaim was never for him, he was scarcely known beyond his own small circle of neighbors and friends. And yet it is possible that in the records of the Infinite his name will be found far above some of those who have been more honored on earth. Thomas Garfield's life, commonplace as it may seem, was a life of honest toil, homely virtue and a self sacrifice that did not fall a bit short of the heroic. Born of pioneer parents in Ohio, his father died when he was 11 years old. His widowed mother had only her children, the youngest an infant of 18 months, destined to be the Nation's chief executive, her husband having left nothing except the partly cleared farm, not yet all paid for. The mother had to work and Thomas, the first born, although only 11 years old, did what he could to help. He helped on the farm. He worked for the neighbors, at anything a boy could do. There was no schooling for him; he had to do what he could for the support of the family. At the age of 18, in 1843, he came to Michigan one winter to work in the woods. In the spring he took home the money he had earned

and used it to build a house for his mother to take the place of the old log cabin. As James, the baby of the family, advanced in years it was Thomas who toted him through the woods to the country school, and it was Thomas and the money he earned that made schooling possible for him. It was Thomas who stayed at home to work that James might go to college. When James no longer needed aid Thomas married and in 1867 came to Michigan. He took up a farm in Jamestown township. It was wild land, cleared by the lumbermen, but dotted with stumps, and the life he entered upon was that of the pioneer, with all the pioneer's hardships and toil. James A. Garfield was elected to the Ohio Legislature and to Congress and then the doors of the White House opened for him, and in the mean time, with honesty in his heart and purity in his soul, Thomas was sturdily grubbing the stumps out of his Ottawa county farm, making a home for himself and his. He was not envious of his brother's rise to fame, but gloried in it. He was not jealous of the younger's brilliant fortune but rejoiced, for the unselfishness of his boyhood remained with him to the end. He was deeply religious. The Bible was his guide in life, his solace in sorrow and to it he turned in time of joy. He not only believed what the Bible taught but lived it.

James A. Garfield visited his brother's farm a few times, but his stays were never long. After he had become President he invited Thomas to visit him in Washington, but the assassin's bullet ended his life before the visit could be made. Mother Garfield, after the President's death, visited Thomas for a week and as long as she lived kept up a correspondence with him. When in this city, going to and returning from her son's home, Mrs. Garfield was the guest of Mrs. Noyes L. Avery.

Mr. Garfield's wife died three or four years ago. He is survived by a son, Thomas A. Garfield, and one sister, living in the West. His fu-

neral was held at his farm home and then at the little church at Hanley, and the respect in which he was held was shown by the attendance of friends from miles around. It was a simple funeral, without brass bands or pomp, but it marked the close of a long useful life of honesty, piety and service.

**Advance Arrangements For State Convention.**

Detroit, April 16—The twelfth annual convention of the Retail Grocers and General Merchants Association of Michigan will be held in this city on May, 24, 25 and 26, 1910, and you are earnestly invited to see that your city is represented by a good delegation upon this occasion.

A great deal of thought has been given to the preparation of the programme by the committee in charge and it is proposed this year to devote more time to the discussion of practical problems in which we are all interested. With this idea in view a question box will be provided and delegates are requested to come to the convention prepared to submit for discussion matters which appeal to them as requiring active attention by the Association as a body.

The Detroit Association has for entertain the delegates and we are assured of some unusually pleasant features on this section of the programme. This year a special effort will be made to entertain the ladies. Delegates are consequently urged to bring their wives. The Detroit Association guarantees that not a delegate or a lady who attends the convention will spend a dull moment while in the city.

Local associations are entitled to one delegate for every dollar paid into the Association as per capita tax. Merchants who reside where there is no association may become members upon the payment of the individual membership fee of one dollar.

In view of the date upon which the convention is held it will be well for delegates to arrange in advance for their hotel accommodation so as to avoid any possible misunderstand-

ings. J. F. Cooper, 147 Jefferson avenue, Detroit, Secretary of the Detroit Association, will be glad to make satisfactory hotel arrangements for any delegates upon request.

Incidentally, the State Secretary should be notified promptly of the number and names of the delegates selected. Those associations which have not as yet paid their per capita tax should arrange to have this matter taken care of at the convention.

J. C. Currie, President, Detroit  
J. T. Perrinall, Secretary.

Part Haven.

**Coming To Grand Rapids Home Coming Week.**

Sand Lake, April 12—I note that you request the old residents of Grand Rapids to send in their names for Home Coming Week, next August. I am an old resident of Grand Rapids, having engaged in business there in the early '70s under the style of Smith & Butler, wholesale and retail tobacco dealers, in the then new C. C. Roof block on Pearl street. Later on I sold my business to Charles J. Kruger, who recently died in Wisconsin. I then came to Sand Lake, where I have been in business ever since. My wife was also born and raised in Grand Rapids and educated in the Grand Rapids schools. We hope to be with you in August.  
John Butler.

**Even Among the Hoboes.**

"Hello, Dosty," said Wency Wagles, as the two tramps met in the street. "How's life?"  
"Somepin awful," replied Dosty Rhodes. "The cost of everything's gone up so a feller can't hardly get his three meals per."  
"Humph!" ejaculated Wency. "I never knowed you to pay for nothin'!"  
"No," returned Dosty. "but it's the solemn fact that along my route, where I used to have to ask only once for a breakfast, they make me ask twice these days."

Honesty is not the best policy—it is the only policy.

**FOLEY'S KIDNEY PILLS**

for backache, rheumatism, kidney or bladder trouble, and urinary irregularities. Foley's Kidney Pills purify the blood, restore lost vitality and vigor. Refuse substitutes.

Foley & Co have added strength to their line of standard preparations by the addition of Foley's Kidney Pills. These pills are healing, strengthening and antiseptic, are tonic in quality and action and are for use either independently or alternately with Foley's Kidney Remedy, the latter method being particularly recommended in stubborn and chronic cases. Foley's Kidney Pills are extensively advertised in all the leading newspapers of the State, mailing lists with samples are used liberally and other advertising matter is distributed with discrimination. Foley's Kidney Pills are a quick seller, a sure "repeater" and we recommend them to you for your regular stock. The genuine are in a yellow package. Put up only by

**FOLEY & CO.**

319 West Ohio St., Chicago

## PIONEER DAYS.

## Reminiscences of an Old-Time School Teacher.

Written for the Tradesman.

The schoolmaster sat on his porch in a reminiscent mood.

He was wracking his brain to find out what year in the long ago he had another such spring as the present one. There must have been others, of course. History repeats itself, so does the weather.

An auto roared up to the front of the house and halted. A man and boy were the occupants. The face of the schoolmaster brightened as he recognized the man as Dell Dandry, one of his newer friends—the old ones had long since lain under the churchyard mold.

"Come in, Dell Dandry, and give an account of yourself," called the schoolmaster. "I haven't seen you in two dogs' ages. Where have you been keeping yourself? I heard you went to the Upper Peninsula."

"Yes, I have been there," assented Dandry, accepting his friend's invitation, springing up the steps and sitting down in old man Tanner's offered chair. "You have a nice home here, Tom."

The eyes of the speaker wandered over the well-kept lawn, across a field with its emerald coat of young clover, then hung entranced on the budding fruit trees and tangled vine of the grape.

"I rather guess so," returned old Tom.

"It's such a home as anybody could enjoy. You must be the happiest old coon north of Grand Rapids."

"I am reasonably happy, Dell," and the old man sighed. "You did not tell me what you are into at present?"

"I am speculating a little."

"Stocks, wheat, gold, steel or what?"

"None of those; all dross, every one; it's fruit!"

"Fruit? Why, there's no fruit in Michigan at this time of the year. You must have lost your head up among the icebergs of Superior. I admit there's a promise of fruit, but only a promise."

"Well, it's on that promise I am going to coin money, Tom."

"Explain yourself."

"Easy enough; I am buying up orchards right now. Of course, I stand to win or lose something worth while. An uncle of mine left this world six months ago and I am his heir to the tune of ten thousand. I am risking that on futures. I do not mean to gamble, only take chances on old Mother Nature being good to me. Understand?"

"I think so. You purchase your orchard before the blossoms are out, expecting to make something handsome on the investment in the fall?"

"That's a fair statement of my position, Tom."

"Have you bought up many orchards?"

"Just one. You see, I started out only this morning," said Dandry.

"Yes, I see," returned the schoolmaster. "Chances are that you will

have a lot of experience in the fall, minus a good deal of money."

"Then you do not think we shall have a big crop of fruit this year? Why, I never saw the trees so loaded with fruit buds—"

"Never such glad promise at this season of the year," broke in Tom Tanner. "Nor did anybody else. We may have a bonanza crop, yet the chances are that we will have none at all."

"You say this to throw cold water on my little speculation, Tom?"

"Nothing of the kind. I wish you well, I'm sure. This reminds me, though, of a year in the fifties. It was an early spring like this one; not so early by two weeks though. That spring every fruit tree in the settled parts of the State held blossoms. They were a sight to behold. The promise was for a bumper yield. The outcome was none at all."

"Oh, of course, that might happen. A big freeze—"

"It wasn't a freeze," said the schoolmaster, "but some sort of a blight in connection with the ravages of an insect. Such a thing might happen again, you know."

"It might," admitted the speculator, "but it is not likely. I shall run some risk, of course. One trouble I meet with is the indisposition of farmers to sell."

"Oh, as for that, I should not imagine you would have much trouble. Why, I'll sell you my prospects if you like."

"Honest, Tom?"

"Sure, old man."

"All right. I'll be glad to look over your orchards, both peach and apple. As I am somewhat in a hurry suppose we look over the place?" Dandry rose to his feet.

"Not so fast, Dell," cried the schoolmaster. "I'll give you my terms, then if you like we will take a look about the place."

"All right," and down dropped Mr. Dandry once more.

"I have only four acres of peaches," proceeded old Tom, "but they are mostly Elbertas and they are loaded to the gunwale with buds."

"Yes, yes," chuckled his friend, rubbing his palms together approvingly. "Elbertas are all right. How much for them?"

"By the acre?"

"Yes, that is my usual way of buying."

"Well, I ought to have \$3,000 for the four acres. That's less than \$800 per acre, which is about a fair price—"

"Great Scott! man, are you crazy? I don't want to buy your farm; if I did it wouldn't be worth a quarter of that. Come down to business, Tom, no kidding."

"That's business, Dell."

"But such ridiculous figures! Why—"

"Not at all, my friend," said the schoolmaster, never cracking a smile. "I have a prospect exactly like that. With peaches at less than \$2 per bushel I can make that out of them, providing I get the promised crop."

"That is absolutely crazy figuring," snorted the speculator. "I will give you \$50 an acre; that's \$10 more than

I paid for the orchard I bought this morning. I see you are away up in the sky. Fact is, you don't want to sell."

Again Dandry rose to his feet.

"You think I am too stiff in price, Dell? I know of a man—have seen him and heard him tell it himself—who got double the price I quote you for four acres of Elberta peaches."

"Pshaw, now, what's the use of lying like that, Tom Tanner? You are becoming incorrigible in your old age. You know better. No man living—"

"Got such a price for peaches, eh?" chuckled Tom. "Oh, yes, there has been one who got twice that."

"You daren't name him."

"Yes, I dare—Roland Morrill, Michigan's peach king, as square a man as there is in the business. He netted something like \$6,000 from four acres of Elbertas. Now, Dell, you might double your money if you bought mine for half that sum."

"Ah, well, that's one instance in a lifetime."

"True. You won't take my dare?"

"Of course not. I'm not quite a fool."

"Heaven save the mark, Dell, old man. Now don't go just yet. I am a trifle lonely this morning; wife's away for the week and I got to thinking how strange things work out in this world. Do you know, Dell, love and marriage are as queer propositions as raising peaches?"

"Hadn't thought about it in that way."

"I didn't imagine you had. Now I ran the gauntlet of a goodly number of young maidens—and one or two old ones for that matter—before I got the woman I did."

"Is that a fact? Well, you made a good choice after all."

"I have no fault to find. Perhaps you wouldn't believe it when I tell you the girls in my young days took a great fancy to me. I had hard work escaping some of them and their designing mammas. I was just now thinking of the night I went home from spelling school with Jane Ann Spooks."

Columbia Batteries, Spark Plugs  
Gas Engine Accessories and  
Electrical ToysC. J. LITSCHER ELECTRIC CO.  
Grand Rapids, Mich.

## "MORGAN"

Trade Mark. Registered.

Sweet Juice Hard Cider  
Boiled Cider and Vinegar

See Grocery Price Current

John C. Morgan Co.  
Traverse City, Mich.

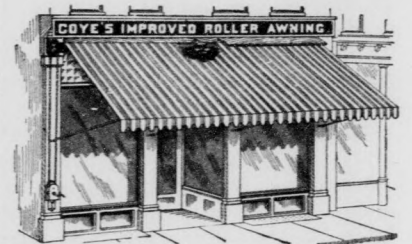
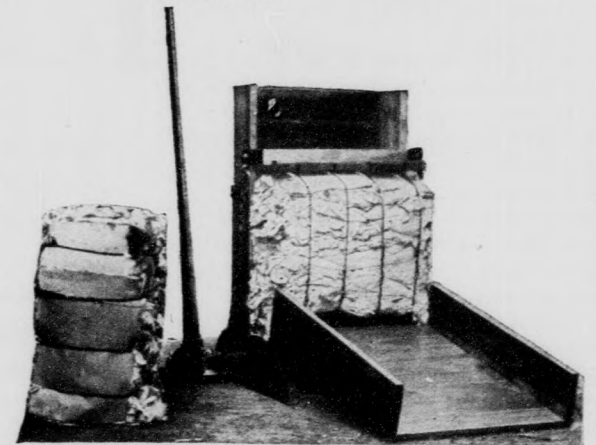
## Delivery Wagons

Now is the time to buy a  
wagon. Have it lettered and  
all ready to hitch to when  
you need it in the spring.

Liberal Terms—Low Prices

Sherwood Hall Co., Ltd.  
Ionia and Louis Streets  
Grand Rapids, Mich.

## Awnings

Our specialty is Awnings for Stores and  
Residences. We make common pull-up,  
chain and cog-gear roller awnings.  
Tents, Horse, Wagon, Machine and  
Stack Covers. Catalogue on Application.CHAS. A. COYE, INC.,  
11 Pearl St., Grand Rapids, Mich.New Invention Just Out  
Something to Make Every Pound of Your Waste Paper Bring You  
Good DollarsThe  
Handy  
PressIncreases the profit of the merchant from the day it is introduced. Price, \$40 f. o. b.  
Grand Rapids. Send for illustrated catalogue.

Handy Press Co.

263 So. Ionia St.

Grand Rapids, Mich.

"Good land, what a name! I don't wonder the poor creature wanted to change it."

"Even for Tanner?"

"Yes, even for Tanner," and Dandry laughed.

"If you had time I'd tell you about my adventure—just this one."

"I'll wait if you won't be long, Tom," agreed Dandry, sitting down again. "I know we all have our little experiences in the realm of Cupid, but, of course, I can not wait for you to tell me all of your boyish scrapes."

"Only one to-day, Dell."

The old man reflected a moment, then began: "It was when I was not far from a dozen years old that we had the time of our lives at the Indian Bow school. There were a score of pupils, ranging in age from 4 to 20.

"Jane Ann was just my age and a whopper. The fattest girl you ever saw, Dell, as big east and west as she was north and south. I hated fat girls and, of course, Jane Ann in particular, but the boys put up a job on me and got her to claim my company home with her. No, it was not leap year, but there wasn't very much conventionality in the woods at that time.

"I was that bashful I dared not say no, so I escorted Jane Ann Spooks. It was a slippery road we had to travel in midwinter. We had to climb a steep hill on the way. The rest of the boys and girls hung back to see the fun. I knew they were laughing at us behind our backs, but what could I do? I dared not bolt. Jane Ann hung to my arm and giggled every step of the way. It was a zero night, yet the sweat stood out as big as peas all over my anatomy.

"Say, Dell, I'd like to tell you all that she said to me during that trip. Why, she had us grown up, married and sailing the seas on a ship as big as the Great Eastern, with gold and lands and riches galore. And all this time I was as mum as a biscuit and about as near baked as one right out of the oven. Were you ever in such a fix, Dell?"

"Why, I don't know," and Dandry laughed. "I think you were having a mighty good time, being hugged by a pretty girl and nobody by to hinder."

"Ah, I see, you have never been here, old chap. The girl was about as pretty as my muley cow over there and as fat as—as—well, as fat as she could well be and waddle. She simply waddled, Dell, not walked.

"I won't bother you with a long story. We got to the top of that hill all right and then, without warning, my foot slipped. I made a desperate effort to save myself; Jane Ann hugged so tight I had no chance; down we both went. Being under, I couldn't do a thing only slide with the breath completely knocked out of me. Such a shout as went up. I was mad enough when the boys helped Jane Ann to her feet and yelled themselves hoarse over poor crushed me."

"Well, and what came of it?"

"Nothing, so far as I was concerned. I simply told them to go to thunder, after which I bolted for

home while the boys yelled for me to come back and look after Jane Ann. I don't know how she got home. They said she cried at first, then giggled and said I was a greenie. I think likely I was, but I never went near the fat girl again.

"I had to thrash one of the big boys afterward before I could go to school in peace. I often think of that night and what a simpleton I was."

"What became of fat Miss Spooks?"  
 "She afterward married a drummer and made him a good wife, I reckon."  
 Old Timer.

**Inkless Printing New Process.**

Inkless printing promises to revolutionize the printing industry. It comes from England and is an electrical process. One pole is connected with the form of type and the other pole with the platen which carries the paper and presses it against the type or block to be printed and results in a clear imprint of the characters. Normally the imprint is black, but any requisite tint may be obtained.

This renders color printing extremely simple. Instead of a delay between the red, blue and yellow printing, as is now essential to permit the coats of applied pigment to dry, the three impressions can be made instantly after one another.

For ordinary newspaper printing the invention possesses great possibilities. It eliminates one-fourth of the complicated mechanism of the press, ink rolls and ducts, so that the dimensions of the machine can be considerably reduced. Moreover, a heavy source of expense is eliminated, as the ink represents purchase money and the ink rolls need frequent repair. There is a complete absence of smudging, as there are no deposit on the paper and no extraneous matter to rub. The process is applicable to the finest grades of art work and block printing.

The inventor has devised a special type of resistance whereby the flow of the current is controlled as easily and as delicately as the flow of a fluid through a pipe by a tap. Another valuable feature is that the question of repulping waste is solved. Under present methods the removal of the ink is a stumbling block in the utilization of waste. In the electrical process a cheap solution causes the impression produced by electricity to disappear. And after repulping the paper can be used again.

The simplicity of the process is strikingly apparent. Even a coin laid upon the paper and slightly pressed leaves a clear impression. The process involves no wear and tear upon the type or metallic surface of the block and no action is set up by the passage of the electric current.

**Results of High Cost of Living.**

The cost of living is proving the cost of a race, according to some experts. Great Britain is confronted by a steadily increasing class of physical, mental and moral defectives of her own producing which threaten her national existence. It is stated that the average British recruit of the Crimean war, when England contain-

ed a large class of well fed, sturdy yeomanry, was nearly three inches taller and weighed nearly thirty pounds heavier than the average recruit for the Boer war two generations later, when an undernourished, degenerate populace was found to have developed.

Before the end of the Boer war, in which only about 250,000 soldiers out of a population of 35,000,000 were required, the officers had to accept as soldiers men only 5 feet tall, in spite of the fact these racial degenerates were recognized as physically and mentally deficient. The average British infantry recruit for 1906 weighed 123 pounds and his chest measure was 33 inches.

Although the German government requires thorough physical training in schools and pays great attention to the maintenance of a high standard of living in the industrial classes, there is a steadily decreasing percentage of German conscripts able to conform to army physical standards. Their investigations show that the larger the town the greater the proportion of male inhabitants unfit for military service, and that this unfitness materially increases with the second generation.

No large part of the American populace is suffering from chronic malnutrition as with the British masses. But the poorer classes are asserted to be practically on its verge. If present conditions continue it is stated that the cost of living must continue to rise and the financial extremes of society become more and more widely separated.

**Water Wagon the Place for Man.**

The water wagon is the hope of the healthy man. The body of a man is about four-fifths water. Even the teeth, the hardest and densest tissue of the body, contain about a per cent. water. The bones contain from 11 to 14 per cent. of water. The muscles are three-quarters water. Water makes up 97 per cent. of the gastric juice, 98 per cent. of the perspiration and 99 per cent. of the saliva. All the physiologic changes take place in a watery solution.

Lack of water is nearly always a factor in the production of disorders. Without an abundance of pure water as part of the treatment all measures such as diet, exercises and drug-giving fail. For a person in average condition two quarts of pure water daily are thought to suffice. In cases of disease this amount may be increased to three, four or more quarts a day.

To one unaccustomed to the free drinking of water it is not always easy to form the habit. A good practical rule given by Dr. W. R. C. Larrison is to make a habit of taking ten or twelve tumblersful of water every day. This should be taken on rising, on retiring and between meals. Little or no fluid should be taken with the meal nor during the period half an hour before and two hours after the meal.

Perspiration for better things on earth is the best aspiration for heaven.

**Hart Brand Canned Goods**

Produced by  
 W. R. Roach & Co., Hart, Mich.

Michigan People Want Michigan Products

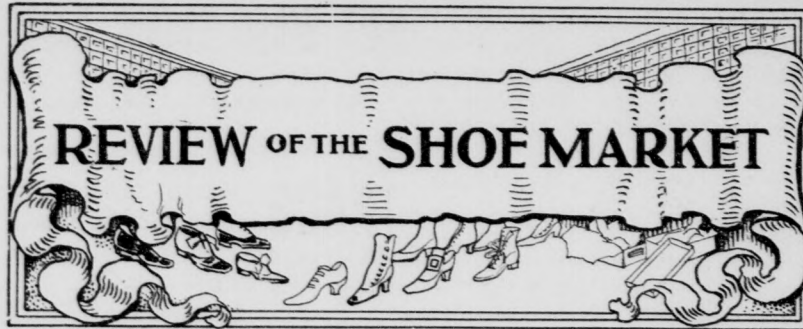
**TRACE** YOUR DELAYED  
 FREIGHT Easily  
 and Quickly. We can tell you  
 how **BARLOW BROS.,**  
 Grand Rapids, Mich.

**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.,  
 Berlogan, Pa.

**G. J. Johnson Cigar Co.**  
 S. C. W. El Portano  
 Evening Press Exemplar  
 These Be Our Leaders

**THE BEST**  
 You Want the Best  
**Peacock Brand**  
 Leaf Lard and Special  
 Mild-Cured Hams and Bacon  
 Are the Best  
 The Lard being absolutely  
 Pure Leaf  
 The Hams and Bacon are from  
 dairy-fed selected pigs, mated  
 cured by the "Process" process,  
 given a light smoke, they be-  
 come the most delicious morsel  
 to the palate.  
 For sale only by the leading  
 dealers.

**HIGHEST IN HONORS**  
**Baker's Cocoa**  
 & CHOCOLATE  
  
 52  
 HIGHEST  
 AWARDS  
 IN  
 EUROPE  
 AND  
 AMERICA  
 A perfect food, preserves  
 health, prolongs life  
**Walter Baker & Co. Ltd.**  
 Established 1780 **DORCHESTER, ENGL.**



### THE PLASTIC ART.

#### Its Two-Fold Advantage in Advertising Shoes.

The retailer of shoes knows that a sign lying flat against the building above his door is not visible far up or down the street. He also knows that if it is upon the flat sides of his show window it may be seen by everyone and yet the possibilities are that it will not. There is nothing really distinctive about a sign lying flat and made up of lettering or type. A little more distinction is given the sign that bears a human figure, cartoon, or building exterior, such as may be found in many of the shoe stores. The retailer fully realizes that many customers get by his store without observing his sign, because it can be seen from in front only. He then extends another sign across the sidewalk so that this sign can be seen up and down the street, thus giving his sign the advantage of every view point. The barber's pole and tobacconist's Indian are well known ways of obtaining this result with a single object. The drug store mortar and pestle and the repair shop's boot are also distinctive and impart their message to the passer-by that a drug store and a repair shop do exist on that thoroughfare. The use of forms and figures for the display of clothing in store windows, the wooden horse of the harnessmaker and the use of modes in some shoe windows indicate the desire on the part of advertisers to show more than is possible on a flat surface. They fully realize the effectiveness of objects in the window over flat signs. The common forms of advertising, such as the printed sign and magazine announcement give but two dimensions, length and breadth. The third dimension, depth, is impossible on a flat surface. This is the idea expressed in "Advertising and Selling" under the title: "The Third Dimension," by Carl S. Dow, and from which extracts have been taken.

In printed announcements and painted signs, especially those portraying shoes, there is an attempt to give the third dimension by means of the perspective of pictures; but a picture, like the type with which it is used, can have but two dimensions, the depth or shadow effect being merely represented. In picturing shoes this art has been highly developed and cuts now show great depth of shadow and high lights that a decade ago were considered impossible to reproduce by hand drawing. It is advanced in itself and yet does not serve as a distinctive advertising medium to endure for a period of

time longer than that in which the shoe is in season.

An important advance may be noted in the use of sculpture in relief. In this form of sculpture, usually executed in clay, the figures are reproduced in two dimensions, length and breadth, and the third dimension in a slight and diminished portion. High lights and shadows can be reproduced very favorably by this method. Having strength greater than is possible in a picture, the clay model is the basis of many beautiful catalogue and magazine cover reproductions. Many advertising show cards also display this relief effect on flat surface and the retailer knows that a clay model must have been built prior to the making of the half-tone. Here is depth to an extent and the same details of the only relief are seen in the same relation to each other when viewed from any angle in the reproduced and printed flat surfaces. Another method of emphasizing the relief of a picture is to emboss it, but the strong shadows resulting from under cutting in the clay model, a process that gives great strength, can be represented only. No actual shadows as in the original are possible.

In all probability the greatest way to attract and please the eye ever devised by art has been the creation of shadows on drawn figures and type. The effect so much desired, that of true depth, the prominent feature of third dimension advertising, can be obtained by invoking the aid of sculpture in completely solid form. The Greeks early found out that sculpture gives life and beauty. Bas-reliefs of Egyptian art were far distant in effectiveness from the sculpture of early Grecian days. Sculpture affords an ever-changing series of shadows, bringing in new details at every view point. It bears the same relation to a picture that sculpture bears to the painter.

Reproducing the article for sale is not the most important use of sculpture in advertising. For the article itself is as attractive and as easily remembered as any reproduction. Then again, shoes change in style and if reproduced simply as shoes would necessitate new models for every period of change. Most retailers sell shoes under trademark, trade name, or other distinctive object sign. His store is known by a trademark or name. This trademark offers opportunities in sculpture advertisement that may be used to great effect, not only in the windows, but in the store proper, and even at the exterior of the store and other outside places of prominence.

Sculpture arrests the eye by its

beauty and novelty. It is an ideal method of impressing upon the mind a trade name or mark. While the shoes in the window may be novel and attractive, they are not sufficiently individual in themselves to cause people to remember the name or maker. All shoes look pretty much alike. No matter how artistically arranged do not impress the observer to an extent that makes him keep the name in mind until the time when he desires to buy footwear. In fact, articles of ordinary, every day life, can not of themselves be so displayed as to stop people and compel them to remember the name for any length of time. People can be taught a trade name and they can be taught to connect a trademark or name with staple articles. To the present generation relief figures in shoe stores always suggest certain things. The Regal boot means primarily that Regal shoes can be purchased in that store. Also the boot signifies what its name implies and also a certain type of workmanship sturdy and elegant and befitting the attention of people desiring shoes of superior and Regal quality.

The Emerson figure of an old-time shoemaker sitting at his bench stitching a shoe is illustrative of hand workmanship and close concentrated ability. The pose of the workman, strength of the figure, all tell their story to the observer. One sees the stitched shoe and goes away impressed with its quality; another sees the tense expression on the shoemaker's face and understands that good workmanship goes into the shoes. Another notices a symbolism in the sculpture that is associated with old time shoemaking methods which are always thought superior in the present-day manufacture of shoes. Another sees the sign of a man's trade. At any rate, every viewer of the object goes away with distinct impressions.

The Walk-Over Man, so common to Walk-Over agencies, and always shown in their windows, is that of a clean cut man in evening dress walking over a shoe. The type is American and any one seeing the figure in itself does not need to look at the name to tell the "Walk-Over."

The Beacon Light stands out as a trademark figure signifying strength, stability and safety and the lighthouse attracts universal attention, being a beacon to the people that pass by the store selling these shoes. Its effectiveness is far superior to that of a flat print.

The Crawford shoe has a new sculpture model of a huntsman with a pointer giving a sudden dash and snappiness to the trademark. The name Crawford is not merged in the idea of a huntsman, and yet this sculpture impresses everyone with a certain type of high grade footwear. It is an object lesson to every one contemplating using sculpture in advertising, showing that any distinctive trademark or trade name can be used with plastic reproduction.

The Gorilla, another new sculpture, is seen in shoe windows and immediately gives the idea of "brutally strong." It is a strong advertisement

for a strong shoe. It appeals to the working man as being the shoe that will stand a great deal of wear and the figure of the gorilla trying to tear the shoe apart proves to the man that the shoe must have unusual merits. The gorilla is associated with strength and brutality and the customer gives the wear of the shoes these qualities.

The Educator foot is known the world over because of the plastic cast that tells the tale of the education of the children to natural footwear. Even the less ambitious productions find opportunities for the use of the plastic art. The Corn plaster man uses the plastic form to stick his plasters on in demonstrations. The field seems unlimited and yet it is not utilized to the point where it becomes so commonplace as to lose its force as an advertising medium.

Trademarks have characteristics that can be conveyed to the mind by an artistic figure, and it is most satisfactory when reproduced in sculpture. A fine example is the little girl of the Asborn Shoe, studiously examining her foot from which she has just removed her shoe and stocking. She finds that the shoe has allowed her foot to grow naturally—that it is "Asborn." The life-like expression in the pleasing pose of this little girl so pleased the shoe dealer that he asked for a cast without the advertising inscription that he might use it for home decoration. The moral and lesson of this statue is self evident to mothers and children. A happy pose of the figure is indeed an advertisement of great merit.

All of these sculptured trademarks become better known by the display in this form than in any other possible way. It offers great possibilities for all sorts of advertisements and the publicity given more than recompenses for the additional outlay in money. Some of the figures are given by the manufacturers to large customers at a nominal price to insure the distributor that they will be used. If the cast is given free usually it is treated as are gift advertisements—utilized for a short period and then cast away.

The life of a piece of sculpture is infinite. The life of a plaster cast can likewise be so. A sculpture in advertising is not as common as the printed announcement, so the method of making third dimension advertisements, giving length, breadth and width, is not as well understood as the procedure of printing and type-setting. Quantity is the measure of the price per cast as it is in the manufacture of shoes. The manufacturer if he ran through his factory a single shoe finds the expense increased over the run of a dozen and greatly increased over the run of one hundred dozen.

The method of making clean cut, plastic reliefs or statues has been developed into a science itself. The model for the trademark is first made of clay. From this model a mold is formed of some substance which remains flexible so that the delicate projections may be preserved and under cuts made to show form and give proper shadow effect. Plaster repro-



# Mayer

## Martha Washington Comfort Shoes



Are you prepared for  
the demand?

A LARGE demand now exists for Martha Washington shoes. Thousands of merchants throughout the country handle them—have handled them for years—and know their quality and salability.

¶ Mayer Martha Washington Comfort shoes have been advertised for years and are in great demand, but to produce a large increase in sales and give added support to merchants who handle them we will conduct a

### Big Newspaper Advertising Campaign

This campaign will begin in May and will include the largest and most influential newspapers in our selling territory. The advertisements will occupy big space and will be conspicuous wherever they appear. We know positively that this advertising will produce a heavy demand for Mayer Martha Washington shoes. Now is the time for you to stock up when strong pressure is being put behind them. Martha Washington shoes are extremely popular and sell rapidly. Good business awaits the merchant whose foresight and business judgment prompt him to act now. ¶ Let us explain to you why Mayer Martha Washington shoes will hold your old customers and win new trade. Write today for full particulars.

**F. Mayer Boot & Shoe Co.**

Milwaukee, Wis.

Largest Manufacturers of Full Vamp Shoes in the World



ductions or casts are made by filling the mold with plaster which may be made stronger and tougher when the character and intended use of the trademark demands these qualities. Coming from the mold the plaster cast is first thoroughly dried and then finished by cutting off the ragged edges, smoothing defective portions and dipping or painting to get the desired tint or color.

Any color or tint of the spectrum may be used in plastic art. The makers of statuary specialize in colors. Where colors are needed they match tints perfectly. Many trademarks that primarily were designed for printing on letterheads and advertising papers in one color are found to readily lend themselves to several colors, rendering them far more striking and effective. Many retail stores secure a great deal of harmony in their window trims, and a sheer white or tinted statuette can be used without much fear of a clash in attractiveness. A slight tint is preferable because of the inability of maintaining a true white with sun, dust and other agents all the time diminishing the beauty of the casts. Plastic statuettes to-day are as smooth finished and complete as the most artistic Greek piece of sculpture. Any effect whether rough or smooth may be obtained to the finest details. Facial expressions have been reproduced with an exactness almost impossible in marble sculpture.

The question of price usually comes up in advertising schemes and relative to plastic sculpture it may be said in general that the cost of an advertisement of three dimensions is greater than that of one having but two dimensions and the piece of sculpture costing more than printed matter.

This is especially true when but few casts are made from one model. Sculpture is more expensive than printing, but the plaster cast has made sculpture possible in advertising by bringing the expense of reproduction within reach. Similar to any other scheme the building of the model is the chief expense. After that reproductions are made with reasonable rapidity and at moderate cost, although more expensive than most forms of art work, the plaster cast will be found a very economical method of popularizing trademarks up to the time when common use renders it less effective. Unlike printing, third dimension advertising is of unlimited publicity value and not destined for the curiosity of a week, a month or any period and then becomes prosaic, but its advertising value is unlimited.

Plastic reproductions are becoming more and more common in the shoe industry over all other industries. Trademarks of shoes seem to lend themselves particularly to reproduction in plastic art and it has been found to bring out the merits of a trademark or trade name as no other publicity motive can. It has been an agent for permanent advertisement of the manufacturer's product in the retail store and in some communities in general places.

It has also been used as an ad-

vertisement of high class retailers direct to the trade. Small models, a few inches in height, have been made up and sent to the patrons of the store to be used as desk weights or ornaments. These are not particularly shoe advertisements but are advertisements particular to the store. It is in the nature of giving premiums to patrons to solicit further business. Year after year the idea of advertising direct to the consumers by means of souvenirs or premiums has been growing until it has come to be a sort of business discount system. The premium idea has been worked out in the use of trading stamps, discount coupons and even household necessities. The premium has begun to be considered an inducement to the consumer to purchase. It promises extra value to the buyer and is one of the bed-rock principles of direct advertising. An advertisement that promises a little more than what the consumer is paying for is sure to bring them to the door of the store. The same price for the shoes is paid and yet something extra is given.

Stimulation of trade is the beginning of successful business. Many a business has been built up on the premium idea and although it has not been as prevalent in shoe stores it is gradually cropping out here and there, showing the efficiency of the premium plan. The accumulation of trading stamps is a long and drawn out process, and where stamps may be obtained at a hundred and one stores, mostly department stores, it stands to reason that the trade are not under obligations, tangible or understood, to return to the retail shoe store for the next pair of shoes. Whereas, if some sort of progressive check system, say five purchases of shoes aggregating at least \$12, a certain cast will be given as a premium, it departs from the general stamp idea of accruing a number of discounts until a set sum of \$99 is achieved when a premium of the value of \$2.50 is given. The premiums as usually selected are those luxuries for which people never find a practical use, being neither artistic or useful. If the shoe man is to be in the vanguard of business success the plastic art affords him opportunities to be manufacturer, wholesaler or retailer.—Boot and Shoe Recorder.

#### Why He Felt Relieved.

A well known scientist was lecturing on the sun's heat. In the course of his remarks he said, "It is an established fact that the sun is gradually losing its heat, and in the course of some 70,000,000 years it will be exhausted, and as a consequence, this world of ours will be dead, like the moon, unable to support any form of life."

At this juncture a member of his audience rose in an excited manner, and said:

"Pardon me, professor, but how many years did you say it would be before this calamity overtakes us?"

"Seventy millions, sir," answered the professor.

"Thank heaven!" was the reply. "I thought you said 7,000,000."



## The Genuine Hard Pan

is a shoe that out-lasts all others where the conditions of wear are particularly hard on any sort of footwear.

Medium or heavy sole, also high cut. It is practical as well as comfortable.

Our trade mark on the sole guarantees your customers the best shoe satisfaction, and then some.



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



## Stock the Profit Makers Now

### H B Hard Pans and Elkskin Shoes

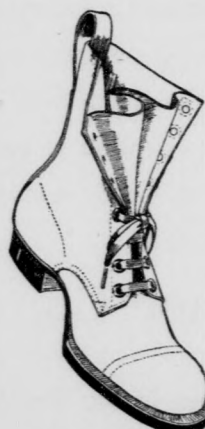
MEN'S BOYS' YOUTHS'

You cannot possibly make a false move in adding these factory lines to your present stock.

They represent what we believe to be the best efforts of our factory in our shoe making experience.

The uppers on these lines are made from plump, soft stock of our own special H B Hard Pan tannage, over weight soles and strictly solid throughout.

You will want a big lot of these lines before the season is ended. Better get your order out between now and the next mail.



H B HARD PANS  
are made in 26  
carried-in-stock styles

Herold-Bertsch Shoe Co.

Makers of the  
Bertsch and H B Hard Pan Shoes  
Grand Rapids, Mich.

### Value of Small Articles in Findings Case.

Just at this time of the year let us again call your attention to the value of such small articles as the advertising shoe horn and button hook. Two small but the most useful and can be made a profitable source of publicity. These are the necessities of the shoe store that a shoe man is compelled to handle at a loss, but the wise man will always have such articles working for him all the year around. Shoe horns stamped with your advertisement on them cost but a small sum more than the plain. One shoe horn in the family works silently among its members all during the summer. It is used two and three times a day by the different ones and with a good live advertisement constantly appealing for their continued patronage, don't you see it is the best method of spring and summer publicity that a live dealer can entertain.

A good fiber shoe horn will cost from one-third to one and one-half cent, according to the quantity you buy. Can any bright dealer think of a cheaper manner of advertising? And it will last as long as the shoe horn is in use. It is a good idea to give one of these advertising novelties with every pair of oxfords sold. Some merchants are inclined to want to limit the number given out and two or three members of a family buy oxfords at a time, give only one shoe horn; by all means put one in with every pair sold; they will all do good work for you. This is the only true method of regaining what you have already spent, and it is an excellent investment.

In addition to the advertising gained by using the printed shoe horns, the same can be said of button hooks. A button hook with your advertisement will not last for a day, but as long as the hook is in use or kept by the individual user. Now is the time to get busy supplying yourselves with these small articles.

At this season of the year while so many low shoes are worn, there are scores of customers who would invest in a more expensive shoe horn than those given away. A shoe horn is a shoe horn we all know, while a chair is a chair. All persons are not satisfied with cheap furniture nor cheap clothes.

All first-class shoe stores have a certain number of highly esteemed patrons who are always in the habit of buying the best and are perfectly willing to pay 25 or 50 cents for a showy shoe horn. There are beautiful celluloid horns made up in the pearl effect in Oriental pattern that would appear to your best class of trade and would be appreciated by the lady patrons. They may be purchased for about \$2 per dozen.

Other celluloid shoe horns can be bought for from \$1 to \$1.50 per dozen, according to the size and pattern. Then there is the handle nickled lift, a novelty and convenient to handle, something different from the rest.

Make your window talk. They may sell more findings than you can.

This nice, balmy spring weather

will create a demand for shoe dressing. Keep your stock complete.

Outing shoes, of which there are many of them worn, call for white laces. Not all dealers carry a lace for this shoe. Be up to date.

Summertime people have a great deal of trouble with their feet. Foot powders and corn cures should occupy a conspicuous place in the department.

Do not forget the heel cushions. They make walking easy and improve the fit of the shoe.

This is another good season for tans. You will find many tans are to be worn this summer. Do not miss any sales on tan polish and also on tan laces. If you carry over a little stock there is every indication that they will be good next year.

Did you ever have a call for corn files or rasps? There are several good ones on the market that are claimed to do good work.

Keep the oxfords in shape with shoe trees. If there is one time that a shoe will get out of shape any quicker than another it is during the hot season when the feet perspire. When the shoe is changed a shoe tree should be slipped in to retain their shape.

Make a display in your findings case of brushes and daubers, a display that will appeal to the trade, and see how quick they go.

Don't forget to mention the fact when you fit a customer with a broken down arch that you have the arch prop. It may save you a customer and will save his shoes.

There are so many persons use leggings for riding, driving and automobiling that you should try to get their trade by carrying a few leggings made for this purpose. They are willing to pay the price of good ones.—Shoe Trade Journal.

### An Experience By No Means Uncommon.

Lady enters store to purchase a pair of shoes.

Polite clerk approaches, asks lady to be seated.

Before enquiring as to what is needed the clerk takes a trip to a near-by cuspidor.

Unlaces shoes, goes to far end of store, gets box down and on way back to lady takes another trip to the cuspidor.

Salesman knows business, tries on shoe, laces it and makes a trip to the cuspidor.

Lady, after standing in shoe, offers some objection.

Clerk obligingly brings another pair. Before trying them on another trip to the cuspidor is taken.

Both shoes are nicely fitted on and laced. Clerk has refrained so long a very hasty trip to the cuspidor is necessary.

Money is paid, package is brought and on way to show lady out another trip to the cuspidor is necessary.

Lady thinks it is that man's privilege to chew tobacco if he chooses.

It is also the lady's privilege to trade where she is not made to squirm with disgust by the ill-manners of the clerk who is fitting her with the needed shoes.

## Rouge Rex Shoes



The Successful Merchant is a student of the needs of his patrons. The successful manufacturer is likewise a student of the requirements of his trade.

Our salesman will see you soon with a full line of samples, and if you will carefully examine same you will find that we have fully anticipated your wants in first-class shoes, especially for the laboring man, for he be farmer, mechanic or shop hand there is a Rouge Rex shoe especially adapted to give him highly satisfactory service.

Carefully selected leathers and high grade workmanship are producing trade winners in Rouge Rex shoes.

Defer ordering for fall until you have seen our line. Your mail orders for immediate delivery will have prompt and careful attention.

### Hirth-Krause Company

Shoe Manufacturers

Grand Rapids, Michigan

## Red School House Shoes Mean More Business



For Boys

For Girls

Red School House shoes are Stylish, Comfortable and Long Enduring, and merchants who sell them do the Largest School Shoe Business in Their Community. Parents watch their children's shoes very closely and they usually buy their own shoes of the merchant who saves them school shoe money—not only do Red School House Shoes bring the children's business to your store, but the shoe money of their parents, too. Better get in line this fall. Do Not Place Any Fall Orders Until You See The Red School House Line.

Send for Catalog

### Watson-Plummer Shoe Co.

230-232 Adams St.,

Chicago, Ill.

Factories Located at Bloom, Ill.

**DON'T WORRY—SAW WOOD.****Appreciate the Advantages You Have Over Others.**

Written for the Tradesman.

Relatively speaking, the practice of selling standard articles of food—tea, coffee, sugar, spices and other household necessities—through the efforts of individual solicitors who canvass a neighborhood and contract to deliver the goods at the homes of their customers, is a new factor in merchandising; one also that is coincidental, practically, with the evolution of the mail order house; and each one of these mercantile methods constitute a painful thorn in the side of the permanently located and legitimate merchant.

No good can result from merely protesting against the canvassing tradesman who sends his orders to some city in Ohio, New York or other state, hauls the goods consigned to him in this way to his barn, his dwelling house or his out-of-the-way storeroom and from such point delivers, with the aid of his horse and wagon, the sales he has made, collects his pay and thus earns a living. Neither is it possible to annihilate the great mail order house with its ten or twenty acres of floor space, its tremendous capital and its wondrously effective system of doing business, by scolding and trying to obtain legislation which shall prohibit such methods.

Stated broadly, ninety-nine men out of each hundred would not hesitate a minute if they possessed the requisite business ability and capital to engage in just such ventures at the very first opportunity. Moreover, it is just as well to recognize at once the fact that neither the mail order house nor the traveling transient merchant can be legislated out of business so long as they conduct their business in a legal manner.

The thing for the permanently located retail merchant to do is to take an inventory of the advantages which he, as a business man, possesses; superiorities and privileges which, in his legitimate trade territory, cannot possibly be attained by the transient peddler or by the mail order schemer.

The permanently located merchant has an intimate, personal acquaintance with his trade; his individual character as to rectitude, courtesy, fair dealing and public spirit constitutes a tremendous asset that can not, by the very nature of things, develop as to the catalogue house or the once-in-a-while visiting merchant. In perfect accord with a man's own jealous guarding of his character against the insinuations and temptations of selfishness, avarice and dishonesty will his character help or hinder his progress and prosperity in business.

There are many conditions favoring the permanently located merchant. His customers can see and handle the goods they desire before they make their purchases. For this reason the merchant should see to it that every facility, including cordial and accommodating treatment at the hands of the merchant and his clerks, is afforded.

**SPEAKERS' BUREAU****Arranged by the Grand Rapids Board of Trade**

NAME.	TOPIC.
Heber A. Knott (President Grand Rapids Board of Trade)	Board of Trade
W. Millard Palmer (Chairman Committee of One Hundred)	The Committee of One Hundred
Clarence A. Cotton (Secretary Grand Rapids Board of Trade and Secretary-Treasurer National Ass'n. Commercial Executives)	Commercial Organization
Samuel A. Freshney (Secretary-Manager Board of Public Works)	Municipal Housekeeping
Carroll F. Sweet (Member Transportation Committee)	Transportation
Dr. Ralph C. Apter (Member Social Welfare Committee)	The Housing Problem and Public Health
Charles M. Wilson (Member Social Welfare Committee)	Fire Insurance
John B. Martin (Chairman Municipal Affairs Committee)	Social Service or the Story of the Municipal Affairs Committee
Francis D. Campau (Industrial Agent and Attorney Employers Association)	Employer and Employee
William H. Loomis (Former Grand Chancellor State K. of P.'s and Member Committee of One Hundred)	The Fraternity Spirit
Mark Norris (Member Better Governed City Committee and Member of School Board)	The Work of the Public Schools.
Edwin F. Sweet (Former Mayor and Chairman Public Improvements Committee)	Non-partisanship in Municipal Affairs
Andrew Fyfe (Former State Senator)	Some State Needs
Albert B. Merritt (Chairman Wholesale Dealers Committee. Member Executive Committee Advertisers Club)	Advertising
Charles B. Hamilton (Member Local Trade Reciprocity Committee)	The Art of Salesmanship
Walter K. Plumb (Member Executive Committee)	Business Systems
Honorable Harry D. Jewell (Judge Juvenile Court and Member Social Welfare Committee)	The Child and the State
Honorable Willis B. Perkins (Judge Circuit Court and Member Social Welfare Committee)	The Parole System and The Indeterminate Sentence
Samuel H. Ranck (Librarian and Member Public Improvements Committee)	Libraries and the Public
George A. Clapperton (Chairman Committee on Legislation)	Our State Institutions
Charles W. Garfield (President Michigan Forestry Ass'n. and Vice Chairman Municipal Affairs Committee)	Forestation
Rev. George H. Birney	The Citizens Opportunity
Arthur H. Vandenberg (Editor Grand Rapids Herald)	Civic Patriotism
Roger I. Wykes (Member Committee on Legislation)	Railroad Legislation
Robert D. Graham (Chairman Horticultural Committee)	Fruit Culture in Western Michigan
Rt. Rev. John N. McCormick (Episcopal Bishop of Western Michigan)	Leadership
Lee M. Hutchins (Member Wholesale Dealers Committee)	Commerce and Credit
Ernest A. Stowe (Chairman Executive Committee and Editor. Michigan Tradesman)	The Needs and Possibilities of Western Michigan
George G. Whitworth (Member Executive Committee)	Manufacturing Interests
Edmund W. Booth (Editor Evening Press)	Good Citizenship
Rt. Rev. Monseigneur Joseph Schrembs (Vicar General for the Diocese of Grand Rapids and Domestic Prelate to His Holiness The Pope)	Man and Ideals
John Ihlder (Secretary Municipal Affairs Committee)	Civic Advancement and City Planning
Clay H. Hollister (Vice President Old National Bank)	Banking
Dr. Collins E. Johnston (Healthier City Committee)	The Milk Problem
Rev. Alfred W. Wishart (Chairman Social Welfare Committee)	The Religion of Democracy

It is a foregone conclusion that every neighborhood must become, to a greater or less degree, a contributor to the catalogue house or the transient salesman; but it is also a matter of history, voluminously recorded, that mail order houses do not, as do the permanently located merchants, hold their customer year after year. A family may deal with the establishment which uses the mail and the railways two, four or half a dozen times, but presently this family begins to "figure." They find that they have been very much disappointed as to some purchase; that it is not what they expected it would be and, then too, they awaken to a realization of the fact that they can not send it back for exchange. More than this, they discover that, taking into account the prices paid, the freight or express charges paid and the uncertainty of "buying unsight and unseen," they could have done much better both as to quality and cost by dealing directly with the home merchant—the man they know personally and upon whom they can depend. And so they drop the cumbersome and dog-eared catalogue and forget the mail order system.

If this is true, as claimed, why is it that the mail order houses prosper?

The answer to that question is that the great merchants by post and rail do not depend upon any puny community of 5,000 or 50,000 or even 500,000 people. Such merchants simply strive to cover as completely as possible by a tremendous advertising outlay not only the ninety millions of people in the United States but the many other millions of people in the West Indies, Mexico, the Central American States, the Sandwich Islands and the Philippines, to say nothing of the British dependencies on this continent. If they can get one customer out of every thousand inhabitants solicited they may be content.

L. F. Rand.

**Taft.**

Taft—A new word, just incorporated into the English language.

To taft—To be cheerful, to play golf, to increase the tariff but not your weight, to speak pleasantly to all.

Tafting—A form of jolly, which may take the place of prosperity. Gloge-trotting.

Tafters—Members of the family. What they do, what they say, the clothes they wear and how they spend each moment. Also relatives of all kinds, distant and near.

Other forms of this genial word will be announced later. All of its meanings have not yet been published. Some say that they will not be permanently incorporated. Some say that it has elements of weakness not yet discernible. Others declare that it is a hybrid word, and is borrowed from the Ted Cycle. That it is being largely used there can be no doubt.

Giving my imagination a rest often improves my neighbor's reputation.

People who cry easily do not feel much.

**Would Make Grand Rapids an Art Center.**

A movement has been started to secure an art gallery for this city. A committee of the Federation of Women's Clubs, Mrs. Cyrus E. Perkins, chairman, is at the head of the movement and very tangible and practical steps have been taken to bring to realization what has for years been a dream. The plan is first to get the pictures for a gallery and then to depend on the public recognition of the needs of a suitable building to do the rest. This may be a slow process to obtain the final results, but in reality it is the only certain way. If the city had wanted for a building before establishing a public library is it likely the library would ever have come into existence? A few earnest women started the library and for years it was carried on by the Ladies' Literary Club. When the library became too large and the patronage too great to be continued under such auspices the books were turned over to the Board of Education, and this made it public property, and it has so continued to this day. The library was first located in business blocks conveniently situated and then moved to the city hall, and in the fullness of time Martin A. Ryerson recognized the city's great need and the Ryerson library was built. The library started with a nucleus provided by the women and grew to the great institution it is now and which the entire city takes pride in. Why should not history repeat itself in the matter of an art gallery? The nucleus of an art collection is already in sight. Lawrence Earle and Will Howe Foote, sons of Grand Rapids who have won recognition in the art centers of the world, have promised each to give a picture. Matthias Allen, who stands high as an artist, will contribute a canvass. For the sake of the old home Fred Church no doubt would be glad to send a picture, and Frank Selzer should not be overlooked. And then there are Tom Pierce, Raymond Crosby and Gilbert White, products of Grand Rapids, and who have won recognition in the East from their art. Mrs. Torrey, who has done so much to encourage art interest in Grand Rapids, should by all means be invited to contribute. From our own artists we ought to receive at least a dozen pictures, and they would be pictures of merit; pictures that would increase in value with the years and which would always have a home interest. This would be a splendid start toward an art collection in every way worthy of the city. With such a start there would be a real encouragement to subsequent gifts of pictures, statuary and other works of art, and of money with which to buy more. The art gallery in which to place the collection may not be in sight at this time, but it will certainly materialize when the need for it appears, either by private beneficence, as the Ryerson library came, or by public enterprise. The first and most important step is to secure the pictures.

This city takes a greater interest

in art than is generally supposed. In the last three or four years, through many art loan exhibits have been made at the Ryerson library, and these exhibits have been surprisingly well attended. One of the exhibits this season was the traveling collection of the American Water Color Society. These pictures were displayed for a month, and during this month more than 5,000 persons saw them. Other collections that have been shown have been as well attended, and it is certain art interest has been encouraged and artistic tastes cultivated thereby. With a suitable gallery more of these traveling collections and collections of higher merit could be secured, and through these exhibits and the interest awakened by them there is little doubt, but that the growth of our own collection would be promoted.

An art gallery would be a live asset for the city. It would have a high educational value for our own people. It would be an added attraction for visitors and strangers in the city. It would make Grand Rapids the art center of Western Michigan, with something substantial and tangible upon which to base the claim. The first step toward securing the gallery is to get the pictures to put into it, and the women who are starting this movement are deserving of every encouragement.

**Not Enamored With Light House-keeping.**

"I am an old-fashioned woman, and I did my work in a kitchen with a six-hole range, a big sink, three long tables, two pantries and a dishpan large enough to wash a turkey in. Two days ago I went to visit my daughter in a big city and found her cooking for her family in a chafing dish, doing her dishes in a wash bowl

and keeping them stored in the lower part of the washstand. When I saw her get the bread out of a big bowl on the piano, called a jardiniere, and reach for the butter out of the window, I felt a cold chill come over

me and when she 'made soap' by opening a tin can, and pouring out a mess to which she added water from the wash pitcher, I knew no more."   
 Sooner or later ye all learn the cost of a tin.

**MICHIGAN SHOE COMPANY**

**STYLE SERVICE SATISFACTION** You get them in the **MISHOCO SHOE**

Made in all leathers for **MEN, WOMEN AND BOYS**  
You should have them in stock—every pair will sell another pair

**MICHIGAN SHOE CO., DETROIT**  
Our BOSTON and BAY STATE RUBBER Stock is Complete

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

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

**Klingman's Sample Furniture Co.**  
Ionia, Fountain and Division Sts.  
Entrance to retail store 76 N. Ionia St.

**The Trade can Trust any promise made in the name of SAPOLIO; and, therefore, there need be no hesitation about stocking**

**HAND SAPOLIO**

**It is boldly advertised, and will both sell and satisfy.**

**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.**



### Common Sense Talk To the Hardware Dealer.\*

Back in the days of our boyhood the earliest business proposition we learned and had impressed on our youthful minds was that only 10 per cent. of all those who embark in business make a success of it—one out of every ten succeeds, and nine out of every ten fail. Now that is all right in every way except in this particular—it is not true when applied to the hardware business.

Like a good many other things that we have inherited from our predecessors of the generation that has passed—hallowed by time, repeated from father to son—it seems almost sacrilegious to put our hands on and let in the light of day and find we have been, figuratively speaking, when going to mill, carrying a rock in one end of the bag and grain in the other because our fathers did it, instead of balancing the sack with grain in both ends.

There is no business in the whole list of commercial enterprises that has the vitality of the retail hardware store—if given anywhere near a fair show, the store will go on from year to year, even with the grossest carelessness, as is frequently exhibited, in management.

About 20 per cent. of those embarking in the retail hardware business actually fail or dry up and quit, mostly the latter. About 10 per cent. make a comprehensive, signal success, varying in importance in accordance with environment and location. About 70 per cent. or seven out of ten "Also Rans" continue to do business from day to day, month to month, making a living more or less comfortable, and they seem to be satisfied.

These "make a living" hardware dealers are divided into three classes: The man who wraps himself up in the mantle of great dignity, gets into his shell, flatters himself he knows more than all his competitors, does not read and will not permit himself to learn by contact with others. Perhaps he has been in business for twenty-five years and will tell you that he has always paid dollar for dollar and he could also say, but he does not, that his business has never paid any juicy dividends, that the scope of his business influence is no greater now than it was twenty years ago. The growth of his town or section has kept him going, but he has not kept step with the growth around him. Here and there on his

shelves you will see goods that belong to the past; clean, it is true, and well-kept, but monuments just the same, that silently tell of the lack of a vigorous selling policy. When I go into such a store it reminds me of those quaint old solidly-built country churches with ivy vines clinging about and the graveyard around. Everything looks restful, but the atmosphere gives the shivers to the man who has red blood in his veins and who is inoculated with the impulse of this twentieth century movement and progress.

In another class is the man who has ability and conducts his business on what seems to be in accordance with modern methods, keeps up his stock, advertises, works hard and does, as he firmly believes, everything that can be done to make the profit account at the end of the year reflect his energy and talent, but for some reason it does not; in this case there must be something wrong in the method of buying or a loose pulley somewhere about the organization, too much lost motion, too many things that do not count, leaks that let out the profit as fast as the store can make it.

The last class is the man who generally is lazy, has ability but does not use it, whose store by some chance is located in a prosperous community and enough business spills over from his competitors to keep him going; he makes a living and is satisfied. You know it does not take much to satisfy some men.

If there are any of us here to-day who did not get satisfactory results in 1909 in return for the capital invested and hard work done, and have not already adopted plans to change this condition for 1910, let us be honest and a faithful administrator of the responsibility of the business committed to our care, either by virtue of ownership or otherwise, and earnestly seek for the "reason why."

Perhaps you will find it in your methods of buying. No doubt you are buying your goods at low prices. Most every merchant flatters himself that he is doing that, but are you buying wisely? If so, your stock should turn over four times each year, which does not seem excessive. Suppose, to illustrate, we take a stock of \$3,000 and turn it over four times each year at a gross profit of 20 per cent. on the sales and make a net profit of 2 per cent. only on each dollar sold, an exceedingly low percentage for a retail hardware store, at the end of eight years the stock would amount to over \$6,430. Suppose your net profit is 5 per cent. on the sales—it does not sound out of line—no

doubt many here to-day claim that they are making that much—then the stock in eight years would be over \$17,881. If, by extra intelligence, close economy in the expense of doing business and a careful selection of profitable goods—goods that have wide publicity and for which there is an active demand—you could get your sales to show a net profit of 10 per cent., the \$3,000 stock would come in eight years to be over \$76,886 or an average increase of over \$9,000 per year. Now, gentlemen, I am not talking to you about a financial genius—those figures represent what the average man can do, if he wanted to do it. Should I give you the figures of turning the stock five times per year at an average gross profit of 20 per cent. on the sales, which is, I firmly

## Mica Axle Grease

Reduces friction to a minimum. It saves wear and tear of wagon and harness. It saves horse energy. It increases horse power. Put up in 1 and 3 lb. tin boxes, 10, 15 and 25 lb. buckets and kegs, half barrels and barrels.

## Hand Separator Oil

is free from gum and is anti-rust and anti-corrosive. Put up in 1/2, 1 and 5 gallon cans.

**STANDARD OIL CO.**  
GRAND RAPIDS, MICH.

## CLARK-WEAVER CO.

The Only Exclusive  
Wholesale Hardware House  
In Western Michigan

32 to 46 S. Ionia St.

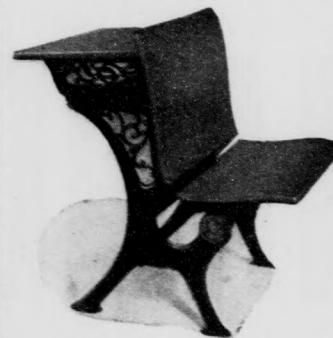
Grand Rapids, Mich.

**FOSTER, STEVENS & CO.**

Grand Rapids, Mich.

Exclusive Agents for Michigan. Write for Catalog.

## More School Desks?



We can fill your order now, and give you the benefit of the lowest market prices.

We are anxious to make new friends everywhere by right treatment.

We can also ship immediately:

**Teachers' Desks and Chairs**  
**Office Desks and Tables**

**Bookcases Blackboards**  
**Globes Maps**

Our Prices Are the Lowest

We keep up the quality and guarantee satisfaction.

If you need the goods, why not write us for prices and descriptive catalogues—Series G-10. Mention this journal.

**American Seating Company**

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA

\*Paper read by John Hall before Kentucky Retail Hardware and Stove Dealers' Association.

believe, within reasonable possibilities, the net result in eight years would be so large, if proper care were taken in stopping the leaks and keeping down the expense, so large, I repeat, as to make me afraid to name it here in this convention.

Now please don't confuse the proposition of turning over your capital invested four or five times with the proposition of turning over your stock—the two things are entirely different. The average dealer, if his sales keep up and business is good, pats himself on the back and shakes hands with himself, believing that all is well and he is prospering, which is undoubtedly so, but not necessarily in a comprehensive way. It is entirely possible to keep up your sales and have a large proportion of stock dormant, practically so far as earning a profit, dead, serving the purpose of an expense in room, insurance, tax and care instead of moving in a regular definite way.

I have in mind two merchants, both having about the same capital, each well located in a prosperous city, both intelligent, pushing men. In the spring of 1909 one bought in his first order twelve refrigerators and sold during the year nine. The other merchant bought 100 refrigerators in the first order and sold all told during the season 150 and carried over five. Both of the men thought they had done well. My judgment is, they both bought unwisely. The first did not have enough refrigerators to get in the game; he was never interested himself and certainly not of interest to those wanting refrigerators. Consequently, he turned his stock over three-quarters of one time. The second merchant over-bought and got frightened, woke up and worked hard, turned his stock over one and one-half times. Had he bought fifty refrigerators in his first order and worked just as hard he would have, by selling 150, turned his stock over three times and this would have been the difference. He actually made a gross gain of 40 per cent. on his stock investment, in the other way it would have been 60 per cent.

Let me cite you another case: A friend of mine bought at the beginning of 1909 in one order \$4,000 in builders' hardware. He bought cheap, got an inside price; he expected an advance—it came. He considered it a good bargain—good buying—and so it was, but not profitable buying, on the contrary, it was unwise buying. His sales amounted to \$8,000, his gross profit was 21 per cent., \$1,680, or 42 per cent. of his stock investment. Suppose he had bought \$2,000 worth and turned it over four times at only 20 per cent. gross profit, his sales would have been \$10,000, a gross profit of \$2,000, or 100 per cent. on his original stock investment. It seems to me needless to point out to you how unwise it was for this man to bite at the bait of this low price that was offered. He got the gaff put into him good and deep—drawing the very life's blood from his business.

In this problem of turning over the stock, making it move with regularity and in a fixed ratio, the prop-

osition of buying is so interwoven with that of selling, no solution can be found except in considering the two together.

The average hardware dealer buys a bill of goods, let us say tools and cutlery, planes, chisels, drawing knives, carvers, scissors and shears. These goods come in, check up all right and are put away. He buys these again when they are out, in a natural way, perhaps in three months, possibly in six, in some cases nine. Does he put any particular push behind those particular goods to get them out so he can buy more the next week? Not often. Does he put on each package some private mark—some symbol that quickly indicates to himself the date of invoice, but is not patent to his customers, and when he knows this particular article is six months in stock, sit up at night devising some plan to move it? Not often.

Pocket knives are supposed to be one of the most profitable lines to sell. Careful study of this subject leads me to believe that with the average retail hardware dealer they are an element of expense rather than of profit, the show case taking up the most prominent part of the front end of the store, in many cases not paying for the valuable space it occupies. The same amount of money invested in nails and the stock turned over twelve times a year, as it can be, would make the net earnings of your pocket knife stock look small.

There is absolutely no excuse for this condition, no reason that would justify this loss of great profit, this part of your heritage, except the custom of supposing this case will take care of itself. It will not do so and does not do it, to your loss.

A farmer—a good one—raised potatoes and had them mature early in the season. He knew they would bring a fancy price. With great care he gathered them, put in new sacks, each potato carefully cleaned, each one selected. He loaded the wagon, hitched up the horses and then put Peter, his son, upon the seat and told him to drive into town and go to the market place and sell the potatoes. Now, this farmer, like the average retail hardware dealer, had done everything, as he supposed, to insure success, but he left undone the one important thing, as the story will show. You know this market place, most of you can see the picture now in your own home town. Peter was there with numerous other wagons sent or brought by other farmers with the product of their capital, time and labor. And when evening came Peter's father saw him coming in the farm gate and he went to meet him. "Good boy, Peter," he said. "Back home again. I know you are tired and you sold the potatoes, and I know you got a good price, and how much did they bring, Peter? Those were sure fine potatoes." "Naw, I didn't sell 'em," says Peter. "The reason why," exclaimed the now astonished farmer.

"Why, Pap," he said, "fact is, nobody even asked me what I had in the bags."

You, no doubt, often envy the

banker in your town because he prospers in a large way. His stock is money and he turns it over often at 8 per cent. You have in your cutlery case a stock that is better than what the banker has and you could turn it over often at a large profit, but you don't do it, because, like the farmer, you buy cheaply, you buy carefully and then put Peter, your clerk, on the job and he sits on the bag and no one asks what is in it.

As an element of profit, great profit in the hardware store, there is no fault with cutlery as a line, but only the way the average dealer handles it. Select some wellknown brand, that you can and will have faith in, and stick to it, make the error of buying too large a variety rather than the usual mistake of buying in too large quantities. Add a reasonable profit and then put a flying wedge of push behind it and keep it there. If you have a Peter in your store, it is not alone cutlery that suffers but wasted opportunities are multiplied day by day; they give the customer what is asked for and never suggest other things; they have no enthusiasm, their thoughts are in a jumble and the only things that stand out prominently in connection with your business are closing time and pay day.

I went into a new hardware store recently, one, practically speaking, just started. The owner of this store is a splendid gentleman, one of those kind of men that the world is better because he lives. He is proud of his store and told me of his ambition and his hope to create and build up a great business. Capital \$10,000; of this he spent \$2,500 for very beautiful shelving that some thoughtless salesman induced him to buy. Now, this merchant is active, a man of tireless energy. We analyzed the business and it showed stock \$7,000, all paid for, about \$4,000 active, about \$3,000 dormant; added to this inactive amount the \$2,500 for shelving and you have \$5,500 dead, non-profit making and being carried by the \$4,000. If there is any man in this audience who is so dense as not to see

what the end of this store will be, then he sure is a misfit in the hardware business.

A country doctor was called to see a neighbor that was suddenly taken ill. The settlement off the railroad, away in the country. You know the type of doctor, a good man, perfectly deliberate, rode a horse, saddle bags up behind, in which he carried the quinine, calomel and blue mass, worn spectacles that fastened back of the ears and pushed up on his forehead, bald headed, fat, genial, kindly soul. When he came to the patient, who was groaning and moaning in pain, he sat down, felt of the pulse, looked at the tongue and thought in deep study. Finally he said to the good wife, who was sitting on the other side of the bed holding the sick man's hand, "Sarah, I really don't know what is the matter with Jim, but I'll tell you what I will do: I'll give him something to make him have a fit and I know I can cure fits—I am sure good on fits." Like the country

### Acorn Brass Mig. Co.

Chicago

Makes Gasoline Lighting Systems and Everything of Metal



**DON'T FAIL**  
To send for catalog showing our line of  
**PEANUT ROASTERS,  
CORN POPPERS, &c.**

LIBERAL TERMS.

KINGERY BROS. CO., 116-118 E. Pearl St., Detroit, Mich.

Established in 1872

Best Equipped Firm in the State

Steam and Water Heating  
Iron Pipe  
Fittings and Brass Goods  
Electrical and Gas Fixtures  
Galvanized Iron Work

The Weatherly Co.

18 Pearl St. Grand Rapids, Mich.

## Do You Make A Satisfactory Profit?

If you paid \$5,000 for a house and lot and had a chance to sell it, would you take \$4,000 for it?

Not likely—you would want to make something on the deal, you would want to make a profit that would pay you for your trouble, your time, your expense, and, incidentally, add a little to your bank account.

Every time you sell a Trunk, Suit Case or Bag do you make enough so as to add a little to your bank account—do you make a profit that is consistent with good business principles—are your goods of such quality that they command a ready sale and a satisfactory price?

Why tamper with inferior goods when it's most easy to buy the "tried and proved" kind at prices that will enable you to make this "Satisfactory Profit?"

It will take you but a minute to ask for our catalog of Trunks, Suit Cases and Bags. Won't you do it NOW before you forget it?

**BROWN & SEHLER CO., Grand Rapids, Mich.**

doctor, if your business is sick and you don't know what the disease is, throw it into a selling proposition and dose it for that.

How many of you can find your stock good and how much of it can you find that is six and nine months old? If there is any, you may be keeping up your sales, but you are not turning over your stock and just as sure as I am talking you are one of the "Living Makers," one of the "Al-so Rans."

Put this proposition away in your memory and give it thought when you are at home. If one out of ten men in the hardware business makes a signal, comprehensive success, prospers in a large way, it is not because he eats different food, wears different clothes, sleeps in different beds, but because he pursues different methods from the other nine. To be of the one in ten to make a signal success in business is not a matter of luck—it is purchased with a price, and the price tag bears this legend—fight—fight more—progressively fight.

Buy wisely, buy goods that sell quickly and buy goods for which there is a continued demand. When you find the sentiment of the public drifting towards any particular lines, crystallize that sentiment towards your store. Create in the minds of the people the idea that your stock is the headquarters. Buy goods that bear you a satisfactory profit, goods that you can warrant, stand behind and take a pleasure in selling.

Have a fixed, a definite selling policy that will comprehend reaching out and bringing all the people into your fold. Let no one escape your attention. Write it in letters of red on your memory. Inoculate it into your clerks, force it into their minds, that every man and every woman living in the sphere of influence of your store buy at some time something carried in your stock, and it is your business to see that they buy it at your store instead of buying it elsewhere. Every man and every woman want to trade where they can find the variety, the quality and the service that are pleasing and satisfactory. Make your store that kind—do not assume that it is—BE SURE.

Remember this law in business. I beg you not to pass it over lightly. The going to a particular store to trade is a matter of habit with the average man or woman. Do not break up that habit in a single instance by some silly, foolish thing that either you or the clerks may thoughtlessly or intentionally do. Satisfy your customers, make each one happy, send them away from your store with a happy recollection of having been there.

The great prize that I drew from my 1909 business experience came in a retail store where I happened to be the latter part of December. I was waiting on a lady in this store. She had with her a little boy about 7 years old. He said to me in his innocent little talk, "My Mamma says she likes to come in this store to buy because everybody seems happy here." This may seem to you trivial, but to me it is the evidence of successful organization of the working

force of this retail hardware store.

There is an awakening from one end of the country to the other. The retail hardware dealer is coming into his own, the wrong vision is dropping from his eyes and he is asking himself the reason why—he is claiming his heritage. He knows that this is an age of intelligence and he must keep pace with modern thought and modern methods. He is learning that it is not the amount of work, but the quality of it that counts. To know what to do—how and when to do it—is the standard of business proficiency.

In this game of business the man who stands in the front of the battle is the retail man, the man who bears the brunt of the fray is the retail man, the man who serves long hours, works hard and does a lot of it is the retail man. He is entitled to a good profit, the fullness of success, and if he does not get it he need not look far for the reason why, for usually he has himself alone to blame. It may be both unwise buying and unwise selling—good selling can correct much of the harm of unwise buying, but the most intelligent buying in the world will not avail to keep your store from the ordinary; from the list of living-makers, unless your selling policy is keyed up to the highest state of proficiency. This year of 1910 is the period of the Gold Harvest. If you have planted well the influence of your business you have now only to gather the fruit. There is no leanness in the business outlook—it is all fat. Remember, the lean years sooner or later must follow the fat ones, so be active, untiring now while the sun shines. Get busy and stay busy. Get into the game and let the people, all of the people in the section where you live, know that you are in it and in big. Stop the leaks. Buy wisely. Sell continuously and if you do not become the One out of the Ten, your speaker can not tell you the reason why.

#### He Could Not Recommend It.

The editor of the Plunkville Argus was seated at his desk, busily engaged in writing a fervid editorial on the necessity of building a new walk to the cemetery, when a battered specimen of the tramp printer entered the office.

"Mornin', boss!" said the caller. "Got any work for a print?"

"I have," answered the editor. "You happened in just right this time. I have only a boy to help me in the office and I need a man to set type for about a week. I have to make a trip out West. You can take off your coat and begin right now. I start to-morrow morning."

"All right," said the typographical tourist, removing his coat. "What road are you going to travel on?"

"The P. M. mostly. I've never been on it. Know anything about it?"

"I know all about it. I have traveled it from one end to the other."

"What kind of a road is it?"

"Punk!" said the printer, in a tone indicative of strong disgust. "The ties are too far apart!"

## Coffee Ranch Coffee

Roasted the Day You Order It

A 20c Retailer 14c

A 25c Retailer 16c

A 30c Retailer 18c

A 35c Retailer 23c

J. T. WATKINS

Coffee Importer and Roaster  
LANSING, MICH.



Order a Box

Jennings C. P. Bluing

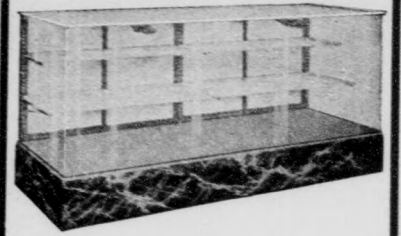
10 cent size.

It's a repeater. Push it along.

Your jobber or direct.

Jennings Flavoring Extract Co.

Grand Rapids, Mich.



## A Case of Quality

Scientifically and substantially constructed, unusually graceful in design, highly finished and rivaling any case on the market selling at 25% higher and one we can highly recommend to those desiring an exceptionally nice case. Let us figure with you—a case, complete outfit or none.

Grand Rapids Show Case Co.

Grand Rapids, Mich.

The Largest Manufacturers of Store Fixtures in the World

# Are You In Earnest

about wanting to lay your business propositions before the retail merchants of Michigan, Ohio and Indiana? If you really are, here is your opportunity. The

## Michigan Tradesman

devotes all its time and efforts to catering to the wants of that class. It doesn't go everywhere, because there are not merchants at every crossroads. It has a bona fide paid circulation—has just what it claims, and claims just what it has. It is a good advertising medium for the general advertiser. Sample and rates on request.

Grand Rapids, Michigan



**NEW YORK MARKET.**

**Special Features of the Grocery and Produce Trade.**

Special Correspondence.

New York, April 16—Spot coffee still remains dreadfully dull. This has been the stereotyped report from jobbers for so long that it would seem as if a change must soon come. The supplies in the interior must be much depleted and there ought to be something doing that will cause more cheerfulness before long. But just now neither buyer nor seller seems to have any animation and matters are drifting. In store and afloat there are 3,257,000 bags, against 3,781,028 bags at the same time last year. At the close Rio No. 7 is worth in an invoice way 8½@85½c. Mild grades are very quiet. This is the active period of the year for the crop movement, but the United States seem likely to fall below the usual supply this year and probably not over one-quarter of the supply will come here, if one may judge by the arrivals of the past two months. Henry Nordlinger & Co. think the high cost of living has tended to cause a material decrease in the consumption of coffee and the greater use of chicory.

A number of enquiries as to sugar met with the same response, the tenor of which is that practically no business is going forward. Of course, there are some calls, but simply for the smallest lots. All the refiners quote 5.15, less 1 per cent. cash.

Maybe the "high cost of living" is affecting the consumption of tea as well as coffee. At any rate the market is dull enough. Still dealers are not without hope and prices are generally well sustained.

The rice market is quiet, but there is a more confident tone. Some pretty good quantities have been sent to Cuba, and this, with the information that a big mill in the South has purchased about 100,000 bags, point to a break in the deadlock so long existing.

Spices sell only in an everyday manner. The quantities taken are only sufficient to keep up assortments and neither buyer nor seller seem particularly interested. Quotations show no change.

Molasses is firm and unchanged. The movement is small, but perhaps as large as could be looked for at this season. Syrups are a trifle lower.

Sellers of canned tomatoes naturally hesitate to part with their holdings of really standard 3s at 62½ f. o. b. Baltimore, and yet it seems rather hard work to get even this figure. If goods are sold at 60c they are taken with a grain of salt. Corn is quiet, but there is a little something doing all the time at unchanged figures. Peas of the lower grades are showing some movement and other goods show little, if any, change one way or the other.

Butter is firm and in good request. Creamery specials, 35c; extras, 34c; firsts, 32@33c; creamery, 39@22c as to grade; imitation creamery, 23½@25c; Western factory, 22@22½@23c.

Some new cheese is coming to

hand, but the amount has had no effect on the general market. Old is still selling at 17½@18c for full cream.

Eggs have been in liberal supply all the week, but prices have not declined to a point that causes very free consumption. Western selected extras, 23½@24c; regular pack, 22¾@23c; Western duck, 27@29c.

**Partners Hold Themselves Responsible For Intent of Will.**

Chicago, April 18—Ninety-seven employees of Chase & Sanborn, eighty-three of whom reside in this city, have received checks for \$200 each as an evidence that the men who make up that firm are big and broad enough to rise above a legal technicality and to pay out of their own pockets \$19,400 as a moral, although not a legal obligation.

In sending the checks the members of the firm are making good the intent of the late Caleb Chase, who died in December, 1907, leaving a will in which he bequeathed \$200 to each employe. The paragraph of the will which carried the legacy referred to these beneficiaries as the employes of "Chase & Sanborn, Boston."

Because that phrase was used the will was attacked in the court, and the Supreme Court of Massachusetts has just ruled that the widest legal construction that can be put on the paragraph will permit of the paying of the money only to those employes of Chase & Sanborn who live in Boston.

Mr. Chase's partners, nine in number, knew that Mr. Chase intended that all of his employes should share in his bequest. When the Supreme Court's decision was handed down they immediately got together and by mutual subscription raised the \$19,400 necessary to make good the intention of Mr. Chase. The men who contributed to this fund are:

Charles D. Sias, Carleton Moseley, William T. Rich, Benjamin S. Palmer, Harry L. Jones, Frederick Flood, John Moir, Henry T. Brown and Norman H. George.

The Chicago employes who benefit financially by the fair-mindedness of these men include two superintendents, two receiving clerks, five shippers, seven employes on the shipping floor, five teamsters, twenty factory girls and forty-two factory men. Each gets the same amount, \$200.

Accompanying each check was the following letter, signed by the nine partners:

"After hearing the decision of Judge Morton, of the Supreme Court of Massachusetts, that the Chicago and Montreal factory and shipping employes could not legally be considered beneficiaries under the will of the late Caleb Chase, the present living members of the firm of Chase & Sanborn, have, from their private purses, contributed the requisite amount of money for these debarred employes, in order that they might enjoy the same financial benefits as have the Boston employes under the late Caleb Chase's will.

"Individually and as a firm we feel morally certain that our late beloved senior intended that all employes

of the firm, wherever located, should be treated alike.

"We feel a sincere pleasure in handing you the enclosed check and trust that it will put the same amount of sunshine in your life in receiving it that it has in ours in sending it."

**New Idea In Building Houses.**

Buenos Ayres has an architect in Prof. Pierre Roveda who has devised a special plan for building whole districts of houses for the working man. Instead of erecting the houses on the ordinary square block, Prof. Roveda has used a circle, which has a diameter of from 100 to 130 yards. This circle of ground is subdivided into ninety-nine radial lots converging to a center. The circle is concentrically divided to form an interior avenue four yards broad to allow communication with the center of the circle. Each avenue leads to external sidewalks and to longitudinal and transverse streets.

In the center of the circle is a plot of forty yards in diameter, where children may be left to themselves without their parents' care, in charge of a specially designated person. In this garden a playroom, a school, a hospital, a fire station, and an administration room are to be found.

Naturally this circular plot of ground leaves free four corners. In each of these four corners the professor proposes to build four chalets, such as grocery shops, dairies, haberdasheries, and the like, which are intended to be carried on in a co-operative way. In each of the ninety-

nine radial plots a workingman's house is to be erected on the English plan. Prof. Roveda argues for his circular arrangement that it will give continuous sunshine at all hours of the day and plenty of light and air.

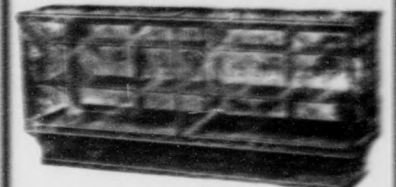
When a man loses hope of his brother he loses faith in his Father.

No path can be worthy for me that is not straight for other feet.

For Show Cases Write

**Wilmarth**  
The Case and Cabinet Company

936 Jefferson Ave., Grand Rapids, Mich.



Our prices will interest you, the quality of our work will satisfy you, and we can fill your orders promptly. Complete catalog and prices on request.

WILMARTH SHOW CASE CO.  
49 Broadway, Detroit, Mich.

Down-town show room in Grand Rapids at 38 S. Ionia St.



**Whatever May Be Your Wants**

as a buyer or a seller, a merchant or a manufacturer, a lawyer or a banker, a real estate agent or an owner, a hotel owner or a manager, a man wanting a job or a man having jobs for others, the place to make your wants known is in the Business Wants Department of the Michigan Tradesman.

**Do You Want To**

- Buy a stock of merchandise?
- Buy a store building?
- Buy a hotel or a farm?
- Buy stocks, bonds or other securities?

**Do You Want To**

- Sell farms or timber lands?
- Sell industrial plants?
- Sell manufacturing sites?
- Sell water powers?
- Sell your business?

**Do You Want**

- A clerk or a salesman?
- A superintendent or an office manager?
- An agency or a situation of any kind?
- A partner with money?
- A manager for your store?

Communities possessing advantages for factories and desiring to attract the attention of manufacturers and capitalists find this department especially effective. Banks, hotels and other businesses are using space regularly with excellent returns.

The Business Wants Department of the Michigan Tradesman is an advertising feature that is of interest to all readers for the news it contains—news in condensed classified form. It is a department of small advertisements that brings gratifying results. Rates, two cents per word for the first insertion and one cent per word for each subsequent consecutive insertion.



### How the House Should Treat the Traveling Salesman.

The traveling salesman is a big factor in a nation's prosperity. He is the one herald who touches all points with his cheer and spreads the gospel of good times throughout the land. But he does not always receive the respect that is due him. How do you treat the traveling salesman? Do you apply the Golden Rule to your conduct with him? If not, why not? The traveling salesman has a hard job. He must get business to hold his job. The only way he can get it is for the merchant to give it to him. It is not, of course, the province of the merchant to see that the traveling salesman gets enough business to pay his salary. The merchant individually is not responsible for this. The traveling salesman does not accept business out of charity. But the merchant must have certain goods. There are other lines which it would probably be to his advantage to have. So it is his duty to give ear to every traveling salesman that comes in. He need not spend half a day or half an hour with each one, but it is his business—to say nothing of courtesy—to listen to the traveling salesman. And to do it as promptly as possible, also. The traveling salesman likely has other men to see in the town beside yourself, and has to make a certain train, so it is only decent to give him his turn with the customers, and either give him an answer or make an appointment with him at some other time. The traveling salesman has feeling as well as any of us, although he may often have to conceal them carefully.

An English journal, *On the Road*, comments on the questionable manner in which some firms discharge their traveling salesmen because business happens to be a little slack. The article continues: "It is only natural that firms employing commercial travelers should, in times of bad trade, endeavor to economize in every direction, but it is a very questionable policy on the part of employers to discharge their representatives under such circumstances, yet this is often done, although the traveling salesman may have, in good times and for a series of years, been doing a big business. The traveling salesman, be he ever so energetic, ever so trustworthy, and ever so well respected by his customers, is quite unable to make good business while his customers are passing through a period of bad trade. From an employer's point of view we have said that it is a questionable policy to discharge their

traveling salesmen because they are unable to do the same volume of trade in the bad times as they have hitherto done in the good times, and so we think it is, as the traveling salesman, generally respected by his customers, is in a position to divert at least a fair proportion of the trade connected with his ground, as these firms very often soon find out, especially if the new representative is fresh on the ground and has no standing with the customers. There can be nothing but pity for the man who, getting on in years, has given ten, twenty and often many more of the best years of his life to the service of a firm, and whose business he has been largely instrumental in developing should be, as many have been, discharged for no other reason than that they have been unable to keep up to their returns of the good years during the period of depression. The writer has in mind the case of a gentleman who, after upwards of forty years' of faithful service, was cast aside like an old shoe by a company which had risen from a small beginning to one of the most prominent in an important industry. Who would say that it would be unreasonable, unfair, or anything but justice, under such circumstances, if the offending firm should be compelled by a court of law to grant such traveling salesman some compensation as his share of the brains and energy he had executed in the development of the business?

A good story is going the rounds about a drummer and a pretty waitress. It happened in a city not more than a thousand miles from Hamilton, Ont. The traveling salesman was one of those very dainty little chaps, with curly hair of auburn hue about his ears, but none on the top of the pate. Here is what happened according to the report: The dapper little traveling salesman glanced at the menu and then looked at the pretty waitress. "Nice day, little one," he began. "Yes, it is," she answered, "and so was yesterday and my name is Ella, and I know I am a little peach, and have pretty blue eyes, and I've been here quite a while and like the place, and I don't think I'm too nice a girl to be working in a hotel; if I did I'd quit my job and my wages are satisfactory; and I don't know if there is a show or dance in town to-night, and if there is I shall not go with you, and I'm from the country, and I'm a respectable girl, and my brother is cook in this hotel, and he weighs 200 pounds, and last week he wiped up this dining-room floor with a fresh \$50-a-month

traveling man who tried to make a date with me. Now, what'll you have?" The dapper little traveling salesman said he was not very hungry, and a cup of coffee and some hot cakes would do.

### Business Influenced by Mental Condition.

Nothing is truer than that success succeeds and success is made up of sincerity and tenacity of purpose combined with industry, which halts at no obstacles, no matter how strong.

In order to succeed a man must have confidence in himself.

He must have confidence in that which he offers.

Everything responds to self-confidence—to well-founded optimism.

An optimistic salesman is always the one who carries with him an air of conviction which impresses customers.

The pessimistic salesman is the one who has no confidence in his product or in his vocation, and he is the salesman who will never succeed.

Pessimism in business insures defeat.

It requires neither brains nor energy to reach its consummation.

There is no poorer way to present a business proposition than in a half-hearted lackadaisical sort of way. It at once develops a desire in the mind of the caller to get away from such a vitiated, unwholesome atmosphere.

If one does not have respect for his own profession and his own product how can he expect to impress others?

Nowadays it behooves every man to fit himself completely for the task which lies before him; for these are days of scientific business methods and energetic promotion in every line and the man who hopes to win even a modicum of success must have faith and confidence in himself and in that which he offers for sale.

Without that failure is certain.

It can not be otherwise.

Psychologists assert that success invariably depends upon what we term "our frame of mind."

If we desire to succeed in our undertakings we must approach them in the right frame of mind.

For, everything in life, quality—health—happiness and success depends to a great degree upon our mental attitude.

We know that if we approach any task in an uncertain—undecided frame of mind, it is more reasonably safe to predict failure.

An excitable, nervous frame of mind will wear out its victim, but without accomplishing much of anything else.

A dissatisfied, moody frame of mind is conducive to all kinds of unhappiness.

To make a success in life—and success is not gauged on the dollar basis alone—we must approach all the great problems which confront us calmly and cheerfully.

Show the people with whom we talk that we have confidence in our product, and in that way alone can we hope to impress them.—*Music Trade Review.*

### The "Cave Dweller" of Business.

A salesman can not expect to sell a man a second time after he has fooled him once. Ten years ago this was not so. To-day it is.

Neither can an advertiser live long on false promises.

To-day the large retail stores hold and build their great volume of business largely on their advertising appeals.

The advertising writer is the voice of the store. He tells the public what the store stands for, and what it has to offer.

Years ago the idea of advertising was typified by the puller-in we used to see on the Bowery.

The puller-in grabbed passersby and dragged them into the store and sold them things by main strength.

The puller-in was the Cave Dweller of business who won his sweetheart by the persuasive use of a stout club. The advertising man is the modern Lothario with a dress suit, a box of candy, a bouquet—and a frank and manly tongue. T. H. Moore.

## Hotel Cody

Grand Rapids, Mich.

A. B. GARDNER, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan.

All meals 50c.

## If You Go Fishing

and don't catch anything,  
just remember that

## Hotel Livingston

Grand Rapids, Mich.

has an exceptionally appetizing way of cooking FISH that someone with better luck just caught.

## The Breslin

Absolutely Fireproof

Broadway, Corner of 29th Street

Most convenient hotel to all Subways and Depots. Rooms \$1.50 per day and upwards with use of baths. Rooms \$2.50 per day and upwards with private bath. Best Restaurant in New York City with Club Breakfast and the world famous

"CAFE ELYSEE"

NEW YORK

**Manufacturing Matters.**

Mt. Pleasant—Through the efforts of the Board of Trade here E. B. Mueller & Co. will locate a \$20,000 chicory factory at this place. Already 1,000 acres of crop have been contracted for, the site purchased and the plans drawn.

Detroit — The Peninsular Gear Works has been incorporated to manufacture and sell transmission gears and automobile parts, with an authorized capitalization of \$60,000, of which \$32,500 has been subscribed and \$8,000 paid in in cash.

Kalamazoo—A second 20 per cent. dividend has been declared in favor of the creditors of the Verdon Cigar Co., by H. C. Briggs, Referee in Chancery. The dividend sheets have been turned over to Trustee Earl, who will issue the checks at once.

Vanderbilt—The Olds & Hixon mill resumed operation last week. The plant manufactures handles for brooms, and other implements. The price of brooms has advanced so rapidly that the production of handles has become a profitable industry.

Detroit—The Radle Sales Co. has been organized to manufacture and deal in motor vehicles and their parts and accessories, with an authorized capital stock of \$50,000, of which \$42,100 has been subscribed, \$5,500 being paid in in cash and \$36,600 in property.

Lansing — Frank W. Hammond, Assistant Secretary and Sales Manager of the Lansing Wagon Works, has been promoted to the position of Manager. J. B. Boyce, who has been Secretary and Treasurer of the Wagon Works, but who has resigned to go with the Auto Body Co., was presented with a leather upholstered chair by the employes in the shops.

Bay City—The Mershon-Bacon Co. is making good progress in the work of enlarging its plant, the capacity of which will be more than doubled. The new box factory is equipped throughout with new and modern machinery. The company manufactures box stuff from hardwood culls and consume several million feet of them annually. The planing mill is being improved greatly and its capacity has been increased.

Escanaba—A match factory which will be one of the largest in the world is to be established at this place. It is a project of Theodore Scheider, of Marquette, owner of big lumber interests here. The matches will be made out of refuse from the sawmills and will be turned out automatically by machinery capable of manufacturing carloads daily. A stock company has been organized and the factory will be established at once.

Bessemer—The Ashland Light & Power Co., of Ashland, Wis., has closed its option on the electric plant here and takes possession May 1. As soon as the franchise applied for is granted the building of a street railway from the western limits of the city through to Wakefield will proceed. The line will take in the several mining locations between the two places. Power for operation will be procured from Copper Falls on the White River, twenty miles

west of this city, where a dam and power plant are now under construction.

Bay City—Reports from seventy-nine concerns operating on the Huron shore show that during 1909 23,903,306 feet of pine lumber was manufactured; 55,960,495 feet of hemlock and 69,849,381 feet of hardwood lumber, the total output being 154,713,382 feet. Great care was taken in the compilation and it practically covers the field of operations. A few portable mills were not enumerated. The showing is creditable. In 1908 the production in the same territory aggregated 22,667,090 feet of pine, 59,489,040 feet of hemlock and 62,591,370 feet of hardwood, making a total of 144,747,500 feet. In 1907 the total output was 167,348,498 feet; in 1906 197,532,904.

**The People Behind the Counter.**

Petoskey—L. E. Myers has returned to Petoskey to take the management of the C. A. Reynolds hardware store.

Big Rapids—Ed. Cole has taken a position as clerk in the clothing store of Robert Blakely, succeeding Glen Wood, who has gone to Lansing.

Saranac—Miss Bertha Scheidt has resigned her position as clerk at Buriff & Herman's store and is now clerking at Hunt's bazaar.

Shelby—Warren Dewey, who left C. W. Edwards' store last week, has secured a fine position with the Spring Dry Goods Company in Grand Rapids.

Boyer City—Miss Minnis has resigned her position at Dosie's store and has secured a similar one with Tindle & Jackson, of Pellston.

Charlotte—Madam Seibert, of Los Angeles, Cal., has been engaged to take charge of the dressmaking department of Doyle & Penhalegon's store. This is a new department recently established by this firm.

Kalamazoo -- Edward Kagel, of Dowagiac, has joined the staff of the Ben Oppenheim Saving Store in this city. He will act as window trimmer and decorator.

Ishpeming—Jerry Larochelle, who has taken a position with F. Braastad & Co., will be employed in the clothing department.

Negaunee — Miss Jennie Stromer, who has been in the employ of Rosen Bros. & Klein, has taken a position in F. Braastad & Co.'s dry goods store in the Laughlin block.

Zeeland—Nick Daining has taken a position as clerk in the store of Geo. Bredeweg.

Plainwell—Harry Irwin has taken a position as clerk at Van Male's hardware store, Kalamazoo. F. R. Bogenia has taken his place at A. L. Reese's store.

Holland—Miss Anna Vrieling has taken a position as saleslady at the dry goods store of A. Stekete.

Traverse City—Miss Martha Armstrong has resigned her position as saleslady in the J. W. Milliken store, where she has been employed for the past seven years, to accept a similar one in Gilmore Bros.' store at Kalamazoo. Miss Armstrong will have charge of the stocking of Department F, which includes all no-

tions, neckwear, dress trimmings, buttons, etc. She will also have under her supervision twelve clerks and is allowed a purchasing trip to New York twice a year when she stocks her department.

**The Drug Market.**

Opium—Is fairly steady.

Morphine—Is unchanged.

Quinine—Is steady.

Citric Acid—Has advanced 3c a pound.

Castor Oil—Has advanced 4c a gallon.

Cod Liver Oil, Norwegian—Has advanced.

Cubeb Berries—Are very firm at the late advance.

Oils Anise and Cassia—Have both advanced.

Oil Cubebs—Has advanced in sympathy with the berries.

Short Buchu Leaves—Have advanced and are very firm.

Flaxseed — Has advanced and is tending still higher.

**Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.**

Buffalo, April 20—Creamery, fresh, 27@33c; dairy, fresh, 22@27c; poor to common, 20@22c.

Eggs—Strictly fresh, 22c.

Dressed Poultry—Iced fowls, 20c; iced turkeys, 20@22c; iced old cocks, 15c.

Live Poultry — Fowls, 21c; ducks, 18@20c; old cocks, 14@15c; geese, 15@16c; turkeys, 16@20c.

Beans — Pea, hand-picked, \$2.25@2.30; red kidney, hand-picked, \$3; white kidney, hand-picked, \$2.75@3; marrow, \$2.90; medium, hand-picked, \$2.25@2.30. Rea & Witzig.

W. F. Blake (Judson Grocer Co.) recently secured from Frank Horton, the Hastings grocer, an invoice for groceries which was rendered by Hogle & Preston, grocers at Hastings, November 28, 1865. It will be observed that the people who have any cause for complaint over the high prices at present prevailing had much more cause for complaint then, as will be noted by comparison of prices, showing that what cost \$7.32 in 1865 can be purchased for \$4.09 at this time:

	Present Prices.	
1/2 lb. tea	.....\$1.00	\$ .50
1 lb. cheese	.....	.30
4 lbs. sugar	.....	.72
1 gal. oil	.....	1.00
1 lb. crackers	.....	.15
1 lb. butter	.....	.40
1/4 gal. molasses	.....	.25
1 lb. shot	.....	.20
1/2 lb. tobacco	.....	.50
1 box matches	.....	.20
2 lbs. coffee	.....	1.00
1 lb. soda	.....	.15
1 sack salt	.....	.35
1 lb. raisins	.....	.50
1 lb. pepper	.....	.60

A new company has been organized under the style of the Colonial Furniture Co., with an authorized capital stock of \$5,000, of which \$3,000 has been subscribed and \$1,000 paid in in cash.

**Higher Prices For Rubber Goods.**

A year ago Para rubber sold at \$1.25 per pound. It is now quoted at \$3.02 per pound. In consequence of the advance tennis goods have been advanced 2c a pair for the cheaper grades and 10c a pair for the better grades. This is the second advance within the year and, if present prices for crude rubber are maintained, there will, undoubtedly, be another advance on all grades of rubber goods before long.

Later—The wholesale shoe dealers of this market have just received the following telegram from the United States Rubber Co.:

"On January 1, 1910, we announced boot and shoe discounts subject to change without notice. The discounts made below are necessitated by high cost of crude rubber and are subject to change without notice. The 15 per cent. initial discount mentioned in our memorandum of agreement of January 1, 1910, is hereby changed to 6 per cent., as of April 19, 1910. The 5 per cent. premium for early orders is hereby continued until June 1, 1910, and thereafter as a discount subject to change without notice."

All merchants having blanket orders will be taken care of up to the number of cases in their blanket.

**Surprising Facts About Patent Medicine Business.**

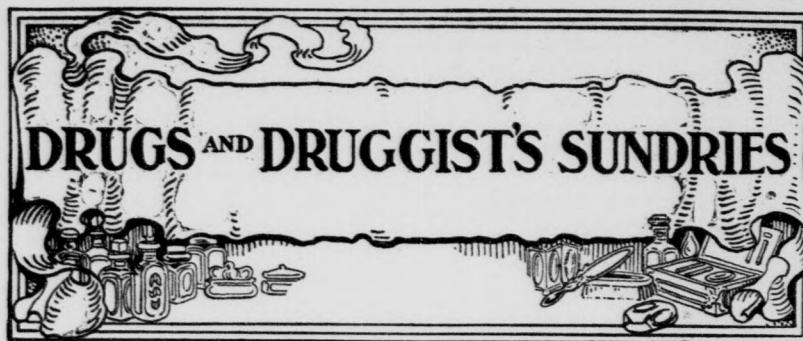
"The Fourth Estate" has been warning publishers about the risk in allowing credit to new medicine concerns. It is said that there have been only one or two of the thousands of new proprietary medicine houses have made any considerable money that have started the past twenty years and only a very few more that have met with even moderate success. It is the general impression that the business is immensely profitable, while the facts are that there is a larger percentage of failures than in any other line. The new concerns usually start with lots of confidence in the merit of their goods and advertising but soon exhaust their capital, leaving dealers who have stocked their medicines with unsalable goods on their shelves. It is the experience of many publishers that have accepted this new business that they have been compelled to charge off their bills as profit and loss.

There are many old and reliable medicine houses that continue to do a good or increasing business from year to year, but the new ones are finding it more and more difficult to become established.

The Guarantee Machine Co. has been organized with an authorized capital stock of \$8,000, of which \$4,500 has been subscribed and paid in in cash.

No life lightens the world without consuming itself.

**Dorit Write!**  
USE THE  
LONG DISTANCE SERVICE  
OF THE  
MICHIGAN STATE  
TELEPHONE CO.



**Michigan Board of Pharmacy.**  
 President—W. E. Collins, Owosso.  
 Secretary—John D. Muir, Grand Rapids.  
 Treasurer—W. A. Dohany, Detroit.  
 Other Members—Edw. J. Rodgers, Port Huron, and John J. Campbell, Pigeon.

**Michigan Retail Druggists' Association.**  
 President—C. A. Bugbee, Traverse City.  
 First Vice-President—Fred Brundage, Muskegon.  
 Second Vice-President—C. H. Jongejan, Grand Rapids.  
 Secretary—H. R. McDonald, Traverse City.  
 Treasurer—Henry Riechel, Grand Rapids.

**Michigan State Pharmaceutical Association.**  
 President—Edw. J. Rodgers, Port Huron.  
 First Vice-President—J. E. Way, Jackson.  
 Second Vice-President—W. R. Hall, Manistee.  
 Third Vice-President—O. A. Fanchboner, Grand Rapids.  
 Secretary—E. E. Calkins, Ann Arbor.  
 Treasurer—Willis Leisenring, Pontiac.

#### Some of the Many Varieties of Drug Clerks.

I have worked in a drug store in every capacity, from renovating vials to burning the frisky signature of the firm onto orders for prepaid shipments of experience. I have done everything, from falling through the plate glass front while putting the chamois thereto to demolishing the prescription department with incompatibles and I assure you I am the man with the information. I know intimately every style and type of clerk extant; the few very rare specimens that I did not get wise to during my career as dope disher for hire have all been in my employ since I became IT in a store of my own. Believe me, I am thoroughly conversant with the habitat, part employed and the price per of every model of clerk, from the corpulent young squab with a glass front, who wants thirty simoleons a week, an elegantly furnished room with a piano, and no night phone, up to the faithful slave who would murder his best friend in cold blood if it conserved the interests of his employer. I have the sworn evidence on the young man who spends the wee small hours for smiles flit and corks fly, with a bunch of the aborigines of North America, who call any man a quitter who takes the count before the feathered songsters of Nature begin to hand out the information that another day is born; whose chief associates believed that beds were made for women and children, that sleep is an effeminate, childish habit and that any man who "lays 'em down" before the gang begins to put the chairs on top of the tables should join the Ladies' Aid Society and try to learn to manipulate an embroidery hoop.

I am also next to the chap who gets more amusement out of a vial of morphine quarters than a country boy at a circus, but permit me to say

that the most nauseous proposition that has bobbed since I began to inhale iodoform is the lad who is pretty and can not help it and does not deny it, whose greatest delight is to hang for hours over the plate glass, whispering sweet nothings into the loving ear of the ninety-pound gum chewer who comes in to cook up some trouble in the perfumery department while a half-dozen farmers are stepping on each other's corns and clamoring for an opportunity to put a hot box on your cash register. Nixie to this one, he looks best to yours truly in traveling clothes, account balanced and grips checked.

There is another specimen, known in the books as the wise apprentice, who was reared in an overgrown village where the cotton patches crowd the corporate limits, a graduate of the high school who stood up at commencement and delivered a thirty-page thesis on the higher life, got a blue ribbon pinned on him, the same as a prize calf at a State Fair, and got away with a German silver medal larger than a dinner plate. Now when this boy puts away childish things and makes for a drug store with the avowed intention of eating up the pharmaceutical game, the ideas of the proprietor, no matter how gray his hair, become null and void. When he has struggled through a ripe experience of three weeks he starts in to revise and repair the Pharmacopoeia, refers to Professor Remington as Joe and looks on Horatio C. Wood and Dr. Hare as cheap amateurs whose work is too coarse for comparison. If you allow this one to run at large about your place you will soon find yourself eligible to the poor farm without examination, and your trade will be trying to make wholesale rates with the undertaker.

When a woman sends her young hopeful down to the drug store for a dime's worth of powdered golden seal this youngster learnedly puts it up and labels it *Hydratis canadensis*, and it is sent back promptly with a burning request to please return the dime, and she sends over to the other store where she gets what she wants. As an institution for wrecking trade, putting the store under the hammer and the proprietor in the palace of bugs this specimen grades A; as a promoter of commercial suicide he outshines the sunburst barrette in the peroxide locks of the heroine of a six shooter show, but as a safe investment supposed to pay a dividend on his price per he is about the emptiest bluff since the passing of that historic warrior who made it so hot for the windmills. If you should ever find yourself play-

ing a three hundred and sixty-five day contract engagement with a mental invalid of the above qualifications, pause and ponder well between voluntary bankruptcy and suicide. If this one does not put you to the mat, do not worry, your business is an automatic self-feeder and will run itself.

There is another would-be knight of the tile and spatula who looks like a Mark Haffer and Sharks fashion plate drawn by McCutcheon on the last page of Hollier's Weekly, whose mission on earth seems to be to spend his waking hours in manicure parlors, blow his salary on massage artists and to try to make arrangements with the man of the tape and shears. One of his strong specialties is to glide out of the store at the side door and upstairs, where he climbs into his dainty Tuxedo raiment and after soaking his features in the real Parisian article at two dollars the ounce, jamming his graduate hooks into a pair of undressed kids three sizes small, with a real wicked looking white handkerchief with a lavender border peeping from the second story window of his coat of the abbreviated narrative, he puts the combustion to the other end of one of those little cork-tipped affairs that smell so much like a fire in a harness factory, and he is off to call on Mabel, where he deals out a cheap line of chocolate coated conversation to the gleeful gladness of this giggling girlie, whose mental powers fail to distinguish between an adverb and an artichoke. They both agree that they are unable to say whether or not Tolstoi was a Detroit third baseman or a new brand of breakfast food, but, to make a long story short, they get their affection all snarled up together and the young man of the peachy complexion gets his mind off the percolator, the percentage solutions and the filter paper and begins a systematic study of rents and furniture, and finally decides to do it now, hits the head squeeze for a raise and gets the can, and when last heard from was shoveling Chile Concarne in a hash foundry down the street trying to keep Dolly Dimples in chewing gum and kimonos.

And there is the clerk classified by the wizards of chemistry as belonging to the acetic family, who would fill an aching void if he could be steered into a pickling plant, but in a drug store he sparkles about like a hobo at a banquet in that aristocratic city of baked beans. He looks on the earth as though it were a large lemon that Fate had cast at his feet, he is unable to see good in anything and the unhappy glare he hands the trade makes his features look as though they were mad at each other, and from the way he gives up pleasant words you would think his talk factory was on the verge of a breakdown. He is usually a successful salesman with people who come in and ask for the goods, but as a cincher of the trade of the indifferent he is a bitter joke on his employer, who if he did the square thing would charge his salary to loss. As a dispenser of human kindness, and a purveyor of those little pleas-

antries which inspire confidence which is the life of business, he fails to qualify. It is rumored that up to the present writing he has had at least a thousand jobs, his very looks and actions are calculated to give the man who stands for his salary a deep seated case of James Jams and make him feel as if he had a grass burr in his Hamilton Brown and a bone felon on his brain, while the young man in his own estimation is amply able to handle any pharmaceutical fly that is batted up to him and wham it in home in time to head off the score.

It would be unfair to conclude without mentioning another specimen of clerk that has come my way: The youth to whom I refer is the one who has demolished a good strong voice asking for more salary. He is the one who hits you for a raise before he has been with you long enough to ascertain the present whereabouts of the Epsom salts barrel and one of his favorite stunts is parading his superior knowledge of chemical nomenclature to the crowd of town sweaters that are wont to gather around him while he hands out real hot information to the effect that so far as the Latin language is concerned he has Homer backed into a siding waiting for orders. He is very fond of arranging his features before the camera and endeavoring to get one of his profiles into every niche and corner of the store as well as into all the best homes in town. He is the wise boy who is always plugging for an opportunity to argue anatomy with the oldest physician in town; in fact, he is known in the annals of human botany as a verdant plant thriving well in his own estimation, of little use to pharmacy, under the Latin official title Butinski, he is one of the leaks to business that a National cash register won't stop.

Now as to the great army of good old everyday clerks, who hand you back a hundred cents' worth of service for every dollar they draw, I have little to say. What is the use? Everybody knows them; they guard our interests with the faithfulness of a Roman and the tenacity of a bull dog. To-day as many of you are here to enjoy the hospitality of this good old town and that pleasant fellow feeling that comes from mixing with people with whom you have something in common, a faithful clerk is no doubt working longer hours that you may enjoy this outing and that your business may have the vigilant care of a faithful clerk that guarantees to you that not even the slightest detail shall suffer from lack of attention. For this latter class the worst thing I have is a boost, a friendly slap on the shoulder, a God speed and all the salary the business and conditions will stand.

For the others I will say that when I find myself sand bagged by one of these freaks, if I can persuade him to travel he is at liberty to tear transportation out of my book, although he leaves a balance in red in the right hand column of my diary for deadbeats. Walter H. Cousins.

WHOLESALE DRUG PRICE CURRENT

Table of wholesale drug prices. Columns include drug names (e.g., Aceticum, Benzocicum, Boracie) and prices. Categories include Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Ferru, Folia, Gummi, Herba, Magnesia, and Oleum.

Table of wholesale drug prices. Columns include drug names (e.g., Lupulin, Lycopodium, Macis) and prices. Categories include Scillae, Tinctures, and various chemical compounds.

PLAY BALL advertisement. Text includes 'We Are Agents for Base Ball Goods', 'Manufactured by A. J. REACH & CO., Philadelphia, Pa.', 'Balls, Bats Fielders' and Basemen's Mitts', 'Gloves, Protectors Catchers' Mitts and Masks', and 'Hazeltine & Perkins Drug Co. Grand Rapids, Mich.'.

LaBelle Moistener and Letter Sealer advertisement. Text includes 'For Sealing Letters, Affixing Stamps and General Use', 'Simplest, cleanest and most convenient device of its kind on the market.', 'You can seal 2,000 letters an hour. Filled with water it will last several days and is always ready.', 'Price, 75c Postpaid to Your Address', and 'TRADESMAN COMPANY GRAND RAPIDS, MICH.'.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Index to Markets By Columns

Table with columns A, B, C, D, F, G, H, J, L, M, N, O, P, R, T, V, W, Y. Lists various goods like Ammonia, Axle Grease, Baked Beans, etc. with corresponding column letters.

Table listing prices for various goods under the heading 'Index to Markets'. Includes items like Arctic Ammonia, Axle Grease, Baked Beans, Bath Brick, Brooms, Brushes, Butter Color, Candles, Canned Goods, Carbon Oils, Cereals, Chicory, Chocolate, Clothes Lines, Cocoa, Coconut, Coffee, Confections, Crackers, Cream Tartar, Dried Fruits, Farinaceous Goods, Fish and Oysters, Flour, Fresh Meats, Gelatine, Grain Bags, Grains, Herbs, Hides and Pelts, Jelly, Licorice, Matches, Meat Extracts, Molasses, Mustard, Nuts, Olives, Pipes, Pickles, Playing Cards, Potash, Provisions, Rice, Salad Dressing, Salsalatus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Soups, Spices, Starch, Syrups, Tea, Tobacco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, and Yeast Cake.

Table listing prices for various goods under the heading 'Index to Markets'. Includes items like Oysters, Plums, Peas, Peaches, Pineapple, Pumpkin, Raspberries, Salmon, Sardines, Shrimps, Succotash, Strawberries, Tomatoes, Carbon Oils, Cereals, Breakfast Foods, Crackers, Catsup, Cheese, and various other food items.

Table listing prices for various goods under the heading 'Index to Markets'. Includes items like Chewing Gum, Chicory, Chocolate, Cider, Sweet, Cocoa, Coffee, and various other food items.

Table listing prices for various goods under the heading 'Index to Markets'. Includes items like Coconut Honey Cake, Coconut Hon Fingers, Coconut Hon Jumbles, Coconut Macaroons, Currant Cookies Iced, Dinner Biscuit, Dixie Sugar Cookie, Family Cookie, Fig Cake Assorted, Fig Newtons, Florabel Cake, Fluted Coconut Bar, Frosted Creams, Frosted Fingers, Frosted Ginger Cookie, Frosted Honey Cake, Fruit Honey Cake, Fruit Tarts, Ginger Gems, Ginger Gems Iced, Graham Crackers, Ginger Nuts, Ginger Snaps Family, Ginger Snaps N. B. C., Hippodrome Bar, Honey Block Cake, Honey Cake, N. B. C., Honey Fingers, As. Ice, Honey Jumbles, Iced, Honey Flake, Honey Lassies, Household Cookies, Household Cookies Iced, Iced Honey Crumpets, Imperial, Jersey Lunch, Jubilee Mixed, Kream Klips, Laddie, Lemon Gems, Lemon Biscuit Square, Lemon Fruit Square, Lemon Wafer, Lemona, Mary Ann, Marshmallow Walnuts, Molasses Cakes, Molasses Cakes, Iced, Molasses Fruit Cookies, Mottled Square, Nabob Jumbles, Oatmeal Crackers, Orange Gems, Penny Assorted, Peanut Gems, Pretzels, Hand Md., Pretzeltes, Hand Md., Pretzeltes, Mac. Md., Raisin Cookies, Revere, Assorted, Rosalie, Rubie, Scalloped Gems, Scotch Cookies, Snow Creams, Spiced Currant Cake, Sugar Fingers, Sultana Fruit Biscuit, Spiced Ginger Cake, Spiced Ginger Cake Iced, Sugar Cakes, Sugar Squares, large or small, Sunnyside Jumbles, Superba, Sponge Lady Fingers, Sugar Crimp, Vanilla Wafers, Victors, Waverly.

Table listing prices for various goods under the heading 'Index to Markets'. Includes items like Festino, Bent's Water Crackers, Cream Tartar, Dried Fruits, Farinaceous Goods, Beans, Dried Lima, Med. Hand Pk'd, Brown Holland, Farina, 24 1 lb. packages, Bulk, per 100 lbs., Hominy, Flake, 50 lb. sack, Pearl, 100 lb. sack, Pearl, 200 lb. sack, Maccaroni and Vermicelli, Domestic, 10 lb. box, Imported, 25 lb. box, Pearl Barley, Common, Chester, Emple, Green, Wisconsin, bu., Green, Scotch, bu., Split, lb., East India, German, sacks, German, broken pkg., Tapioca, Flake, 110 lb. sacks, Pearl, 130 lb. sacks, Pearl, 24 lb. pkgs., Flavoring Extracts, Foots & Jenks, Coleman Brand, Lemon, No. 2 Terpenless, No. 3 Terpenless, No. 3 Terpenless, Vanilla, No. 2 High Class, No. 4 High Class, No. 8 High Class, Jaxon Brand, Vanilla, 2 oz. Full Measure, 4 oz. Full Measure, 8 oz. Full Measure, 2 oz. Full Measure, 4 oz. Full Measure, 8 oz. Full Measure, Jennings D. C. Brand, Terpenless Ext. Lemon, No. 2 Panel, No. 4 Panel, No. 6 Panel, Taper Panel, 1 oz. Full Measure, 2 oz. Full Measure, 4 oz. Full Measure, No. 2 Assorted Flavors, Grain Bags, Amoskeag, 100 in bale 19, Amoskeag, less than 19, Grain and Flour, Wheat, Red, White, Winter Wheat Flour, Local Brands, Patents, Seconds Patents, Straight, Second Straight, Clear, Flour in barrels, 5c per barrel additional, Lemon & Wheeler Co., Big Wonder 1/2 cloth 5 50, Big Wonder 1/4 cloth 5 50, Worden Grocer Co.'s Brand, Quaker, paper, Quaker, cloth, Wykes & Co., Eclipse.



# Special Price Current



Mica, tin boxes .75 9 00  
Paragon ..... 55 6 00

**BAKING POWDER**  
Royal  
10c size 90  
1/4 lb. cans 1 35  
6oz. cans 1 90  
1/2 lb. cans 2 50  
3/4 lb. cans 3 75  
1 lb. cans 4 80  
3 lb. cans 13 00  
5 lb. cans 21 50



**BLUING**  
C. P. Bluing  
Doz  
Small size, 1 doz box .40  
Large size, 1 doz. box .75



**CIGARS**  
Johnson Cigar Co.'s Brand  
S. C. W., 1,000 lots ..... 31  
El Portana ..... 33  
Evening Press ..... 32  
Exemplar ..... 32  
Worden Grocer Co. brand  
**San Hur**  
Perfection ..... 35  
Perfection Extras ..... 35  
Londres ..... 35  
Londres Grand ..... 35  
Standard ..... 35  
Puritanao ..... 35  
Panatellas, Finas ..... 35  
Panatellas, Bock ..... 35  
Jockey Club ..... 35



**COCOANUT**  
Baker's Brazil Shredded  
70 5c pkgs, per case .2 60  
86 10c pkgs, per case .2 60  
16 10c and 38 5c pkgs,  
per case ..... 2 60

**FRESH MEATS**  
**Beef**  
Carcass ..... 6 1/2 @ 9 1/2  
Hindquarters ..... 8 @ 10 1/2  
Loins ..... 9 @ 14  
Rounds ..... 7 1/2 @ 9  
Chucks ..... 7 @ 7 1/2  
Plates ..... 5 @ 5  
Livers ..... 5 @ 5  
**Pork**  
Loins ..... @ 16  
Dressed ..... @ 11  
Boston Butts ..... @ 15  
Shoulders ..... @ 12 1/2  
Leaf Lard ..... @ 13  
Pork Trimmings ..... @ 11  
**Mutton**  
Carcass ..... @ 10  
Lambs ..... @ 12  
Spring Lambs .. @ 13

**Veal**  
Carcass ..... 6 @ 9

**CLOTHES LINES**  
Sisal  
60ft. 3 thread, extra..1 00  
72ft. 3 thread, extra..1 40  
90ft. 3 thread, extra..1 70  
60ft. 6 thread, extra..1 29  
72ft. 6 thread, extra..

**Jute**  
60ft. .... 75  
72ft. .... 90  
90ft. .... 1 05  
120ft. .... 1 50

**Cotton Victor**  
50ft. .... 1 10  
60ft. .... 1 35  
70ft. .... 1 50

**Cotton Windsor**  
50ft. .... 1 30  
60ft. .... 1 44  
70ft. .... 1 80  
80ft. .... 3 00

**Cotton Braided**  
40ft. .... 95  
50ft. .... 1 35  
60ft. .... 1 65

**Galvanized Wire**  
No. 20, each 100ft. long 1 95  
No. 19, each 100ft. long 2 10

**COFFEE**  
Roasted  
Dwinell-Wright Co.'s B'ds.



White House, 1lb.....  
White House, 2lb.....  
Excelstor, M & J, 1lb.....  
Excelstor, M & J, 2lb.....  
Tip Top, M & J, 1lb.....  
Royal Java .....  
Royal Java and Mocha....  
Java and Mocha Blend....  
Boston Combination ....  
Distributed by Judson  
Grocer Co., Grand Rapids.  
Lee, Cady & Smart, De-  
troit; Symons Bros. & Co.,  
Saginaw; Brown, Davis &  
Warner, Jackson; Gods-  
mark, Durand & Co., Bat-  
tle Creek; Fielbach Co.,  
Toledo.

**FISHING TACKLE**  
1/4 to 1 in. .... 6  
1 1/4 to 2 in. .... 7  
1 1/2 to 2 in. .... 9  
1 3/4 to 2 in. .... 11  
2 in. .... 15  
3 in. .... 20

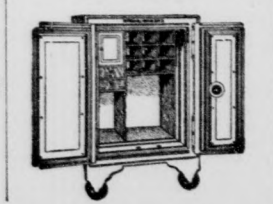
**Cotton Lines**  
No. 1, 10 feet ..... 5  
No. 2, 15 feet ..... 7  
No. 3, 15 feet ..... 9  
No. 4, 15 feet ..... 10  
No. 5, 15 feet ..... 11  
No. 6, 15 feet ..... 12  
No. 7, 15 feet ..... 15  
No. 8, 15 feet ..... 18  
No. 9, 15 feet ..... 20

**Linen Lines**  
Small ..... 20  
Medium ..... 25  
Large ..... 34

**Poles**  
Bamboo, 14 ft., per doz. 55  
Bamboo, 16 ft., per doz. 60  
Bamboo, 18 ft., per doz. 80

**GELATINE**  
Cox's, 1 doz. Large .1 80  
Cox's, 1 doz. Small .1 00  
Knox's Sparkling, doz. 1 25  
Knox's Sparkling, gr. 14 00  
Nelson's ..... 1 50  
Knox's Acidu'd. doz. 1 25  
Oxford ..... 7 1/2  
Plymouth Rock ..... 1 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 3 25

**TABLE SAUCES**  
Halford, large ..... 3 75  
Halford, small ..... 2 25

# READY NOW

The best May catalogue we have gotten out in thirty-three years.

It contains:

Sixteen pages of merchandise to meet the raging furore in goods to retail at 25 cents.

The first showing of the Fourth of July line that sets the pattern for all America.

A "10 cent sale" that contains the right kind of "Window Leaders" to make your advertising resultful.

Many pages of up-to-the-hour goods that meet the demand for "Something Now."

And all these "Specials" are in addition to the several hundred pages of regularly listed worthy merchandise in which we are specialists.

We would enjoy sending you this book providing you are a merchant.

Ask for No. F. F. 790.

# BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

New York, Chicago, Minneapolis, St. Louis

Sample Houses: Baltimore, Cincinnati, Dallas, Kansas City, Seattle  
San Francisco, Omaha

Use  
Tradesman  
Coupon  
Books

Made by  
Tradesman Company  
Grand Rapids, Mich.



# BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

## BUSINESS CHANCES.

To Exchange—For stock of general merchandise, to value of \$7,000 or \$8,000, good farm in Northern Indiana. Well located. Box 225, Hudson, Ind. 570

For Sale—Ladies' furnishing store in New York City. Business well established, with a trade of about \$32,000 a year. Reason for selling, retiring from business. Address Davis, 20 Irving Place, New York. 569

For Sale—Grocery stock and fixtures, 1,000 population. Will invoice \$1,200. Good reason for selling. Expenses small. A snap for a hustler. Must sell in thirty days. Answer quick. S. E. Reed, Box 87, Bradford, Stark Co., Ill. 568

For Sale—First-class and up-to-date restaurant in city of 10,000. Al location. A money-maker. Best of reasons for wanting to sell. No trades. No triflers. Strictly cash, \$600 takes it. If you mean business write No. 567, care Tradesman. 567

For Sale—\$2,000 grocery stock and fixtures in college town about 4,000. Doing strictly cash business. Sales \$20,000 yearly. Good reason for selling. Address No. 566, care Michigan Tradesman. 566

**A Successful Special Sale**  
Will quickly convert your surplus merchandise and slow selling goods into cash. My sales are conducted along profit producing lines and leave no bad after effect. You place the sale prices on your goods and my plans will draw the crowds and make daily sales climb to high figures. Write for particulars, giving size of stock. B. H. Comstock, 907 Ohio Building, Toledo, O. 561

For Sale—6,000 acres pine, 40 million, 85 thousand. Box 276, Montgomery, Ala. 565

For Trade—Suburban lots in Oklahoma town of 3,500 for automobile of 1909 or 1910 model; standard make. Address Middleton Bros., Collinsville, Okla. 564

For Sale—Good grocery and meat business combined, on one of best streets in Kalamazoo. Invoiced about \$2,500, with fixtures. Doing good business. Address 563, care Tradesman. 563

Bakery For Sale—Well-established bakery business. 1060 Fifth St., San Bernardino, Cali. 562

For Sale—Good 5c, 10c, 25c business; only store of its kind in city; fine location; doing good business. Address 307 Main St., Elkhart, Ind. 561

For Sale—A clean stock of groceries and hardware; will consider a dwelling or small place near town. J. N. Douglas, Belvidere, Ill. 560

For Sale—Northern Illinois, improved quarter, market three miles reclaimed swamp, successful drainage. Black soil, clay subsoil, finest corn land in Illinois. Owner, land poor and must sell. Price \$110 per acre. Mortgage \$10,000, five years at 5%. Will sell for \$150 in two years. C. M. Cryor, Franklin Grove, Ill. 559

For Sale—Best hotel in town; \$2 a day; best business; reason for selling, lost my wife; 30 rooms, lot 60x132; rooms all furnished; best rooms in town. W. S. Young, Winterset, Iowa. 558

**TO CLOSE THE ESTATE OF**  
S. R. Maclaren and H. C. Sprague, deceased, the property, good will and business of the Maclaren & Sprague Lumber Company, Toledo, Ohio, including planing mill, sash, door and interior finish factory, operated by them for many years, is offered for sale. Price and terms made known and all other information given by applying to The Maclaren & Sprague Lumber Co., Toledo, Ohio.

For Sale—\$4,500 stock general merchandise worth 100c on the dollar. Good trade, country town 400, Central Michigan. High school, good market. Cheap rent. On account poor health, will sell for 85c on the dollar. Address Rare Bargain, care Tradesman. 572

For Sale—Saw mill and coal business. I will take the output of mill and furnish 200,000 feet of logs at mill ready to saw. A snap for the right party. Must sell, as other business takes my time. E. E. Hooker, Bellefontaine, Ohio. 554

Good opportunity for party with medium capital to become president and general manager of established manufacturing and foundry business, or entire business can be had at two-thirds its value. Park & Bonsted, Attorneys, Syracuse, N. Y. 553

For Sale—Clean, new stock of general merchandise and store building, situated in town of 1,200, in finest, dairy district in Wisconsin. Stock and fixtures inventory \$6,500, building worth \$1,800. Will sell whole thing for \$7,500, account going West. Terms cash. Write Box 27, Colby, Wis. 556

**SOMETHING NEW**  
We can either close you out or put on a sale to build up your business at a profit for you. Others sacrifice your profits to get business. We get the business and save the profits. We would like to talk it over with you.  
**G. B. JOHNS & CO., Auctioneers**  
1341 Warren Ave. West Detroit, Mich.

Wanted—A position in a general store in a country town, by a single man of good habits. Can come at once. Four years' experience. Address No. 557, care Tradesman. 557

For Sale—Good grocery business with soda fountain in connection, in good town in one of the finest farming sections in Central Michigan. Must sell on account of sickness. Splendid opportunity. Stock and fixtures about \$2,000. Liberal discount if sold at once. Address H. D., care Tradesman. 551

Opportunities in the West—No matter what trade, business or profession you follow, if you are looking for a better opportunity, send twenty-five cents for six months' subscription to Opportunity Magazine, Dept. 164, Spokane, Wash. 550

Investigate—Lifetime chance for bright woman, millinery, ready-to-wear garments and ladies' furnishings. Up-to-date county seat town in Michigan. Fruit belt, old established and now doing fine business. Full particulars, The Milliners Exchange, Room 413, 134 Monroe St., Chicago. 548

Improved farm 14 miles west of Traverse City to exchange for stock merchandise. Address No. 546, care Tradesman. 546

Worth \$1,000 to any merchant. Model form collection letters: "get the money, and retain the good will of the customers. Mailed for \$1. Mercantile Agency, Arthur, Iowa. 545

**IT WILL PROFIT YOU**  
to write me if you have a stock to sell. Give description. Ask for information. Mention dates.  
**REMEMBER!**  
it is your customers that really pay my commission. John C. Gibbs, Expert Auctioneer, Mt. Union, Iowa.

For Sale—By owner, 165 acres 14 miles from Richmond, Va., 8 miles Petersburg, 2 1/2 miles good town on railroads and electric line. Six room house, barn, chicken house, fine well lithia water, fenced and cross fenced. Small portion cleared, balance woodland. Strong darl soil, \$15 per acre. Easy terms. L. M. Hull, 212 Security Bldg., Cedar Rapids, Iowa. 544

Complete Planing Mill Plant—Including four Woods machines, edger, resaw, dry kilns, other equipment including site, 13 cottages thereon. Well located South Georgia timber belt on three main lines of railroads. Southern Lumber Co., Brookfield, Ga. 543

For coal, oil and gas, land leases, write C. W. Deming Co., Real Estate Dealers, Tulsa, Okla. 542

For Sale—General stock and fine dwelling on beautiful river, 600 feet salt water front, 25 acres oyster bed. Good fishing, hunting, bathing. R. C. Drew, Salisbury, Md. 541

For Sale—A good store and stock of general merchandise in good farming community. Address M. A. Vogel, Sterling, Mich. 552

Auctioneer—Stocks of merchandise closed out or reduced anywhere in U. S. or Canada; expert service; satisfaction guaranteed. For terms and date, address R. G. Holman, Harvey, Ill. 537

Wanted—To correspond with parties that would take an interest in electric light and water plant earning \$10,000 net now, that can be doubled. F. H. Earl, Chillicothe, Ill. 536

For Sale—Three practically new Bangs combination show case and soda table, with attached seats. Less than 1/2 original price. Ray C. Eaton, Otsego, Mich. 533

For Rent—In Milan, Mich., brick store 47x68, old-established, best store. Modern equipment, complete for general stock, hot air heat, electric lamps 24 hours, sanitary plumbing, city water. A \$12,000 to \$20,000 general stock, will sell \$40,000 to \$60,000 here. Write A. E. Putnam, Sigourney, Ia. 534

For Sale—Small, well assorted stock dry goods, notions. Good location; a money-maker; selling on account of loss of sight. Address Harman's Notion Store, Onaway, Mich. 532

Money in Every Mail—Own business like mine. No capital; no canvassing; no merchandise to handle; legitimate. Address, with stamp, J. L. Whitley, Toccoa, Ga. 531

Factory hands wanted. Carpenters for cabinet and stair department. Cutters and rippers for cutting department. Machine hands for sash department. Moulding machine hands for operating up to date moulders. Address, stating wages expected, Huttig Mfg. Co., Muscatine, Iowa. 539

For Sale—Bakery, restaurant, ice cream parlor. Cheap if sold soon. Thoroughly equipped. Splendid business. Snap for baker. Uglow's Bakery, Lowell, Mich. 519

Bakery business, established for twenty years. Business at present \$15,000 yearly. Reason for selling, desirous of retiring. For particulars, Lock Box 386, Muncie, Ind. 516

For Sale—Good country store in excellent farming locality. For particulars enquire R. E. Anslow, R. F. D. 3, Ionia, Mich. 515

For Sale—Grocery and hardware stock and fixtures about \$2,000. Everything new and up-to-date. New farming town on railroad and river. Last year's sales about \$10,000. Good reasons for selling. Cash. Faye E. Wenzel, Edgetts, Mich. 497

If you want to buy good farm in Michigan, write to the Real Estate Exchange, McBride, Mich. 527

For Sale—In Georgian Bay district, two tracts white pine, four million feet each, on river and railroad. Good market for logs. Only four dollars per 1,000. Fine opportunity for small operation. J. H. Simpson, 99 Canfield Ave., Detroit, Mich. 528

For Sale—Old-established paying retail lumber yard and mill, Monroe. Population 8,500. Many factories and buildings going up. City growing. One other yard in city. W. C. Sterling, Jr., Monroe, Mich. 525

For Sale—Wool, hide and fur business established twenty years. Volume, \$200,000 per year. Present owner has made a competence and desires to retire. Will sell warehouse, cellar and residence for \$6,000 (cost \$12,000), all cash or partly on time. Purchaser should have \$5,000 or more additional capital to conduct business. Address No. 454, care Michigan Tradesman. 454

Buy new soda fountains of us. Also have four second-hand fountains. Michigan Store & Office Fixtures Co., Grand Rapids, Mich. 452

Will pay cash for shoe stock. Address No. 286, care Michigan Tradesman. 286

For Sale—General stock inventorying about \$7,000 doing a business exceeding \$40,000 per year. Also own half interest and operate telephone exchange of 60 farmer subscribers. Postoffice. Warehouse on track and established produce business. Will rent or sell store building and residence property. Business long established and always profitable. Refer to bankers at Howard City. Address No. 413, care Michigan Tradesman. 413

For Sale—One 300 account McCaskey register cheap. Address A. E., care Michigan Tradesman. 548

Safes Opened—W. L. Slocum, safe expert and locksmith, 114 Monroe street, Grand Rapids, Mich. 194

Cash For Your Business Or Real Estate. No matter where located. If you want to buy, sell or exchange any kind of business or real estate anywhere at any price, address Frank P. Cleveland, 1281 Adams Express Building, Chicago, Ill. 25

**SITUATIONS WANTED.**  
A well experienced young man, age 23, able to take full charge of a small hotel or summer place as manager, with a few hundred security, be as partner with a decent business man. H. A. Reich, 522 W. Richmond St., Cincinnati. 514

**HELP WANTED.**  
Wanted—A good salesman and stock-keeper. Dry goods, shoes, ladies' ready-to-wear clothing, single man preferred. Salary \$15 per week, with better prospects to the right person who takes interest in the work. Address Red Front Merc. Co., Valentine, Neb. 571

Wanted—Salesmen of ability to solicit druggists. Package goods of finest quality and appearance. Large variety. Guaranteed under the Pure Foods and Drugs Act. 20% commission. Settlements bi-monthly. Sold from finely illustrated catalogue and flat sample book. Offers you an exceptionally fine side line. Catalogue at request. Henry Thayer & Co., Cambridge-Boston, Mass. Established 1847. 510

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 142

Want Ads. continued on next page.

**Simple Account File**  
Simplest and Most Economical Method of Keeping Petit Accounts  
File and 1,000 printed blank bill heads..... \$2 75  
File and 1,000 specially printed bill heads..... 3 00  
Printed blank bill heads, per thousand..... 1 25  
Specially printed bill heads, per thousand..... 1 50  
**Tradesman Company,**  
Grand Rapids.

**Attention, Merchants!!**  
Who want to make money surely, quickly and honestly.  
**THE INTERSTATE MERCANTILE CO.**  
The World's Greatest Sale Conductors  
148 East Washington Street, Chicago  
The only sales concern who conduct their own sales in person. We will guarantee you 50 per cent. more money and at 40 per cent. less expense than any other concern following this line of business. 3,000 of the best concerns in the country will testify to our clean-cut methods and crowd-bringing abilities. We can positively put you on a sale that will start your Spring business with a boom and benefit your future business. The only sales concern in the world who conduct all their own sales in person. Write today for a date. All information without obligating yourself.  
**THE INTERSTATE MERCANTILE CO., L. B. Ullar, Mgr.**  
148 East Washington Street, CHICAGO, ILL.

**A GRATIFYING RESULT.**

A thrifty city of the Middle West, the seat of its State university, concluded a year ago at its spring election to go "dry." The usual array of pros and cons, wails and hurrahs was heard over the coming business successes and failures, but, with the students of the State University on its hands, it went "dry" and expressed its willingness to abide by the consequences. Newtown, a village five miles away, with something like a thousand population, with its business eye out for the main chance, went "wet" a year ago, probably "just to see." This year city and suburban town had an election and both went "dry," and both are comparing accounts, so far as the large town and the smaller one can compare the results of the year just closed. The contest in both places was sharp and the conclusions reached lean decidedly to the opinion that from every viewpoint prosperity goes with the "dry" vote.

In itself considered Newtown is a pretty, pleasantly located place with pleasant homes and ample yards, with churches and good schools and surrounded by a thrifty farming neighborhood, while its streets are fairly well laid out, shaded and cared for; but the good people have found out—that they did not believe before—that that same quiet burg could at once become the cesspool for their neighbor's vilest drainage. They found by day and oftener by night that their streets were full of whiskyites to whom the car ride was only an inducement to jags and orgies. They found that it was unsafe for their wives and their daughters to be out unattended after dark, and many a father with a promising son became convinced that Newtown was no longer a good place to bring up a good boy and keep him good. More might be said, but this is the sum and substance of the year's experience and is reason enough why the village this year voted "dry."

And the university town? It has not yet got over rejoicing. In the first place the vote was so overwhelmingly "dry" as to convince even the liquor element that their day was over. Then when business men compared the "dry" year with the most prosperous "wet" year, the result was one of decided commercial gain. The University has found its enrollment increased by a most flattering percentage. The city itself, feeling more and more the responsibility of meeting with its best the large and increasing number of the brightest boys and girls in the State, is entertaining a wider scheme of making the educational home of these young people, the State's best, all that it should be in whatever pertains to learning and culture and refinement. "You see," and this is the conclusion of the whole matter, "the people of the State no longer fear to send their young folks to the University. That 'dry' vote last year and this has convinced them that, with the settlement of the drink question, their young men will not come back to them ruined for all future usefulness and their young wom-

en will be all the likelier to retain their womanliness unimpaired by not having anything to do with the debasing influences which are sure to emanate from the rum bottle and from those who indulge in it."

Other statements might be made which will strengthen the reasons for the "dry" vote, but it all amounts to this, that a fair test shows that temperance is next to godliness and that the city that encourages that is the best place to live in.

**GREAT BRITAIN AND CHINA.**

The reiterated statement by Sir Edward Grey, the British foreign minister, that the action of the British Government in blocking the Chinchow-Aigun Railroad project across Manchuria was due to an agreement entered into with Russia in 1899, according to the terms of which Great Britain was not to seek any concessions north of the great wall nor permit any of her subjects to do so, in consideration of similar treatment by Russia with regard to the Yangtze Valley, will not be very convincing to Americans. The projected railroad was not to be a British enterprise, although some British capital might have been interested in it, although not necessarily so. There was, therefore, nothing in the agreement with Russia that compelled Great Britain to warn China not to grant any concession in Manchuria to which Russia objected.

The real motive must, therefore, be sought elsewhere. There are those who believe that the British Government does not view with complacency American efforts to open up China to general trade. If American interests should succeed in controlling a railroad across Manchuria, American capital might next attempt to invade the Yangtze Valley itself, that richest portion of China which the British insist upon considering their undisputed sphere of influence. The Germans have made inroads into this chosen British sphere, which are keenly resented, hence it is not unreasonable to suppose that the British Government would prefer to make it impossible for Americans to follow up their successes in Manchuria by invading the richest portion of China itself.

If in spite of this action on the part of the British Government China persists in granting the concession for the proposed railroad, a situation will be created in the Far East which this country is already pledged to play some part in, at least diplomatically, as our State Department has already pledged itself to further by every diplomatic expedient possible the success of the proposed railroad enterprise. In just what shape opposition of an active sort might arise to the construction of the road remains to be seen. It does not seem likely that Great Britain would see fit to take any active steps, but either Russia or Japan might, and either could claim British moral support in the light of Sir Edward Grey's announcement in Parliament that the Government felt compelled to adhere to the agreement with Russia. China is in no sense bound by treaties be-

tween Russia and England to which she is not a party, but it is conceivable that China might need the strongest kind of moral support to encourage her to run counter to both Russia and Great Britain, not to mention Japan.

**PREVALENCE OF PERJURY.**

According to Samuel Untermyer, a New York attorney with a country-wide reputation, the prevalence of false swearing is so general in the courts of this country that the courts are compelled to take cognizance of such a condition. This statement was made in an address delivered on the administration of criminal law before the Academy of Social and Political Science at Philadelphia.

"It has been said, and I think rightly," he declared, "that the crime of perjury is committed in at least three out of every five cases tried in the courts in which an issue of fact is involved. It has become so general that the courts regard it almost as a part of the inevitable accompaniment of a trial."

This seems an almost incredible condition of affairs, yet the statement has been made by a man who is well qualified according to reputation to know whereof he speaks. One of the reasons why false swearing is so prevalent, according to Mr. Untermyer, is because the crime is so seldom punished. The very severe penalties which the law imposes make it difficult to secure conviction, as juries are loath to impose such heavy penalties for an offense which does not appear to them sufficiently serious to merit a maximum punishment of twenty years at hard labor.

It is suggested as a partial remedy that juries in criminal cases be compelled to accompany their verdict by a statement that any particular witness has been guilty of willful false swearing and that it be made the duty of the prosecuting officer to take action when perjury has been so charged.

That perjury was frequently resorted to in criminal cases has been long generally believed, but few suspected that the practice was so alarmingly prevalent as the prominent New York lawyer claims it to be.

**SUPERFLUOUS LEGISLATION.**

The present session of Congress has developed something like 22,000 bills, of which only a very small proportion are likely to be enacted into law. The great majority of these bills will die in committee; in fact, it is safe to say that only a very small portion of them will ever be even read by the committees to which they have been referred. There is some tendency to rail against legislation by committee, but, as a matter of fact, no progress at all would be possible if the committee system were obliterated. Most of the bills introduced are utterly valueless, hence were all to be considered in turn the good measures would be hopelessly swamped by the poor and indifferent.

With Congress grinding out laws annually, and with forty-six state legislatures doing the same thing,

code of laws is becoming so bulky and complicated that most of the acts are entirely forgotten and therefore inoperative. At the same time one of the results of this constant law-making is a great increase in litigation in an unnecessary multiplication of courts and judges and in a useless multiplication of officials and public servants. Our system has resulted in a greater number of magistrates and judges in a big city like New York than can be found in the whole of England, in all probability.

Instead of constantly grinding out new laws our Congress and state legislatures would be more profitably employed in repealing many of those supposed to be in force, or which, if enforced, do more harm than good. The country is sadly overgoverned, yet would be better governed with a less complicated machinery and fewer laws.

**RAISE THE CRY OF "WOLF."**

If the press despatches as to Senator Aldrich are well founded, that eminent statesman has decided, beyond peradventure, to decline a reelection to the United States Senate.

Paradoxical as it may appear, those same press despatches quote the great student of finance and everything relating thereto as expressing grave doubts as to his retirement.

Mr. Aldrich is the author of the National Monetary Commission and the currency bill and his great ambition during the past twenty years has been to achieve the education of the American public to a revision of the Nation's monetary system.

Mr. Aldrich is a fighter—he loves a good square and fair fight and, by no means in his dotage or an invalid, in the common acceptance of the term, he is not the man to desert the great cause he has so clearly developed. Thus it is that there are hundreds of thousands of sturdy, confident and skillful business men throughout the land who will decline to accept the story of his retirement.

Naturally the contradictory reports in this case are seized upon by the Congressional insurgents to raise the cry of "Wolf."

"Mr. Aldrich may resign," they say; "very likely he will in order to quiet the uproar over his alleged domination of the Senate; but, with all of his splendid intellectual equipment, his tremendous financial, industrial and political influence, he will still remain the 'man behind the gun.' As an ex-Senator he will have every privilege in the halls of Congress and it is an entirely safe conclusion that the Senators who have been loyal to him through the years that have passed will remain his faithful subjects and followers."

**BUSINESS CHANCES.**

For Sale—10,000 No. 2 cedar railroad ties. R. W. Hyde, Posen, Mich. 574

For Sale—\$18,000 stock general merchandise in prosperous North Dakota town. Can reduce to suit buyer. E. L. Britten, Box 1115, Minot, N. D. 575

For Sale—Going West. Chance for young man with small capital to pay for my drug business in one year, doing \$6,000 annually. Brick store, rent \$12.50. No opposition. Town 500. Good farming section. I can refer you to any wholesale firm. Reason, poor health. Address P. M., care Tradesman. 573

## DELAY MEANS LOSS



- ¶ Every day you delay installing THE McCASKEY ONE WRITING SYSTEM OF HANDLING CREDIT ACCOUNTS YOU ARE LOSING MONEY.
- ¶ These are some of the ways in which the money is lost without your knowledge:
  - Forgotten charges—goods sold—never charged.
  - Disputes with customers—loss of trade.
  - Poor collections—loss of discounts.
  - Loss of accounts—THE McCASKEY IS AN AUTOMATIC CREDIT LIMIT.
  - And in a hundred other ways.
- ¶ Let us tell you about them, we'll do so gladly if you will drop us a line and say you are interested.

FIRST AND STILL THE BEST

**THE McCASKEY REGISTER CO.**  
ALLIANCE, OHIO

Manufacturers of the famous Multiplex Duplicating and Triplicating Sales Pads. Also Single Carbon Pads in all Varieties.

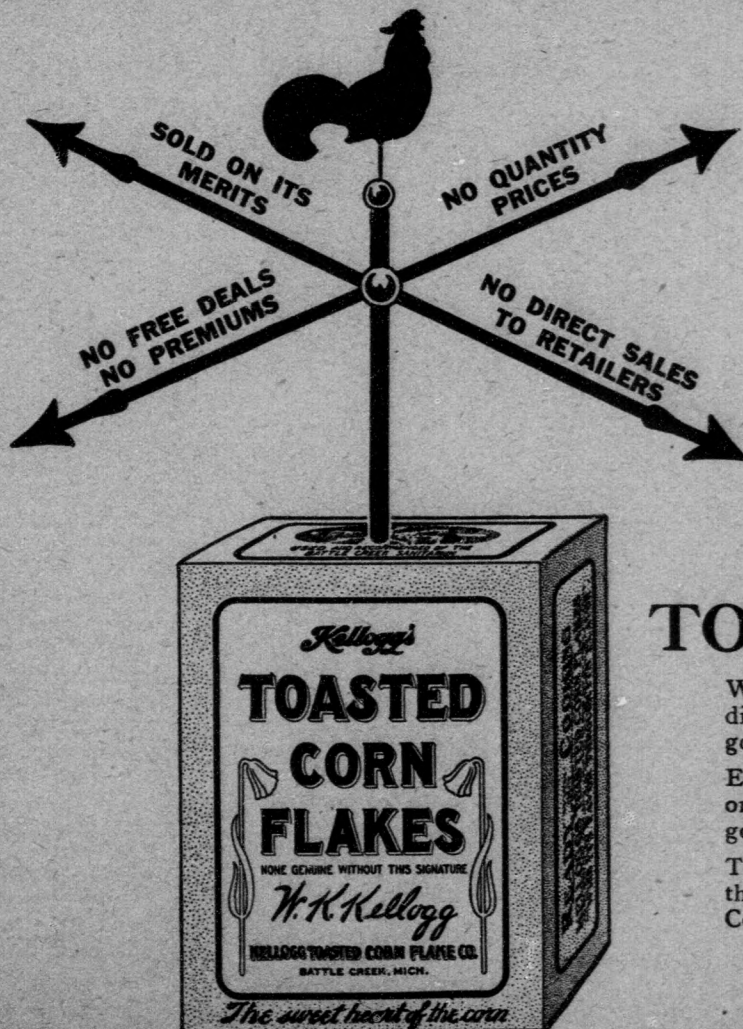
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Grand Rapids Office: 286 Sheldon St., Citizens Phone 9645  
Agencies in all Principal Cities

# BOOMING

Yes, "White House" Coffee has surely reached that point of prosperity where the liveliness of its success is fairly expressed by that word—"BOOMING," which, better than any other, expresses the FACT that its splendid quality has really excited people to the point of getting right hold of the "pole" and helping the good work of personal "pull." When a coffee can interest folks to the point of figuratively erecting a statue in its honor, it MUST be pretty good stuff. THAT'S WHAT "WHITE HOUSE" HAS DONE.

Distributed at Wholesale by

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



## A Square Deal to Everybody

North — East — South — West

One price to everybody—that's the basis. No special privileges to Chain Stores, Department Stores, Buying Exchanges, etc.

The average retail grocer is our best friend and we give him the square deal—small lots with the assurance of fresh goods.

The bottom price is the price you all pay, and it allows you a good profit on

KELLOGG'S

## TOASTED CORN FLAKES

We protect our own interests in protecting yours. We long ago discovered that "free deals" frequently meant overstocking—stale goods, etc., that eventually affected the entire trade.

Every customer knows that Kellogg's Toasted Corn Flakes sells on its merits. Ten cents' worth of the best for ten cents, and a good, clean profit for you.

That's why you have stuck, and why you are going to stick, to the one big thing in the cereal market today—Kellogg's Toasted Corn Flakes—the "square deal" cereal.

**KELLOGG TOASTED CORN FLAKE CO.**  
BATTLE CREEK, MICH.



**The Greatest Aid in the Office**

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**Account Books Burned**

**Stock Fully Insured But There Will  
Be a Big Loss on Accounts**

You have noticed these daily paper headlines frequently, haven't you? Of course you have, but you always said:

**"It Will Never Happen to Me"**

Well, we hope it won't, but it's liable to just the same. If you haven't a safe, or if it's old and furnishes no protection, don't delay a minute.

**Order a Safe Today**

Or at least get the business under way by writing us for prices. We can give you what you need, save you money and do you good.

**Grand Rapids Safe Co.** Tradesman Building **Grand Rapids, Mich.**