

# MICHIGAN TRADESMAN

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Twenty-Seventh Year

GRAND RAPIDS, WEDNESDAY, MAY 4, 1910

Number 1389

## HAPPINESS



HERE are two ways of being happy—we may either diminish our wants or augment our means—either will do the result is the same; and it is for each man to decide for himself, and do that which happens to be easiest.

If you are idle or sick or poor, however hard it may be to diminish your wants, it will be harder to augment your means.   ✥   ✥   ✥

If you are active and prosperous or young or in good health it may be easier for you to augment your means than to diminish your wants.   ✥   ✥   ✥

But if you are wise, you will do both at the same time, young or old, rich or poor, sick or well; and if you are very wise you will do both in such a way as to augment the general happiness of society   Benjamin Franklin



# A Reliable Name

And the Yeast  
Is the Same

## Fleischmann's

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

## Pure Cider Vinegar

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

**The Williams Bros. Co.**

Manufacturers

Picklers and Preservers

Detroit, Mich.

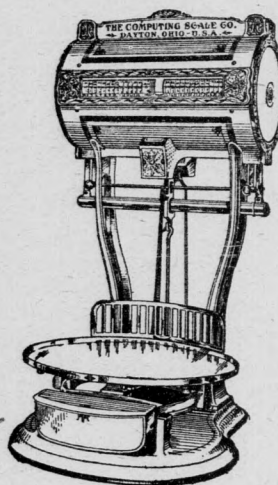


## "State Seal" Brand Vinegar

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

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

Oakland Vinegar & Pickle Co., Saginaw, Mich.



## Eureka! Perfection!

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

### Moneyweight—Money-Saving

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

### DAYTON AUTOMATIC SCALES

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

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

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



### MONEYWEIGHT SCALE CO.

58 State Street, Chicago, Illinois

Please mention Michigan Tradesman when writing for catalogue

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



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

Ask your jobber's  
Salesman

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



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## SPECIAL FEATURES.

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## FORESTALLING THE EVIL.

When it was remarked not long ago that if an early start at fly destruction amounted to anything there would be no flies to destroy by the coming of the frost, it was attended with a certain sarcasm which meant that one might as well try to rid the earth of grasshoppers as to clear it of flies, and yet it is submitted that just that thing can be done. Determination behind a little or much soap and water will go far in securing the desired result, and this effort made wherever the pestiferous fly shows itself will be followed by the best results.

It is usual to hold responsible the grocer in town and country alike for fly-scattering centers, but even a slight investigation will bring out the fact that there are others. A certain sunny kitchen, miles away from the grocer, when the sweet summer wind, laden only with the breath of blossoms, did its level best to drive away and to keep away the swarms of flies that made that kitchen of the farm house fairly black with insects, did more to encourage typhoid fever than a dozen groceries and the occupants. The city grocer may be and very often is careless in the extreme about clearing his premises of the filthy accumulations of the winter, but he, with many of his customers, can take the reader, if he cares to go, to more than one filthy kitchen and backyard where a careless and dirty housekeeper, while finding all manner of fault with her grocer, does more, proportionally, to increase the evil than the tradesman ten to one. Why not all hands "turn to," early as it is, and make a combined effort to diminish this common enemy of human health and life?

This same cleaning up, already so vigorously begun in many localities, will, by no means, be confined to the flies. The mosquito will give way to the law of cleanliness and now this same sanitary measure is pronounced as one of the most effective means of preventing the dissemination of disease by the rat. Rat holes abound everywhere. The gutter often swarms with this most repulsive

of all vermin. Neglected backyards, corners where rubbish has collected and the piles which carelessness has heaped up in the alleys are all so many breeding places for this disease-carrying and scattering rodent.

From a financial standpoint the rat question can be made interesting. He costs money. There are five hundred million of them in the United States which destroy food annually to the amount of \$100,000,000. Denmark contributes for the support of the pest \$3,000,000; France, \$40,000,000; Germany, \$50,000,000; Great Britain, \$73,000,000, and the United States, \$100,000,000. Fifteen dollars a month is a loss reported from one farm.

These are some of the evils to be grappled with at once or later. They all call for prompt and vigorous action and the sooner this is entered upon the better. An exchange crowds the whole into: "Clean up." Litter in corners comes first. Before the arrival of the sure-coming fly let the garbage barrel and garbage can have closely fitting covers. See to it that the screens are in place before the buzzing pestilence gets here, and then, with cellars cleaned and whitewashed and the barns looked after, if there are any in the neighborhood, there will be flies, indeed, but the number will be so materially reduced as to be noticeable, while the rat plague, with no encouragement from vigilant grocer and householder, will occasion but little trouble or even annoyance.

## STARVING A NATION.

The nightmare that continually haunts the English people is the fear of a hostile attack from Germany. That fear comes in the form of a notion that the British war fleet may be led away on some wild goose chase and while the great ships are absent a German army will suddenly come out of the ports of the North Sea and land on British soil, with no corresponding force to meet the invaders.

But Archibald Hurd, a prominent writer on commercial and economic subjects, declares in the London Fortnightly Review that the peril of England is not invasion but starvation. He recalls the fact that the British Isles, so far from feeding their population, import the greatest part of their food from foreign countries and largely from the United States and Canada. He says that four out of five loaves of bread which are eaten in Great Britain come from overseas, and if an enemy's ships of war can cut off the food supply by capturing the ships that carry it, England will be defeated by starvation. He writes:

"England's peril is starvation—not invasion. By cutting off merely a portion of our supplies of food and raw material—after crippling the British Navy; by getting across some

of our trade routes and staying there, an enemy could force this country to a humiliating peace. At times we have only seven weeks' supply of food and there are 13,000,000 people living on the verge of starvation when commerce is pursuing its peaceful course and prices are normal. Directly a few ships were taken at sea by an enemy, prices would rise and millions of people, thousands of them idle for want of raw material to work with, would force any government to capitulate. The suffering mob would take the reins, however large an army were locked by the sea within these shores—also threatened with starvation. When an enemy, without moving a soldier over the water, can starve the British people and their armies by keeping from them one or two out of every five loaves, why should he go to all the trouble and risk of carrying out such a perilous and costly operation as invasion?"

A great nation is in a position of great peril when it can not feed its people and must import their food from overseas. It is plain in such a case that its safety depends wholly upon a great and efficient navy. France can feed its people and possibly Germany can with difficulty. So can Austria-Hungary and Russia could if it had the interior railroad transportation.

But the United States is the only country that can feed and clothe its people without importing a single article, with the exception of tea and coffee. Therefore, we could endure the blockading of our ports for years. But who will blockade them? We have nearly a hundred million people, with every possible resource for building ships and arming and manning them. All the nations of the earth combined could not long hold us under a blockade, and under no circumstances could we be starved out, but it is not so with several of the European nations and with Japan, for they are unable either to feed or clothe their populations.

## SAVE THE SONGSTERS.

We who have lived through the recent squaw winter, which it is to be hoped will show no tendency to any lingering in the lap of spring, are more than ready for the enjoyment of any remnants of summer weather which March may have left for April to dispose of. After the reckless slaughter of the early coming fruits and the spring flowers we shall appreciate all the more what is left to us and be satisfied that things outdoors are no worse. Among these we hasten to write down the coming of the birds. The trees and the lawns of the town, the woods and the fields of the country are atune with the songs which they alone can

sing, and dreary the morning walks of these glorious spring days would be without the melody bubbling from their feathery throats.

While all this goes without saying, there is a practical side which must not be lost sight of: The feathery world cheers with its music, but there is something else. The birds do more than that. Early and late they are out foraging for the worm that does more damage to the coming crops and such other enemies of our generous harvest than can be calculated. Already the orchards are alive with the feathered police. They are at work everywhere. The robin on the lawn that never misses his victim is no more active than his winged brethren. The bluebird flutes among the fruit trees, but only between meals, the hammer of the woodpecker is the unmistakable sign of his constant toil, and everywhere the crop defenders from dawn until dewy eve are constantly proving that music and the purely practical side of life—getting a living—need never interfere with each other.

How about the crow, a robber, if there ever was one? How about the thieves that help themselves to the ripest cherries and the sweetest strawberries? Do these count for nothing? Just about that. Do the birds ever save the cotton crop and do the grain fields furnish testimony that the bins they fill to overflowing year after year are largely due to the birds?

To the tremendous yes, then, that comes from every section of the country let there be for this bird service an equally tremendous protest against the bird killing which has even now begun. Already the shotgun is out and the owner of it is trying his best to exhibit specimens of his workmanship. The meadow lark and the thrush, the robin, the bluebird and the song sparrow and even dear "Bob White", with his never-forgotten whistle, are in danger of their precious lives if the biped with his gun but sees them.

There are indications abroad that the bird lovers are on the increase and are making strenuous efforts to save the birds. The Audubon Society has been organized for the purpose of protecting the birds of the country. With a large amount of money at its command it was instrumental in securing the passage of legislation of several states in different parts of the country to preserve the birds. Why not become active members of that Society and as such, in season and out of season, by thought, word and deed, make every effort to protect and save one of the leading attractions of our lawns and flower gardens?



## THE VILLAGE STREET

### An Ever-Present Problem For the Merchant.

Written for the Tradesman.

The village street is an ever-present problem. The merchant's best friend, the farmer's horse, must command a degree of consideration which permits the use of the street for a stable for indefinite sojourns, usually of sufficient length to keep a deep excavation at the foot of the hitching post, to say nothing of the myriads of flies attracted and engendered by the animal's presence and litter.

Now the fly is rapidly coming to its true status as an auxiliary to trade. There was a time when its constant presence was condoned through a lack of full appreciation of its fiendish character, or an apathetic acceptance of what seemed inevitable. We are now realizing that the fly is bad and when that realization is fully developed, like other bad things, the fly must go.

At the best the stabling of the horse in front of the store will bring flies, to say nothing of other objections to his presence. Provision in the way of brick or cement foundation may solve the problem of excavation, but the reasons indicated are enough to warrant consideration of some means preventing this sort of nuisance in the highway. In smaller villages especially merchants are coming to appreciate the need of providing sheds or stables far enough distant to be out of the way and yet accessible. There is sufficient importance in this to warrant attention from the live merchant, even to the extent of having boys at hand to take care of the customers' teams. A street full of teams may "look like business," but the appearance is at the cost of conditions the country village can not afford. In many of the larger towns stables are being built for the care of teams and the proprietors are making good money at a charge of 10 cents when there is no feed. The merchant should appreciate the horse, but the street should not be a stable.

Assuming then that the primary purpose of the street should be for highway and the hitching of teams to be a matter of the most temporary convenience, how should the village street be built? Of course the answer to this question must vary according to the size of the village, as well as local conditions as to soil, etc. Here in Michigan most localities have gravel accessible to an extent that makes it almost a universal material for village streets, although some of the larger towns are using crushed hardheads or granite more effectively, although at increased cost. It is not my thought to give here detailed instruction as to the building of streets, the securing of drainage, the shape and thickness of the coating of road metal, etc., as such details are now familiar enough to the intelligent merchant, especially as to his peculiar locality, but rather to give a few suggestions as to the continued management. A common mistake is made in improving village streets with a view of doing the job once for all. I mean

by this it is thought that a thorough improvement will be permanent and sanitary with a modicum of sweeping and cleaning.

Continued traffic and stamping of horses will soon make material for dust and mud of any road metal available in this region, even crushed granite. The street may be ever so hard and firm and it requires only a few months of continued traffic before there is a distressing coating of dust to be rendered into the most offensive mud. The removal of this leaves a roughness which soon produces another crop. Where the traffic is not too heavy and horses are kept from their destructive stamping the good condition of the street may be restored by a slight coating of gravel. This will hold the dust and mud material as a binder and will roll down into a perfect surface by the usual use. Such a renewal of the street surface will wear even longer than the first subduing of the gravel road unless this be made by rolling with heavy rollers.

To repeat, the general mistake is the attempt to do up the job once for all. Such attempts result in the building of an expensive street and then letting the surface deteriorate and the work be destroyed by cleaning away the surface. If instead a thinner and much less expensive roadbed be made with the view to a constant addition as the surface becomes muddy, the same expense as in the usual course will keep a constantly improving roadway for a period of years. This is on the supposition that unreasonable emergency traffic that would break up the streets should be kept off.

In English villages it is being found that the roadmender's job is a continuous one. This system of adding road metal in small quantities as need develops and extending the territory of the workman so as to give him a large number of contiguous, or, as in some localities, continuous, villages makes his employment constant and he becomes expert in the work. And the fact that such a system is resulting in the maintenance of constantly improving roads with the minimum of dust and mud makes it very satisfactory.

It is difficult to bring American roadbuilders to adopt a method so long drawn out. We must do it at once and then quit. This may be the best method for managing the comparatively small traveled country roads, but if an ideal condition is to obtain in village traffic the work, while not constant by any means in our American towns, must be more frequently repeated than in country roads.

The village street, then, to be ideal must have care. There is the satisfaction in this method that the progressive work is constantly increasing in permanence. And not only must the treatment of the road surface have this continuous attention but there must be the constant watching for contamination of any animals, especially horses. It is useless to fight the fly in the stores unless the vigilance be exercised in the street and, indeed, over the entire

village. Animals, other than the genus homo, are doubtless necessary in villages, but the constant study to make their visits near the marts of trade short, and to keep them when stabled as far away as possible, will be well repaid in a better appreciation of sanitary surroundings.

W. N. Fuller.

### Receipt for a Good Town.

Grit.  
Vim.  
Push.  
Snap.  
Energy.  
Schools.  
Morality.  
Churches.  
Harmony.  
Cordiality.  
Advertising.  
Talk about it.  
Write about it.  
Cheap property.  
Speak well of it.  
Healthy location.  
Help to improve it.  
Advertise in its paper.  
Good country tributary.  
Patronize its merchants.  
Elect good men to office.  
Honest competition in prices.  
Make the atmosphere healthy.  
Faith exhibited by good works.  
Fire all croakers, loafers and deadbeats.

Let your object be the welfare, growth and promotion of your town and its people. Speak well of the public-spirited men, and also be one of them yourself. Be honest with all your fellow-men.

### The Twist of Trees.

A singular uniformity has been observed in the twist of tree trunks. In 990 trees out of every 1,000 whose trunks show torsion, the direction of the twist is from right to left. This accords with the direction of the revolution of cyclonic storms in the Northern Hemisphere, and also with that of whirlpools, which the French savant, Jean Brunhes, says almost invariably turn from right to left. The question arises whether in the Southern Hemisphere the torsion of tree trunks has an opposite direction, like the cyclonic motions of the atmosphere in that half of the globe.

The way to Easy street runs right through Hard Work avenue.

### How To Destroy Cut Worms.

Through the kindness of a member of his flock a local pastor, has secured the use of a vacant lot for the season with a view to its cultivation as a garden patch. The good man fertilized it liberally from another member's barn, had it spaded and then he raked it, made it into beds and planted it just as the books told him how to do. Encouraged by the early spring many of the crops are already in evidence and the pastor has taken special pride in the thrifty appearance of his radish bed. The little seedlings, however, seemed to be suffering from a mysterious foe. Where would be a nice row at night in the morning he would find several plants cut off at the root and the little seed leaves withering where they had fallen. The next morning more of the plants would be gone and entire rows seemed doomed. In despair the pastor called to a neighbor to tell him what was the matter. The neighbor examined the testimony and promptly pronounced it a case of cut worm. "I know of no remedy for them, but I can tell you how to gain some relief," said the neighbor as he began stirring the ground with his finger where the last ravages had been committed. "You first find the worm—ah, here it is," he continued as he lifted a greyish looking, curled-up worm from the dirt. "Then you find a place in the path where the ground is packed hard and smooth—here's a good place. You lay the worm down, this way, and then taking a deep breath come down on it with all the weight of your right foot and as you do so say 'D—d!' This puts at least one worm beyond doing any more damage, and what you say gives the relief. And, Parson, as far as I am concerned you needn't be afraid to say it right out loud. If I hear you I'll say, 'Amen.'"

### Strong For Its Age.

Quick Luncher—Do you call this a three-minute egg?

Waiter—Sure. What do you call it?

Quick Luncher—I'm not a very good judge of ages, but I'll bet a little even money it's a three-year egg.

Some folks find out how far a dollar will go by seeing how far they can go on a dollar.

**WORDEN GROCER COMPANY**

**The Prompt Shippers**

**Grand Rapids, Mich.**



### Smoothed Out Some of the Wrinkles.

Anton G. Hodenpyl was here last week and the few days he spent in Grand Rapids served to dispel much of the misapprehension that existed in the public mind in regard to the Commonwealth Power Railway and Light Company, or as it is popularly called, "the merger." The promoters of this enterprise, Hodenpyl, Walbridge & Co., of New York, E. W. Clark & Co., of Philadelphia, and W. A. Foote, of Jackson, have been so tremendously busy since its inception, arranging details, that they overlooked the importance, even the necessity, of publicity, and it was this and politics that invited criticism and attack. As a matter of fact, however, the company has not been trying to conceal or cover up anything. Too busy to make explanations, the company has worked in the open and in harmony with the State officials, and its endeavor has been to come under State laws.

According to Mr. Hodenpyl the present Commonwealth Power Company, now a Maine corporation, was to have been reorganized under the Michigan laws as the Consumers' Power Company and the other companies, the Grand Rapids-Muskegon, the Au Sable and the various local electric properties, were to be merged into it, making one big company controlling them all. This company was to have an authorized bond issue of \$35,000,000 and authorized preferred and common stock of \$10,000,000 each. Of the bonds authorized only \$8,750,000 were to be actually issued,

enough to take up the existing securities of the individual properties, and the remaining \$24,250,000 were to be held in the treasury, to be issued with the permission of the State authorities as needed for development and improvement on an 80 per cent. basis. This means that bonds can be issued to not exceeding 80 per cent. of the cost of the work done. Of the preferred stock only \$3,750,000 was to be issued to take up the stock issues of the constituent companies and to provide for the floating debts; additional stock, if issued, was to be sold at not less than par. The new Commonwealth was to take over all the common stock and whether the common stock was \$100 or \$10,000,000 made no real difference and the larger amount was chosen to insure control of the company.

This proposition was laid before the State Railroad Commission and arrangements were made for the proper appraisal of the properties as the law provides. The appraisers chosen had other work and this caused delay until it was too late to make the appraisal before April 1, the date fixed for the plan of organization to be declared operative. With the consent of the Railroad Commission the application for permission to issue the securities was withdrawn and instead of being merged into one company the various properties were put into a holding company. The constituent companies retain their legal identity, but their stocks instead of being held by individuals are held by the outside corporation. The local

companies are as subject to the State laws and regulations as they were before. The individual companies will now ask the State Commission to authorize the issue of the securities needed for their proper financing.

This will be a clumsy process, as compared with one big company doing the business, but it will be as effective. The State Railroad Commission understand the situation and will in a few days act on the first batch of applications.

One of the reasons for the merger is that it furnishes funds and markets for the development of the water powers controlled. The Au Sable has a splendid water power, but the river flows through a jack pine plain district that is hopeless for agriculture or industry. As a separate enterprise the development of the Au Sable could not be financed, but as a part of another enterprise raising money for it will be easy. As a separate concern the building of a dam would be a simple matter, but to find a market for the power generated would be difficult and costly; in the merger the market will be ready as soon as the current can be delivered, and to very nearly the capacity of the plant. The Au Sable will supply the Saginaw, Bay City and Flint district, and the first dam, now under construction, will have capacity for 12,000 horse power. Additional dams will be built as needed.

The company will expend \$1,000,000 or more in Michigan the first year. The water power plant on the Au Sable will be one item; steam plants

are under construction at Flint and Saginaw as safeguards against accidents and then there are the transmission lines to build and costly apparatus to install. The expenditures this year are only a start.

### An Object Lesson.

A man came into a Hastings store recently bearing under his arm a catalogue of a Chicago house.

"Do you think," he said, "that you can sell me a certain article as cheap as this catalogue?"

"I'll see," said the merchant. Figuring up the cost of transportation, stationery, etc., they found the total to be \$2.28.

"Sell it to me at that figure and I'll buy here," challenged the man.

"All right," said the merchant. "You can have it for \$2.25."

The man bought and went away rejoicing, but in a few days he came back real mad.

"See here," he said. "You hornswoggled me on that deal the other day!"

"How is that?" smiled the merchant.

"You sold that identical thing to my neighbor for \$2."

"Well, that is the regular price," admitted the merchant, "but you must remember you only asked me to meet the price of your catalogue."

Since it was on the man with the catalogue they merely smoked up and let it go at that, but the catalogue order business suffered a decided slump in that particular locality.—Hastings, Neb., Republican.

## THREE LETTERS

WHICH GO TO PROVE THE SUPERIORITY OF

# Dandelion Brand Butter Color

Dyer, Ind., January 19, 1910.

Dear Sirs:—Your letter of the 15th inst. received. In regard to the prizes I have won, as requested in your letter, will say that in the last year and a half I have won the following prizes and high scores with my butter, all with the Wells & Richardson Butter Color.

May 1908, Indiana Scoring Contest, 96 2nd place  
Mar. 1909, Indiana Scoring Contest, 95 1st place  
May 1909, Indiana Scoring Contest, 96 1/2 highest whole milk  
Sept. 1909, Indiana State Fair Contest, 93 1/2 1st premium creamery butter  
Dec. 1909, Indiana Scoring Contest, 94 1/2 2nd place  
Jan. 1910, State Dairy Convention, 94 highest score

I will add that other scores made at the bi-monthly scoring contests were very creditable, my average for the six entries for 1909 being 93.83.

Dandelion Brand Butter Color is the best.

Yours very truly,

(Signed) W. F. MADAUS.

Lone Rock Co-operative  
Creamery Company

Lone Rock, Iowa, March 21, 1910.

Dear Sirs:—Yours of the 14th at hand. In regard to the Dandelion Brand Butter Color, I have been using it now for nearly three years, and can say that I am more than pleased with the results that I have had by using it. It gives the rich golden June color which takes the consumer's eye and never affects the flavor of the butter. In the past two years I have won three first prizes and four second prizes, which I have won by using Dandelion Brand Butter Color.

Yours very truly,

(Signed) G. J. GUDKNECHT.

Over 90% of the buttermakers of the country won't have any other kind, for Dandelion Brand is the best—proved so by years of trying tests. It gives butter the rich, golden color that makes it sell better.

Dallas, Wis., March 6, 1910.

Gentlemen:—

After experimenting with different colors, with fourteen years of buttermaking and having used your Dandelion Brand Butter Color for about two years past, I find that your Butter Color is more uniform and is stronger and I can color more butter with the same amount of color than with any other color that I have used. Every can I find is the same—that bright June shade.

Yours respectfully,

(Signed) OLE ESKER.

## Dandelion Brand Butter Color

### Purely Vegetable

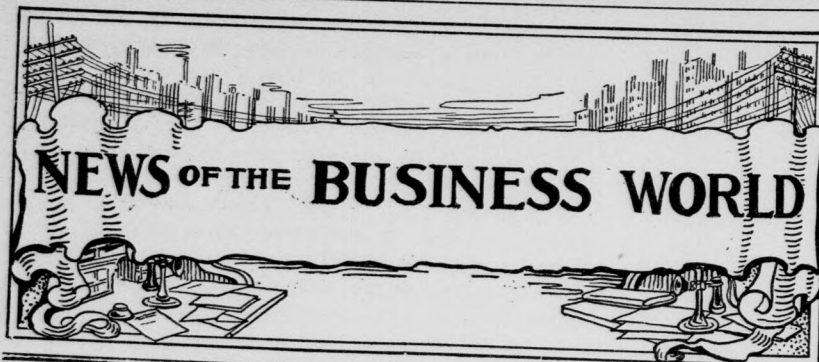
We guarantee that Dandelion Brand Butter Color is purely vegetable and that the use of same for coloring butter is permitted under all food laws, State and National

WELLS & RICHARDSON CO.

BURLINGTON, VERMONT







### Movements of Merchants.

Pontiac—Beardsley & Hickmott are building an addition to their store.

Belding—G. W. Gould, recently of Cadillac, has opened a bazaar store here.

Baldwin—William Walsh, recently of Chicago, will open a cigar factory here.

Birmingham—The grocery store of Joseph Wilcox has discontinued business.

Cadillac—Dunn & Campbell have concluded to retire from the grocery business.

Allegan—Earl Herman succeeds George R. Barney in the tailoring business.

Pittsford—G. C. Joslyn, recently of Coldwater, has engaged in the baking business here.

Monroe Center—A. G. Burst has sold his general stock to Mr. Rep. of Williamsburg.

Nahma—The Bay de Noquet Co. is running its large mill full blast cutting hardwoods.

Eaton Rapids—John Birney has added paints, kodak supplies and books to his drug stock.

Grayling—The capital stock of the Kerry & Hansen Flooring Co. has been increased from \$75,000 to \$100,000.

Saline—L. M. Thorn has purchased the new store building of Carl Hauser and will occupy it with a stock of groceries about June 1.

Bronson—The Bronson Commercial Club has induced Wm. A. Kipp, of Coldwater, to locate an iron and brass foundry in this village.

Boyne City—Stanley Wildern has sold his stock of jewelry to Frank Trudeau, recently of Frederic, who will take possession about June 1.

Detroit—The Hecla Company, wholesale coal dealer and cement manufacturer, has increased its capital stock from \$1,000,000 to \$1,500,000.

Alma—Mrs. Effie Webb has purchased the bakery and confectionery stock of William Sturdevant and will continue the business under her own name.

Rowley—The Rowley Mercantile Co. has engaged in business with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

East Jordan—Martin Vickers and Harley Hammond have formed a copartnership and engaged in the music business under the style of the East Jordan Music Co.

Standish—Ernest Parry has assumed the management of the cheese factory and general store conducted in connection with it, located six miles west of here.

Hart—Ralph Aldrich and Elza Everts have formed a copartnership and purchased the Ardis bakery and will continue the business under the style of Aldrich & Everts.

Fowlerville—E. S. Nichols has purchased the general merchandise stock of the late L. F. Peet estate, at Parker's Corners, and will continue the business at the same location.

Kalamazoo—Referee in Bankruptcy Briggs has issued an order directing the sale of the Verdon cigar factory and other property connected with the estate for the benefit of the creditors.

Charlotte—Fred J. Wood has purchased the separator and gasoline engine branch of the E. B. Pierce & Co. business and will conduct the same, for a time at least, at the present location.

Menominee—Joseph H. Simansky has purchased the interest of the late Isaac Simansky in the clothing and shoe stock of I. Simansky & Son and will continue the business under his own name.

Detroit—A new company has been organized under the style of the Wisner Carburetor Co., with an authorized capitalization of \$6,000, of which \$5,500 has been subscribed and \$1,000 paid in in cash.

Otsego—Mansfield Bros. have sold a half interest in their drug stock to Gurdon Clark, who has been in their employment for the past three years. The business will be continued under the style of Mansfield Bros. & Co.

Saginaw—William A. Oering has resigned his position as manager of the F. A. Richter drug store and purchased the drug stock of the Jay Smith & Son branch store and will continue the business under his own name.

Sault Ste. Marie—William Pakka and Andrew Hokkanen have formed a copartnership and purchased the L. & J. Fisher grocery stock and will continue the business at the same location under the style of Pakka & Hokkanen.

Bay City—There is a strong probability that the M. W. Tanner Co., the Saginaw dry goods dealer, will establish a branch store here. Mr. Tanner has spent two days in this city negotiating for the Romer, Lovell & Co. stock and lease.

Saginaw—Fire broke out in the store of the James Stewart Mercantile Co. and Biwa Grocery Co. and before the flames could be extinguished damage estimated at \$4,000 was done. The fire started in the wholesale store and quickly spread to the grocery store. The damage is covered by insurance.

Birmingham—James W. Cobb, dealer in drugs and groceries, has merged his business into a stock company under the style of the Cobb-Stanley-Harris Co., with an authorized capital stock of \$11,000, all of which has been subscribed and paid in in cash.

Sunfield—J. H. Palmer & Co., dealers in grain, tile, cement, etc., have merged their business into a stock company under the style of J. H. Palmer & Co., Incorporated. The company has an authorized capital stock of \$20,000, of which \$10,000 has been subscribed and paid in in property.

Marion—M. Alvin has moved his stock of general merchandise to Detroit after a business career in this village of more than twenty-one years. He was one of the organizers of the Marion State Bank and has always been a progressive business man. About two years ago Mr. Alvin purchased a seven-family terrace in Detroit.

Kalamazoo—John J. Knight, who is actively interested in the organization of a company to erect a large mill near the plant of the Vegetable Parchment mill, says that within a few days he expects to make definite announcement of the success or failure of the undertaking. The matter depends much on the ability to get the party desired to assume the management of the mill.

Detroit—The itinerant vendors' ordinance, imposing a license fee of \$100 a day on transient dealers, has been so effective in keeping this class of operatives outside the city that the measure has attracted attention elsewhere. The Boston Chamber of Commerce, after some correspondence with the Detroit Board of Commerce, has drafted a measure modeled after the local ordinance and sends word there is every prospect of its early adoption.

Birmingham—Lee Stanley, formerly in the livery business here, James F. Wooster and Wilborn Harris with James W. Cobb make up the new firm that is to do business in the stores now occupied by the Cobb drug and grocery and the Central drug stores. The stores are to be connected and the groceries handled in the apartments now occupied by Mr. Cobb, while the drugs and ice cream fountain will be put in the present Central drug store.

Pontiac—Walter Joseph Fisher, the missing grocer of this place, is in Havana. His brother, Mark, who is engaged in the grocery business with him, received the following cablegram from Havana: "Look after business carefully. I will return at once." The family believe that ill health and too many business cares caused young Fisher to become temporarily unbalanced mentally and during this period he sailed for Cuba. A cable was sent to him at Havana, but the family do not know whether it reached him.

Hart—The recent Speese bankruptcy case has been decided in favor of A. M. Kobe, holder of a chattel mortgage on the Speese stock. Mr. Kobe's claim of \$800 and interest has been allowed by the referee, his claim

taking precedence over all others. It was at first claimed that a chattel mortgage to be valid must be filed four months before bankruptcy proceedings are begun. Mr. Kobe's mortgage did not quite come within the ruling, but he established the point that when he took the mortgage he had perfect confidence that Speese at that time was solvent and Supreme Court decisions sustain this ruling.

St. Johns—Noble Burnett has leased, and it is being fitted up for him, the room in the Steel Hotel block formerly occupied by McKinley and more recently by the Detroit Mercantile Co. The front is being changed for his benefit and will have the entrance in the center, a large show window to be on each side. The front archway between this room and Mulder's will be closed, but there will be one at the rear; there will be none between this room and the room just vacated by Mack. Mr. Burnett will put in an entirely new line of general dry goods and ladies' furnishings, together with carpets, rugs, etc., which he is now purchasing. The store will be ready for business by May 15. Mr. Burnett has had many years of experience in dry goods and is acknowledged to be as well posted in this line as any man in Michigan.

### Manufacturing Matters.

Tula—The Tula Lumber Co. has increased its capital stock from \$25,000 to \$250,000.

Sandusky—The Silent Salesman Co. has changed its name to the Weber Vending Machine Co.

Detroit—The capital stock of the T. B. Rayl Co. has been increased from 125,000 to \$150,000.

Kalamazoo—The capital stock of the American Carriage Co. has been decreased from \$70,000 to \$28,000.

Kalamazoo—The Michigan Vacuum Canning Co. has changed its name to the Michigan Cannery Brokerage Co.

Escanaba—The Escanaba Lumber Co. has broken ground for its hardwood flooring plant, which will be running about June 15.

Masonville—The Escanaba Lumber Co. is building a scow of 150,000 feet capacity to facilitate the forwarding of lumber to boats at this place.

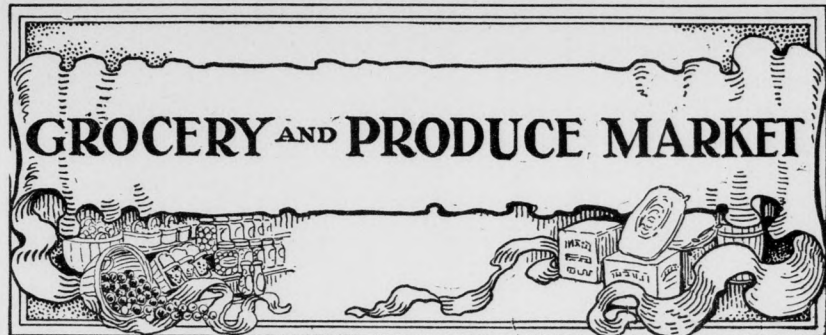
Kalamazoo—The King Paper Co. has closed a contract with the Heine Chimney Co., of Chicago, for a 175 foot stack to be built of radial brick. It will cost \$3,000.

Hastings—The Hastings Motor Shaft Co. has engaged in business with an authorized capital stock of \$30,000, of which \$27,500 has been subscribed and \$6,875 paid in in cash.

Arcadia—A new company has been organized under the style of the Arcadia Lumber Co., with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in cash.

Otsego—The Otsego Coated Paper Co. has just installed four large coating machines in its new plant, which is 512 feet long, 75 feet wide and two stories high. The machines are double capacity, two being on each floor. The total improvements just being completed by this concern aggregate in value \$100,000.





### The Produce Market.

Asparagus—\$2 per crate for Illinois.

Bananas—The demand is increasing as warm weather approaches. Prices range from \$1.50@2.50, according to size.

Beets—\$1.50 per bbl.

Butter—The make is steadily increasing, but the situation is made firm by reason of the low supply of storage butter. There is practically no storage butter except under-grades and the trade are therefore compelled to depend on fresh receipts, which are not yet adequate. The market will probably not go much higher, as it is even now 4@5c higher than a year ago. The quality of the current receipts is good and some of the butter arriving is beginning to show grass. Local handlers quote creamery at 29c for tubs and 29½c for prints; dairy ranges from 18@19c for packing stock to 23c for No. 1; process, 25@26c; oleo, 12@21c.

Cabbage—Mississippi stock commands \$2.50@3 per crate.

Cauliflower—\$1.50 per doz. for California.

Carrots—\$2 per bbl.

Celery—65@90c for California; \$2.25 per crate for Florida.

Cucumbers—Hothouse, \$1.50 per doz.

Eggs—No change has occurred in the market during the past week. The receipts are increasing and the feeling is easier both in a consumptive and speculative way. The keen edge is off the demand for storage, although eggs will be bought for storage for several weeks yet. The market looks steady, although a determined effort is being made to pound the price down to a lower level. Local dealers are paying 19c f. o. b. shipping point, holding case count at 20c and carefully selected stock at 21c.

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, 12c per lb.; head, Southern stock, \$1.50 per hamper.

Onions—Texas Bermudas command \$18 per crate for yellow and \$2 per crate for white; home grown green, 15c per doz. bunches.

Oranges—Very firm, the demand running much heavier since apples

have been reduced to a very few of the long-keeping varieties. Quotations on Navels have advanced to \$3.50@3.75 per box.

Pieplant—75c for 40 lb. box.

Pineapples—\$3.50 for 42s and 48s; \$4.25 for 36s; \$4.50 for 24s and 30s. The Cuban crop is reported large and of good quality. Florida pines will not begin to arrive for some weeks yet.

Potatoes—Florida new fetch \$2 per bu. Old stock is moving sluggishly on about the former basis.

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 either round or long.

Spinach—65c per bu. for home grown.

Strawberries—Mississippi stock is lower, having declined to \$2.75@3 for 24 quarts. Tennessee stock is arriving freely and finding ready sale at \$3@3.25 for 24 quarts.

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—The market is much easier than at any time the past thirty days and a reduction is expected. The demand is much lighter than the supply. Dealers pay 5@6c for poor and thin; 6@7c for fair to good; 8@9c for good white kidney; 10c for fancy.

### The Drug Market.

Opium and Morphine—Are unchanged.

Quinine—Is very firm but unchanged.

Cod Liver Oil—Norwegian is steadily advancing.

Cubeb Berries—Continue high and stocks are limited.

Buchu Leaves—Are again advanced and are tending higher.

Mayor Ellis has made a most excellent appointment in the selection of William B. Weston to serve five years on the Board of Police and Fire Commissioners. Mr. Weston served a full term on the same Board several years ago and made a most excellent record. He is conservative yet liberal, holding strictly to the letter and spirit of the law. If all of Mayor Ellis' appointments were on a par with Mr. Weston he would retire from office with as much credit as Edwin F. Sweet did some years ago. Unfortunately, most of his appointments are wretchedly bad.

John P. Hatt, general dealer, Attica, Ind.: Could not do without your paper.

### The Grocery Market.

Sugar—Raws are strong and higher and refiners are talking about a higher range of values.

Tea—The market continues very quiet. There seems a general apathy as to buying tea, and the demand is for immediate wants only. Very likely a large percentage of buyers are waiting for the new tea season to open. As to price, the situation is unchanged throughout the line. Everything desirable is steadily held.

Coffee—Mild are moving fairly well and prices are the same as quoted last week. The supply of Santos coffee is being gradually consumed, as there is more of this coffee used in the United States than any other and as no more can arrive from Santos until after July 1 the market is sure to be well cleaned up. The option market has been both up and down the last month, but not enough to affect the price of spot coffee.

Canned Goods—Tomatoes are without change. Spot corn is in fair demand at unchanged prices. Future corn, particularly Western and Southern brands, is firm and many packers have withdrawn from the market. Spot and future peas are unchanged and quiet. The freeze in the West has strengthened the market for the brands of apples packed here to some extent, but generally speaking conditions are unchanged. It is said that pears are closely cleaned up on the Coast, but the rest of the line is in just fair supply. Apricots are a little cheaper, as the new crop, which is expected to be a large one, is not far off. The demand is increasing on canned fish, since the weather has been so warm, which has killed the sale of salt fish to a great extent. Canned salmon is nearly all cleaned up on the Coast and the supply is not large with most wholesalers, but the demand is good on all grades. Sardines are also selling well, but advices from Maine report that the catch so far is small. Prices are the same as last week, but are very firm. Oysters are moving very well at unchanged prices.

Dried Fruits—Apricots are quiet and unchanged. Raisins are dull and weak, the raisin day plan not having as yet the slightest effect upon the market. Future prices have been named on the full line of dried fruits during the week. On an average they are slightly below the opening prices last year, although not so low as prices finally went to last year. Future apricots have already dropped about ¾c from the opening. Choice cots opened at 8½c, but are now quoted at 7¾c. Spot currants are quiet and unchanged. Other dried fruits are dull and unchanged. Spot prunes are dull and are particularly weak in secondary markets. The warm season when prunes must be moved quickly or pay cold storage charges is too close to keep the market strong. Peaches are in fair demand at unchanged prices.

Rice—Prices still remain very cheap but show a little firmer tone on Japan sorts, which attract more attention in sympathy with larger movements and advanced prices in primary market. Reports from the South

note at New Orleans the market is steady and the supply of Japan sorts is small.

Syrups and Molasses—Corn syrup is without change. The demand for compound syrup is quiet. Sugar syrup is wanted for export, but is quiet for home consumption. Molasses quiet, steady and unchanged.

Provisions—There has been a little easier tone in hams, bellies and bacon for the last ten days, but at this writing a stronger feeling seems to be manifesting itself. The outlook is for a continued high price of hogs and a strong smoked meat market. Pure lard is ¼c higher than a week ago; compound is firm but unchanged; demand is fair. Barrel pork is unchanged and in fair demand, as is dried beef. Canned meats are strong and look higher; demand is light.

Cheese—New is higher than last year and is satisfying the trade fairly well, although the quality is by no means as good as it will be later. The supply of old cheese is now about exhausted and the trade is compelled to depend wholly on new, which is still in very light receipt.

Fish—Cod, hake and haddock are unchanged and quiet. Domestic sardines show no change and are rather firmly held. Imported sardines are still quiet and inclined to be easy. Salmon on spot is scarce and high, although in fair demand considering the price. Future salmon has not yet been opened. Mackerel is easier and shows but light demand. There has been some price-cutting among the various holders during the week in an effort to push sales.

Detroit—A new company has been organized under the style of the Grant & Wood Manufacturing Co. to manufacture and deal in machinery, tools and implements. The company has an authorized capital stock of \$1,000,000, of which \$800,000 has been subscribed, \$111,939.79 being paid in in cash and \$688,060.21 in property.

Detroit—A new company has been organized under the style of the Rotary Valve Motor Co., with an authorized capital stock of \$100,000, all of which has been subscribed and \$15,000 paid in in cash.

Owosso—The Owosso Motor Co. has been incorporated with an authorized capital stock of \$200,000, of which \$128,500 has been subscribed, \$13,500 being paid in in cash and \$102,000 in property.

Detroit—The Robinson Motor Car Construction Co. has been incorporated with an authorized capitalization of \$20,000, all of which has been subscribed and paid in in cash.

Detroit—The Woodbridge Machine Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

George L. Thomas has sold his grocery stock at the corner of Third and Turner streets to J. C. Hendricksen, recently of Greenville.

The Dake-American Steam Turbine Co. has changed its name to the R. G. Peters Manufacturing Co.



**HENRY FRALICK.****Some Incidents of His Long and Useful Career.**

The city of Grand Rapids and the State of Michigan lost a man who had rendered important public service when Henry Fralick passed out of life in this world some ten years ago. A summary of his services as a member of the State Legislature during three terms, as a member of the constitutional convention of 1850, as President of the Board of Education of the city of Grand Rapids eight years, as a Justice of the Peace, Supervisor and County Auditor, as Treasurer of Olivet college, as a trustee of the Park Congregational church, as a member of the State Board of Managers at the Philadelphia Centennial Exposition and also of the commission appointed by the Governor to distribute relief to sufferers by the fires that destroyed Manistee, Holland and other towns in 1871 would furnish material sufficient to fill a good sized volume. His private enterprises included banking, merchandising, manufacturing and dealing in real estate, in all of which he was successful. He was born in Minden, New York, in 1812 and in 1824 came to Michigan with his family and settled in Wayne county. In the year 1832 he shipped as a landsman on a whaling vessel at New Bedford, Mass., bound for the South Atlantic and the Indian Ocean. His ship returned two years later with a cargo of oil and whalebone. Of this Mr. Fralick was paid a one hundred and fiftieth part for his services—the usual plan of settlement followed by ship owners in the whale killing business with their crews. The eighteen barrels of oil he received he sold for \$25 per barrel, and for his share of the whalebone he realized \$150. Mr. Fralick participated in many exciting adventures while at sea, among which was the capture of a sperm whale measuring 86 feet in length and 16 feet in diameter. He was one of a boat's crew that was towed in a circle eighty miles at a speed of twenty miles per hour by the whale after it had been struck with harpoons, when the whale sunk, taking 8,000 feet of line before stopping. He spent several later years at sea and acquired many of the superstitions of seamen, which he clung to until death. He would transact no business on Friday, fearing that ill-luck would befall him. The writer remembers calling at his office in the rear of the Grand Rapids National Bank one morning for the purpose of paying a small account. Mr. Fralick, usually pleasant and cordial, was found lying upon a couch. "You will have to come in again. I can not take up that matter to-day," he petulantly remarked. When reminded that he need but receipt the bill rendered to close the transaction, he grew quite irritable and, putting his hat on his head, rudely left the office. He was frequently called upon to close up estates on account of his ability as a conservator of the interests of the heirs. In 1870 Sarel E. Wood, a pio-

neer citizen of Grand Rapids, supposed to be wealthy, died and Mr. Fralick was appointed administrator of the estate. Mr. Wood's affairs were very much entangled and seemingly nothing would remain for his heirs after the debts had been paid. Mr. Fralick managed the business entrusted to him so well that the homestead and a modest income were saved to the wife and daughter.

Mr. Fralick was a Democrat, but did not seek political office in his later years. Soon after the close of the war he was nominated for the office of mayor, during his absence from the city. He did not return until the day before election was held and gave but little attention to the campaign. He was defeated by a very popular man by a small majority.

When in 1867 an amendment proposing to remove the word "white" as a qualification for suffrage from the constitution of our State was submitted to a vote of the people, Mr. Fralick and the writer were the only Democrats living in the city of Grand Rapids in that year who voted in favor of its adoption. The amendment failed to carry by 40,000 majority. A few years later an amendment submitted to the people granting the right of suffrage to colored men carried by a very large majority.

Had Mr. Fralick lived until the winter of the current year, he would have been active and influential in the ranks of the "drys." He drafted the law prohibiting the sale or manufacture of liquor in the State of Michigan that was passed in 1851 and remained on the statutes about forty years.

Arthur S. White.

**A Death Blow To the Small Town.**

We live in an era of progress. We are moving forward so rapidly that there is danger that some proposed so-called modern improvements may be accepted as beneficial which in their actual working out, when practically tried, would prove to be evils in the guise of benefits. An illustration of this is the proposition to turn the postoffice department into a carrier of all kinds of miscellaneous merchandise by the adoption of a parcels post system. From a national point of view one of the most serious dangers from this system is the inevitable effect that it would have to throw into mail order channels and transfer to the great cities of the country a vast volume of trade now done in the small cities, country towns and villages. That this would be an evil no one with a mind capable of thought can deny. Stupendous changes in the method of transacting the business of distributing merchandise to the consumers would result, and the result of every change would be to transfer trade and population to the great cities. It would practically wipe out the jobbing trade and the country merchant would inevitably become, as the Postmaster General says, in effect, he has become in Germany, a sales agent without any stock in trade, offering specific goods as they are sold, just as a manufacturer's agent does in this country, requiring no more of the machinery

of trade than is necessary to transmit his orders to the central factory or warehouse. Retail merchants now engaged in trade in thousands of the smaller trade centers in all parts of the country would be forced out of business, their stores would be closed and some great mail order concern in a big city would do the business. The people employed to transact it would necessarily live in the cities where the trade was done. In every European country where the parcels post system exists it has had this effect. The cities of those countries in Europe have grown in population and trade with stupendous strides, at the expense of the country, since the parcels post system has been in vogue. That system has undoubtedly been one of the great promoting influences towards this centralization of trade and population in the cities.

To break the effect of this fundamental objection to the parcels post the proponents of that scheme urge that it will stimulate the settlement of the rural regions, because it will increase the conveniences of rural life. So it would stimulate rural settlement, if the Government would furnish everyone who would move into the country with a donation of money and a free supply of garden tools. If the huge treasury deficit which would be caused by the parcels post system if inaugurated were gifts from the Government, it would undoubtedly result in creating many new homes, but the reaction from such a scheme would far overbalance the benefits from it.

The fact is incontrovertible that the goods, wares and merchandise, household goods, garden tools, dry goods and clothing, groceries and all food products not produced on the farm must be purchased from some source by the dwellers in the country. Where are these goods to come from and where are the people who conduct the trade of supplying them to live? If the countless millions of dollars expended by the dwellers in the country for such things in the course of a year are sent to the great cities, and the goods ordered there from huge mail order concerns, to be delivered by parcels post, then the fact can not be gainsaid that the people who transact that immense volume of annual business will be concentrated in the cities. The large population now transacting the business in the small cities, the country towns and the country villages will be transferred to the cities. The eventual working out of such a system will result, in the end, in dividing our population into two classes—those living in the great cities and those living on the farms, whether they be large or small, in the country. The intermediate population, which now furnishes the social center for the farmer's life in the nearby town or village, or in a small city where practically every social advantage can be had that exists in the larger cities, would struggle for existence against a constantly increasing industrial force that would tend, like a mighty maelstrom, to sweep into the large cities year by year a greater and greater propor-

tion of the population and trade of the entire country.

It is this effect on the population engaged in commercial pursuits and in the trade of distributing to the consumer countless millions of dollars' worth of merchandise every year that is entirely overlooked by the proponents of the parcels post scheme when they contend that the effect of that system would be to move population from the cities to the country.—Omaha Trade Exhibit.

**The Clerk Who Waits To Be Told.**

I was talking recently with the manager of a cigar store in which several clerks are employed, and, indicating one of them who had been with him for some time, he said:

"I really don't know what to do with that young man. I can not help liking him, but he does try my patience. He is always pleasant and seems anxious to please, but he really has no more initiative than a wooden Indian. In all the time that he has been with me I do not suppose that he has even once done the simplest thing outside of the absolute routine without being told to do it.

"And whenever I ask him why he has not done some simple thing that any other clerk in the store would do upon his own initiative, his answer always is, 'Why, you never told me to do that, sir.'

"Now I actually believe that if one of the other clerks left the door open on a cold day it would never occur to him to step from behind the counter and shut it unless he was asked to.

"His intentions seem to be good, and whenever I ask him to do anything he does it cheerfully, but it seems as though it was impossible for him to think for himself."

After listening to the manager I asked him if this particular clerk remembered a thing after he had once been told, and he said that he believed he generally did. I then suggested that he have a heart to heart talk with the young man and try to impress upon him the necessity of thinking for himself, if he ever expected to make a success in the retail cigar business. He did have such a talk, and as a result, at last reports, the young man was showing some slight improvement.

There are a good many young men, and some men that are no longer young, in the cigar business who always wait to be told what to do, and in case there is no one at hand to tell them what to do the thing that ought to be done is left undone.

Naturally these men are always at the foot of the list in the matter of salary. A part of the money that they ought to be drawing is going to some one else who tells them what to do.—Tobacco.

**Reassuring.**

Robbie ran into the sewingroom and cried: "Oh, mamma! There's a man in the nursery kissing Fraulein."

Mamma dropped her sewing and rushed for the stairway.

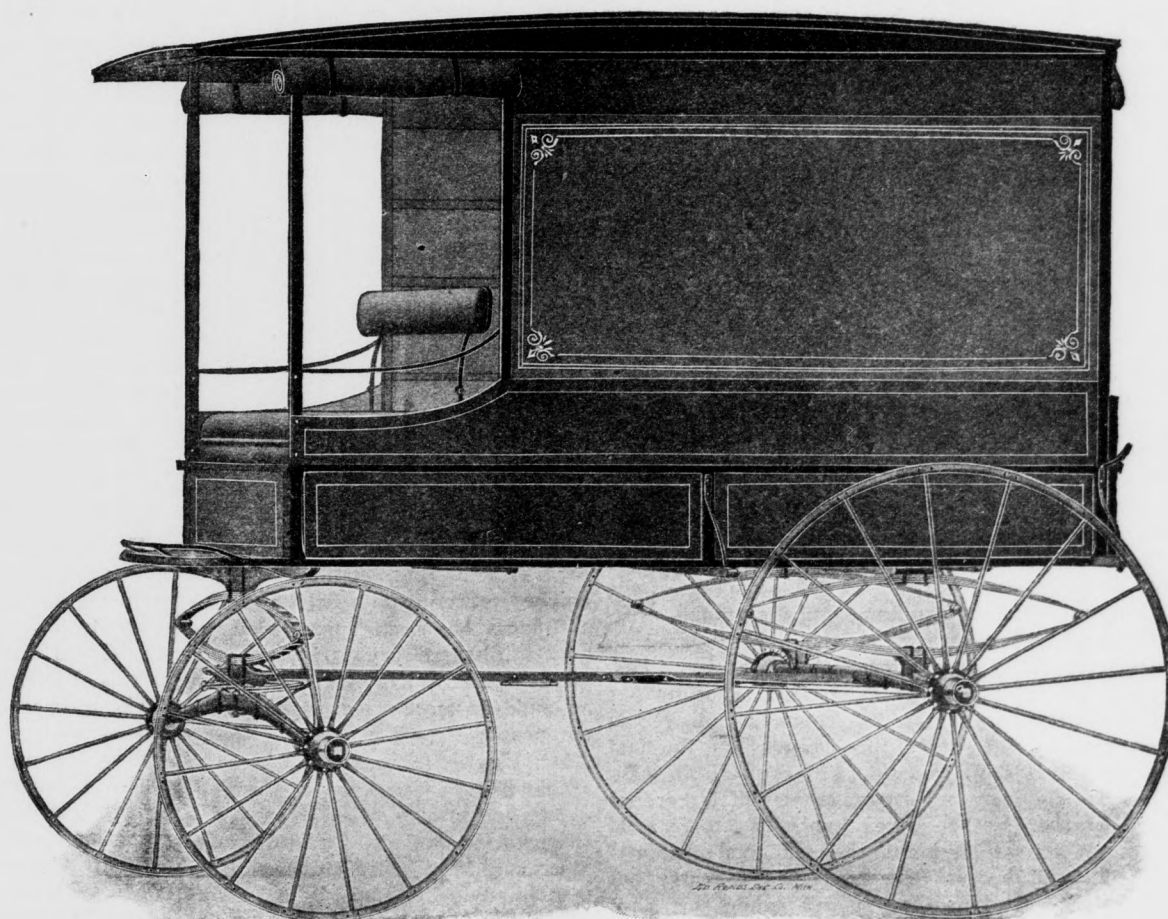
"April fool!" said Robbie, gleefully. "It's only papa."



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E. A. STOWE, Editor.

Wednesday, May 4, 1910

## MANHOOD AGAIN AT PAR.

With no idea that the leopard is going to change its spots, any more than there is any danger of the corporations laying aside all selfishness and caring who gets hurt, in hindering the insisted-on gain, it does warm the heart a little to read that the chairman of the Board of Directors of the steel corporation has recommended that one rest day in seven be given to the more than 200,000 men in that company's employ. The announcement has been a surprise. Corporations do not have the reputation of being troubled that way. What is one man's welfare or the 200,000 welfare, for that matter, when it interferes in the slightest degree with the fat income which the organization is determined to have anyway?

It looks much as if there were reasons for thinking that the corporation is beginning to consider the man instead of his work; for wondering if, after all, manhood does not stand for something more than the hard-earned dollar he gets; whether, man vs. the machine, the first of the two should not stand first, first, last, all the time, and that being so, whether the man would not be materially improved for the Sunday rest. It is an instance where there can be no harm in giving the employer the benefit of the doubt. Let it be assumed that in the eyes of the company manhood is again at par; that good will is at the bottom of this resolution; that a rested man on Monday morning is a great deal better than one worn out and that Sunday and all that belongs to it should be to him and his as it is to the rest of humanity.

If it were not an old story in American experience there would be much wonderment as to the outcome of this commendable move. Without entering into details, the much-desired result will be the rapid development of these foreign workmen into American citizens. Once rested they will have time to begin to think. Sunday in time is going to see these 200,000 workmen, to whom a holiday is a rarity and too often a curse, clean and well dressed and intelligently entering upon the rights of citizenship. Schooling is bound to mean some-

thing to them and especially to their children. The men are going to shed more rapidly the brute that is in them and the women will not be long in showing what the established Sunday rest means to them.

Will it be confined to this Sunday rest? Is it not possible as the movement spreads—for spread it will—that the employer may get to thinking more kindly of even the rigid requirements of the day as our fathers knew them, with a higher regard for the sacred things that Sunday stands for? Look at it as we may, directly and indirectly, the Sunday that is no Sunday is the foundation reason for most of the wrong doing abroad in the land to-day. Careless of Sunday, careless of church, men work that day or play that day and do not get the benefit of the seventh day's rest. Who is ready to say that Albany and Philadelphia and Pittsburg are not suffering on account of this Sunday influence and that could the old New England Sunday come back again graft would go with its coming and that American manhood here in America would be again at par?

## CRIMINAL INDULGENCE.

With the City of New York down on the list of a sane and a safe Fourth of July and with a great many doubting Thomases the country over laughing at the idea and the absurdity of it the whole matter simmers down to this: Are the home influence and discipline strong enough to withstand the pleading and coaxing of the boys and girls? Everybody with children knows how hard it is to say No, to mean what he says, to maintain it; but then follow the earnest pleadings and the promises to be careful and, too often, the terrible results.

It would be easy here to dwell at length upon the lax discipline of the American home and the gradual drifting away from the rigid bringing up of only a few generations ago. Disrespect for elders and superiors has become far too common and even in the home life courtesy is the last thing thought of by the child in manner and language with father or mother. Even now a 10-year-old scolds his mother "in good set terms" because she has failed to carry out his own sweet will, while she, poor misguided woman, with her gentle, "Why, Willie, you shouldn't speak that way to your mother," is proving as plainly as actual fact can how weak and criminal such lack of strong discipline is. Willful, impudent, selfish, this boy, not yet a bad one, is going to be a plague instead of the comfort Heaven intended him to be. Even now he has begun trying conclusions with his teacher who, if the spunky boy is to be believed, is "the meanest, crossest old thing that ever was." Not from well ordered homes do such children come.

What has all this to do with a safe and sane Fourth? Everything. The willful child wants his own way and will have it. The "No, Willie, dear," is only the signal for the teasing and wheedling which in this case will result, so far as permission is concerned, as to every grade of explosive that the shops can furnish. Hence the fingerless hands; hence the ruined

eyesight and the powder burned faces and hence the fearful record of the last seven years in the United States, which gives a grand total of killed and mutilated numbering more than 34,000.

The strange feature about the whole business is that a loving parent, in the face of such facts, should weakly give way to childish fancy and run even the slightest risk when a firm No should settle the question once and forever. It is to be hoped that the city ordinances will come effectively to the front and save the children from the indulgence of the parents—an indulgence as foolish as it is criminal and one that parental weakness should be thoroughly ashamed of.

## MAY BE PRESIDENT YET.

The talk of the country has been the appointment to the bench of the United States Supreme Court of Gov. Charles E. Hughes and his acceptance. A variety of opinions have been expressed. There are those who say that Taft has turned a very slick political trick and that by putting Hughes on the Supreme Court bench—a place that every lawyer aspires to—he has helped the regulars and the "Old Guard" and put on the shelf the only man who could beat them in New York State. It is said that by this maneuver Gov. Hughes is placed on a shelf where he can not even make a political speech, much less take an active hand in New York affairs. This, they think, will leave the situation clear for the continued management of those who have mismanaged so badly in the past. Of course, this view of it credits President Taft with resorting to such tactics as would please a ward politician and perhaps indirectly implies that Gov. Hughes retires from a field where his usefulness has been unparalleled to take a distinguished but very quiet place in the court of last resort, when he could do more strenuous work for the people.

Mr. Hughes takes his new place at a financial sacrifice, but he believes it a duty he has been called upon to discharge. He can make more money practicing law in New York City than in any other way under the sun. He can do a good deal of talking and writing and vetoing between now and the first of October. His standards, ideals and methods are pretty well established and others can live up to them if they wish. Those who say that it removes him from the possibility of being nominated for President of the United States are mistaken. It does remove him from the possibility of angling for the nomination or playing politics to get it. This he would not have done under any circumstances. He never yet asked for a nomination or for even so much as a delegate, and he would not begin now, so that as far as requests go it would make no difference. His being justice of the Supreme Court of the United States does not prevent him from being talked about for President, nor does it prevent him from being nominated, provided the people want him. It is only a little while ago that Alton B. Parker, presiding justice of

the Court of Appeals for the State of New York, was nominated for President of the United States by the Democrats. He did not ask for the nomination nor seek it. If the people want him they can nominate Justice Hughes just as easily as they can nominate Gov. Hughes for the presidency.

## HELD IN HIGH ESTEEM.

No prince, no king, nor the ruler of any land, could receive greater honors than those accorded to former President Roosevelt abroad. Royalty and republics vie with each other in doing him homage and the people of all countries are enthusiastic in his honor. This is as unusual as it is gratifying to Americans, when it is remembered that the distinguished guest is distinctly a private citizen, a voter like millions of others. When the late General U. S. Grant, after having served as President of the United States, went around the world there were some difficulty and embarrassment about the social honors conferred, because ministers and ambassadors from various countries claimed that they represented the person of royalty, while the American was only a plain citizen without actual rank. Roosevelt has been much more enthusiastically received and the hosts in every country have treated him precisely as they would if he were actually a President instead of an ex-President of the United States. Every honor they know how to bestow has been cheerfully accorded. All these are evidences that America and its leading citizens are held in high esteem.

## WHEREIN THE BLAME LIES.

The announcement that Detroit is to have another automobile factory, involving an expenditure of \$2,000,000, naturally suggests the enquiry as to why Grand Rapids is not doing more in this direction.

The answer is an easy one: Our lack of activity along this line is due entirely to the attitude of the railroads in placing an embargo on the growth and prosperity of the city by rigidly maintaining an unfair, unjust and unreasonable freight rate between Grand Rapids and the seaboard. Grand Rapids business men have been assured time and again by automobile manufacturers that they could have branch automobile factories at this market providing they would induce the railroads to recede from their present position and place Grand Rapids in a zone that would enable it to compete with the other manufacturing centers of the world. Until the railroads do this they are placing an effectual damper on the growth and prosperity of the city.

As men and women add year to year of patient and loving service to others there writes itself in their hearts and in their faces the language of a divine and an eternal life. To the seeing eye what beauty there is in the faces that have been lined and wrinkled by troubles bravely borne, by the concealment of others' faults and shortcomings, by the sorrows of other lives shared and lightened by unconscious heroism and sainthood!



### FRUIT WITH FLAVOR.

#### Work of the Western Michigan Development Bureau.

The Western Michigan Development Bureau is young, having only been in existence for a little over a year; yet, even now, it is a sturdy youngster, and although its organization is not as perfect as we hope it will be shortly, yet you will all, I think, be free to admit that even in the short space of one year, it has done a great deal for Western Michigan.

During the past four weeks, I have covered a large part of the territory embraced by the Bureau and the almost universal testimony has been, that, as a result of its activities, the value of real estate all over this region has been materially advanced, and what to me is of greater importance at this juncture, our own people have been awakened and are rapidly realizing what great advantages and splendid possibilities Western Michigan possesses. In my opinion we can do no more effective nor more valuable work than to drive this lesson home.

#### Territory.

I am often asked. How many counties are in the Bureau; I will say for your information that there are twenty, as follows: Ottawa, Kent, Montcalm, Newaygo, Muskegon, Oceana, Mecosta, Osceola, Lake, Mason, Manistee, Wexford, Missaukee, Grand Traverse, Leelanau, Benzie, Antrim, Kalkaska, Charlevoix and Emmet.

In this territory there are 20 counties, 18 cities, 73 incorporated villages, 575,237 inhabitants, 9,912 square miles, 37,516 farms, 33,109 farm owners, 2,225,000 acres in farms, 1,792 public school houses, 3,561 teachers, \$1,716,000 annual expenditure for schools, 852 churches, 227 granges, 347 post offices, 362 R. F. D. routes, 131 banks, 18 railway systems, 431 loading stations, 1,740 miles main railroad track, \$725,000 yearly for good roads, 22 daily newspapers, 119 weekly newspapers.

With these facts before us it is very evident that Western Michigan has not lagged behind in the march of civilization, only in so far as the development of her latent possibilities is concerned, and we can safely say to the prospective newcomer that he can settle among us and find life truly worth living, with this decided advantage to boot, that nowhere else, if he is possessed of the right calibre, can he so quickly or so surely gain a competency.

#### Aims and Objects.

Our aims and objects as set forth on our stationery are "The furtherance of the Horticultural, Agricultural, Industrial and General Interests of a fertile region that is rapidly coming into its own."

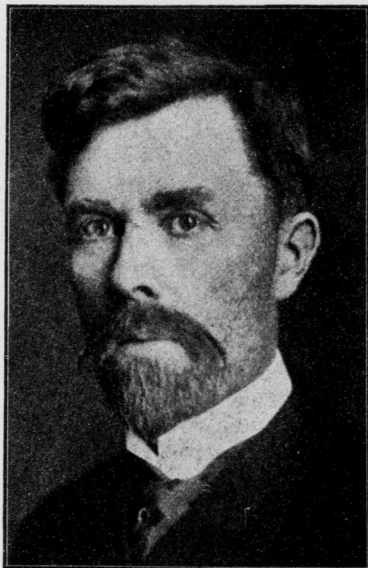
How we have gone about it in the past to accomplish these ends is perhaps familiar to most of you, but for the benefit of those who have not followed our work very closely, I will say that we published 250,000 copies of the booklet entitled "Western

Michigan," the most of which have been judiciously distributed. I will be glad to supply any of you who have not seen this booklet with a copy.

We have carried on an extensive correspondence in the interests of this region from our office at Traverse City.

We have furnished to 116 newspapers facts, statistics and interesting items about this territory, and right here I wish to render the best thanks of the Bureau to the newspapers, for their unvarying courtesy, their loyalty to Western Michigan, and the very general "Push, Don't Knock" attitude which they have shown.

Nothing that we have done in the past, however, has called such favorable and universal attention to Western Michigan as the exhibit of fruit, grain and vegetables which we made at the Land and Irrigation Exposition at Chicago last fall.



John I. Gibson

As you doubtless know, this exposition was projected by the enterprising pushing Westerners, and its primary object was the exploitation of the national and private irrigation projects of the West, which are reclaiming thousands of acres of land from the desert and making them blossom like the rose.

At the last minute we were invited to take part in this exposition. With little or no preparation and without experience we accepted the invitation, and as the world now knows, we beat our Western brethren at their own game. After they had seen our exhibit they sat up, rubbed their eyes and doubted the evidence of their senses.

The thousands of people who thronged the great Coliseum Building from early morning until late at night, every day of the fifteen, during which the exhibition was in progress, were filled with astonishment and wonder when they saw what Western Michigan is capable of doing. Strange to relate, but the people of Michigan generally were the most astonished and surprised of any and some facts were forced on their attention to which, before that time, they had given little if any heed.

Some of them had known, in a general way, that Michigan produced the best potatoes, the finest white beans, good peaches, plums, pears, cherries, grapes and berries, but that Michigan could produce apples superior to those of the famous Hood River, Bitter Root and Wenatchee Valleys had never occurred to them and hence the surprise of most of the Michiganders who visited the Land and Irrigation Exposition. The aroma of the apples from the Michigan exhibit permeated the entire Exposition building. So pronounced was this feature that a blind man remarked: "I will have no trouble in finding the Michigan exhibit the next time I come; the smell of your apples will lead me here."

The slogan of the Michigan exhibitors was "Fruit with Flavor." That this is true and that Michigan fruit excels that of any other place in this respect were amply demonstrated at Chicago. Michigan people and especially Michigan farmers and fruit growers found out some things which were new to them at the Exposition:

First, that Michigan can grow apples of as fine a color and appearance as any in the world. None better than Emmet county.

Second, that Michigan apples are superior in flavor.

Third, that while the Western man was selling his apples in Chicago and other large cities of the Central West for a price of \$2.25 to \$3.50 per bushel box, the Michigan farmer had sold his apples on the tree for an average price of about \$1.50 per barrel of three bushels.

Fourth, that the Western apple-grower knew how to grow apples, and how to pack them for market properly and how to market them to the best advantage after growing and packing scientifically, while the Michigan farmer was still a farmer, with an apple orchard on the farm as a sort of side line which he cultivated with a drove of hogs, pruned by turning the sheep and cattle and horses in to pasture what little grass the hogs left, and had never considered spraying or any such new fangled notions seriously, and when picking time came in the fall he would

shake the poor neglected tree to harvest the fruit which nature had persisted in growing, and after sizing up the small pile, he would "guess an orchard don't pay."

I am glad to report, though, that this condition of things is changing rapidly and with the help and co-operation of just such associations as yours, it will not be long until the Michigan farmer and horticulturist will be as well posted, as well equipped and as efficient as any in this broad United States. In my opinion the only "Back to the Land" campaign that will win is: back with better knowledge, higher technical skill and a determination to keep abreast of the times.

As a competent authority recently said, "Every year nowadays young men are finding in farming ample opportunity to apply all the brains they possess and all the scientific training they can acquire."

#### Present Plans.

We have secured three hundred square feet more of floor space than we had last year in the Coliseum for the Land and Irrigation Exposition to be held in Chicago next November and have already begun to plan to make a higher and better display than we did one year ago. We have been reliably informed that the Western fruit growers are going to make a great effort to regain their lost laurels, especially in the show of canned goods. If we can only have the hearty co-operation of our people, which we confidently expect, we have no fear of being outclassed; on the other hand we know we can add greatly to the glory and reputation of Western Michigan and help in no small degree to make our slogan, "A Farmer for Every Forty," come true.

We will continue to devote special attention to our Home Missionary work by supplying live matter to the 116 newspapers of the district, by the publication of our weekly bulletin, by giving expert instruction in horticulture, by personal visits of the Secretary and by all other effective means at our command.

We hope shortly to be able to publish an illustrated monthly magazine, devoted entirely to the propaganda

## TRUSTEESHIP CHARGES

### A FIFTY THOUSAND DOLLAR FUND

Our annual charge for handling is Two Hundred Fifty Dollars.

Our previous ads have shown following charges for smaller estates:

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

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

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



**THE MICHIGAN TRUST  
COMPANY**





of "A Farmer for Every Forty" in Western Michigan. We will do all in our power to encourage co-operation and the forming of local fruit growers' associations and to assist these associations in making creditable local exhibitions of their products.

We have begun collecting suitable photographs from all of the counties in the district from which to make colored slides to be used in connection with an illustrated lecture tour, telling about the advantages of Western Michigan through Southern Michigan, Indiana, Ohio and parts of Illinois and Wisconsin, this coming fall and winter.

We expect to spend in all approximately \$20,000.00 this year in an advertising campaign in the interests of Western Michigan. Every one of the twenty counties in good standing with the Bureau will reap the benefits of the cumulative effects of this extensive advertising effort, and will benefit directly by all the work we do.

#### Annual Dues.

The annual dues for counties are on the same basis as last year—one-tenth of a mill on the assessed valuation, plus \$50 entrance fee to those counties which have not yet been admitted. Individuals may join the Bureau on payment of \$2, \$1 entrance fee and \$1 for 1910 dues.

The yearly dues afterward will be \$1.

Many of the counties embraced in the Bureau have made their contributions through their boards of supervisors and in others the money is raised by public subscription. Whichever way is adopted it is imperative that we know at once just what we may depend on, so that we can make our arrangements accordingly. We do not think it will be necessary or that it would be dignified on our part to resort to begging or solicitation, we will simply call attention to the amount which each county will be required to contribute and leave the matter there. Most of the counties have either paid their contribution for 1910 or have made arrangements to do so, and we feel confident that the few counties which have not made the necessary arrangements will do so at once.

You will be glad to know that the transportation companies have taken hold of the matter in earnest and so far they have contributed almost \$15,000 to the funds of the Bureau, besides paying the railroad fare of the Secretary in Michigan.

As an evidence that the heaven is at work, I might mention that up to Tuesday, April 12, ten car loads of trees were shipped into Traverse City. I find that on a conservative estimate almost one million fruit trees have been planted in Western Michigan this spring. What this will mean to the region in increased wealth and enhanced land values, during the next ten years, it would be difficult to forecast, but that the increase will be notable, few will deny. Three thousand five hundred acres of land planted with these trees, the peaches and cherries will be in bearing in five years and the apples

in ten years. Yields in ten years will average about \$200 per acre—\$700,000.

But, says some one, at this rate of tree planting won't the fruit raising business soon be overdone? In reply to this query we say no, because there is only one fruit belt, the area of which is comparatively small, and even if all the land in this whole belt were in orchards, the products of them would not exceed the demand for good fruit and this demand is always increasing as the population increases. Surplus, if any, can always be used to advantage by canneries.

There is no question in my mind but in the very near future Western Michigan will be the greatest fruit producing region in this country. It now stands pre-eminent so far as quality and flavor are concerned.

The fruit canning industry of Western Michigan is growing rapidly and in a very few years Michigan brands of canned goods, like her breakfast foods, will dominate the markets of the country.

Western Michigan potatoes are the best and this tuber can be grown in every county in this region.

Michigan white beans are at the top for quality and can be grown with profit in every one of the twenty counties under the jurisdiction of the Bureau.

A new grade of clover seed has been developed from Michigan grown seed, which has proved itself the best in the world. Clover does well almost anywhere in our territory.

"An acre of good alfalfa produces twice as much digestible nutriment as an acre of red clover. It is therefore profitable for our farmers to make every effort to establish alfalfa fields. This climate is favorable to alfalfa, which can be grown on a variety of soils. The most favorable is a gravelly loam with a porous subsoil. There must of course be drainage, fertility, lime and inoculation.

Alfalfa is a lime-loving plant, and if you haven't a limy soil, lime should be applied at the rate of one to two thousand pounds per acre. Many parts of Emmet county are well adapted to the growing of alfalfa, where two crops, at least, can be harvested yearly.

The coast line of this remarkable section formed by Lake Michigan, the Straits of Mackinaw and Lake Huron presents more than a thousand miles of water front. The water transportation lines insure favorable carriage rates. And these great bodies of water exercise a modifying climatic influence upon the whole of this region which is remarkable and which our own people are only beginning to fully understand and appreciate. This is one of our most valuable assets and we should make the most of it that we can.

I have been asked why we lay so much emphasis on horticulture? For this reason: We have found from our advertising, our correspondence and our work generally, that general farming, poultry farming, or dairy farming plus fruit farming is a more attractive proposition to most people than simple farming and while not

decrying the other kinds of farming we talk most of that which will, in our opinion, accomplish the best results for this region in the least time, and thus the more quickly settle our vacant lands, which, I need hardly add, will mean more taxable property, more taxpayers, less tax per capita, more and better schools, more churches, more miles of good road, and better and pleasanter social relations and life far more worth the living.

The Bureau is deeply interested in the question of education and we are anxious to do what we can to "build up the country in its children." We would like to see a system of education established which correlates education with agriculture from the primary school in the country district to the college. Believing, as we do, with Dr. Robertson, of Canada, that the three fundamental occupations are farming, homemaking and teaching, we would like to see our educators build on these a more comprehensive and efficient scheme for rural improvement.

First, by practical illustrations of how the occupation in each locality may be made more attractive, profitable and satisfying to those engaged in farming and horticulture.

Second, by such an adjustment of schools and of training that the children will be attracted to rural occupations and will be qualified to be successful in them.

We believe that manual training is the vehicle by which agriculture and education are to be brought together and our influence will always be asserted to this end.

In order to obtain the best and most lasting results, jealousy must be eliminated and we must all work together for the greatest good to the greatest number, remembering always that it is impossible to help along the other fellow without being benefited ourselves.

John I. Gibson.

#### Paid the Penalty of Neglect.

Adrian, May 3—Peter Tumbleton brought some apples to sell us, packed in filthy old grain sacks that had been used for middlings and for soft coal and had lain under horses. We did not want them at any price, but to get rid of him we allowed him three plugs of tobacco for them. The same day we paid farmers living in the same neighborhood \$1 a bushel for good, clean, sorted apples.

#### Retail Grocer.

Frederick Weyerhaeuser, the multi-millionaire lumber king, was in Los Angeles, Cal., a few days since and he gave the reporters some rules for making a fortune: "Every man," he said, "should marry young, mind his own business and save his money. He'll get along all right then. Live within your means, if you've got to eat pork and beans. If a young man is all right he gets along; if not he can't. There is plenty to do for all of them. A good wife is the best asset in the world."

The right road often leads to the left, although the wrong road never leads to the right.

#### What Other Michigan Cities Are Doing.

Written for the Tradesman.

Detroit is making preparation for an Industrial Exposition.

Pontiac has organized a Commercial Club and and at the first meeting forty-nine members were secured. About \$3,000 has already been subscribed to a fund to be used for promoting the city's welfare.

Citizens of Ionia held a mass meeting last week and adopted a resolution endorsing the plan of a bond issue by the city of \$50,000 for securing new industries.

In discussing the change that has been brought about in Jackson industrially within the past two years the Patriot of that city says: "What brought it about? Organization. The traveling men came to the front and told Jackson people that in all their journeys they 'made' no town with greater advantages that took so little thought of them. They brought Mr. Musselman, of Grand Rapids, to town and he said there was no really good reason why Grand Rapids should have four times the population of Jackson except Jackson men themselves. He told Jackson men that they could distribute their products to better advantage than any other Michigan city if they would but wake up. Others talked the same way. Then some of the younger business men decided that the time to wait for the older men to do something had passed and the Chamber of Commerce was born. Since then effort has been organized and the progressive forces have swept aside the fellows who had got so accustomed to standing still that they could not move."

Owosso is hoping to get three new depot buildings this year, namely, Grand Trunk, Michigan Central and a new building at the junction. The State Railroad Commission and railroad officials met with members of the Owosso Improvement Association last Friday.

The motor 'bus service between Hancock and Houghton, instituted last season, was not a paying venture and will not be continued this summer.

Benton Harbor insists that Berrien county is not "frozen stiff" and the Boosters' Club will get busy and put out some literature letting the world know that Southwestern Michigan will have a fair fruit crop at least. As the News-Palladium of that city well suggests: "The 'sobbers' object to a newspaper printing any bad news, but what do they do to make known the good news themselves? We ought to let the world know that we are still living and not frozen out completely. Let's be up and at it right now."

Almond Griffen.

There is nothing that grows tiresome so quickly as a life that is a constant round of pleasure. Even honey soon palls upon the palate. The honest enjoyment to which we look forward through days and perhaps weeks of labor is what sweetens life and makes us happy and contented.

A left-handed man may be a right-minded one all the same.



# Now, Mother, Listen---

The high prices of all foodstuffs nowadays make it almost necessary to "cut out" many of the fancy package goods and stick to the "old reliables."

When you buy flour you do not have to pay for an expensive package or fancy trimmings, and flour is sold just as near the cost of the wheat plus the bare cost of manufacture as the millers can sell it and pay their bills.

This is poor business on the part of the millers, we admit, but it works in favor of the ultimate consumer.

There are a great many ways in which flour can be used and many fine recipes are probably lying unused in your cook book.

May we not suggest that you get the cook book and look it over and see if you can not use more

## Lily White Flour

"The Flour the Best Cooks Use"

And thereby save expensive meat bills, improve the family health and please the children?

Have you made any "hermits" lately, or any waffles, or gingersnaps, or friedcakes, or muffins, or popovers, or coffeecake, or gingerbread, or cookies?

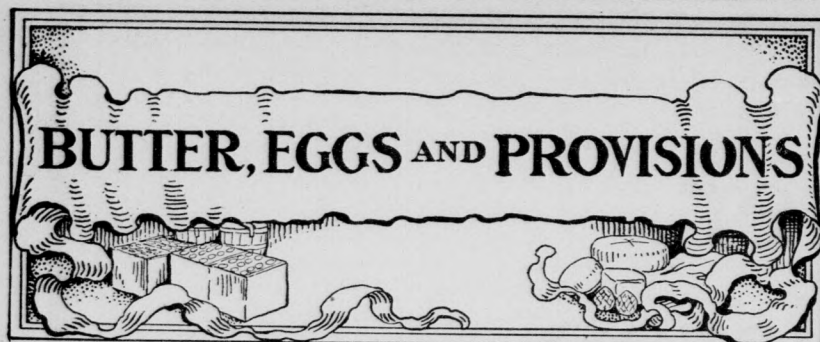
There are many good suggestions in the cook book which spell economy, healthfulness and wholesomeness.

And remember, Mother, Lily White is "the flour the best cooks use."

**Valley City Milling Company**

**Grand Rapids, Mich.**





### ADULTERATED BUTTER.

Clear Exposition of the Subject by  
Judge Knappen.

New York May 2—I was very greatly interested in the decision of the United States Court of Appeals, Sixth District, in the case of the Coopersville Creamery Company vs. Samuel M. Lemon, published in the Michigan Tradesman of April 20.

I do not think anything has ever provoked the discussion in creamery butter circles that this publication has and, as Judge Lurton frequently quoted Judge Knappen's charge to the jury, delivered when the case was originally tried in the United States Court at Grand Rapids—and as this charge appears to be the basis on which the whole subject hangs—I am wondering if you would be willing to reproduce the charge in the columns of the Michigan Tradesman for the benefit of those of us who overlooked it at the time it originally appeared, because we did not then realize how important it was to the creamery butter industry and that the future of our business depended on the conclusions of Judge Knappen, providing they were subsequently sustained by the court of last resort, as happened to be the case.

In behalf of the creamery butter handlers of New York and elsewhere—who can not be too well posted on a subject of such vital interest to their business—I am going to ask you to kindly republish the Knappen charge in a future edition of the Tradesman, assuring you that, in the light of what has since happened and the conclusion we have all reached that the way of the transgressor is hard, it will be a favor that will be appreciated and, if possible, reciprocated by every creamery butter manufacturer and handler in the United States. Butter Jobber.

The Tradesman would find it extremely difficult to refuse to comply with such a request, put so pleasantly and argumentatively, and therefore gives place to the full text of Judge Knappen's charge in the case in question, as follows:

A statute of the United States provides, so far as that statute is material to this case, that any butter shall be deemed to be adulterated, within the meaning of the statute, 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. Another statute provides that, for the purpose of this act, the word "butter" shall be understood to mean the food product usually known as butter and which is made exclusively

from milk or cream or both, with or without salt, and with or without additional coloring matter. This later act contains the provision against adulteration which I have just read, which makes it an adulteration of butter to employ any process or any material with intent or effect of causing the absorption of abnormal quantities of water.

In this case there is no claim that any material has been used and it is not necessary to consider whether there has been any intent to produce an abnormal quantity of water, but the case here is to be confined to the question whether the butter in question was adulterated by the employment of any process as the result of which an abnormal quantity of water was left in the butter.

Another section of the statute provides that any one engaged in the business of manufacturing adulterated butter shall pay a tax of \$600 a year, that is, \$50 a month, and that, if the tax is not paid in advance but is assessed afterwards, after the fact is ascertained by the Commissioner of Internal Revenue, there is added a 50 per cent. penalty.

Another section of the statute provides that adulterated butter must pay a tax of 10 cents per pound. Now, this statute is not only a Revenue Statute, one of the means by which the Government of the United States obtains its revenue for the carrying on of its business, but it is also a beneficent statute, one enacted for the benefit of the consumer of butter. It is intended to prevent placing upon the market any butter which, by any process, is made to contain an abnormal amount of water, and the apparent object of this statute in putting so large a tax as 10 cents a pound is to prohibit putting out that class of butter. So you will see that one of its objects is the protection of the buying public.

This case comes up in this way: The internal revenue authorities made some examination of certain tubs of butter manufactured by the Coopersville Co-operative Creamery Company. At Coopersville, as you will remember from the testimony, there were in the car examined two hundred and two tubs estimated as weighing approximately sixty pounds per tub and at Philadelphia in the shipment from the Creamery Company to Isaac W. Davis & Company one hundred forty tubs at the same approximate net weight. And the Commissioner of Internal Revenue, finding that that butter was made in May and June, assessed against the plaintiff company \$100 tax for being in that business for the months of



### BAGS

New and Second Hand  
For Beans, Potatoes  
Grain, Flour, Feed and  
Other Purposes

ROY BAKER

Wm. Alden Smith Building  
Grand Rapids, Mich.

Our Slogan, "Quality Tells"  
**Grand Rapids Broom Company**  
Grand Rapids, Michigan

Ground  
**YX BRAND** Feeds  
None Better  
**WYKES & CO.**  
GRAND RAPIDS



Mail orders to W. F. McLAUGHLIN & CO, Chicago

## C. D. CRITTENDEN CO.

41-43 S. Market St.

Grand Rapids, Mich.

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W. C. Rea

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May and June—\$50 a month—adding 50 per cent. penalty to it for its not having paid in advance and not paying until it was found out and assessed against the company, and then assessed 10 cents a pound upon the amount of butter arrived at in this way; it is claimed by the inspectors and analysts of the Government that out of the butter sampled or tested at Coopersville four out of the five samples had a water content in excess of 16 per cent., and, therefore, four-fifths of the amount in the car was so regarded as adulterated butter within the meaning of the statute. And at Philadelphia three out of the five samples were found to contain more than 16 per cent. of water, and so three-fifths of the amount of the shipment—the June shipment from the plaintiff company to Isaac W. Davis & Company—was regarded as adulterated and taxed accordingly. So that there was taxed 10 cents per pound on one thousand four hundred and seventy pounds, and adding \$150, made \$1,620. Now, as a matter of fact the mathematics are a little wrong. It would have amounted to \$3.60 more than that, as the court figures it, but that does not make any difference. That was all that was paid—\$1,620.

This tax was paid under protest, that is to say, the plaintiff company claimed that it was not liable for the payment of the tax, and made a written protest objecting to its liability for the tax and has brought this suit to recover. The statute provides certain steps as necessary in order to begin suit for the recovery of an internal revenue tax paid as this one was paid, by way of presenting the claim to the Commissioner of Internal Revenue for the payment, etc., and it is ultimately followed by a suit against the Collector, which has been done in this case. The formal steps taken have been proper enough to give jurisdiction to the court to try the case, and the suit, while against Mr. Lemon as the Collector of this District, in effect becomes a suit against the Government, because the United States under the law will be obliged to pay whatever judgment is ultimately found against Mr. Lemon, if any such is found.

Now, as has already been said, this tax is assessed under revenue laws and it is presumptively properly assessed. That must be the rule and government would be safe in its revenue, in the collections of its revenues. This tax is presumed, in the absence of any showing to the contrary, to have been rightfully assessed, and the burden is upon the plaintiff of showing that the tax was wrongfully assessed; in other words, that the plaintiff was not liable for the payment of the tax and should not have been made to pay it, and unless the plaintiff maintains that proposition by a preponderance of the evidence it is not entitled to recover.

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 1/2 of 1 per cent. of water can be taken in 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 would have passed a statute against adulteration where less than 1/2 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 of 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.

Then the expression "any process" used. Now, that does not mean necessarily that there 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.

Now, as to the term "abnormal." There has been a great deal of discussion about that. That term is sometimes defined as "not conforming to rule;" as "deviating from a standard;" as "contrary to a system or law." So in this case if there was an amount of water in this butter which did not conform to rule, which deviated from the proper standard for such butter and which was contrary to established system, a recognized system, or to law, it was an abnormal quantity of water and was thus adulterated.

A question has arisen which is important in this case as to the standard of water content. You will notice that the statute does not say what percentage of water or what tests shall be used for determining what is an abnormal quantity of water and it is the theory of the plaintiff here that there is no such thing as a standard and that, if the butter is made in a certain way, it will not be adulterated, no matter how much water there may be in it. That seems to be the theory.

It has been shown in evidence that the Commissioner of Internal Rev-

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2 size—Parlor Matches, handsome box and package; red, white and blue heads, 3 boxes in flat packages, 100 packages (300 boxes) in 4 1-6 gr. case, per case in 20 gr. lots.....\$3.35  
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enue has made under this statute, previous to the making of this assessment in question, with the approval of the Secretary of the Treasury and the Secretary of Agriculture, a rule that any butter is adulterated which contains more than 16 per cent. of water. That is, that more than 16 per cent. is abnormal. You are instructed that that ruling of the Commissioner is not necessarily conclusive; that did not establish the law on the subject necessarily. It is still a question of fact what is an abnormal quantity of water and it is still a question of fact whether this butter in question did contain an abnormal quantity of water and was thus adulterated.

On behalf of the plaintiff it is contended that there is no fixed standard of water content. That the normal water content might vary from 10 to 20 per cent., depending perhaps upon the feed, temperature of the milk, possibly the temperature of the water, perhaps other causes, and in that connection it is perhaps proper to have in mind that there is testimony in the case tending to show that the State of Michigan, in its scoring tests, which have been put in evidence here, did not pay much regard to the question of the water content, but more especial regard to flavor and the commercial value and the appearance and perhaps other qualities of the butter, but not so much to the water content. And I think there is testimony in the case tending to show that the plaintiff itself did not regard the question of water content as important an item as some of the other items and perhaps paid comparatively little attention to that. Now that testimony, so far as you find it to be in the case—because the court is not attempting to say to the jury what the testimony is on both sides of that question—is proper for you to consider as bearing upon the testimony of what is an abnormal quantity of water in butter.

Now, on behalf of the defendant, the testimony as to the actual examination and analysis of the samples in question is undisputed. That is to say, it is admitted by the plaintiff that the samples which were analyzed by Mr. Adams in the office of the Commissioner of Internal Revenue at Washington did actually contain the amounts of water shown by his examination. So that question you need not trouble yourselves about. It shows, among other things, that the samples taken at Coopersville, with one exception, were considerably in excess of 16 per cent. in one case going as high as 19.6 per cent., and, as the court recollects the testimony, most of those were 18 per cent. and a fraction, but in one instance being about 15.14 per cent., and that of the samples taken at Philadelphia three out of the five were over 16 per cent., one was 18.51, another 16.16 and another 17.01 per cent., the remaining two being slightly under 16 per cent.

On behalf of the defendant it is contended, on behalf of the Government, that there is such a thing as a normal water content, as a matter of fact, and by experience, which

must be recognized under this statute in determining what is adulteration. And a large number of authorities have been presented here showing the experience and the reports from various sources from which the experts on the part of the Government have testified that the average is below 16 per cent. It is also alleged on the part of the Government—and the testimony here tends to show that fact—that no state in this country has adopted—whenever any state has adopted a standard of water content—less than 16 per cent. It is also contended, on behalf of the Government, that there is some testimony tending to show the fact that the Department of Agriculture has reported less than 16 per cent. as an average water content. And it also appears affirmatively in the case that the Commissioner of Internal Revenue, with the approval of the officers named, has established 16 per cent. as the normal water content, above which a water content would be abnormal and that that was done after careful investigation on the subject.

Now, as I have already said to you, that determination by the Commissioner is not conclusive upon the subject of what is a normal amount of water, but that testimony and certain of the testimony which has been introduced here corroborating that proposition are evidence of a high order, and that evidence afforded by the determination of the Commissioner—the official determination of the Commissioner of Internal Revenue—in the enforcement of this act, is of a high order of testimony and should not be lightly or arbitrarily disregarded. It also appears affirmatively by testimony on behalf of the Government that the United States Navy accepts no butter having a higher water content than 13 per cent. and there is other testimony along the general line tending to show that any excess of water above 16 per cent. would be abnormal.

There is also testimony presented on behalf of the Government which tends to show, and it is for you to say how well established it is in the case, that manufacturers of butter have tried of late years to increase the water content and that the amount of water in butter is entirely under the control of the buttermaker. Now, testimony of that nature so far as you find it to be true, is proper for you to consider as determining the credibility of the two classes of testimony referred to, in determining whether or not there is such a thing as an established, systematized, proper normal standard of water content in butter.

Again, this assessment is attacked upon the ground that the taking of the samples was unfair, and testimony has been introduced on the part of the plaintiff tending to show that such method was unfair. That, for example, butter taken from the bottom of the tub would show from 2 to 3 per cent.—I think the testimony in one case which was examined during the trial showed 2.9 per cent.—above that at the top of the tub, and that the butter tryer is the

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only proper method of taking samples. Now, that testimony, in connection with all the other testimony in the case, is proper for you to consider, as bearing upon the question of whether or not these samples that were taken were fair representative samples of the butter within the tubs that were thus sampled and the samples later analyzed.

On the other hand, there is testimony on behalf of the Government that the butter trier method is not satisfactory, because, as stated, it produces or shows a less amount of moisture than really is there for the reason, as has been testified to in your hearing, and that is one of the items, as well, for you to consider.

There is also testimony tending to show that the difference between the top and the bottom is less than 1 per cent. by the experience which is produced on behalf of the Government. On the other hand, there are witnesses on behalf of the plaintiff who say it is a much larger amount, in one case as much as 2.9 per cent.

In considering this testimony as to whether or not the large amount of water shown is the result of taking the samples from the bottom, rather than from the top of the tub, you should consider all of the testimony as to the analysis of the samples taken under different conditions; for instance, as the court recollects the testimony, it appears that the sample testified to have been taken partly by the trier and partly by the ladle from the top of the tub was the highest percentage of water shown taken from any of the tubs, and also as bearing upon the question whether there was a substantial increase of water shown taken from any of the tubs, and also as bearing upon the question whether there was a substantial increase or excess of water in the butter or whether that increase—apparent increase—was due only to gravitation from the long standing of the butter. As the court recollects the testimony, the twenty-pound box testified to have been churned the morning of the taking of the sample showed the highest amount of water content of any of the butter examined from any place, namely, 19.6 per cent.

Now, if the court is wrong in the recollection of the testimony, of course you will have it in mind, and attention is called to it only for the purpose of assisting the jury in getting a proper relation of the classes of testimony in the case and not with the intention or expectation of determining for you the questions themselves, the questions of fact.

Then, as bearing upon that question, whether the samples were unfairly taken, you will have in mind that at Coopersville, for instance, it is conceded that the samples were taken for the most part by the manager of the Coopersville Co-operative Creamery Company and delivered over to the representative of the Government with the understanding that they were to be used for the purpose of analyzing to determine whether or not there was an abnormal quantity of water in the butter. That is one of the facts that you have a

right to consider in connection with all the other testimony in the case. And in regard to the samples taken at Philadelphia, there is testimony tending to show that a representative of the Isaac W. Davis Company was allowed to take the samples from whatever place he saw fit. Of course, that is not conclusive on the question of whether they were fair, but they are proper matters for you to consider in determining that. Then, again, it is objected that the tubs which were examined were not necessarily representative of the entire amount of butter. That is to say, there were only a limited number of samples examined at Coopersville and a limited number of samples at Philadelphia.

Now, it appears in the testimony that no objection was made to take only a limited number, either at Coopersville or at Philadelphia. As I have already told you, the burden of proof is upon the plaintiff to show the fact of a wrongful assessment. In view of the fact that there was no objection made to the taking of the smaller number, in view of the fact that the burden of proof was upon the plaintiff to establish the fact of the wrongful assessment, in view of the undisputed testimony that no objection was made to the taking of the smaller number of articles, unless you find that there was a difference between those that were taken on an average and the rest of the mass that was assessed in that way, then the plaintiff could not recover, because the burden is upon the plaintiff to show that the assessment was unfair and if taken in that way without protest and with a knowledge of the reason of it, then the burden would be upon it to show that the rest of them would not have been that way, and unless it does show it

by testimony which satisfies you of its correctness, then it has no right to complain on that score.

So that unless you affirmatively find that the assessment was wrong; that is to say, that the Coopersville Co-operative Creamery Company was assessed when it ought not to have been assessed on account of the abnormal percentage of water in the butter, then your verdict must be for the defendant.

If you should find the assessment wrong as to a portion of this butter, it would not follow that the plaintiff could recover it all. It is legally possible—I don't know how you regard it in point of fact—that a portion of this butter might be found properly assessable and a portion not, but that would be left for you to determine.

Now, gentlemen, there has been a great deal said in the argument here about the effect upon the Coopersville Co-operative Creamery Company of a verdict against it, of its being compelled to pay this tax, that it would hurt its standing and its reputation. Now you are sworn to decide this case according to the law and the evidence. The question of its effect upon the Government, upon the taking of the money out of the Treasury, or of the effect upon the plaintiff of your verdict one way

or the other, you have no right to consider. You have no right to find a verdict in favor of the Government simply because it is the Government. On the other hand, you have no right to find a verdict in favor of the

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plaintiff because you think it will have a bad effect upon it or that its intentions have been good, or for any such reasons as that, short of being satisfied by the preponderance of the evidence in the case that this assessment was wrong in fact, because of the fact that the butter assessed did not contain an abnormal percentage of water.

I am going to ask you to answer one question, and it is this: "Would an average of over 16 per cent. of water in the butter in question have been abnormal?" I think you all understand it and that can be answered by yes or no, and the word "yes" or "no" will be signed to the question, and the foreman of the jury will sign his name under the answer.

Now, gentlemen, I have tried, as counsel have tried, to help you in reaching a determination. The case is an important one. It is perhaps not as important as it would be but for the fact of the new pure food law which took effect the first of January last, which does not affect this case; but it is an important matter; it is important to the Government which is collecting or seeking to collect its revenues. It is not a light thing to interfere with the collection of a revenue of a Government. On the other hand, it is important to the plaintiff in the case because it is not a light thing for it to be compelled to pay a tax which it ought not to pay. Have in mind that the burden of proof is upon the plaintiff to establish by the preponderance of testimony that this assessment was wrong; bear in mind that the presumption is that it is right; take all this testimony of every kind that has been introduced here, whether attention has been called to it by counsel in argument or by the court in charging you, and make your determination, according to the conclusion that you shall reach, based upon the law and the evidence as it has been given you.

If you find for the plaintiff, you will state the amount of your finding.

If you find for the defendant, your verdict will be no cause of action.

An officer may be sworn.

A Juror: Is it not a fact that the ruling says that all butter that holds water of 16 per cent. is adulterated?

The Court: The ruling is this: (Reading) "It is therefore held that butter having 16 per cent. or more of moisture contains an abnormal quantity and is classed as adulterated butter." That is the ruling, as I have already explained to you.

Mr. Osterhous: I would ask the court with regard to whether or not the plaintiff would be entitled to interest upon the portion which was wrongfully assessed?

The Court: We will leave that question out of consideration at this time.

Mr. Covell: We desire to except to that portion of the charge which instructed the jury that the Commissioner of Internal Revenue and the Secretary of the Treasury had no authority to fix the arbitrary percentage at 16 per cent.

Mr. Osterhous: The plaintiff, if

the court please, desires to except to the instruction of the court with regard to moisture being absorbed or incorporated, in that the jury was instructed not to distinguish between the two, and the plaintiff wishes also to except to the court's refusal to give its requests to charge numbered one, as well as its requests numbered two, three, four, five, six and seven.

The Court: There is one matter that I wish to call the attention of the jury to: In the charge last evening you were instructed in substance in regard to the question of the effect of the examination of the samples of only a limited number of tubs of butter at Coopersville and at Philadelphia that in view of the fact that no objection was made to the taking of the smaller number of samples, and in view of the fact that the burden was upon the plaintiff to show that the assessment was wrong, unless there was testimony from which you believed that the remaining number that were not examined would run, on an average, as bad as those that were taken, that is to say, that they would run with an excess of moisture, then there could be no recovery. That statement should be modified only to this extent, so far as the samples of the butter at Philadelphia were concerned. It is the recollection of the court that there was no testimony that the plaintiff itself had anything to do with the selection of the samples; that was done by the Isaac W. Davis Company, and only so far as any inference may result from a failure to object to the taking of the smaller number of samples would there be any difference between the two classes at Coopersville and at Philadelphia. The general proposition would remain the same that the jury would be obliged to find from the testimony in the case that there was a difference in the average between those that were not taken and those that were before there could be any recovery on account of anything that was not actually sampled, provided you find that it was subject to tax. I thought there might be some misunderstanding by the grouping of the two classes together in speaking of the lack of protest on the part of the plaintiff. The general condition as to the burden of proof remains the same in both, varied only in regard to the probative force of the testimony by way of inference which might result from the presence or absence of the plaintiff.

Now, there are three questions that I want to submit to the jury instead of the one that I stated last night:

1. Would an average of over 16 per cent. water in the butter in question have been abnormal?

2. Did the plaintiff during the month of May, 1906, manufacture and sell any butter containing over 16 per cent. of water?

3. Did the plaintiff during the month of June, 1906, manufacture and sell any butter containing over 16 per cent. of water?

The second and third are just the same except in one case the month is different.

A Juror: In deciding these ques-

tions does that have any effect on the verdict?

The Court: That is a matter which would be for the court. It would be for the court to determine in regard to the judgment, upon knowing the finding upon the special questions in connection with your general verdict, and it is for the jury to find these special questions and then, under the instructions of the court, find such general verdict as the jury believes in view of the special questions it should render.

A Juror: Is it necessary to agree upon these as well as a verdict?

The Court: You should agree on those if you can.

Verdict of Jury: No cause of action.

#### A Few Hints on Business Conduct.

Don't employ inexperienced help. One good expert and salesman will do more business and make you more money than two men who do not understand the business.

Don't cut prices on your goods simply because some farmer tells you he can buy a similar harness of your competitor for several dollars less than you ask for yours. A good salesman will talk quality, material and advantages in construction and workmanship and will hold to his price and usually make the sale.

The dealer should also make liberal use of "printers' ink." I do not mean that he should fill columns of the local newspapers with meaningless advertisements, but simply call the attention of the customers to the lines he carries and that his goods are fully guaranteed and his prices right.

Another profitable way to advertise your business is to get up a mailing list and send out a mimeograph letter about twice a year calling attention to the lines carried and inviting the recipient to call and look over your stock, whether ready to purchase or not.

Practice cheerfulness at all times. A happy, smiling countenance and a good hearty handshake have won many a man's confidence, and remember that no one likes a man who is always kicking about something and sees only the dark side of everything.

Treat the traveling representative with courtesy, whether you buy of him or not. Remember that the average traveling man is a mighty good fellow and is always ready to help you close a sale, give you good advice and assist you wherever he can.

Do not overlook your discounts. Many dealers count their discounts one of their principal sources of profit. Many dealers let a chance to discount a large bill go by, simply because they have not sufficient funds at hand to take up the account and do not stop to think if it could not be handled in any other manner to save the discount.

Another matter that should receive close attention is the freight bills that are presented to the dealer every day. By giving these close attention it will be found in many instances that the article shipped is billed overweight and if called to the attention

of the carrier it can easily be adjusted and many a dollar saved during a year's business.

Avoid making time sales to a doubtful customer or one whom you know is, at the best, but slow pay.

Look after your collections closely, keep your bills receivable up to date and do not make a practice of letting your customers stand you off with notes past due.—Implement Trade Journal.

#### Some Predictions.

Beginning the 10th of May beef-steak will be 50 cents a pound, and even the millionaire won't be able to afford pork sausage. Get ready to dig for roots.

Halley's comet will hit the earth about the middle of May, after the New York senatorial scandal has received its third coat of whitewash. Boom—crash! and away goes a large slice of Texas!

From June 1 the farmer who last year charged his summer boarders \$7 per week will raise his rates to \$27. Got to do it to meet the rise in calico.

About June 15 Mr. Rockefeller will distribute one hundred billion dollars to make folks happy. Be on hand for your nickel.

Terrific rise in buttermilk the last of June. It will cost you a dollar to lick the outside of the bottle.

Roosevelt will also have got back and grasped the situation by the neck. You will be glad that you are not the neck.

July will open with another boost in butter on account of the scarcity of excelsior and corn cobs for fodder. Cows willing, but unable. Dynamite also jumps 50 cents. You can blow up the butter with dynamite or vice versa.

Thunder storms, cyclones, earthquakes, riots, strikes and revolutions due about the 15th. Happy time and no extra charge.

Month goes out with Mr. Carnegie founding 100 more free libraries. The more you read the less you will want to eat.

August will slip in without any fuss. Beef barons in Europe, instead of in jail. Cold storage men taking in horseradish for use a hundred years hence. Congressmen all home trying to prove it was the other fellow.

Roosevelt, Taft, Aldrich, Payne, new potatoes, vivisection, Sunday school picnics, rebates, golf, green corn and a happy old time all round. Don't leave the country—don't miss it!

#### Rare Eggs of Familiar Birds.

To one not conversant with ornithology the statement that the eggs and nests of some well-known birds remain yet to be discovered must appear surprising. Yet such is the case.

The eggs of the curlew sandpiper, for instance, a bird familiar in Great Britain, were first discovered not so long ago on an island at the mouth of the Siberian river, Yenisei.

There are a few other birds whose eggs have not yet been found, since they make their nests in remote regions, although living part of their lives among civilized men.





Where They  
Are Made



The Largest Overall  
Plant in America

Write for Booklet

Secure Exclusive  
Agency

Our  
Garments  
will stand  
any test  
what  
ever  
the  
position

Made to fit  
Will not rip

Try  
a  
pair

Ask your Dealer  
for



Finck's  
Detroit  
Special  
Overalls

WEAR LIKE A  
PIGS NOSE



**W.M. FINCK & COMPANY**  
JAMES L. LEE Treas. DETROIT



## BANKING CREDITS.

## How They Are Determined by the Management.\*

Credits are the banker's one great problem. A merchant may suffer loss because of not being a close buyer. Poor selections of styles and qualities of goods, or paying too much to manufacturer or importer, may bring grief in advance of the problem of credits. The manufacturer has to do with the costs of labor and material, with fixed charges, overhead expense, etc. These are problems of prime importance, the solution of which usually makes or unmakes a mercantile or manufacturing business, independent of the hazard of credits, at least in ordinary times.

But, as stated, the banker's one great problem is credits. In credits he trades and makes or loses money, just as he is able to judge of the character and resources of those to whom he makes loans. His gross profit is small, 6 per cent. per annum, and out of this must come the interest paid to depositors and the costs of doing business as well. The gross income on a business of a million dollars a year is \$60,000 or less, and out of this must be paid all the costs of doing business, including interest at 2@3½ per cent. per annum on the greater portion of the deposits in any bank. No merchant or manufacturer could do business on so small a margin, and bankers are able to do it only because of efficiency in handling credits.

Credits with which bankers deal may be divided into two classes—secured credits and unsecured credits. Secured credits are based primarily on the market value of the security, whereas unsecured or commercial credits are based largely on confidence in the borrowers' honesty and ability to pay. Generally speaking, stocks of manufacturing and mercantile corporations are not satisfactory as collateral. Dividend paying and listed railroad stocks, although infrequently offered in this community, are generally acceptable as satisfactory collateral.

First mortgage bonds are usually given first preference as collateral to loans, and actual investment in such bonds or in real estate mortgages are also classed as secured credits.

An unsecured credit in a bank usually means a note. Notes may be single-name paper or endorsed paper. Endorsed paper is to be preferred over single-name paper, and it is quite customary for the president or general manager and one or more of his associate directors and stockholders to endorse the paper of the corporation.

Unsecured credits in the form of commercial paper are now bought and sold by brokers in New York, Chicago and other cities, the same as bonds and stocks have been bought and sold for many years past. Firms who buy commercial paper outright, and afterward sell it to their clients, must be strong, financially, and their officers become experts in passing upon credits. The mercantile or manufacturing concern that would

sell its notes through such a broker must furnish a satisfactory financial statement, and usually an audit of its books by an accountant of established reputation. Some of the banks of this city handle a considerable quantity of this outside commercial paper, and there are a number of firms doing business in Grand Rapids who at times sell their notes through these brokers.

A feature of this class of loans, to which I would call attention, is that the notes must be paid at maturity. The borrower at a local bank usually expects to renew his note at maturity, handing in a new note, for the face of the old one, and a check for the interest. This custom is not in vogue with the commercial paper that is handled through brokers. When a banker buys commercial paper from a broker, the banker, the broker and the maker of the note expect that the note will be paid when due. After that note has been paid the banker may purchase another note of the same maker, but the transaction is a new one and not a renewal of the old note.

This feature of commercial paper, and the fact that the banks of Grand Rapids were carrying a considerable quantity of it in the fall of 1907, helped out this community very materially in that time of financial stress. A banking institution which ordinarily carries \$100,000 to \$200,000 of credits of this character is continually taking on new paper, as the notes it has are paid. When the trouble came the banks entirely stopped buying paper and waited for the notes they held to run off and be paid. The funds thus obtained were used to meet withdrawals of deposits, and local borrowers were not pressed for payment as they otherwise would have been. Something like 90 to 95 per cent. of all the commercial paper of this character in the banks of this city at that time was promptly paid at maturity in spite of the panic. In a few cases there was some delay, but in the end very little loss.

It is not every firm that is strong enough financially to obtain loans through brokers. I have selected from the files of the Peoples Savings Bank a few statements which are remarkable principally because of their being strong ones:

## Statement No. 1.

This is a statement of a manufacturing concern located in New York City. It is dated Aug. 1, 1907. The cash, bills and accounts receivable and merchandise aggregate \$2,195,000, against bills and accounts payable of \$417,000, a ratio of practically five to one.

## Statement No. 2.

Here is a statement of the same concern dated January 31, 1908, five months later. The liquid assets have increased about \$600,000. Its bills and accounts payable are \$737,000, an increase of \$310,000. The ratio of liquid assets to current liabilities is now about four to one. In some respects this statement is not as good as the previous one, but either is good enough. The Peoples Savings Bank purchased one of this company's notes, which was paid at maturity.

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



**Child, Hulswit & Company**  
BANKERS

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**GRAND RAPIDS**  
**FIRE INSURANCE AGENCY**  
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Grand Rapids, Mich. The Leading Agency

**General Investment Co.**  
Stocks, Bonds, Real Estate and  
Loans  
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GRAND RAPIDS

**Kent State Bank**  
Grand Rapids, Mich.

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

Deposits  
**5½ Million Dollars**

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

**3½ %**  
Paid on Certificates

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

We Make a Specialty of Accounts of Banks and Bankers  
**The Grand Rapids National Bank**

Corner Monroe and Ottawa Sts.

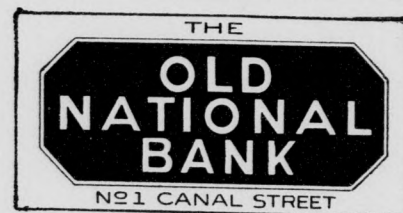
DUDLEY E. WATERS, Pres. and Cashier  
CHAS. S. HAZELTINE, V. Pres. JOHN L. BENJAMIN, Asst. Cashier  
JOHN E. PECK, V. Pres. A. T. SLAGHT, Asst. Cashier

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We Solicit Accounts of Banks and Individuals

Capital  
**\$800,000**



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**\$500,000**

**Our Savings Certificates**

Are better than Government Bonds, because they are just as safe and give you  
a larger interest return. 3½ % if left one year.

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**CITY BANK**  
GRAND RAPIDS

**WE CAN PAY YOU**  
**3% to 3½ %**

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

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

All Business Confidential

\*Paper read by Eugene D. Conger, Cashier  
Peoples Savings Bank, at monthly banquet of  
the Grand Rapids Credit Mens' Association.



This was two years ago and I am informed that this concern does not borrow at all now.

#### Statement No. 3.

This is a statement of a milling company located quite a distance from Grand Rapids. It is a very acceptable statement. Its liquid assets aggregate \$325,000, and its bills payable and accounts payable, \$144,000. The ratio is better than two to one. A favorable point in this statement is the large amount of cash on hand, \$56,000. This cash would pay 40 per cent. of its current liabilities without any delay whatever. The net gain for the year ending July 31, 1909, is shown and \$59,063 indicates a profitable business.

#### Statement No. 4.

Here is the statement of a grocery company also located quite a distance from Grand Rapids. Its total assets of \$1,610,000 are practically four times its current liabilities of \$415,000. Its liquid assets, \$1,241,000, are three times the amount of its current liabilities. This statement would be well regarded by any credit man, I think, and the character of the business is a factor in the borrower's favor also. In times of panic or financial stress people may stop buying dry goods or clothing for a short time, and luxuries for a year or more, but, whether times are good or bad, everybody must eat, and the easiest stock in the world, therefore, to realize upon is a stock of groceries. The character of the assets of a borrower should always be given careful consideration.

#### Statement No. 5.

Here is a statement that on its face is entitled to the highest credit, but which would not be acceptable to many conservative bankers. The cash on hand, \$157,000, is sufficient to pay more than one-half of its bills and accounts payable, \$310,000. The ratio of liquid assets to current liabilities is better than five to one. Why, then, would I decline to buy a note of this company? Because in this statement there is a suggestion that only a part of the story has been told. The last line of resources reads, "Stocks of other corporations, \$1,421,000." What are these other corporations? Are they constituent companies and is this a parent company? If so, what is the connection between them and how is the business handled? Has this company a contingent liability in the way of endorsements of the notes of these other corporations in which stock is owned? The large amount of bills and accounts receivable suggests that borrowing should not be necessary if collections are properly made. About six months ago a representative of a broker asked me why I declined to take the note of a certain corporation, making a statement similar to this one. In substance my reply was: "Lack of information as to contingent liabilities." He seemed to think no contingent liabilities existed and offered to get a statement to that effect. I said to him that on the firm's statement that no contingent liability existed, or on a statement of the amount of such liability, if it is not excessive, we would take the paper. Later I was advised by mail that the

concern preferred not to make a statement as to its contingent liabilities and we did not buy the note.

#### Statement No. 6.

Here is a statement of a similar concern in which the comparison between liquid assets and liabilities is not so favorable. However, most credit men would regard this as an acceptable statement and would loan upon it. Why would I prefer to loan on this statement in preference to the other? Because information as to contingent liabilities is furnished and the amount, \$670,000, is not excessive. Increases in surplus are also furnished and the showing is satisfactory, a gain of \$900,000 in three years.

Within the past ten years nearly all of the large and well-organized banks of the country have developed what are known as credit departments. These departments are wonderful in their organization and the information collected is most comprehensive in character. The credit departments of these banks want to know things, and to that end ask questions which would have been considered impertinent a decade ago. All of the things formerly carried in the heads of the president or cashier, even although personal in their nature, are now reduced to black and white and may be found in the files of credit departments. The questions to be answered in the blank forms furnished by our local banks are quite searching, but they are mild and general in character compared with the information to be found on file in the credit departments of banks in the larger cities. In addition to the information furnished, the answering of these questions in writing has an effect upon the borrower that is very beneficial. A borrower in making a verbal statement of his assets often misleads not the banker alone but himself as well. Take the case of a retailer who says he has a stock worth \$12,000. When he comes to fill out one of these statements he finds in parentheses after the word "merchandise," "How valued?" He then realizes, possibly for the first time, that he was thinking of the retail price and not of the cost price of his stock, which was really \$8,000 or less. One of the results of making these statements and of the existence of credit departments in banks has been a raising of the standard of business and, I think, of the average character of business men. Borrowers who make correct answers each year to the questions put to them by banks are sure to be men of better business character and will conduct their business and themselves in a more orderly and conservative manner than perhaps they otherwise would.

In making a new loan the banker usually sizes up the prospective borrower from three viewpoints: What is his ability, his integrity and his property? Commercial loans made through brokers are made principally on the property of the borrower, his ability to pay as evidenced by his assets and particularly those assets readily convertible into money or its equivalent. But the small retailer, jobber, manufacturer or the young man just start-

## "MORGAN"

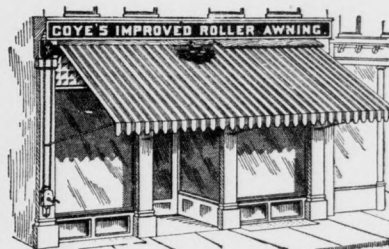
Trade Mark. Registered.

Sweet Juice Hard Cider  
Boiled Cider and Vinegar

See Grocery Price Current

John C. Morgan Co.  
Traverse City, 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.

## 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, mild-cured by the "Peacock" process; given a light smoke, they become the most delicious morsel to the palate.

For sale only by the leading dealers.

Columbia Batteries, Spark Plugs  
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C. J. LITSCHER ELECTRIC CO.  
Grand Rapids, Mich.

## BUICKS LEAD

CARS \$1,000 AND UP

BUICK MOTOR COMPANY  
Louis and Ottawa Sts. Grand Rapids Branch

MOTOR DELIVERY

*McIntyre*

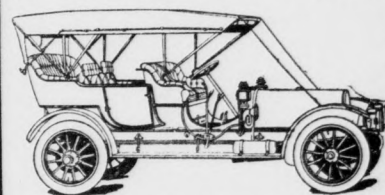
Catalog 182

Auburn, Ind.

## THE 1910 FRANKLIN CARS

Are More Beautiful, Simple  
and Sensible than Ever Before

AirCooled, Light Weight, Easy Riding



Model H. Franklin, 6 Cylinders, 42 H. P.  
7 Passengers, \$3750.00

Other Models \$1750.00 to \$5000.00

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 went 46 1-10 miles on one gallon of gasoline and outdid its nearest competitor by 50 per cent.

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

Catalogue on request.

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. Insist 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



ing in business usually needs larger loans than would be represented by one-half or one-third of his quick assets. It is here that the intimate relations between the local banker and his customer are established and maintained. When talking with a prospective borrower and considering his ability the alert banker asks and answers to himself questions like these: What is this man's age? Is he in good health? What is his education? What his business experience? And in passing upon his integrity he asks and answers to himself: What is this man's reputation? What is his business honor and his social honor? What is his personal deportment? What the character of his associates? The answer to all of these questions being favorable a larger line of credit may be given than would be warranted by the borrower's financial statement, considered alone. As a matter of fact, there is not, and I doubt if there ever can be, or should be, any hard and fast rule by which unsecured credits should be granted. J. B. Forgan, President of the First National Bank of Chicago, is generally recognized as one of the ablest bankers in our country. In an address before the annual convention of the Michigan Bankers' Association, held in Petoskey last July, Mr. Forgan expressed the opinion that a bank examiner who thinks he can go into a bank and measure its credits with a tape measure or yard stick or any comptroller of the currency who thinks he can measure the strength of a bank by figures or mathematics or science of any kind will find in the end that he has made a big mistake. I shall remember Mr. Forgan's words for a long time because I believe he spoke the truth and because I believe what he said is equally applicable to the granting of credits. The successful credit man, in my opinion, in addition to being able to analyze a financial statement, must possess not only good judgment and common sense, or horse sense if you please, but a sort of sixth sense. He must be able to read character and many times determine quickly and decisively whether a loan should or should not be made without much apparent reason. I doubt if there is a man here tonight 30 years of age and happily married who has not as much or more faith in the intuition of his wife, on some subjects, than he has in his own judgment. A woman will hear a man talk five minutes, sometimes not more than one minute, and in her mind it is clearly settled whether that man is honest or dishonest, whether he is sincere or insincere in what he said. And nine times out of ten she is right in her opinion. Many successful credit men, bankers and others exercise this same faculty to a large degree in extending credits, although perhaps unconscious of being so guided in their decisions. A credit man to be successful must have the "credit sense." A banker to be successful in making loans must have the "banking sense." The statement furnished by the borrower and the details of your conversation with him should be summed up finally into two questions: "Will this man make good?"

"Is this a loan I should make?" If you feel that the loan is a loan that should be made then make it, but if you have any misgivings about it do not make it.

#### Unique "Tin City" in East Africa.

Nairobi, the "Tin City," is a railway town in the British East African protectorate, wherein may be seen street after street of houses each built entirely of sheets of galvanized iron, put up in London and then knocked down and shipped to Africa. Nairobi is a "flat" town—that is, it was made a few years ago by governmental decree. Sir George Whitehouse, chief engineer of the Uganda railroad, was the man responsible for it. While out with his construction party in the field he camped one night on a great plain beside Nairobi Creek. This region seemed to the engineer a plateau useful for his purpose—well drained and healthful; and he decided that it should be the headquarters of the railway, where there should be built the shops and houses of the workmen.

His assistants demurred at the location. To them it was a dreary waste, and they accordingly urged the chief engineer to set up his tents in the hills; but to this he replied that the hills would do for the officers' villas and bungalows, but that the plain would do better for the city and that there it should stand.

And there, in fact, it does stand, as odd a sight as Africa can show. The railway company shipped in the houses for its employes and they were set up in orthodox right angled fashion. Two Christian churches, two mosques and a Hindu temple are among the buildings and there were in the town at last accounts over 5,000 people. It is more than 300 miles from Mombasa, the point from which Col. Roosevelt set out for his hunting expedition in the jungle.

#### The Editor's Paradise.

A Kalamazoo editor died and was, of course, directed to ascend to the Abode of the Just. But during the ascent the editor's journalistic curiosity asserted itself and he said:

"Is it permitted for one to have a look at—er—the other place?"

"Certainly," was the gracious reply, and accordingly a descent to the other place was made. Here the editor found much to interest him. He scurried about and was soon lost to view.

His angelic escort got worried at last and began a systematic search for his charge. He found him at last seated before a furnace, fanning himself and gazing at the people in the fire. On the floor of the furnace was a plate, saying: "Delinquent Subscribers."

"Come," said the angel to the editor, "we must be going?"

"You go on," the editor answered, without lifting his eyes. "I'm not coming. This is heaven enough for me."

#### Not Much of Either.

Mr. Mann (at musical comedy)—Not much plot to this affair, Mary.

Mrs. Mann (icily)—But the plot harmonizes beautifully with the costumes!

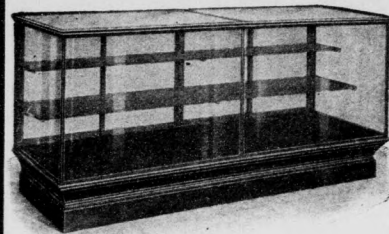
## Jennings' Flavoring Extracts

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



## 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

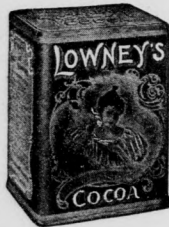
# FIREWORKS

We are Headquarters as usual

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



## THE LAW-BREAKER.

## Why He Was Peremptorily Haled Into Court.

He walked vigorously up the avenue, the dog trotting on ahead and turning now and then to wag his tail pleasantly in a spirit of comradeship. The man seemed to be very much absorbed in his reflections, for he paid very little attention to what was going on around him. Throngs of people and throngs of vehicles passed him by as he strode onward, but it was as if they were not, when suddenly he was rudely awakened from his pre-occupation.

"See here, mister," said a police officer, tapping him on the shoulder, "you'll have to put a leash on that dog."

"Ah? Indeed?" the wayfarer answered, calmly, pausing in his march. "Why?"

"Because the law says so, that's why," said the officer.

"Well, you'll excuse the apparent reflection upon your veracity, officer, but I don't believe the law says anything of the sort, and consequently I decline to put a leash upon said dog," answered the wayfarer.

A crowd began to gather.

"You mean to say you won't obey the law?" demanded the officer.

"Nothing of the sort," replied the wayfarer. "I simply decline to put a leash on that dog because I deny in toto that the law requires me to do any such thing."

"What's the matter here?" asked another officer, coming up.

"This feller declines to leash the dog," returned the first officer, "because he says the law does not require him to do so."

"Excuse me for butting in here," said a pleasant-looking gentleman who had been an interested observer of the complication, "but I imagine this gentleman is a stranger in town and is not wholly aware of the requirements."

"I am a stranger here, sir," said the other.

"Then permit me to advise you that the officer is right," said the intruder, courteously. "The law is very explicit on the subject and you will avoid a lot of trouble if you comply with his demand."

"I am very much obliged to you for your good offices, sir, but even at the risk of seeming unappreciative I must decline to accept your advice. The law does not require me to leash that dog, and I shall, therefore, not comply with this officer's demand."

"Oh, run him in, Bill," said the second officer. "Take him to the station and maybe the sergeant can wake him up."

"You'll have to come along with me, sir," said the first officer, putting his hand on the offender's shoulder, "unless you'll take one last chance and get a leader for the dog."

"I'll go along with you," said the other. "There isn't any power on this earth that can compel me to leash the animal and I sha'n't do it—not if I have to carry the case to the Supreme Court."

The perplexed officer scratched his head dubiously and eyed his prisoner in a bewildered sort of fashion.

"Well, by ginger!" he muttered, "you're a new one on me."

They walked along the street in silence, the crowd following, and the kindly person who had tried to avert trouble once more interposed with his advice, but the prisoner was firm.

"I know my rights, sir," he said. "If I have to put a leash on that dog I'll be the most surprised person this side of the North Pole."

"There's a surprise comin' to you, all right, all right," said the policeman, with a grin.

They arrived at the station and the sergeant at the desk looked up as the party entered. The apparent respectability of the prisoner seemed to startle him.

"What is the trouble?" he asked as the prisoner stood before him.

"This gentleman refuses to put a leash on this here dog," said the officer, producing the animal, which a small boy had succeeded in capturing and had brought along at the request of the minion of the law. "I told him as polite as I could what the law was and he says it ain't so."

"The officer has been very considerate, sergeant," said the prisoner, "but he doesn't understand the law, and I refuse to accept his interpretation of it. I'm not compelled to put a leash on that animal."

"You don't look like a man that wants trouble," returned the sergeant, "so before holding you, sir, I think I ought to say that the officer is

right. The ordinances do require you to hold the dog in leash."

Hereupon the sergeant read the provision from the statute-book.

"That is all very well, sergeant, but that law doesn't apply to me at all," said the offender.

"Doesn't apply to you?" roared the sergeant, his face getting red. "Who in Harlem are you, anyhow, that what is law for one man is not law for you? I'd have you understand that in this town all men stand on equal footing before the law and if you continue to defy it it is a cell for you. I'll give you one more chance. Will you or will you not put a leash on that dog?"

"I will not," returned the offender, calmly.

The sergeant was plainly agitated.

"All right, then," he said; "it's your funeral, not mine. I'll have to hold you on this officer's complaint for a plain violation of the law, but I hate like—um—ha—hokey to do it. Why in thunder don't you act like a man of sense and do what we tell you?"

"Because," said the offender, "it isn't my dog. I never saw the pup in my life before."

And the little dog wagged his tail while the sergeant wagged his head trying to find a few but fitting words with which to express his feelings.

Just because a man is chicken-breasted it is no sign that he is chicken-hearted.

Self-love is the only romance that enters into the average man's life.



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



### WORTH WHILE.

#### He Put New Existence Into a Living Man.

Understand, this is not his name, nor this is not the place, but the story is the main thing and it all really happened about this way:

Henry Polsen arrived on the South-western Limited into Indianapolis from the East just two hours late and had just time to catch an hourly traction car to his native town thirty miles South—the steam road accommodation connection he had hoped to make had departed long ago.

Two hours more and he swung off the car at the intersection of the street where he used to live, and glancing up in the direction of his final destination he saw a number of empty carriages and the empty hearse slowly pulling up in front of his old home preparatory to his father's funeral.

The old place looked about the same to Henry, save that the comfortable box corniced house with plate glass windows in front had a little more modern shade of paint over the lead-shade drab of his time. The lawn had received its first spring raking after the final thaw, the flower bed had been spaded and all was in perfect order as if in honor of the passing of its owner.

The relatives, friends and neighbors had all assembled and Henry was the last to arrive.

As he passed through the front hall he saw the Chaplain of the Woman's Relief Corps of the local G. A. R. laying a flag across his father's breast and pronouncing the last rites of their order, which is always done just before the regular service.

Henry passed into a side downstairs bedroom where the immediate family were assembled. They all cried as they saw him, but Henry did not cry with them. He kissed his mother tenderly and likewise several spinster sisters, greeted two older brothers with a hearty, energetic clasp of the hand and a few words in a strong, well modulated voice, and patted and smiled on several young nieces and nephews that had arrived on the scene since last he came.

Then the family all passed out in twos into the parlor where their missing member lay silent.

All of the assemblage were dressed in their most somber clothing, and with sad faces and hushed voices they were telling each other that he was a good man, that he would be missed and some gathered in little groups and recited kind acts performed by the deceased during life.

There was a contrast between Henry and all the men present. He was well dressed, well groomed with even a touch of the extreme about his clothing and there was that manner, that air that goes with a liberal salary and expense account, or both.

The minister who sat at the sliding doors between the parlor and living-room arose, opened the pages of his service book, cleared his throat, which was the signal for quietness, and began to read.

All inclined their heads, but Henry did not. He sat erect, chin high and

gazing out with a free and open countenance into vacancy.

When the minister had finished reading the undertaker walked from the front door with bent knees and squeaking shoes though the hall to signal a quartette seated in a semi-octagonal bay window off the library, and they arose and sang "Lead, Kindly Light," with the tenor about two tones and a half off the pitch, although no one noticed it but Henry, and at the conclusion the women cried aloud and all the men but Henry wiped their eyes. He sat there with a statue-like expression defying the emotions common to those around him.

He remained motionless all through the eulogy and at the concluding prayer when all bowed their heads low Henry inclined his but slightly.

After the service Henry found himself separated from the family by several old friends and neighbors coming up to greet him, and when the last of these had passed out he was alone in the room save for a young woman, the trained nurse in his father's last illness, in the act of carrying out the last of many floral tributes. Henry took the remainder of these from her arms and to an empty carriage in waiting. The family carriages had formed in line behind the hearse in the middle of the street and Henry entered one with the nurse which had been arranged to go ahead of the procession in order to place the flowers on the bank of earth at the waiting grave. He rather welcomed this arrangement, for it gave him a chance to smoke a cigar. Henry talked to the nurse in an open genial way which was very welcome to her after several weeks of sick-room restraint and the last few days in a house of mourning.

The mourners were soon assembled at the family lot in Watch Hill cemetery, the sleeping one was lowered into the earth and at the final benediction, where all bowed their heads again, Henry looked up and off to the woods and fields and sky beyond the cemetery.

It was all over and as Henry was entering the carriage again a rather care worn man, George McVaine, a druggist of the town and a boyhood companion, came up to him and said that he wanted to be sure and see him before he left town.

The ride back was with the undertaker in addition to the nurse, and with the undertaker's grave-side manners behind he proved to be a jolly fellow with a suppressed opportunity for the expression of humor, and which, by the way, is frequently the case with country town undertakers. The funeral director had a bottle of booze, which men of his profession always carry in case of fainting mourners and from which he and the nurse took liberal drinks.

That night Henry made an excuse to get out and sauntered down to his friend's drug store. It was about the same—no change from the days when Henry located there and when the present proprietor was the clerk.

Henry noticed that the shelf room

was mostly taken up with so-called patent medicines, many of which, containing large percentages of alcohol, had long since disappeared from the shelves in modern drug stores.

Henry greeted his old friend with more than his usual hearty handshake, genial open smile and melodious voice, but the druggist returned it all with a weary clasp, a sad sigh and a harsh voice.

The two went behind the prescription case to talk as they used to do in the old days. Here Henry noticed a dice box on the prescription counter well worn and with the dice highly polished from much use. There were a half filled quart bottle of whisky and a number of small glasses on a shelf under the prescription case. Farther back was a large ice box sur-

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From the liberal reorders you sent us on dress fabrics, we appreciate the fact that you are doing well with our line. Having added some late novelties we would be pleased to replenish your stock with the following profit winners:

**28 and 32 inch Dress Ginghams**

**Plain and Striped Poplins**

**Loisette and Hajar Cloths**

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**White and Colored Indian Head**

**36 inch Black and Colored Taffeta Silk**

**Pongee Silk, Suesine Silk**

**China Silk, Mahratta Silk**

**Tussah Silk, Fairy Silk, Magnolia Silk**

### Special Notice

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



rounded by full and empty beer cases and to one side were a number of unpacked boxes of a well-known soda fountain beverage known to contain dope.

The place was dirty, ill smelling, the floor creaked with age in walking over it and all was dark—the only light coming from a natural gas burner with a broken mantle over it.

The druggist sat in a chair before a disordered desk and Henry took a seat on an empty beer case.

"What did you want to see me about, George?" asked Henry after the two had passed a few commonplace remarks.

"It's this," replied George: "You and I are about of an age and I started out in life equal to you—if anything I was a little ahead of you, for I was a good deal smarter in school. I noticed you this afternoon, and even although you were at your father's funeral you seemed to be happy—you were the happiest person there. Understand I don't mean that you were happy because of the death of your father, and because you expected to come into some money, but that you seemed to be happy to be in the world—you were glad you were alive, in other words.

"Now, I was the most unhappy man there," continued the druggist. "Not as a mourner at the funeral of your father, but in my relation to the world in general—I was really sorry it was not my funeral rather than your father's."

"What's the matter?" asked Henry. "Oh, everything," returned the druggist. "The whole world seems to be a dead beat and I have to be a dead beat in order to stay on it."

"Yes," replied Henry, "but name some specific thing."

"Well," went on the druggist, "in the first place there are fifteen or twenty fellows over town here who owe me all the way from \$5 to \$30 apiece and I can't get it out of them; then in the second place, about a year ago I bought \$200 worth of goods from an agent and \$150 worth of it spoiled on my hands before I could sell it. I can not get my money back nor will they take the goods."

"George," replied Henry after some minutes of thought, "I will have to go to some length to tell you why I am happy and why you are unhappy, and what I will say in the beginning will not appear to have a bearing on the subject, but it will finally reveal itself:

"Sixteen years ago when I left here I went over in Ohio to work for a concern that built big engines. Six years later I went on the road for them, and just about this time in Rochester, New York, one day my attention was called to an engine in a flour mill that my concern had built and installed thirty-two years before. I went out to see it and found it running practically as good as the day it was first started—with the possible exception of boring out the cylinder a few times and some minor parts.

"I looked at it and thought of it.

"It occurred to me that if that engine was doing service after thirty-two years' continued work then the

people who bought that engine received in value about six times what they actually paid for it and still, at the same time, my concern no doubt made a satisfactory profit.

"A little later I sold the engines for a New York newspaper plant on the absolute belief that I was selling them a value about six times more than the amount they were paying as a price. I am the New York representative of that concern to-day, these engines have now been in ten years and they are running just as they were installed—in fact, they have practically been in twenty years, for they have been running night and day in printing a morning and afternoon paper. I see them every week, just to keep the assurance fresh in my mind that every time I talk engine to any prospective buyer I am offering him about six times in value what I am naming in price.

"Briefly," Henry continued, "that is why I am happy, and incidentally it is why I am successful."

"Yes," put in the druggist, "but I am honest—I pay my bills—I hope to or else they would shut me up."

"Yes," continued Henry, "you pay your bills not because you want to, but because you must. There is a deeper honesty than merely paying your bills because you have to.

"In the first place, the better brands up there in your cigar case are short sizes—that is, you can get a larger cigar in the same brand in almost any city retail store around here for the same money. You buy these sizes because they are cheaper, yet you sell them for a long price. In the second place, you have doped beverages at your soda fountain and bottles on your patent medicine shelves filled with large percentages of dope and alcohol. I am not a temperance crank and I am not taking it up on any moral ground, but rather from an economic standpoint and its final moral effect on your mind and heart attitude. You have all the goods and all the equipment here of a saloon, even to a dice box by which you appeal to the speculative instincts of your patrons, yet you pretend to be a druggist. You are taking an unfair advantage of the saloonkeeper who conducts what you conduct openly and for which he pays a retail license, a moral custom recognized in law. The worst of this secretive practice is its effect on you—you pretend that which you are not. You are not only lowering yourself in your own eyes but in those to whom you sell. Assuming the sale of liquor on the same basis as other merchandise, you do not offer as good a quality as that of the average corner saloon. From no point of view, in the main issue of your business, do you give people their money's worth.

"You say," continued Henry, "that a lot of fellows have come in here and run up bills which you are unable to collect; I say that this is just the paymaster coming around—it is just the law of compensation getting in its work; for by catering to these people, supplying them with the goods of their vices, you have made your store a part of these people and their vices. You say that a trav-

eler came in here and sold you goods so defective that you could only dispose of a quarter of them, and that the balance are on your hands. How about the people who bought these goods? You think that your obligation ceases as soon as you have sold your goods, when as a matter of fact goods are not sold until they are used.

"By the fact that you sell dope, or poor liquor, or patent medicines, or pretend that your store is something that it is not, I don't say that it has actually caused the hand of God to direct these men to come into your place and run up bills which they have not paid, or directed that traveler to sell you defective goods, but I do say that if you were honestly what you pretend to be and had the proper mind and heart attitude you would not attract these people and even if they came you would have the discernment to guard against them. An experienced salesman, whether he has superior or inferior goods, can almost tell where his proposition will fit by looking at the outside of the building. Your store looked good to the traveler who sold you those inferior goods and you bought them because they looked good to you—possibly by reason of the price. Again as to the patrons who do not pay their bills, you have not only attracted this class by your goods, but the goods, poor booze and dope, prevent them by incapacity from meeting their obligations.

"Obviously, it is better that you be a druggist, but be a druggist—that

which you say you are; if you want to be a saloonkeeper, why, be one, but in either case give your patrons in each individual transaction all you can in real value for their money."

That night when Henry Polsen bade his old friend George McVaine good night, he saw a look in his eye and felt a clasp of his hand not there when he began.

The next day when Henry left town he was very happy—not that he had paid respect to the dead, but that he had put a new life into a living man.

David Gibson.

#### And the Ultimate Consumer!

Restaurant Cashier—I recently read somewhere that a machine used in the veneer industry can slice 150 pieces of veneer from a board one inch thick. Doesn't that give you an idea?

Proprietor (excitedly)—You bet it does! If I can only buy a small-sized one to slice ham for my sandwiches!



#### Instantaneous Palmer No. 52 Lamp

Just Pull the Chain

Can be installed on any hollow wire system. Will work at any pressure. Needle cleaning stem. Rag or shaped mantle can be used. Get our price on complete system with 3/4-inch drop tubes and ceiling canopy above lamp.

Cash Offer, \$3.50 Express Paid

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## Barlow's Fancy Cake Flour

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## JUDSON GROCER CO.

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GRAND RAPIDS, MICH.



## FRAUD LAND SCHEMES.

## Thieving Games That Need Attention From Lawmakers.

Written for the Tradesman.

If a strong, husky young man knocks an aged woman down on a public street and takes her purse away from her, there is a public clamor against the police if the dirty thief is not caught and punished to the fullest extent of the law. The poor aged lady will have the sympathy of the entire community, and it is possible that a purse will be made up for her.

People do not say:

"Well, what was she walking along that street for, with money in her pocket? Served her right for being a chump."

If a strong-brained, hard-checked, conscienceless young man sits down in the parlor of an aged woman who has saved a small home out of the work of a long life and gets her to give him this hard-won home for something which is worse than nothing to her, what then? There is no public clamor for the police, no sympathetic movement to get up a purse of money for her, although she has lost everything. In nine cases out of ten the prosecuting attorney will tell her that the State can not afford to dig up proof that the man got her property by means of fraud or false pretenses.

Then the people say:

"Well, what did she make such a foolish bargain for? She ought to have known better than to have taken that man's word, anyway. Serves her just right for being a chump."

The police are not expected to catch the dirty thief and hunt up evidence against him. The police are after crimes against persons and crimes accomplished by stealth. A sensational case is more attractive than a common fraud case.

So, you see, there are laws for the protection of the physically weak against the physically strong, and they are enforced automatically, without the injured one putting up a cent for costs or lawyer fees. But there are no laws for the protection of the mentally weak against the mentally strong. There is no law to prevent a man talking a woman out of her home if he is cunning and a great liar and she is confiding and honest.

The law admits that one man is not as strong physically as another. It does not admit that one man is not as strong mentally as another. Of course there can be no general law for the protection of fools in making bargains. If the law saw that justice was done in every trade and contract, it would trouble a lot of alleged keen men to get a living without the use of the implements of shirt-sleeved industry.

There are a good many men who are said to be keen in bargainmaking who are not keen at all. They are just liars. There are the fake mining schemes, the bucket shop combinations and the fraudulent land games. The lawmaking powers of the land have taken hold of the fake mining stock schemes and the bucket shop robbers, but as yet I have seen

no indication of their taking hold of the dirty, tricky land games.

It goes without saying that when a company or an individual comes into a state with a land proposition he ought to be made to show up before a committee of men appointed by the governor to sift such enterprises.

There are several reasons why such a land proposition should bear the o. k. of the state before the proprietors thereof are permitted to go out into the highways and induce people to leave the state.

In the first place the land they sell is far away. It is usually in an undeveloped part of the United States or Mexico. People have to in a measure take the word of the promoters if they do business with them. Purchasers do not know whether there is a market for the produce raised or not. They take the word of the agents that there is a railroad "going" to be built.

No one can start an insurance company, or solicit for one, in this State unless the officers of the State know all about it. No one can put a merger through and issue a lot of bonds without the State having a finger in the deal. There are a lot of things the State looks into before promoters are permitted to take other people's money, but it never has, so far as I know, looked into this land business.

Is there any reason why a land company or individual with land to sell in some far away place should not be required to go before some State officer and make a showing? If the scheme is an honest one it will help the business. If it is a dishonest one it will be fired out of the State.

Michigan has plenty of good land. There is an association up at Traverse City, for instance, which is working hard to get people up there. The land is better than the Southern lands so much talked about, and there are transportation facilities right now which are better than these distant land tracts will have in fifty years. There is a market right at the door, a market ready now.

Trolley lines are crossing Michigan in every direction. There are three or four about ready to begin digging on rights of way now. But the trouble is that the men who are trying to induce people to settle in Northern Michigan are not professional liars. And even if they were, they could not cheat very many people, for the proposed farms are so close by that a prospective purchaser can ride out to them for a dollar or two and get back home the same day.

There are people selling land in Michigan who are telling the exact truth about their land—which is away off somewhere where the sun shines every day in the year. They show fruits and vegetables raised on their land, and they show just what the soil will do. What they can not show, as a rule, honest although they are, is the market. Railroads are projected. Of course they will go through. And where are these people who spend all their money, who trade their homes for a farm, going to get provisions during the two or three years it will take to produce crops?

John I. Gibson, who is managing editor of the Traverse City company mentioned above, is pretty keen for business, but I do not believe he would advise an old lady to trade her home for some of the land he presides over and go up there to live without a cent to build a house, or buy cattle or tools, or to live on for a year while the land is being worked for the first crop. I know of some other land companies that are doing just this thing.

When the State makes promoters show all about their land, and their market, and their transportation, there will be fewer people ruined. Almost any of this land advertised is all right, and, perhaps, a good investment if a man goes there with money enough to stock the place, and build a house, and buy provisions for a year or two. But, as a rule, men as well fixed as this do not mix up with land booming concerns. They take their time and buy somewhere where they are safe right from the start.

These men who are selling this outside land will take almost anything in the way of payment. They grab at a home being paid for on a contract of purchase not yet fulfilled. They are eager to get hold of a house that is mortgaged. They will take anything in exchange for their land.

A man who will induce an old woman to embark on one of these new-country land deals when he knows that all she has is her home, when he understands how helpless she would be under the conditions he recommends, ought to be put in prison for the remainder of his worthless life. Or, perhaps, it might be well to let him off with a course of big son treatment.

Mrs. Mary Winship, aged 70 and a widow, had a little home worth about \$700. There was a mortgage on it for \$200. She was self-supporting from choice, although she had a husky son who was willing to assist her. She said she wanted to live out her life without being a burden to any one, so the son watched over her and let her have her own way.

She traded her home for a piece of land down in a Southern swamp somewhere. She was shown samples of the things that would grow down there, also a picture of a woman sitting on a cottage porch, with trees and vines much in evidence. This, she was told, was a serene and independent old age. When she traded her home she had nothing left. She was obliged to work three months to get a ticket to go to her land, which, also, was mortgaged.

She wrote to her son for money to get back to her little home village with. He went down there after her and looked the ground over. Then he brought her back home. The land was all right, or would be in ten years, but there were no market, no transportation, no improvements. If she had remained there she would have had to sleep out under the trees. In five years a man might have done well there. But this old woman could never have endured the labor and privations.

The next day after his return the big son went to the office of the com-

pany and took the agent by the neck. The agent said he'd have him arrested. The son said he hoped he would, as no jury would convict him, and the trial would bring out the whole transaction. He informed the agent, also, that he was coming in there every day to take him by the neck until he deeded the little home back to his mother.

These land salesmen are not foolish. This one knew that the son was out of his rights, and subject to arrest for assault and battery and blackmail, but he also knew that if he refused to give the place back the newspapers would get hold of the matter and his business in the State would be ruined. So the old lady got her home back. But there are plenty of old women and old men who do not get their homes back.

It is the dirtiest, meanest trick the world knows of to take advantage of an old lady in that way. If she had known all about the land she would never have made the trade. What would there be wrong in making such a concern come to a show-down before doing business in Michigan? It is to be hoped the next Legislature will take some action in the matter.

Alfred B. Tozer.

## Horn Played By a Violin.

The English play one instrument with another, a stringed instrument such as a violin operating the French horn. The performer plays the violin which controls the tones of the horn, the wind for the latter being produced by a current of compressed air. Every vibration of the strings under the bow of the violinist provokes a vibration in unison of a wind instrument. The violin plays in a concerted piece. Before entering the auxiliary instrument the air current that is to cause it to sound traverses a pressure gauge on the sounding board and a filter that retains all its impurities. A pedal serves to modify the pressure of the air.

The acoustic mechanism, which is called the autophone, consists of an aluminium valve shaped like a comb or a series of tongues similar to those of wind instruments. Each tooth of the comb vibrates before a corresponding aperture in a small chest fed with air compressed to about one and one-third atmospheres. The distance of the teeth from the apertures may be regulated and the farther the teeth are from the apertures the more abundant is the air current.

This valve regulates the flux of air and when it is forced to vibrate it sends corresponding sound waves into the horn. The valve is connected to the bridge of the instrument by a rod of aluminium. Thus the valve is forced to vibrate in unison with the characteristic tone of the instrument. The sounds issuing from the horn are of richer quality and greater volume than the tones it ordinarily emits.

## "The Forsaken Garden."

Flat Dweller—Going to work your garden this year, old man?

Suburbanite (earnestly) — Never again! I tried to work it last year, but it worked me for about \$100 and fifteen pounds of good flesh.



## The Time for Your Harvest on Puffed Wheat and Puffed Rice

During the next four months not a thing in your store will respond better to pushing than Puffed Wheat and Puffed Rice.

Note how the demand is growing. The things that are going fast are the easiest things to make go faster.

These are the summer foods. People mix them with berries for breakfast and serve them for suppers in milk. But you haven't a tenth of your possible trade on them.

Let people see them. In every case we send you one package with a window in the front. Place that on your counters so people can see the curious foods of which everyone is reading.

We are increasing our advertising for the summer months to \$1500 per day. That is bound to increase your sale whether you help it or not. But it will double your sale if you'll let it.

The foods to push and display are those foods of which everyone is talking. And those are "The foods shot from guns."

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We are doing our best to keep jobbers stocked with these foods. At the present time we are close up with our orders. But with this, as with any fast-growing demand, shortages are bound to occur.

During the summer months—the season of largest demand—please don't order from hand to mouth.

THE QUAKER OATS COMPANY, CHICAGO



## ENGLISH TRAVELERS.

## How They Care For Their Orphan Children.

London, England, April 9—At Pinner, in the vale of Harrow, twelve miles from London, England, just alongside of the London & North Western Railway tracks, one can see a large sign—iron letters on a wire frame—reading as follows:

Commercial Travelers' Schools  
Supported By

Voluntary Contributions.

This interested us enough to look the matter up and learn the following facts regarding this unique institution:

It was during 1845 John Robert Cuffley, a well-known commercial traveler in the United Kingdom, conceived the idea that a school where the destitute orphans of commercial travelers and the children of necessitous ones could be clothed, maintained and educated would be a grand object for him to bring before his brother travelers and the employers of the same, and so he set about raising a sum of money by which this object could be accomplished. He placed his own name at the head of the list and this with a few others on one side of a sheet of foolscap paper and the object of the gifts on the other can be seen in a frame at the entrance of the main building.

This was the modest beginning of a noble institution which has sent out three thousand orphan children into the world equipped with an education that fits them for a business career, and it has now facilities, thanks to generous donors, that permit of over three hundred annually being added to the above number.

As is so often the case, the founder builded better than he knew, so that to-day, after sixty-five years of struggle, many of the early contributors to and laborers for this institution, the only one of its kind in the world, have passed away and their labors are rewarded in that there stands a group of buildings which compare favorably in size with many colleges making a larger pretense.

Nor is the credit alone due to the above mentioned by any means, for to the able assistance of the officers who manage its affairs and have faithfully done so for many years much credit must be given. Henry A. Evans, Secretary of the schools, will be found always busy in looking after the many details connected with the institution, while under the wise direction of Frederick Adshead and Miss Rance the boys and girls of the institution lead a free and happy life, while they are being grounded in the education which shall best fit them for the serious work of life.

Their physical needs are met by instruction in gymnastics and swimming; their patriotism is fostered by a miniature rifle range; their love of Nature is increased by many tramps abroad to flower decked hills or to fossil bearing quarries. They also learn the methods of life saving, and many of the boys have won distinctions and rewards from the Royal Humane Society.

Their interest in the outside world, in which they are destined to play so great a part, is stimulated by the perusal of a daily paper, and the master, in turn, is stimulated by the awkward questions which the boys are permitted to put to him at a sort of informal reception which he holds at noon each day.

Many of the girls when they leave the school become teachers or enter business houses. The boys, for the most part, are drafted into commerce, for many merchants and manufacturers are only too glad to receive a lad from "Pinner" into their offices or warehouses. Some of the lads have achieved distinction in other walks of life. One that can be named holds a high position in the University of Sheffield; another has become a Bachelor of Engineering at Liverpool, while a third is a B. S. of London.

The government of the affairs of the institution is vested in a general court and a board of management. The officers of it are a patron, vice-patrons, a president, vice-presidents, honorary vice-presidents, life and annual governors, life subscribers, trustees, treasurer, auditors, physician, surgeons, secretary and such other officers as the general court shall from time to time determine.

In looking over the statement of receipts and disbursements we discovered that the institution had received many legacies during its history, some being for small amounts of fifty and one hundred dollars, while a goodly number run up into the thousands, one being from James Hughes, Esq., for \$50,000; also one from Miss Hannah Pickard of \$30,000, the latter being a sister of a member of a firm who employed many traveling men.

Over \$20,000 was subscribed in the United Kingdom for the support and maintenance of this noble institution during last year. A novel plan for raising funds was tried successfully last year, the same being called "pence box" plan. This consisted of boxes being placed in hotels where the traveling public might see them and thus be prompted to contribute, and there was raised by this method the neat sum of nearly \$10,000.

An annual dinner is given for the benefit of all contributors and friends of the schools and these have been attended by eminent men in the past and the occasions have been made notable ones not by their presence alone but by what has been said by them. When Sir Edward Bulwer Lytton attended the annual dinner in 1856 he ventured into the perilous realm of prophecy:

"The day will come," said he, "and some of you may live to see it, when the chair which I now fill will be occupied by some man who has risen into wealth and eminence, having been educated in your school, and then from the lips of that man an applauding audience will hear that truth which can never be too often told, that not more surely does the harvest spring from the corn seed than do the races of men who sustain, ennoble and enrich the life of nations spring from the germs of intelligence and

virtue which are sown in the hearts of children."

The day did come for the fulfillment of this prophecy in 1901: B. G. Elliott, an old scholar, presided at the fifty-sixth annual dinner, at which funds were raised for the purpose of erecting a new hall and classrooms for the boys. The year had been darkened by the sadness of the South African war and the probable success of works of this character was made more difficult than ever, but the popularity of Mr. Elliott was such as to secure the collection of the magnificent sum of \$70,000.

Dickens' heart warmed towards it and on two occasions he presided at the festive dinner. Of all the societies, charitable or self-assisting, which his tact and eloquence in the chair so often helped, none had interested him by the character of its service to its members and the perfection of its management so much as the Commercial Travelers' Schools.

At one of these dinners his speech was so appropriate and at the same time descriptive of the institution that we thought it worth the while to quote it. After a humorous allusion to the difficulty he had in selecting a topic for his speech he said:

"I considered whether anything could be done with the word travelers, and I thought whether any fanciful analogy could be drawn between those travelers who diffuse the luxuries and necessities of existence and those who carry into desert places the waters of life, such as Livingstone, or those who record their modesty, generosity and perseverance in eternal ice like McClintock and his bold companions at the North Pole. This put in my mind that the best of such travelers had been among the gentlest and kindest of men. I then asked myself whether I could make any fanciful parallel between my friend, Dr. Layard, who had brought to light the hidden treasures of a great people, and my friend, George Moore, who has brought to light the hidden capabilities of a great trade. Not deriving any comfort from these ingenious speculations I resolved, like the heroes in the fairy tales, to go out to seek my fortune and I resorted to a certain friendly giant—a commercial giant—and we sallied out together only yesterday. We traveled on and on, very like the people in the fairy tales, until we came to a great castle of a bright red color, looking perfectly glorious in the cold sunlight of a winter afternoon. We were received, not by one of those conventional monsters with a great eye in his forehead as large as six, but by a man with an extremely humorous expression of countenance, and under the guidance of this director we inspected the live stock of the establishment, which suggested to us nothing but abundance of milk and pork. We then entered the castle and found it within a noble structure with a cheerful lofty hall, large airy corridors, dormitories and bath rooms and an admirable banqueting hall, not at all a mere matter of form, as I found on perusing the dietary table hanging on the wall. My attention was called to the circumstance that

one hundred young male giants and fifty young female giants were receiving an excellent education in this spacious edifice.

"I looked over some of the examination papers and I found them remarkable for a prevailing good sense and adaptation to the solid business and solid virtues of life, which I have not seen—no, verily—in some colleges and ancient foundations. I looked at these young people, the male creatures, and I saw that they were healthy, cheerful, easy and rational under a system of moral restraint far better than all the physical force that ever crushed a timid nature and never bent a stubborn one. I found others of these young people out walking under their own control in the lanes outside of the establishment and coming home in the frosty air with cheery faces that were worthy of the season and of the weather. I spoke to many of them and found that they answered truly and fearlessly. I observed that they had an excellent way of looking those in authority over them full in the face. I did not see the sisterhood and was very glad not to see them, because they were out for a long walk.

"Gentleman, I am told that these young people, of both sexes, are instructed, clothed, lodged and boarded in that place until they are 15 years of age, when they are sent into the world. Finally, I made two discoveries of considerable importance to me: First, that this was indeed a most rare magical castle by reason that it cost some \$100,000 and belongs to a public body and is paid for. Second and last, I found that I had gone out to seek my fortune not in vain, for in this castle I had discovered my speech. Gentlemen, this castle is your own; and I assure you that its solid timbers, bricks and stones are not more solid than the effects which I have fancifully set before you. This castle is the Commercial Travelers' Schools; and in the endowing and maintaining of such an institution the commercial travelers must raise themselves both in their own esteem and in the public regard. In this place any individual can establish a right and title by the humble contribution of one guinea, and it could be handsomely maintained if every commercial traveler on the road would give to it one-half crown on a certain day every year. Gentlemen, I wish I could say of my order, also of others of greater pretensions, that its members were united in following such an example.

"I can say that there is no other order of men in this kingdom who, in their selection of men in whom to repose educational trust, do greater honor to themselves or to the cause of education than the Board of Management of this institution. I hope then, sincerely, that the time is not far distant when the commercial travelers can look upon their own dear children and not feel that they would be better and lighter hearted for being sharers in this institution.

"Gentlemen, we should all remember to-night that we are travelers and that every round we take but



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*Booklets and Catalogues*



Tradesman Company

Grand Rapids, Mich.



brings us nearer and nearer to our home; that all our little journeys bring us together to one certain end; and that the good we do and the virtues that we show, and particularly the children that we rear, survive us through the long and unknown perspective of time. When those children who now contemplate our proceedings pass round us presently it can scarcely be but that some of this company will recognize in some little face the likeness of some friend or companion. Any one of us may read the affecting words of tenderness which were spoken by Him who was once a child and who loved little children. Let those words, not mine, speak eloquently for these schools.

"And now, gentlemen, having put the case before you on its own plain merits, I am about to propose to you to drink prosperity to this establishment." Chas. M. Smith.

#### Care of Bristles and Hair Brushes.

Users of brushes made for applying paint, varnish and similar compounds frequently damage brushes by putting them in water. This, where they are set with glue, often injures or ruins them. If a brush for such purposes has become shrunken from any cause this defect should be overcome before using, as both the wood and bristles or hair will shrink if left in warm or dry places for any length of time.

One way, if time permits, is to leave the brush in a moderately damp place for a few days, or a little water put in the brush head with the bristles up may remedy the difficulty, but under no circumstances should the bristles themselves be wet. Wetting the bristles causes them to become flabby and to twist. A method recommended by manufacturers to swell the wood (the handles of which are usually driven into round and oval brushes) is to put the handle in water with the brush up and out of it, allowing the water to reach to the point where the bristles emerge from the binding, thus not soaking the elasticity out of the brush proper.

New brushes occasionally have loose bristles or hair not entirely discarded before leaving the factory. These may be removed by brushing gently against the edge of a board, and if in paint or other covering material the brush may be rubbed over a rough board.

Certain kinds of brushes are designed to be used in water, in which case the setting is waterproof in character. Whitewash brushes are often injured or destroyed by using in hot lime or potash.

#### Obviously.

The Third Assistant Chief of the village fire department had been jolted from the hose reel on his way to a fire.

"That was rather an impromptu fall, Si," laughed the village lawyer, from his office window.

"Yep—right off the reel!" retorted Silas, hustling after the apparatus.

The man who wins is the man who holds on just a little longer than he thinks he can.

#### PEOPLE ECONOMIZING.

##### Explanation of Dull Business Among the Grocers.

"Business is dull" is the common expression among the wholesale grocers in New York. Pressed for an explanation, the best they can give is that people evidently have not the money to buy. One jobber even made the remark that he believed that a good many men were out of work. Such explanations certainly sound odd in the midst of a so-called business revival following the last panic. It can not be denied that there is a business depression prevailing in some of the largest lines of food products, a sort of reaction that does not go with this time of the year. Reliable reports say that the business in canned goods, sugar, coffee, tea, flour and other leading staples is by no means up to the average.

The strange thing, however, is that there are none of the other accompaniments, or rather forerunners, of such a condition. There are no strong fears, in the West at least, about crop outlook; officials of railroad and industrial corporations, on the whole, talk optimistically. Money to be sure is firmer, and there is considerable pessimism in financial circles here in New York, but it is not accepted throughout the country as an accurate barometer. The true explanation of conditions in the grocery business is probably found in the agitation over high prices. The meat boycott did not bring down the prices of meat, but without a doubt the concentration of the minds of the people on the cost of living has brought down the size of the grocery bills.

It is not a very comforting thought for the grocer, but the opinion is general among all economists that the greatest waste in the household is in connection with food. Professor Bullock, of Harvard University, says: "We shall state less than the truth if we estimate that fully one-fifth of the money expended for food is absolutely wasted, while the excessive expenditure often fails to provide adequate nutrition. In this manner 10 per cent. of the income of the average family is uselessly squandered." It seems probable that in the past few months the people have thought enough over the size of their grocery bills to lead to a determination to make them smaller by cutting down the waste.

There is another fact demonstrated by statistics, both in this country and in Europe, that as the material welfare of a nation increases the proportion of each family's income spent for food decreases considerably. Engel's law to this effect was based on statistics which showed that, in Prussia, out of an income of from \$225 to \$300 a year, 62 per cent. was spent for subsistence; 55 per cent. when the income was \$450 to \$600 a year; and 50 per cent. when the income was \$750 to \$1,000 a year. Similarly in this country the seventh annual report of the U. S. Commissioner of Labor showed that of an income under \$200, 49 per cent. was spent for food; 45 per cent. when the income

was under \$400; 43 per cent. when the income was between \$500 and \$600; 38 per cent. when the income was between \$700 and \$800; 34 per cent. when the income was between \$900 and \$1,000 and 28 per cent. when the income was \$1,200 and over. The poor grocer appears, therefore, to be in the situation described as "between the devil and the deep sea." In hard times people find that their grocery bills provide one of the best opportunities for economy, and when they prosper they feel less inclined to share their prosperity with their provisioner than anybody else.

Here is an illustration of present day economy in the household: A large coffee jobbing house in the city, speaking of the flat condition of business, makes the interesting statement that people to-day are making two pounds of coffee go where formerly three pounds were necessary. This is accomplished by simply adding chicory to the real coffee.

At last the manufacturer is outdone. He has been encouraging the taste of the public for chicory mixed in slight proportions in the coffee, and now the consumer having gotten the habit finds that he can stand a little more mixture and save money. Dr. Wiley's millennium is nearer. The learned doctor says that the consumer should be allowed to mix his own foods or drinks. If a man wants glucose or refiner's syrup let him buy it, says the learned doctor, and mix it in with his food in the proportions he desires; the same way with chicory, if he wants it in his coffee. Surely no objections can be raised to this doctrine.—N. Y. Journal of Commerce.

#### Advanced Methods Herald Specialization of Service.

It must soon become obvious to any who will study the question that competition in the business world has a number of sides which are not ordinarily considered in discussions of the subject. It is becoming common to dismiss the topic with the remark that "competition is the life of trade," but it may also be the loss of the sale when carried too far, and many are ready to admit that competition reduces the principal business problem to a very elementary basis. We get the common point of view of business men in the resolutions against cut prices which are sometimes adopted at trade conventions. The people responsible for these resolutions assume that business, under modern and unhampered conditions, must become a contest of the brute force of prices. Others go farther and concede that the quality of the merchandise is of equal importance with the price.

Look into the subject a little deeper and other things gradually assume importance. It will be seen that bad service hurts some dealers and that other dealers profit through a careful training of their sales force and providing against discourtesy and inattention. Look into the subject still deeper and the importance of character emerges from the surrounding gloom. This point is largely related to the subject of specialization.

Generally, square dealing gives the dealer a character that attaches itself to his store. A superior grade or a uniform grade of shoes gives that store an individuality, marking it among its rivals and causing consumers to remember it, and many other dealers have features which give their store a valuable reputation.

Shoppers are acquiring the habit of buying to the best advantage. The ready-money shopper is most prone to do this. Hence, some of the best class of consumers buy their own shoes in one store, children's shoes in another and general shoe findings in a third. It is apparently the rule everywhere that the specialists must triumph. The best money's worth, accordingly, is found in the store that has the true specialty, and which often confines itself to comparatively few lines. The small general store is apt to fail, as the jack-of-all-trades fails, from trying to satisfy its many lines without being able to give satisfaction in a single line. Even the great general stores, the department houses, are running more and more to specialties. Ask experienced housekeepers and you will learn that one department store is noted for this article or line of goods, another for that article or line, another for certain goods, and so on. Involuntarily and automatically they run to specialties. Sometimes the specialty is truthful advertising—no exaggerations—sometimes prompt delivery.

It is much the same in manufacturing. The rule is so absolute that one might be justified in suspecting the average quality of the output of any manufactory producing a great variety of articles, but not so with a specialty.

Now, if there is any truth in this importance of the specialty and of store character, it follows that there is much less of the brutal, blunt, bull-headed kind of competition in business than is commonly believed and asserted. The prevalent competition would seem to be rather a contest of differences based mainly on the particular kind of specialized goods sold.

#### Time For Courtesy.

A prominent business man had occasion to telephone a large manufacturer some time ago. The business man had large interests, and in the course of his career had won for himself an unenviable reputation for testiness. The result of that conversation was repeated to a friend. This is what the friend heard:

"No sermon I ever heard brought me more clearly face to face with myself than that man's voice. I knew how busy he was—my responsibilities are nothing to his—yet he answered me with such quietness, such courtesy, such a feeling of leisure, as if he had nothing in the world to do but give his time to my affairs, that—well, when I hung up the receiver I found I wasn't thinking about business at all. I was thinking: 'If he can take time for kindness and courtesy, so can I.'"

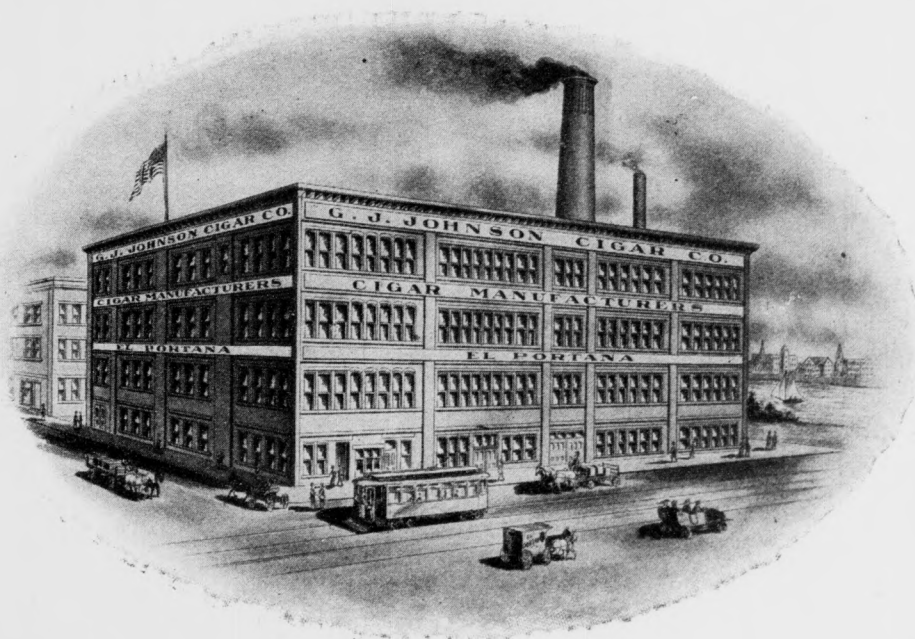
A beautiful sermon was found in that telephone call, and, what was better, an unconscious one.—Playthings.



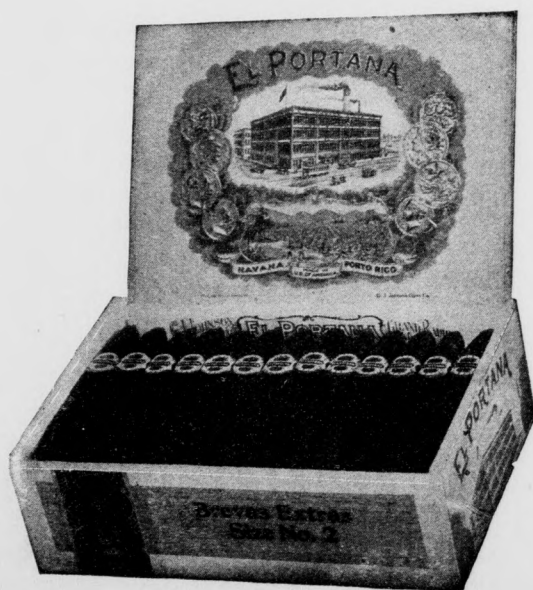
# EL PORTANA 5c CIGAR



"In a  
Class by  
Itself"



Manufactured  
Under  
Sanitary  
Conditions



Made in  
Five Sizes

G. J. Johnson  
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Grand Rapids, Mich.







### THE SHOE DEPARTMENT.

#### It Is a Good Adjunct in the Clothing Store.

The haberdasher who starts rightly in adding a shoe department to his already established business need not fear failure. His chances are better for success than are those of a stranger coming into the town or city and opening a new shoe shop. The established haberdasher has already secured a clientele upon whom he may depend with almost absolute certainty for their patronage in the newly added shoe shop. He also has a steady stream of transient patrons who may be in need of footwear. On the other hand customers for shoes may supply their wants in haberdashery at the same time. The cost of doing this additional business depends largely upon the size of the establishment and the annual business. In all cases the additional expenses will be the salaries of those employed directly in the shoe department, whether they be few or many. In some cases this expense may be reduced somewhat by having the new shoe salesman do in some way or other a portion of the work of some one of the haberdashery salesmen.

We do not advise cutting down a staff, however, until after the shoe department has been running for some time and it is demonstrated that the other staff can with profit be diminished. It is poor economy to have too few salesmen or to have inferior salesmen.

Before a haberdasher may be in a position to judge whether it would be advisable for him to enlarge his shop to include a shoe department, he must know something about the profits to be made on shoes. Right here some haberdashers are deterred from considering the proposition more seriously because the profits are small in individual cases, hardly ever exceeding 40 per cent. and often hardly coming up to 25 per cent. They overlook the fact that footwear is a staple article always in demand and that the same customers once satisfied with a particular make will be glad to go out of their way to return and secure a similar pair to those being worn. Shoes, then, are a commodity having a ready sale. The turnover of well regulated stocks should be from two to four or more times, hence the profits if they only average 30 per cent. are adequate to pay a good net profit on a properly and economically kept shoe department.

The very first thing the haberdasher should do when contemplating the addition of a shoe department is to consider the class of trade he serves. Would his regular patrons be a desirable class to sell shoes to? In almost every case this will prove so. Even if the class of shoes suitable to his patrons is of the cheaper variety, it may be highly profitable for him to sell shoes.

We would advise the haberdasher to go about securing his information in something like this manner: For a week at least and for a longer period if possible some one well versed in footwear should be secured to note the class of shoes worn by the patrons who enter the shop. If a shoe expert can not be secured one of the salesmen could arrive at a fairly accurate knowledge of these facts by a careful survey.

Secure this data: 1. Number of men who enter the shop. 2. Classified, whether young, middle-aged or old. 3. Classified as to probable cost of shoes upon their feet. 4. Classified as to "late styles," "staple" or "old style." 5. Number of men who pass the door each day for a week. Average would show possible additional daily customers.

An analysis of this data will put the haberdasher in possession of all the essentials he requires to secure a salable stock. He can learn the probable output of the first season. He can tell almost exactly what proportion of novelties to carry and what proportion of good sound, sensible, salable styles. He can tell to a nicety just the best grade and price shoe to install. We would advise raising the average of the finding at least 10 or 15 per cent. and making the grade of goods carried just that much higher, because it is better to do business in higher grades.

Having decided upon the price or prices he must sell his shoes at, he will have to decide at once whether he will sell an advertised specialty shoe or choose and select from a dozen stocks.

The advantages of the advertised article lies in its brisk sale. It already has its adherents. The makers of an advertised shoe will be more likely in times of high prices for raw materials to keep the quality up because it would not pay to lower it. They will, perhaps, make good defective manufacturing and poor materials more fully than others. They supply advertising literature for the dealer's use, often advertise directly in his local newspaper or supply him with ready-written advertisements for that purpose. He is also supplied by an advertising expert with ideas for selling and advertising the line that are valuable.

The disadvantages of the line are often these: The invoice price of the line will be slightly higher than an expert can secure by a thorough investigation of numerous samples from a number of houses. The dealer is bound down by rules that may prove a hardship to him, although generally fair enough for most dealers. He may be restricted to selling the goods at one price and a stipulation made that he must purchase a certain amount of goods each year to secure the agency. In case but the one line of goods is sold this latter restriction may not apply. But it is a fact that the makers will push lines on which they make a secure profit or lines in which they have most interest, regardless of whether they are suitable to the dealer's trade or not.

Here is one instance: A certain manufacturer of shoes widely adver-

tised at \$4 and \$5 went to a shoe merchant, handling a general line, and forced him to give them a contract for a certain amount of their shoes. They later tried to dictate to this merchant the proportion of \$4 and \$5 shoes he should purchase. No knowing merchant will submit to this these days and he threw out the line.

We have given this instance publicity not to discredit the agency shoe or advertised specialty. On the other hand, the haberdasher wishing to put in a shoe shop will do well to obtain the agency of a good line and build his shoe trade upon that line—provided he can secure the proper line. Not all advertised lines are good ones by any means, nor have all advertised lines secured a firm foothold upon the feet of the American buying public.

Here is a little advice upon this matter: After deciding in your own mind that a certain line would be suitable, provided it proves to be as attractive after investigation as at present, sit down and write to at least a dozen dealers in different and distant places asking for confidential information. Ask point-blank the following questions:

Are you entirely satisfied with the wearing qualities and styles of — shoes?

Are you satisfied with the treatment accorded you from the manufacturer?

Do you think the line pays a satisfactory profit?

These three questions are of the utmost importance and the answers received must be averaged. Because one or even two are dissatisfied with the line is no reason why it should be discarded if as many, or better still, more, are entirely satisfied with it.

If in doubt after this investigation by mail, visit one or two nearby cities and conduct a personal investigation. Then be guided by the evidence and not by personal prejudice or feelings.

After deciding upon your line write the firm and ask them if they will give you the agency, or sell you the line for your town or city. State to them your probable needs, that is, what a season's purchases will likely run and the amount you will stock to open and when you would like to open. Also state the amount of capital you can spare for your shoe department and, if necessary, the amount of credit you will expect. This latter, of course, does not apply when sufficient capital is at hand to meet payments promptly.

In response it is very likely that the house will ask for a personal interview at the haberdasher's shop by some one who is delegated to make contracts and, perhaps, show samples and help select the stock.

When the idea has worked out to this point it will appear that a competent salesman must be secured to sell the new stock, to arrange and examine it before the opening and generally to take charge as manager. In fact, this should be done beforehand, because he should be the one to select, with the aid of the haberdasher and manufacturer's salesman, the styles and quantities and sizes.

Three heads are usually better than one.

A stock of goods is of no earthly use unless there are salesmen to sell it. This being so and the fact that styles vouched for by them will be hardest pushed, it is obvious that the head of the new department should be a man entirely suited to the task in ability, appearance and adaptability.

Be sure you are right and then go ahead. Plan and execute each step carefully. By doing this the chances for loss are minimized.—A. E. Edgar in Haberdasher.

#### The Mission of Advertising.

Advertising introduces the goods and paves the way for the salesman; insures for the traveler a respectful hearing when he arrives; brings orders when the salesman is not on the ground; increases the volume of the order which the salesman can secure in person; makes the merchant respect the firm and the salesman; cements the friendship between the house and the merchant; tells the merchant what the salesman forgets to mention; supports the salesman in his statements to the merchant and brings about a better acquaintance and understanding between the merchant and the traveler.—Playthings.

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

Made in Chicago by

BECKER, MAYER & CO.

## Ideal Shirts

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

Chambrays  
Drills  
Sateens  
Silkeline  
Percales  
Bedford Cords  
Madras  
Pajama Cloth

• These goods are all selected in the very latest coloring, including

Plain Black  
Two-tone Effects  
Black and White Sets  
Regimental Khaki  
Cream  
Champagne  
Gray  
White

Write us for samples.

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



Of Course You Like His Looks  
"Frat" Clothes Fit



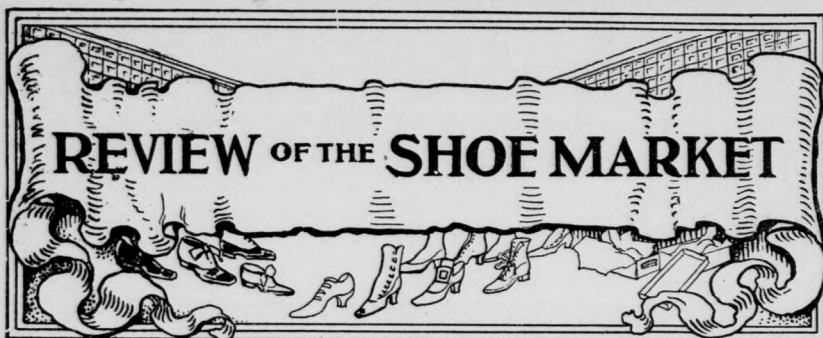
A black and white illustration of a young man standing in front of a door. He is wearing a dark suit, a white shirt, a tie, and a fedora-style hat. He is holding a cigarette in his right hand. To his left is a small tree in a pot and a sign that reads "The Frat". The door has a diamond-patterned glass insert. In the bottom left corner of the illustration is a logo for H.A. Seinsheimer & Co. In the bottom right corner is a signature.

**H·A·SEINSHEIMER & CO.**  
Makers of Good Clothes for Young Men and Boys  
C I N C I N N A T I

*Fraternally/  
H. Seinsheimer & Co.*

Tom A. Rogan, Michigan Representative  
Mail Orders Solicited





### Methods Which Keep the Stock Clean.

"Knowing how" is a great thing in business and while we can not tell many things in advance of their appearance, we should be able to know what to do with matters once they are before us. The matter of "sizing up" is very vital and one which can not be passed along lightly or without special thought and care. Once your new shoes are in stock it becomes your special problem to find out just which are to be the best sellers. Those which do not sell well are undesirable property after the initial shipment is disposed of and for that reason the dealer should keep in close touch with the sales in order to throw out any undesirable lines or slow movers.

It will thus be seen that the problem of "sizing up" becomes a vital point and one which must be studied methodically. Many of the larger stores size up regularly each morning at the opening hour and where the trade is heavy it is a most advisable procedure. When the store does not demand any such daily work, however, this may be taken care of two or three times a week, in between the busy days. In some cities the pay day of the local factories has much to do with trade and we have seen towns wherein Saturday night was as dull and lifeless as a big city without a fire department.

Monday is not a good time to size up, as there are likely to be many returns coming in on that day and these returned goods can be put back in stock as well as carried to the surplus department. Tuesday of each week makes an admirable beginning for the work and this practice is strictly adhered to in many stores. Larger stores employ a stock boy whose business it is to care for this work and thus the regular sales force are enabled to attend strictly to the work of handling trade.

In the smaller stores where there is only a small surplus stock carried the sizing up problem should be conducted with great care. It is profitable work for the proprietor to care for, as a careless clerk handling this work can load a stock up with a lot of undesirable sizes very soon. Each locality has local interests which cause a demand for certain shoes and even certain sizes. The proprietor has his watchful eye on these details and thus he is able to order two pairs of one size and only one of another with a full knowledge of the requirements.

In one smaller store of my knowledge I remember distinctly that we were unable to sell a size 5 C shoe

more than a few times during the year. A 5½ C was considered good property, but this size 5 C was always a sticker and no amount of sales campaigning could move them. In this same store we carried a heavy stock of men's shoes in sizes 11, 12 and 13 and frequently we ran out of these sizes in spite of strong efforts to keep them stocked up. These two illustrations will serve to show how local conditions will show a difference in needs and it will be realized that the matter of sizing up becomes more than an ordinary work to be cared for in a more than ordinary manner.

Fully one-half of the bargain stuff seen on the counters of that special department is the result of poor ordering and careless sizing up. If greater care were taken when the goods were ordered these duplicates need not have accumulated. Here enters into the situation the question of returned goods. Many dealers order their sizes carelessly and then when they find they have too many sizes of a certain kind they send them back to the jobber or manufacturer and this starts trouble, as you well know. How much better it would have been for the dealer to have used an ounce of precaution and avoided all this trouble by not ordering heavily in the first instance.

Some dealers will ask how they are to know that the goods will not sell. That is a vital point and needs some experience in the retail field before one can become a "good style picker." Some dealers never acquire this judgment and others seem to have it in the form of instinct. In Chicago there is a man, now well up in the world of shoes, who never amounted to more than the average as a salesman and manager. Quite by accident he secured a position where the choice of styles for the next season was left to his discretion and knowledge. The first season was a huge success and each season since has been a repetition of this same success. His choice is almost infallible and when he does buy something as a special flier (which is very seldom) he immediately finds a way out of the difficulty by combining it with some future purchases.

Now this man has no personality nor does he even know shoe values to any great extent. He simply has that "instinct" to gauge the public needs and in doing this he appears to have an accurate knowledge of his doings. As a salesman his abilities fall far short of many a man working at a lower salary, and as a manager his methods are open to criti-



**People Expect to Pay a Good Price for Good Shoes—and Expect a Great Deal from Good Shoes. ❀ ❀ ❀ ❀ ❀**

And people generally know when they see our **trade mark** on the soles that their expectations of getting the largest amount of shoe value possible for a fair and reasonable retail price will not be disappointed.

Neither will you with the many fair and reasonable profits that go with every pair you sell.

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



## For the Man Who Goes on the Most Fashionable Footing

You need the

### BERTSCH SHOE

For the business man, a line that fits easily all over.

For the man who wants service, they have the extra wear

Business and profitmakers from the day you stock them.

As a matter of fact, Bertsch Shoes are replacing a lot of higher priced lines with vastly increased profit to the dealer.

You'll want a lot of these shoes before the season is ended.

We can ship you any quantity you need at any time, but if you want the big lot of business you'll get in your order right now.



No. 979 Box Calf  
No. 990 Gun Metal  
One of the best sellers  
of the season

**Herold-Bertsch Shoe Co.**

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



cism because they are not productive. I do not criticize the man because he might for some cause be unpopular, but simply on the merits of the case itself. He has the one faculty of being able to judge the public demand developed almost to an abnormal degree, and when his energies are directed towards this end it produces more than any other efforts he might put forth in any other direction.

We mention this point to show how vital this is when linked together so as to make a complete service. Any flaw in the store management reflects on some other part of the programme and it is the duty of the manager to find out what this flaw is and to correct it if possible without disturbing any of the other parts. A single employe or a single habit carried on through him may be the disrupting movement in the whole organization.

For this reason we revert to the opening sentence of this article—"knowing how" is a great thing in business. Keep track of events as they approach and take advantage of them.

By far the most important point to be considered is that one of credits and you will be surprised to learn the matter of "sizing up" has an important bearing on this matter. Credit men tell us that a concern which sizes up regularly, frequently and yet sparingly, gets their confidence quicker than the firm that bunches its orders and sends them in at odd intervals. In the former case they claim that these frequent sizings mean frequent sales and this of course means cash to pay bills with. A diagnosis of these facts reveals the interesting information that those firms who do size up frequently are the ones who do pay their bills with the greatest promptness and whose business is on the safest basis.

Then again the matter of original investment must be considered. Many a screw manager has been able to start out in business for himself by making the most of sizing up opportunities. He places a small but complete stock on his shelves and then as fast as he sells a pair he replaces it with another, either from the local jobber or from whatever source he gains his supply. In this manner he has his money for the good (many times before he is obliged to pay for them) and thus he does not have to draw on the slender reserve which may stand between him and bankruptcy.

During the panic of 1907 there would have been fewer failures if this method had been observed by many. Instead of doing this, however, there were thousands of dealers who were loaded up with goods which they could not move at any price and thus it came about that money got more and more scarce. Stocks were heavy and dealers did not buy more. The manufacturers' and jobbers' sales fell off and they were unable to meet obligations without seriously undermining the resources. This went on until we could trace much of the panic cause to the direct question of overbuying in one form or another.

Care in sizing up would have prevented a part of this at least and many businesses which are now a thing of the past might have been saved to serve their best usefulness.

As a final thought on this question it must be noted that the large dry goods and department stores are now making extravagant use of this plan. Certain of their staple goods they can buy better by carrying their own stock. Others of these goods they can handle best by depending on the stock of some local dealer. In this manner the manager of the department is able to make a very much improved showing to the house based on the low investment required, while the sales are the same, and this excellent showing causes him to hold his position with a firmness which a manager practicing the other method could not boast of.

Recently there came to my attention a case wherein a department store manager had actually dictated to a local jobbing house what sizes and styles the jobber should carry in stock. This seems to us to be manifestly unfair and yet we find that the jobber was willing to do this because the manager of the department was well able to select those styles which would sell. However, we are inclined to believe that this will not work in all cases and we do not think that any manager should make a convenience of the jobber for no other purpose than to satisfy his own selfish ends.

We are quite at a loss to understand what the retailers would do in the rubber end of the business without some opportunity to size up frequently. Light stuff particularly is as fickle as the wind that blows and a sudden shower or cold spell will bring a demand for this class of goods that can not be foretold an hour in advance. Rubbers are not quite so seasonable as are shoes, but we find novelties in lasts and toes, heels and soles appearing from time to time, so that the dealer must not overload too heavily or he may be caught with an undesirable lot of rubbers as well as leather goods on his hands.

The particular point of this whole matter is that this work of sizing up must not be left to incompetents unless incompetent work is gained. Inasmuch as the size of your monthly check to the jobbers and manufacturers depends upon your care in this direction, it is a matter that directly affects your bank account and is therefore a personal matter with you. —Shoe Trade Journal.

#### Pecuniary Reward.

Hobo (at back door)—Yer dog just bit me twice, mister, so—

Arkansas Farmer (interrupting)—Well, you needn't have come to the door to thank us—you're welcome!

Hobo (dazed)—To t'ank youse? For what?

Arkansas Farmer—The two bits my dog gave you!

An artistic failure is almost as rare as a perfect success.

Some men look ahead much better than they go ahead.

We can't all be intellectual circuses.

## Seasonable Footwear

The recent rains will necessitate the wearing of heavy footwear for some time to come.

## Rouge Rex Shoes

For men and boys satisfy the most exacting in long and comfortable service.

Write today for our new catalog of spring and summer footwear, just issued, and mail in your order. Goods will be shipped the same day order is received.

### Hirth-Krause Company

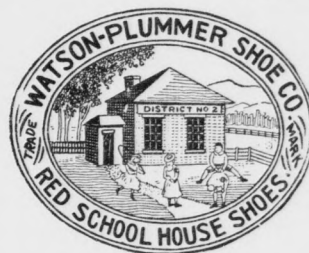
Shoe Manufacturers

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 Dixon, Ill.



## MONTHLY REPORT

## Of the Municipal Affairs Committee of Board of Trade.

## A Second Milk Contest.

Since February 15 the Municipal Affairs Committee has held two general meetings, the sub-chairmen have held two meetings and several of the sub-committees and their divisions have met to further the matters they have on hand.

The Healthier City Committee invited the Board of Health and the Milk Commission to a conference at which a special Milk Contest Committee of two men from each organization was authorized. This is the same method as that adopted last year. We have already been in correspondence with the Federal Department of Agriculture, which has offered to co-operate with us again, sending experts here to act as judges of the milk and cream entered in the contest and as instructors at the farms and at the meeting which will probably be held in the Board of Trade rooms. The members of the Board of Health present at the conference expressed the opinion that the city should pay all the expenses of the contest this year. On motion of one of the city's representatives the matter was turned over to them. If the city does assume this expense it will relieve the Committee of a considerable burden.

At this meeting the Secretary of the Municipal Affairs Committee was instructed to secure the endorsement of the three local medical societies to the rapid sand filtration plan advocated by the Pure Water Commission. These endorsements were secured. Two of the societies voted unanimously in favor of the plan. In the third two men refrained from voting.

## Need of New Charter.

The Better Governed City Committee held two meetings of the series in which it has been studying the strength and weakness of the present city charter. At one of these meetings Messrs. Bender, Keeney and Sweet contributed to the discussion the results of their experience as city officials.

The result of the Committee's study has been to show that the present city charter is long, complex, often self-contradictory and overburdened with useless detail. It will be remembered that this charter as finally sent to the Legislature contained a number of provisions hastily incorporated at the last moment, due to the fact that many of our citizens began to take an interest in it only after the time limit had nearly expired. It was, moreover, drawn up before Michigan cities had the home rule powers given them by the new State constitution and the law enacted by last winter's Legislature. As one of the men most active in drafting it says, "It was a compromise, the best we could do at the time."

This present charter is a considerable improvement over the one which preceded it, but with our added experience and our home rule powers we should be able to draw up another which will mark a far greater advance, a charter which will be short

and simple and which will fix responsibility definitely.

## Charter Revision and Pure Water.

In this connection the Committee, according to your instructions, has circulated petitions asking the Common Council to put before the voters at the April election the question, "Shall the city charter be revised?" It was necessary to secure 2,940 signatures to this petition. The Committee filed with the City Clerk 3,400 signatures. There still remained in the office over 100 which came in too late or the affidavits to which were not properly made out.

If a majority of those voting on the proposition in April ask for revision a charter commission will be elected at next fall's election, one man from each ward and three at large on a non-partisan ticket. This Commission will draw up a new charter which will be submitted to the people for adoption.

The two meetings of the sub-chairmen during the past month had to do almost exclusively with the subjects of charter revision and pure water. It was formally decided to devote the chief energies of the Committee to these two matters until election, reducing all other work to a minimum. The Committee does not wish, however, to give the impression that it is trying to take charge of the campaign and will therefore keep itself in the background, doing all it can to help, but not appearing in public as the champion of these two measures whose success it so greatly desires.

In connection with the charter revision petitions the Committee wishes to express its appreciation of the assistance rendered by officers of the Creston Citizens Association, the Madison Square Board of Trade, the Sixth Ward Business Men's Association, the South Division Street Business Men's Association, the Modern Woodmen, the Workingmen's Board of Trade, the Commercial Travelers, the Advertisers' Club and other organizations. In all such work as this designed for the benefit of Grand Rapids the Municipal Affairs Committee has during the past year sought the co-operation of all other organizations interested in civic welfare. And the response to its invitations has been such as promises to end for all time the charge that the people of Grand Rapids can not get together on matters that concern the whole community.

The Secretary of the Committee has recently visited Hastings, Mich., where he addressed a large meeting in the City Hall, and South Bend, Ind., where, under the auspices of the Municipal Affairs Committee, he addressed more than one hundred members of the Chamber of Commerce and city officials.

Three members of the Committee spoke at the annual banquet of the Creston Association.

John Ihlder, Sec'y.

April, 1910.  
Monthly Report.

## A Red Letter Day.

During the past month the Municipal

Affairs Committee has given its time in helping the campaign for pure water and charter revision. The endorsement of these two measures by the people at the recent election will, we believe, make April 4, 1910, a red letter day in the history of Grand Rapids.

Even more fundamental than the tangible results of the election, however, is the new spirit of co-operation which is manifest, for with such a spirit in the city progress is assured.

## We Get Together.

The first Civic Revival, two years ago, was held for the purpose of getting our people together in support of civic progress. Last fall, when preparing for the second Civic Revival, we invited the district associations which had grown up in the various sections of the city, as well as other civic organizations, to take an active part. Following last fall's Revival we adopted the policy of inviting representatives of the district organizations to attend our general committee meetings and the evening meetings of our sub-chairmen, and during the winter we have sent representatives to participate in many of their meetings, thus seeking to establish a community of interest which would enable us to pull together for measures designed to benefit the city.

When the directors instructed us to circulate charter revision petitions we continued this co-operative method and not only secured many signatures through the various organizations but also had then an opportunity of presenting arguments for revision which helped to bring about the majority by which the proposition carried at the election.

Similar methods brought about the formal endorsement and the hearty co-operation of practically every public organization in the city for the pure water project. To this and to the public-spirited policy of the newspapers, at a considerable financial sacrifice to several of them, the triumph on April 4 was due. Our city is under heavy obligation to the papers which day after day excluded news in order that space might be given to arguments for pure water.

## A Conference Meeting.

At the close of the Civic Revival last November a conference of representative citizens and city officials--which many of you attended--adopted a municipal programme. The purpose of this programme was to do away with the division which had heretofore made it impossible to carry to success important public improvements, and to enable all progressive citizens to unite in support of one project at a time. This programme proposed that we unite in the effort to secure pure water until the voters at the spring election had given their decision; that then this and other representative groups of citizens determine upon another item in the list submitted as that upon which to concentrate our efforts.

This programme received the directors' endorsement, so on April 8 we called a conference of our sub-chairmen with the Presidents of eight district or municipal organizations to

take the first steps toward determining what, in the opinion of the people, is the next most needed public improvement.

The following account of the meeting was, with the approval of the Executive Committee, sent these various organizations for endorsement of certain resolutions offered:

"At a meeting of the sub-chairmen of the Municipal Affairs Committee of the Grand Rapids Board of Trade the President, Mr. Knott, and officers of the South Division Street Business Men's Association, Canal Street Business Men's Association, Grandville Avenue Improvement Association, Trades and Labor Council, Creston Citizens Association, Sixth Ward Improvement Association, Real Estate Board and the Madison Square Board of Trade, held on Friday evening, April 8, several matters of importance were considered.

"It will be remembered that at the close of the second Civic Revival last November a conference of representative citizens and city officials adopted a municipal programme, the chief purpose of which was to enable all the progressive forces in the city to concentrate their strength upon one important public improvement at a time. The experience of Grand Rapids in the past had shown that without such a programme we were sure to be divided, each organization or group working for its particular hobby and fearful that the success of any other project would defeat or set back its own. The result was that plans designed for the benefit of the city ended in failure.

"Having stated this principle of action, the municipal programme proposed:

## The Municipal Programme.

"1. That all efforts be concentrated on the adoption of a supply of pure water until the voters at the April, 1910, election have decided on that issue.

"2. That after the spring election one of the following be selected as the next public enterprise on which we shall concentrate for the purpose of securing its adoption by the citizens:

"A convention hall.

"Civic center and extension of Monroe street.

"Additions to our system of parks and playgrounds.

"River front boulevard.

"Comfort stations.

"Grade separation.

"The meeting Friday evening was called in pursuance of the recommendations of this programme. Thanks to the splendid spirit of co-operation shown by every civic and district organization in Grand Rapids, the city is to have pure water. The pessimism and discouragement which once characterized our progressive citizens has been changed to optimism and cheerfulness. If the co-operation of last winter is continued Grand Rapids will become one of the finest cities in America, one of which we can be proud when away from home and one in which we shall delight when at home.

"Having disposed of the first item on the programme, the next step was



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## The National Cash Register Co.

Salesrooms: 16 N. Division St., Grand Rapids  
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Executive Offices: Broadway and 28th St.  
New York, N. Y.

ALL SECOND-HAND REGISTERS SOLD BY US FULLY GUARANTEED



to determine upon the second project which should receive our united support. The organizations represented Friday evening cover every part of the city.

"During the discussion at the meeting it was shown that the convention hall project has been taken up on a subscription basis, and is therefore removed from the programme which is concerned only with public improvements which are to be submitted to vote of the people; the comfort station has been provided for by a recommendation by the Council that it be included in next year's budget; the extension of Monroe street has been temporarily postponed by the action of the Council in providing for the erection of the new No. 1 engine house directly in the way.

#### Playgrounds and Parks.

"Of the remaining subjects on the programme opinion at once concentrated on an extension of our parks and playgrounds as the greatest need of the city. Playgrounds apparently came first and especial emphasis was laid by several speakers representing the various organizations on the need of securing equipment and supervision for the coming summer. Two playgrounds should be equipped at a cost of perhaps \$300 each—one at John Ball Park and one at the Mary Waters Field, one at Garfield Playgrounds at \$200—and three supervisors or instructors engaged at a total cost of \$700.

"Mr. Charles W. Garfield then offered the following resolution, which was seconded by John P. Hayes, of Creston, and carried unanimously:

"Resolved—That it is the sense of this meeting that we should at once enter upon a campaign to secure adequate playground facilities for our city, so that every child shall be able to reach one of these recreation places within one-half mile of his home."

"The question of park as well as playground extension was then taken up. Mr. Hayes stated that the Park Board had been considering submitting to the people the question of a bond issue for this purpose, but had refrained from bringing it up at the spring election because of the municipal programme, which advocated concentration on pure water. This Board now proposes, however, to begin a campaign of education so that the people may know the value of an adequate park system and how deficient Grand Rapids is in this regard compared with other cities. Including all the little triangles we have only 218 acres. Other cities only a fraction the size of ours have several times as large a park area.

#### Our Future Policy.

"The other men present agreeing with him in his contention a committee composed of the Rev. Alfred W. Wishart, Edmund W. Booth and Henry J. Klevorn was appointed to draft resolutions. They submitted the following, which were seconded by Wm. Oltman, of the Sixth Ward Association, and carried unanimously:

"Whereas—According to the standard of population to the park and playground areas in cities the

city of Grand Rapids possesses only one-fourth of the park and playground area necessary to bring the city up to the standard, and

"Whereas—It is universally conceded by all social experts that parks and playgrounds are among the most valuable assets of any city, being absolutely essential to the health, morality and happiness of the people and particularly to that large element in every community, the wage earners and their families, therefore be it

"Resolved—That we, the representatives of various organized groups of citizens, do hereby express our appreciation of the efforts and plans of the Park Commission to develop existing parks and playgrounds and to extend as speedily as possible the park and playground area of the city.

"To this end we pledge our moral support to the Park Commission and urge the Board of Estimates to provide liberally for a cause which means so much to the welfare of the people, especially those who are compelled to remain in the city during the summer months and who reside in those congested districts where parks and playgrounds easily accessible will be welcomed as a great boon to all families.

"Furthermore, to meet the needs already described and in order that Grand Rapids may take its proper rank with the many other cities rapidly developing their park and playground systems, be it

"Resolved—That we regard it as necessary for the city in the near future to prepare a plan for park and playground extension that will anticipate the growing needs of our increasing population."

"The last business of the evening was the endorsement of a plan designed to secure a better understanding and more effective co-operation between the various organizations that are working for civic betterment.

#### Closer Co-operation.

"Since last November when several of these associations co-operated so successfully in holding the second Civic Revival, the Municipal Affairs Committee has been endeavoring to get into closer touch with them in order that all might be enabled to do better work for the city. Officers of the district associations have attended several of our most important meetings and we have sent delegates to participate at their meetings. Now the time has come to go farther than this, to have the district and other civic organizations take part through regularly accredited representatives in regular committee work so that there may be at all times a thorough understanding of each others' plans and purposes. Charles N. Remington therefore moved the adoption of the following resolution, which was seconded by C. H. Jongejan, of the Grandville Avenue Improvement Association—who said that he had been considering a somewhat similar plan—and carried unanimously:

"Recognizing the value to the city of the co-operation of the associations hereinafter mentioned, we invite the  
"Burton Heights Improvement Association,

## Acorn Brass Mfg. Co.

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Makes Gasoline Lighting Systems and Everything of Metal

Established in 1873

Best Equipped Firm in the State

Steam and Water Heating  
Iron Pipe  
Fittings and Brass Goods  
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The Weatherly Co.  
18 Pearl St. Grand Rapids, Mich.

## 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.

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Wholesale Hardware House  
In Western Michigan

32 to 46 S. Ionia St.

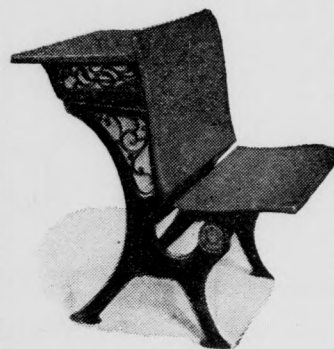
Grand Rapids, Mich.

FOSTER, STEVENS & CO.

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A



"Canal Street Business Men's Association,

"Creston Citizens Association,

"Grand Rapids Real Estate Board,

"Grandville Avenue Improvement Association,

"Madison Square Board of Trade,

"Sixth Ward Improvement Association,

"South Division Street Business Men's Association,

"Trades and Labor Council,

"Working Men's Board of Trade.

"Each to appoint or elect one delegate to each of such of the sub-committees of the Municipal Affairs Committee of the Board of Trade as they may select."

A brief sketch of the work of each committee followed.

#### Sub-Committee Meetings.

Since the last report there have been meetings of the More Beautiful City Committee and two of its subdivisions of the Cleaner City Committee and the City's Neighbors. The More Beautiful City Committee has completed its plans for Arbor Day and has begun active work for the improvement of railroad rights of way so that strangers entering the city may get a better first impression. The Cleaner City Committee will continue its work for smoke and dust abatement and better methods of disposition of rubbish. The City's Neighbors Committee is continuing its work for good roads. A letter from Robert D. Graham, read at the meeting to-day, stated that several of the suggestions made as a result of recent conferences with the Good Roads Commission had been acted upon. An offer made by the Standard Oil Company to furnish material, machinery and a superintendent to oil a stretch of North Canal street for demonstration if the Committee would supply two laborers was accepted.

A telegram from W. W. Todd, of Jackson, President of the Michigan Road Makers' Association, stating that he and Vice-President P. T. Colgrove, of Hastings, would visit Grand Rapids to discuss good roads matters, led Chairman Stowe to appoint a special committee of two to meet the visitors. As there is a chance that we may secure the State Good Roads convention this year, Mr. Stowe asked that a representative of the Convention Committee also be present.

The City's Neighbors Committee asked the approval of the directors at their April meeting of a letter addressed to the Supervisors of Kent county requesting them to state their attitude on the question of good roads in general and on the question of raising the appropriation for good roads in the Grand Rapids district in particular. The request was granted.

In line with the question of taxes the Committee has been asked to appoint three members of its Better Governed City division to meet with a similar committee of the Credit Men's Association for the purpose of studying municipal accounting so that correct principles may be embodied in the new city charter. This question of city finance is one that has occupied a considerable share of the Bet-

ter Governed City Committee's attention during the past year. Consequently its delegates should be able to give valuable aid in work of this kind.

John Ihlder, Sec'y.

#### A Double Number.

We are publishing together the reports for March and April because we were compelled during March to put aside everything which could be put aside in order to give all our energies to the campaign for pure water and charter revision.

#### Charities Endorsement.

As there seems to be some misunderstanding of the function of the Charities Committee we wish to make a brief statement: This Committee gives formal written endorsements only to local philanthropic organizations which it has investigated and found to be in purpose and method worthy of support. If out of town philanthropic organizations apply for endorsement it learns what it can of them through other agencies and gives this information to any member of the Board of Trade who asks for it.

The people of Grand Rapids have in the past given a great deal of money to plausible fakirs who begged in the name of charity and they have given more to support institutions which do not meet a need. This waste has been greatly reduced by the demand that solicitors for charity shall show some evidence that the cause they represent is worthy.

#### Speakers on Civic Subjects.

During February and March the Municipal Affairs Committee brought to Grand Rapids three men of National reputation in civic work and co-operated with the Fountain Street church in bringing here another man equally well known. Ray Stannard Baker, one of the editors and writers of the American Magazine, addressed a meeting of members of the Municipal Affairs Committee and the District organizations in the Board of Trade rooms on the evening of Feb. 17. Clinton Rogers Woodruff, Secretary of the National Municipal League, addressed a joint meeting of the Municipal Affairs Committee and the Committee of 100 on Feb. 23. His stirring appeal for improvement in civic government was one of the potent factors in the campaign for charter revision.

On March 19 Allen T. Burns, Secretary of the Pittsburgh Civic Commission, and Professor Lorch, of the University of Michigan, addressed the Committee on Methods of Civic Improvement. The Pittsburgh Commission is doing a work similar to that of the Municipal Affairs Committee, but on a considerably larger scale, its annual expenses being about \$50,000. Its large revenue enables the Commission to secure the best technical advice. Bion J. Arnold and Frederick Law Olmsted, Jr., are assisting it in seeking solutions for the traffic, street, building and other problems which long continued neglect has made unusually difficult in Pittsburgh.

On March 22 J. Horace McFarland, President of the American Civic Association, spoke on "The Crusade Against Ugliness" at the Fountain

Street Baptist church. Next day he addressed a joint meeting of the Municipal Affairs Committee and the Committee of 100 on "Harrisburg's Fight for Civic Betterment," telling, among other things, of the park system which the little Pennsylvania city has secured—a far better one than Grand Rapids has—and of its rapid sand filtration plant.

#### Voices in the Night.

The man in the upper berth leaned over the edge and, jamming his frown firmly down on his brow, cried in a harsh, coarse voice that was audible for a considerable distance:

"Hi, you, down there! Are you rich?"

"Heh?" ejaculated the man in the lower berth, almost swallowing his Adam's apple. "What's the matter?"

"I say, are you rich?"

"What's that, sir? Rich? What do you mean by waking me up in the middle of the night to ask me such a question as that?"

"I want to know—that's why."

"Well, then, confound you, I am rich. I hope you're satisfied."

"Very rich?"

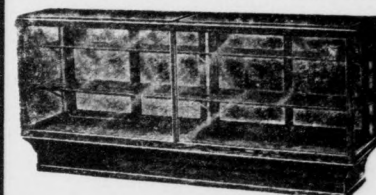
"Millionaire. Now, shut up and—"

"Well, then, why don't you hire a whole car to do your snoring in?"

#### For Show Cases Write

**Wilmarth**  
THE CASE WITH A CONSCIENCE

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.

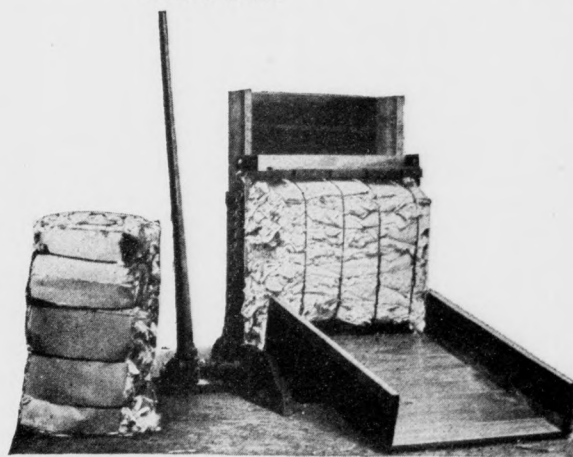
**WILMARTH SHOW CASE CO.**  
40 Broadway, Detroit, Mich.

Down-town show room in Grand Rapids at 58 S. Ionia St.

## New Invention Just Out

Something to Make Every Pound of Your Waste Paper Bring You Good Dollars

The  
Handy  
Press



Increases the profit of the merchant from the day it is introduced. Price, \$40 f. o. b. Grand Rapids. Send for illustrated catalogue.

Handy Press Co.

263 So. Ionia St.

Grand Rapids, Mich.

## 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.**



## KEEP PEOPLE COMING.

## Let No One Dread Entering Your Store.

Written for the Tradesman.

Two ladies were passing along in front of a large handsome store. The window trimming had been done effectively and they paused to admire the really beautiful displays.

"They certainly do show some lovely things," remarked one to the other, "and I believe their prices are reasonable. Still I rarely go in there. I—kind of dread to. It is hard to describe or explain my feelings in regard to this place. I can not say that they ever have treated me with real discourtesy; but I have the feeling that when I have asked to see what they have and they have shown me the goods they think I ought to buy, whether what they may have pleases me or not. Several of my friends complain of the same thing. If one does not buy they act as if they thought she had no intention of making any actual purchases, but was out merely 'shopping' for her own amusement.

"I always try to be considerate of salespeople and rarely ask to be shown goods or have samples given me unless I really am expecting to buy something. But I am somewhat particular about my things and I have to make my money go as far as it will, so when I am to buy a good dress, or a hat, or a wrap, I like to visit the different places and see what each has to offer.

"My husband has his opinions as to what is becoming or the reverse in my apparel and really how I look concerns him as much as it does me, so quite often I ask him to aid in making the selections. But I never should dare to take him into that store to get his judgment on something I was thinking of buying, for if his opinion should be unfavorable I fear we both should be frozen stiff before we could get out of the place.

"Perhaps it is foolish of me to stay away from a fine store when I have nothing more tangible against it, but I feel as I do and I can not help it; so at that place they get very little of my money."

This conversation is given just as one illustration. Many more could easily be gathered from the informal chat that goes on everywhere and all the time, which would show conclusively that certain stores are persistently avoided by those who would make very desirable patrons.

What causes this dread or repugnance? Sometimes it is one thing, sometimes another.

The peculiar atmosphere that pervades some establishments, affecting many persons just in the manner described by the lady in the conversation, making them feel that once the goods are shown they are expected to buy, willy nilly, will keep away persons of fastidious taste and sensitive organization as effectually as would a smallpox sign.

The average woman will buy the meat and vegetables for dinner, or order a bill of groceries, without taking any very long time to think about it, or running around to differ-

ent places to see what each has to offer. The expenditure is not large, what is purchased will soon be consumed and when quality is considered one dealer can not offer much advantage over another in the way of price. So the sensible woman has learned that it simply will not pay her to fag her brain and wear out her shoes when her utmost effort will save her only a few cents at most and many times nothing at all. She may better place her order by phone and be done with it.

But when she wants to buy a new rug, or a davenport, or a set of dishes, or some diamond earrings, or a silk dress, the case is entirely different. These things will last a long time and if they have beauty and merit and suitability they will veritably be joys forever. Selected hastily and lacking these attributes they will always be eyesores, seemingly destined to endure and annoy interminably.

So the shrewd and economical buyer, before she makes her selection, is going to see what all the shops to which she has access have to offer. She is bound to do it, and you, Mr. Dealer, can not help yourself. The fact that you wish her to be perfectly satisfied with what you show her so that the deal can all be closed up inside of ten minutes does not make a particle of difference to her. She'll see what the others have anyway. The best thing for you to do is to preserve a serene mind and reconcile yourself to the fact that ordinarily before the decision as to an important purchase is arrived at there will be comparisons and consultations and delays.

If you make it pleasant for people to come and see what you have then if a fair proportion of the decisions do not fall your way be sure there is something wrong with your goods or with your prices. No matter how well-selected your stock or what excellent values you may be offering if you make people feel that they are not welcome unless they buy, and buy at once, you are simply cutting yourself off from a good portion of your legitimate share of sales. Of course always stand ready to close a deal the moment you can see the opportunity, but manifest not the least suggestion of soreness if you can not close it.

The salesman or saleswoman who fastens too insistently upon a possible buyer, who sticks and hangs and will not take "No" for an answer, soon comes to be generally avoided and dispels patronage. It is true that this type of salesperson, if possessed of a strong will and a compelling personality, may often be able to force a first sale upon a timid or inexperienced purchaser and may afterward plume himself upon having done the verdant customer out of a good price for some very undesirable "sticker." But even the weak-willed customer may have the strength to keep away and few desirable patrons care for more than one encounter with the octopus salesperson.

There are other things which keep people away. A dirty, ill-kept, poorly-lighted, unventilated, badly arranged store may properly be taken by

the buying public as at least a discourtesy if not a positive insult. It can not be expected that the patronage of such a place will thrive.

Every store seeking the favor of women should, if its size will warrant, have its well-appointed toilet and rest rooms. These are great drawing cards. The lack of these almost indispensable conveniences in your store furnishes a powerful leverage to your competitor who has them.

All persons upon entering a store

## HIGHEST IN HONORS

## Baker's Cocoa &amp; CHOCOLATE



Registered U. S. Pat. Off.

A perfect food, preserves health, prolongs life

Walter Baker & Co. Ltd.

Established 1780

52  
HIGHEST  
AWARDS  
IN  
EUROPE  
AND  
AMERICA

DORCHESTER, MASS.

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.

## 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.



like a cheerful greeting and prompt and polite attendance upon their wants. Few will take the trouble to hunt up the goods themselves and then go to a salesperson and beg to have their selection measured off or dealt out. There are stores where they fairly seem reluctant to part with their stuff. No one goes to these places or recommends anyone else to go except as necessity may compel.

There is no more foolish or inexcusable error in storekeeping than that of snubbing customers who are poor and shabbily dressed. If no higher ground is taken, their money is as good as anybody's. Very many persons in humble circumstances are pleasanter, less exacting and more profitable customers than the very wealthy people. Treat all of the folks from the country with the same courtesy you are so careful to extend to all your city patrons.

There is one trait many dealers manifest which is so universally disliked that it deserves special and emphatic mention. Everyone knows the man who makes it plain to his doctor and his dentist and his lawyer, and even to the workman who paints his house or hangs his wall paper, that he expects them to deal with him and is going to feel that they are ungrateful brutes if they fail to do so. Now when this man chooses a physician he prefers the one in whose skill and honesty he places greatest confidence. When he gives his case to a lawyer he wants one who is a good advocate and has a thorough knowledge of his profession. He likes to select on merit.

So does the other fellow. The doctor does not want to wear an ill-fitting suit merely because he has a patient in the family of a certain clothing merchant; nor the doctor's wife an unbecoming hat because another patient carries a line of millinery. Most people are glad to reciprocate favors shown them as far as possible, but very many object and with reason, when, having rendered a valuable service, they are made to feel that they must "take it out in trade," when the goods offered are not what they want.

Make your doctor's wife feel at perfect liberty to buy her hats wherever she chooses. You just see to it that your styles are so faultlessly correct and so exclusive, that the attention shown her in your shop is so courteous and obliging that she would be compelled to patronize you on account of your business merits alone, if her husband had never dealt out a single pellet for any member of your family.

Does some reader feel down in his heart that he is not receiving the patronage that his stock of goods and his general business methods merit? Let him consider carefully whether, for any cause, people dread to come into his store. If such a condition exists, prompt steps should be taken to remedy it. It is a part of the science of storekeeping to keep people coming. Make it pleasant, easy and agreeable for them to come. If you fail, as sometimes you must, to make a sale do not be guilty of failing in the more important matter of having

the customer depart in the frame of mind that makes him or her willing and anxious to come back. Quillo.

#### Noble Example of Two Women.

Another of the old and faithful teachers in the city schools, Miss Emma G. Cole, has passed away, and a large share of the estate she left, representing the savings of a lifetime, is given to public use. Her estate is estimated at \$14,000, and of this she gives \$1,500 to the Board of Education, the interest to be used for the purchase of apparatus and materials for the botanical laboratory in the High School; her large collection of botanical specimens, books, lantern slides and other materials is given to the Kent Scientific Museum; \$5,000 is put into a trusteeship, the income to be used to promote the love of flowers, one-third to be paid to the pastor of one of the downtown churches for a special sermon on flowers, and two-thirds to be spent for flowers with which to decorate the church. To a brother whose whereabouts are unknown she leaves the income on \$3,000, and upon his death the principal is to go to the flower sermon fund.

Miss Cole was teacher of botany in the city schools for many years. She had made botany her life study; she loved it and her enthusiasm had a wide influence upon all with whom she came in contact. Her collection of botanical specimens was easily the largest and the best in the city and it represented the painstaking work of several years. The city is enriched by the gifts, but after all the dollars and cents constitute the smallest part of Miss Cole's benefaction. The work of her life, her devotion to duty and to science and her civic patriotism will be worth far more as an example and inspiration than much wealth.

Miss Cole is the second teacher in the city schools to give the bulk of her estate to the use of the people. Miss Annah M. Clark left all but a small part of her life's savings to promote education. The city has reason to remember these teachers with gratitude, and a graceful acknowledgment of what they have done would be the establishment in their names of high school scholarships or the creation of endowments for the support of the school work in which they were most interested.

While Miss Clark and Miss Cole have been so generous, what have others done in aid of school, museum, library or art gallery in Grand Rapids, either by gift or bequest? The city has many men and women of ample means, but how many of them have seen the way to sparing even a small part from their abundance for educational purposes? The city's record in this respect is not altogether creditable. Should not the noble example of two women inspire others to similar action?

The pig has never been known to express any desire for jewelry, although it often wears a ring.

No matter what breed of eggs we may set they are sure to hatch more or less trouble.

#### NEW YORK MARKET.

##### Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, April 30—Dulness still characterizes the spot coffee market and there seems no immediate prospect of any change for the better. Possibly there is a little better feeling, but sales are of very small amounts. In store and afloat there are 3,184,166 bags, against 3,635,088 bags at the same time year. At the close Rio No. 7 is quoted in an invoice way at  $8\frac{1}{2}\text{c}$  to  $8\frac{3}{4}\text{c}$ . Mild coffees are very dull, too, and buyers are inclined to take only the smallest possible quantities. Good Cucuta is worth  $10\frac{1}{4}\text{c}$ .

In the tea market there seems to be a real scarcity of Japans and quotations are well held. This is true also of Pingsueys, so far as strength of price is concerned. But business is very quiet generally and only enough to keep assortments unbroken is being taken.

Little, if any, new business has been transacted in sugars and there seems to be an intention to use up every pound of stocks on hand before taking on further supplies. The general quotation is 5.15c less 1 per cent. cash. A decided improvement is looked for with confidence within a short time.

Rice is moving slowly and prices here, although seemingly lower than at some other points, do not seem to attract much attention. Good to prime domestic,  $4\frac{1}{2}\text{c}$  to  $5\text{c}$ .

Spices are inactive although there is a little business going forward all the time—just enough to keep things from stagnating. No changes have been noticed in quotations.

Grocery grades of molasses are steady and the market is as active as could be expected at this time of the year. Good to prime centrifugal, 26 @30c.

There is a large quietude still prevailing in canned goods and packers of "really truly" standard 3s tomatoes are declaring they will not sell for less than  $62\frac{1}{2}\text{c}$  and not a few ask 65c. But with quite a quantity of goods carried over and the new pack not far off the outlook is not especially encouraging for the last-named quotation. Some sales have been made at 60c, but of course the quality would be regarded with suspicion.

Corn is doing fairly well but quotations show no advance. Peas at 65@70c are moving slowly. Other goods attract little attention, as might be expected when the market is full of fresh goods.

Butter is in pretty good demand for top grades and quotations are well sustained. Creamery specials, 30@30 $\frac{1}{2}\text{c}$ ; extras, 29 $\frac{1}{2}\text{c}$ ; old stock, 23@28c; imitation creamery, 23 $\frac{1}{2}$ @24 $\frac{1}{2}\text{c}$ ; factory, 22 $\frac{1}{2}$ @23c.

Cheese is steady with old stock full cream held at 17 $\frac{1}{2}\text{c}$ . New stock is coming in quite freely but seems to be taken up quite closely. It is held at 13 $\frac{1}{2}\text{c}$ .

Eggs are in ample supply save for the finest nearby stock. Western selected extras, 23@23 $\frac{1}{2}\text{c}$ ; storage, 22 $\frac{1}{2}\text{c}$ ; regular pack, firsts, 21 $\frac{1}{4}$ @21 $\frac{1}{2}\text{c}$  and down to 18 $\frac{1}{2}\text{c}$ .

#### He Got His.

"A wise lawyer is a silent man; the fewer unnecessary questions he asks the better for him," says Senator Root. "A little girl taught me this early in my practice. Her widowed mother came often to my office about the settlement of her estate. Sometimes she brought her daughter, a beautiful girl of 10 with red curls. One morning, after a long conference with the mother, I noticed that the child seemed uncomfortable; she evidently thought I was paying too much attention to her mother. I patted her on the head and said:

"You are a beautiful girl. Don't you want to come to my house and be my little girl?"

"She answered very decidedly: 'No, I don't. And I don't want mother to either.'"

#### Suited Norah.

Norah had been guilty of what was considered an indiscretion, so the mistress of the house called her to "step the carpet." "If such a thing occurs again, Norah," said the mistress, "I shall have to get another servant!" And Norah said, "I wish yer would—there's easily enough work for two of us!"

It Pays to Handle  
**MAYER SHOES**

# 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





### Relations of the Salesman and the Credit Man.

I consider a salesman's relation to the credit department the most important of any source of credit information, if your salesman has had the proper training and is alert, active and eager to aid the credit man in forming judgment on the amount of credit to which the customer is entitled.

An ideal salesman is one who has the ability, first, to know whether a merchant is entitled to credit, and, if so, how much; second, to know how to sell him his needs and on short time, and third, to be able to collect the bill when due. In this article we are more especially concerned with the first requisite, namely, to know whether a merchant is entitled or not to credit and, if so, how much.

The credit department depends on the following sources for its information:

1. Its salesman's report.
2. The information derived from mercantile agencies, attorneys and written statements.
3. Trade reports obtained from other jobbers, banks, etc.
4. A general knowledge of the territory, character of people and prospects of success. So important do I consider the first of these, namely, a good salesman's report, that if I could have only one source of information there would be no hesitancy which I should choose.

I am speaking now of the merchant who has been in business for some time, and also the individual merchant whom the salesman has an opportunity to observe and study as distinguished from the stores conducted by coal or lumber companies.

The salesman is the man who is "on the ground." He sees the merchant at his home; he knows his methods of doing business; he observes his manner of keeping stock, that is, how he takes care of his goods; he can easily get a line on how much credit business he is doing and the character of the same, also whether the volume of business is sufficient to be profitable or not. He also knows whether a family of three is supported out of the profit, or whether it is a family of ten and all the wife's relatives; he can know the moral character and reputation of the man with very little effort, also know how he is regarded by his neighbors. He observes whether he buys recklessly or conservatively; in a word can find out the man's capacity.

You can theorize from a financial statement, weighing the relative proportion that the amount of his stock, accounts and other assets bears to the

amount of his liabilities, but if you have confidence in your salesman's abilities, your final judgment in nine times out of ten will be determined by your salesman's report and you will seldom miss it. But have you confidence in your salesman's report?

There are many men born natural salesmen who have very vague ideas as to credit. Fortunately in order to pass a fair judgment on a credit risk a salesman does not have to be born a credit man. He only has to have ordinary powers of observation, ordinary common sense and the ability and inclination to impart to the credit department what he has observed and knows.

It is surprising, however, how many there are who will not measure up to this standard, and of those who fail the majority I believe do so from their inability to recognize the weight that should be given to little things and which they never dream of reporting to the credit department, failing to recognize the worth to this department of minute details which to the credit man are invaluable.

If our salesman would realize how important it is to be in close touch with the credit man there would be more good salesmen; and if the credit man was in closer touch with the salesman there would be fewer bad accounts. How best to bring this about is difficult to say. Where it is possible I believe frequent meetings of the several salesmen with the credit man, in the form of an experience meeting, where views can be exchanged, where general principles can be laid down and made vital by personal incidents, are most effective. Where it is not practical to have meetings of several of the men, you have to depend on working with each individual.

Form the habit of going over accounts with your men, particularly past due accounts, at least once a month. Pump all the information out of them that is possible, not so much for your own information as to impress upon them the necessity of being thoroughly posted regarding the affairs of their customers, and make them realize especially the important facts that should be known by them concerning everyone whom they sell. Impress upon them the advantages of making reports frequently on every customer who is financially weak or a doubtful risk.

One of the hardest propositions that a credit man has to tackle is when to lap his bills and when not to. A customer may be entitled to \$200 credit; he may not be entitled to an additional \$200 even although the first amount is not due. To extend this

credit may result in embarrassing and crippling him financially. Not to extend it may, and probably will, offend the customer and you have destroyed your chances of selling him again.

An occurrence of this kind or over-selling is too important ever to allow it to pass without its being taken up and discussed with the salesman, and such a time is most opportune to impress upon him that big and satisfactory sales are dependent upon close, harmonious relations with the credit department.

It is also advisable to see that your salesmen thoroughly recognize the importance of friendly relations with attorneys, bank officials and other prominent citizens as this acquaintance has a value at times that it is hard to estimate. It is more important, however, that the salesman should establish close and intimate relations with the customer. Get his respect and confidence. This a matter of temperament, and not always easy to do, but most valuable when accomplished. If he succeeds it will only be a short time before he will be in the position of a confidential friend and adviser. When this relationship is established, backed up as it should be by a similar relationship between the salesman and credit department of his own house, there is very small chance of a mercantile loss.

The salesmen should be impressed with the importance of taking written and signed statements when an account is opened, and also with the need of written or verbal statements, giving good general ideas of a merchant's financial condition when he becomes slow in his payments without an apparent or valid excuse. While I do not doubt that the value of a signed statement is often overrated, still I believe that wherever possible it should be obtained. In some cases the moral effect is tremendous and where you have a doubtful account to collect it has often proved a valuable weapon in putting up a case of bluff.

I have been speaking more particularly of the relation of a salesman to his customer as we find it in what is called "country trade." In the case of stores like those of coal and timber companies, or like those in large cities, naturally it is different as the salesman does not have the opportunity of coming in frequent contact with the man or men who may be at the head and who direct and control the affairs of the company, nor can they possibly have the same opportunity of gaining information. Any salesman, however, trained to get and report information on the one class, will also be found to be a great assistance to the credit man as regards the other class.

If the credit man is working along the above lines and he sees an honest effort on the part of the salesman to co-operate, do not fail to recognize and encourage the effort. If he makes an intelligent report let him know it occasionally. When you can consistently ship an order on his request do so and make him feel that you have confidence in his judgment.

I have not touched on the question of the salesman personally seeing to

bills being paid promptly at maturity, nor to the equally important point of instructing and developing in him the ability to recognize doubtful accounts and the different methods of securing or collecting same, both of which are very essential.

Now let me briefly mention the reverse side of the proposition, namely, the "credit department's relation to the salesman." It is not a one-sided proposition. Both the credit man and the salesman are striving to earn their bread and butter and probably a little more; and while the credit man has the final say so, he is in duty bound to protect and stand back of the salesman in every way possible. To turn down an order without comment, to dun a customer in a disagreeable and harsh manner when not called for or to pursue any course that keeps a salesman forever apologizing is unfair and unjust to the salesman. He has troubles enough at the best without having them increased by a thoughtless or irritable credit

## 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.

## 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

## Cross-Country Run

Knowing travelers take a cross-country run every Saturday. The race ends at the

## Hotel Livingston

Grand Rapids, Mich.

the ideal place to spend Sunday.



man; in fact, no house ought to tolerate a chronic dyspeptic at the head of the credit department.

Salesmen also ought to have opportunity first to explain their position before being "called down" unless for an old offense. They are human; they are honest and they are working for the interest of their firm, but being human, they will make mistakes. Was not the mistake really the fault of the credit man? He is supposed to be an expert in his line, and as such is able and should instruct the salesman under him. Did he do it? If he did not, is not he rather than the salesman to blame?

In closing it seems to me that this whole article brings out the idea forming the basis of co-operation. I believe that the best results for any jobbing house can only be produced where the relations between the credit department and the salesman are co-operative and where the personal relations are harmonious and most intimate.

E. A. Barnes.

#### Second Annual Banquet of Muskegon Council, No. 404.

Grand Rapids, May 3—The second annual banquet of Muskegon Council, No. 404, U. C. T., was pulled off Friday evening, April 29, and a mighty good "pull off" it was, for nothing but bouquets and compliments were handed the Muskegon Council by the visiting brothers from Hillsdale, Grand Rapids and Traverse City for the sumptuous entertainment and banquet given their visitors. The distinguished guests from outside were A. T. Lincoln, Grand Counselor, Hillsdale; Fred C. Richter, Grand Secretary, Traverse City, and John D. Martin, member Grand Executive Committee, Grand Rapids. W. A. White, Senior Counselor of Muskegon Council, acted as toastmaster; A. W. Stevenson, Chaplain of Muskegon Council, pronounced the invocation. The first speaker of the evening was John D. Martin. The subject assigned him was the Growth of the United Commercial Travelers in Michigan. John went back to the origin of the organization by John C. Fenimore in January, 1888, in Columbus, Ohio, the first Council being instituted in Detroit in December, 1889, the next one being Flint, No. 29, in November, 1891, and then came Saginaw Council, No. 43, in April, 1893, and the Grand Council of Michigan, instituted in May, 1893. From a membership in Michigan of 124 there is now a total membership of 1956. With forty-three Councils the order has grown to the magnitude of 493 Councils, twenty-five Grand Councils and a total membership of 56,200, of which Michigan furnishes twenty-three Councils.

The next speaker called in was John Q. Ross, of Muskegon, the man who has the reputation of leaving Muskegon, going to England, selling a bill of goods and getting back to Muskegon in twenty days.

Mr. Ross undertook to defend the success of the bonus system in securing manufacturing enterprises. He stated that whereas to bring thirteen factories to Muskegon \$207,000 of bonus money had been expended,

these same factories, in the time they have been here, have paid back in taxes to the city \$241,327.04. Last year, continued Mr. Ross, twelve of these factories paid out in wages \$2,282,950. Two factories have also paid back to the Chamber of Commerce \$5,000 each, he declared.

On April 1, last, he said these twelve factories were employing a total of 4,224 men. Under their agreement with the Chamber of Commerce they were to employ 2,220 men, showing the profit that has accrued to Muskegon through bonusing.

"There are at the present time in Muskegon," said Mr. Ross, "450 new houses in course of construction. There is no better place to live than here, and I believe you realize it. You traveling men have a splendid opportunity to advertise Muskegon and tell what a good town this is. I know that you do it."

"Boost Muskegon all you can. Tell everybody about the good things we have here. Tell them about our school system. When England some time ago sent a Commission to this country to study the school systems here five cities were visited by it. One of the five was Muskegon."

"Our manual training school is the best in the world. Boys who might be attracted out of school to the industries are kept in school by it and have an opportunity to test their ingenuity in various lines."

"You probably remember Muskegon after the lumber days, with empty houses everywhere and business stagnating. Don't let such a spirit possess us again, but keep boosting. It adds to your business, it adds to mine, it helps us all."

"When the effort to raise the present bonus fund of \$20,000 was begun I did not believe we could raise \$10,000. In less than six weeks we have raised over \$20,000. That shows the Muskegon spirit."

Fred C. Richter, speaking on the subject of "How to Make Seventy-Two Out of Thirty-Six," explained various methods to be employed for increasing attendances at meetings and getting new members to join. The wives of the members, he declared, could also exert a great influence in making meetings pleasant.

A. T. Lincoln, of Hillsdale, slated to talk on "Our Auxiliaries—the Ladies," amplified Mr. Richter's remarks, applauding the women for the good work they have done in promoting the growth of the order. He cautioned the members to keep out of political and religious discussions, but to live as a brotherhood.

Ways and means of bettering the order were also explained by H. F. De Graff, of Grand Rapids, Senior Counselor. Mr. White was a very successful toastmaster.

A flashlight photograph was taken of the assemblage. Following the banquet and toasts the members adjourned to their hall. J. Dee.

There is this to be said for the apple tree—it never hides any fruit in its trunk.

Many stories are like ashes: when thoroughly sifted there is not much left.

#### Pentwater To Conduct a Mid-Summer Assembly.

Pentwater, May 3—At the last meeting of the Pentwater Boosters Club the reports of various committees having in charge arrangements for the Mid-Summer Assembly were sufficient to convince the most skeptical that the new organization which so successfully conducted the fight before Congress for the continuance of our harbor has succeeded in completing arrangements where Pentwater is to have a nine day literary and musical course at which some of the greatest metropolitan attractions are to be offered.

The advance programme shows the following assignment of days:

Saturday, July 16: Pentwater Home Coming Day.

Sunday, July 17: Special religious features and sacred concert.

Monday, July 18: Old Settlers' Day.

Tuesday, July 19: Shelby Day.

Wednesday, July 20: Hart Day.

Thursday, July 21: Woman's Day.

Friday, July 22: To be announced.

Saturday, July 23: Farmers' Day.

Sunday, July 24: Religious and musical.

Special trains will be run on Shelby and Hart days, permitting residents of those cities to return home after the completion of the evening programme.

The celebrated Fisk Jubilee Singers (colored) will give two musical programmes daily, Monday, Tuesday and Wednesday.

On Woman's Day and the day following Mrs. Osceola Pooler, the popular elocutionist and impersonator, will give readings and recitations twice daily.

The Grand Rapids Evening Press Newsboy's Military Band of forty-two members has been engaged for the entire session and will give musical entertainments galore.

Among the prominent speakers and lecturers who have been arranged for are Senators Burrows and Smith, Congressmen McLaughlin and Townsend and nearly all of the prospective candidates for Governor of all parties (all lectures to be non-political) and the Committee is in hopes of securing Hon. James Wilson, Secretary of Agriculture, Washington, as a special attraction on Farmers' Day.

A monster tent, with a seating capacity of 2,000, has been engaged, and while its location has not been definitely decided upon, it will be placed where the public convenience and comfort will be best served.

#### Changes in Some Michigan Factory Dairies.

Greenville — The Island City Creamery Co., of Grand Ledge, has purchased the Greenville Cheese Co. plant and will install new machinery necessary for the wholesale manufacture of ice cream and butter.

Zeeland—The Phenix Cheese Co., which has leased the Harlem creamery, has employed three Italian cheesemakers from New York, who are making a brand of cheese used mostly by the Italians.

Boon — The Boon Creamery Co. perfected its organization Saturday

and elected officers for the coming year. The capital of the company is \$4,500, all of which is paid in. H. A. Snider, of Boon, was elected President; Will McNitt, Jr., Secretary, and James Mansfield, Treasurer. A. Swartz and C. Hector were elected Directors. The plant is about completed and as soon as the buttermaker arrives he will set it in operation.

Manchester—Weber & Son have sold the Manchester creamery to R. G. Sortor, of Owosso. Messrs. Weber expect to go to Missouri. They have been very successful.

Big Rapids—H. D. Wendt, of Grand Rapids, has been selected as manager of the Rudell creameries in the North Michigan district. Mr. Wendt will make his headquarters in this city.

Zeeland—Cory Dykwell, for several years book-keeper for the Zeeland Cheese and Butter Co., has taken the position of manager with the company's successor, the Phenix Cheese Co., in place of John S. Brouwers, resigned.

East Jordan — Floyd McCadam, from St. Lawrence county, New York, has leased the East Jordan creamery which has been idle for some years, and is putting the same in first-class condition. Farmers have already pledged him the milk from 200 cows.

Rochester—Articles of incorporation for \$6,000 have been filed at Lansing by the Rochester Creamery Co. The company, which was organized last summer, is composed of about 100 farmers of Avon township. A building was constructed last August in the southern part of the village and has done a flourishing business ever since.

#### Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, May 4—Creamery, fresh, 26@29c; dairy, fresh, 22@26c; poor to common, 20@22c.

Eggs—Strictly fresh, 21½@22c.

Dressed Poultry—Iced fowls, 19@20c; ducks, 18@20c; old cocks, 14@15c; geese, 14@15c; turkeys, 16@20c.

Beans — Pea, hand-picked, \$2.25@2.30; red kidney, hand-picked, \$3@3.10; white kidney, hand-picked, \$2.75@3; marrow, \$2.85@2.90; medium, hand-picked, \$2.25@2.30.

Potatoes—25c per bu.

Rea & Witzig.

J. J. Berg, formerly with H. Leonard & Sons, but recently with Geo. H. Bowman & Co., of Cleveland, has engaged with Geo. H. Wheelock & Co., of South Bend, to cover Northern Indiana and Southern Michigan. He went to South Bend on Monday to secure his samples. He succeeds the late Oscar Kropff, who died of pneumonia four weeks ago after having covered the same territory twenty-seven years.

#### Fleeced.

Newsboy—Great mystery! Fifty victims! Paper, mister?

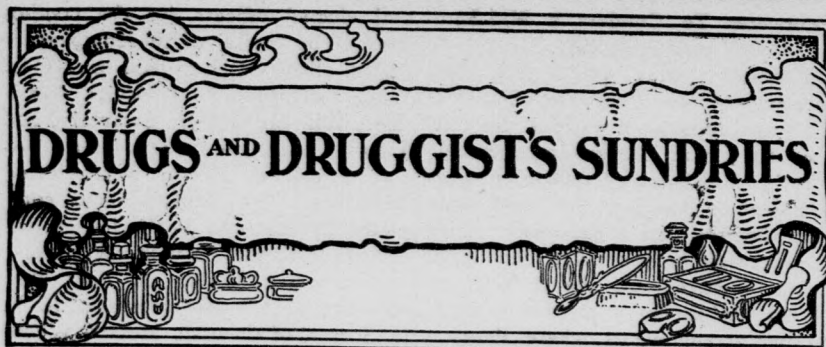
"Here, boy, I'll take one."

"Say, boy, there's nothing of the kind in this paper."

"That's the mystery, Guv'nor, you're the fifty-first victim."

Preserve your credit by seldom making use of it.





**Michigan Board of Pharmacy.**  
 President—W. E. Collins, Owosso.  
 Secretary—John D. Muir, Grand Rapids.  
 Treasurer—W. A. Dohany, Detroit.  
 Other Members—Edw. J. Rodgers, Port Huron, and John J. Campbell, Pigeon.

**Michigan Retail Druggists' Association.**  
 President—C. A. Bugbee, Traverse City.  
 First Vice-President—Fred Brundage, Muskegon.  
 Second Vice-President—C. H. Jongejan, Grand Rapids.  
 Secretary—H. R. McDonald, Traverse City.  
 Treasurer—Henry Riechel, Grand Rapids.

**Michigan State Pharmaceutical Association.**

President—Edw. J. Rodgers, Port Huron.  
 First Vice-President—J. E. Way, Jackson.  
 Second Vice-President—W. R. Hall, Manistee.  
 Third Vice-President—O. A. Panckboner, Grand Rapids.  
 Secretary—E. E. Calkins, Ann Arbor.  
 Treasurer—Willis Leisenring, Pontiac.

### Three Principal Qualifications For the Drug Salesman.

I am prompted to write a few lines concerning the best qualifications to be shown by a clerk behind the drug counter. The class of men selling drugs are of a type entirely different from clerks in other lines and the merit of these clerks depends absolutely on honesty, sobriety and knowledge, the lack of any of which renders the clerk unfit for so responsible a position. Strange as it may appear, the position of drug clerks seldom offers the promotion and financial advantage so eagerly sought by all men.

In striking contrast to many callings this field is not especially brilliant, and I have among my circle of personal friends many who can not boast of affluence, although years of toil and faithful performance of duty have made them conspicuous even in national circles. The chief reason for such a condition is their strict adherence to the first-mentioned qualification—honesty—and consequent refusal to resort to practices which are considered by some as the greatest essentials to success. I would not disparage the profession—for such it is—of pharmacy. On the contrary, I would raise the pharmacist cum laude to the highest pinnacle in the courts of fame, because of his untiring efforts on behalf of mankind, who, so seemingly ungrateful, pass him by as only a drug clerk with never a thought of his sacrifices of time, pleasure and gain in the world's standard of worth—money.

Some of my readers will say: "Why, druggists are all well to do and they have many chances to rise." To this I reply, "You are wrong." Once it was reasonably true, but today the chances for the poor clerk to "work up" are few. I know of many instances where men devoted years of study, work and worry

to the profession of pharmacy and then at last gave up the fight and went into other fields of endeavor where opportunity knocks more often at the door. I shall try to show why this condition prevails. Some of you may think I am pessimistic, but wait.

Let me cite an experience characteristic of one large store in a leading New England city. The store I mention is a popular-priced store, that is, one where great stress is laid on the quality of the soda water, sandwiches, baked beans, oyster cocktails, etc.—as a pharmacist I am justified in blushing for such desecration of the oldest profession in the world! A young man is offered a position of drug clerk in this institution. On his acceptance he is schooled in the art of "choosing for a customer." His chief qualification lies in his ability to "size up" his customer and estimate "how far he can go" with him and "what arguments he can use" with him in helping him to choose something different from what he came to buy—which something, by the way, this firm has advertised "going for this day only at the ridiculously low price of 19 cents, regular price 35 cents." (Do you see, brother writer, how your principle can be carried too far?) Two experienced men hover near the embryo drug clerk to see that his arguments are well-chosen, timely and of such a character as to promote confidence and to "land" the unsuspecting customer. In other words, he is studiously taught to sell the "just as good" kind of goods. The first of the qualifications mentioned for the druggist is thus lost. Sobriety and knowledge soon follow.

A friend of mine was employed in a store of this character and was required to sell cocaine. He told me this store disposed of hundreds of ounces of this life-wrecking drug. In order to avoid being caught the proprietors had the powders mixed with powders of acetanilide, thus minimizing the chances of detection. Incidentally, the customer was forced to keep buying until he finally drew the kind of powder desired. Quite a scheme to increase the sales! The proprietor was such a cold-blooded, profit-seeking scoundrel that he did not hesitate at all to add this steal to the other burdens of the pitiful wrecks who sought this drug.

Of course, these are rare cases, but there are plenty of instances where dishonest practices are followed. Suppose the doctor has told some person to buy bicarbonate of soda or bismuth for an irritated stomach. The

clerk, here trying to please his employer by making more profit, offers a cheaper product than called for by the doctor. Honesty is again assailed. The clerk has again done something that tends to break down his character.

When a clerk finds these things existing in a store where he is employed he soon becomes "indifferent," loses his respect for his employer and his "daily routine becomes a bother." His ambition wanes and his high ideals are forgotten. He becomes a changed, a sadly altered person. He has been lost to pharmacy and degenerates into a mere mechanical clerk and a wanderer from store to store. We have too many of this kind of drug clerk. The fault lies in the system of the employer, "not how good but how cheap" seems to be the motto of these employers. Should their clerks fail to develop proficiency in dishonestly pushing inferior goods they are condemned as poor salesmen. If those same clerks had their training in pharmacies where honesty holds forth they would have developed the true essentials of salesmanship and would have learned to deal out just what was asked for—or a better product were that possible.

My advice to any clerk is to absolutely avoid substitution or even the thought of the same. Be honest with your customer as you would have him be honest with you. There are instances where customers do not know what they want. In these cases do not try to "stick" them. You may do it once and succeed beautifully. But the next time the chances are you won't have an opportunity to try. The customer has gone elsewhere.

E. W. Smith.

### Pharmacopoeial Revision Publicity.

Much has been written and more has been said about the question of pharmacopoeial publicity by informing interested readers in advance of the decisions reached by the next Committee of Revision. The Pharmacopoeia has been published in the past like other books, and it was not deemed necessary or desirable to print the book on the installment plan or give a copy of the text to pharmaceutical and medical journals, one of the principal reasons for this being that such a course would impair the sales of the book, and the proceeds from the sales represented the whole capital possessed by the pharmacopoeial authorities for paying the expenses of revision and publication. There has been no "star-chamber" secrecy about the work on the Pharmacopoeia, and anyone could obtain from the proper officers an exact account of receipts and expenditures, and a report, properly audited, is always presented to the convention.

Since the United States Pharmacopoeia is now the book of standards under the food and drugs act, the demand for greater publicity is a natural one, and while the question from the first has been based upon general publicity, the difference of opinion has been upon the methods and the extent of the information which should be given to the public. Naturally there are some who de-

mand itemized details, and they want to know everything which goes on in the Committee or Board and have an opportunity of criticising the details in advance of publication. Others, probably with a better conception of the magnitude of the work which is required, see the impracticability of such a plan, for anyone who has closely followed the criticisms which have appeared upon the Pharmacopoeia realizes that many of them are worthless, and in many cases mean only an honest difference of opinion, but as to the next revision an enormous task of selection will devolve upon the Committee.

Upon every question of importance it will first be necessary to secure unanimity of opinion among the Committee members. Then, when this conclusion has been reached and publicity given in the journals, who is going to determine the consensus of public opinion, particularly in case of disagreement and adverse opinions about the many questions which will come up, and how is a vote to be taken on public opinion? Must the progress of the work be delayed, if so, for how long? Someone is going to make serious objection to something even after the galley proofs have been printed. Notwithstanding these difficulties, a modified plan of publicity can be adopted which will give the interested public information about the important changes which will be made in the text and if harmony and good sense prevail, and there is every expectation of this desideratum at this time, the next Revision of the Pharmacopoeia will show the beneficial results of many minds working together in order to make as perfect a book as possible.

Joseph P. Remington, Ph. M.

### The Camphor Language.

In Johore, on the Malay Peninsula, there is employed one of the strangest languages in the world, used for a most curious purpose. This tongue is called Pantang Kapor, or "camphor language," and is a medium employed by natives and others engaged in gathering the product of the Malayan camphor-tree, but only when they are at work.

It is a superstition of these natives that, should they use the language of the district, the Malay or the aboriginal Jakun, they would be unable to obtain their camphor.

The Malay natives firmly believe that each species of tree has a spirit, or guardian angel, that presides over its affairs, this spirit being known by the name of Bisan. This divinity's resting-place is near the trees. Then, too, the spirit of the camphor-tree is held to be extremely jealous of the precious gum, so that it becomes necessary to propitiate her, inasmuch as she would, should she learn that hunters were in quest of it, endeavor to interpose obstacles to their mission. Accordingly, the natives speak in a tongue that the tree spirit may not understand. It was for this purpose that the mysterious "camphor language" was invented, and it consists of an old mixture of Jakun and Malay words that have been curiously altered and reversed.



## WHOLESALE DRUG PRICE CURRENT

Aceticum	6@	8	Copaiba	1	75@1 85	Scillae	50	Macis	65@	70	Salacin	4	50@4 75	Oils					
Benzolcum, Ger.	70@	75	Cubebae	4	25@4 50	Scillae Co.	50	Magnesia, Sulph.	3@	5	Sanguis Drae's	40	50	Lard, extra	35@	90			
Boracie	12@		Erigeron	2	35@2 50	Tolutan	50	Mannia S. F.	75@	85	Sapo, G	15		Lard, No. 1	60@	65			
Carbolicum	16@	20	Evechthitos	1	00@1 10	Prunus virg	50	Menthol	3	15@3 35	Sapo, M	10@	12	Linseed, pure raw	80@	85			
Citricum	45@	50	Gaultheria	4	80@5 00	Zingiber	50	Morphia, SP&W	3	55@3 80	Sapo, W	13 1/2@	16	Linseed, boiled	81@	86			
Hydrochlor	3@	5	Geranium	oz	75	Tinctures			Morphia, Mal.	3	55@3 80	Seidlitz Mixture	20@	22	Neat's-foot, w str	65@	70		
Nitrocum	8@	10	Gossypil Sem gal	70@	75	Aloes	60	Moschus Canton	@	40	Sinapis	@	18	Turpentine, bbl.	.66 1/2				
Oxaleum	14@	15	Hedeoma	2	50@2 75	Aloes & Myrrh.	60	Myristica, No. 1	25@	40	Sinapis, opt.	@	30	Turpentine, less	67				
Phosphorium, dil.	44@	47	Junipera	40@	1 20	Anconitum Nap's F	50	Nux Vomica po 15	@	10	Snuff, Maccaboy.	@	51	Whale, winter	70@	76			
Salicylicum	1 1/2@	5	Lavendula	90@	3 60	Anconitum Nap's R	50	Os Sepia	35@	40	De Voes	@	51	Green, Paris	21@	26			
Sulphuricum	1 1/2@	5	Limons	1	15@1 25	Arnica	50	Pepsin Saac, H & P D Co.	@	1 00	Soda, Boras	5 1/2@	10	Green, Peninsular	13@	16			
Tannicum	75@	85	Mentha Piper	2	25@2 50	Asafoetida	50	Picis Liq N N 1/2 gal. doz.	@	2 00	Soda, Boras, po	5 1/2@	10	Lead, red	7 1/2@	8			
Tartaricum	38@	40	Mentha Verid	2	75@3 00	Atrope Belladonna	60	Picis Liq pints	@	1 00	Soda, et Pot's Tart	25@	28	Lead, white	7 1/2@	8			
Ammonia			Morruhae, gal.	2	00@2 50	Aurant Cortex	50	Pil Hydrarg po 80	@	60	Soda, Carb	1 1/2@	2	Ochre, yel Ber	1 1/2	2 @ 4			
Aqua, 18 deg.	4@	6	Myrcia	3	00@3 50	Barosma	50	Piper Alba po 35	@	30	Soda, Bi-Carb	3@	5	Ochre, yel Mars	1 1/2	2 @ 4			
Aqua, 20 deg.	6@	8	Olive	1	00@3 00	Benzoin	50	Piper Nigra po 22	@	13	Spts. Cologne	@	2 60	Putty, comm'r'l	2 1/2	2 1/2 @ 3			
Carbonas	13@	15	Picis Liquida	16@	12	Benzoin Co.	50	Pix Burgum	@	3	Spts. Ether Co.	50@	55	Red Venetian	1 1/2	2 @ 3			
Chloridum	12@	14	Picis Liquida gal.	@	40	Cantharides	75	Plumbi Acet	12@	15	Spts. Myrcia	@	2 50	Shaker Prep'd	1 25@	1 35			
Aniline			Ricina	94@	1 00	Capsicum	50	Pulvis Ip'cet Opil 1 30@	1 50		Spts. Vini Rect bbl	@	30	Vermillion, Eng.	75@	80			
Black	2 00@	2 25	Rosae oz.	6	50@7 00	Cardamon	75	Pyrenthrum, bxs. H & P D Co. doz.	@	75	Spts. Vini Rect 1/2 b	@	30	Vermillion Prime					
Brown	80@	1 00	Rosmarini	@	1 00	Cardamon Co.	75	Pyrenthrum, pv.	20@	25	Sulphur Subl	2 1/2@	3 1/2	American	13@	15			
Red	45@	50	Sabina	90@	1 00	Cassia Acutifol	50	Quassia	8@	10	Sulphur, Roll	2 1/2@	3 1/2	Whiting, Gilfers'	@	95			
Yellow	2 50@	3 00	Santal	@	4 50	Cassia Acutifol Co	50	Quina, N. Y.	17@	27	Tamarinds	8@	10	Whit'g Paris Am'r	@	1 25			
Baccae			Sassafras	85@	90	Castor	1 00	Quina, S. Ger.	17@	27	Terebenth Venice	28@	30	Whit'g Paris Eng.	@	1 25			
Cubebae 5	45@	50	Sinapis, ess. oz.	@	65	Catechu	50	Quina, S P & W	17@	27	Thebromae	40@	45	cliff	@	1 40			
Junipers	8@	10	Succini	40@	45	Cinchona	50	Miscellaneous									Extra Turp	1 60@	1 70
Xanthoxylum	1 25@	1 50	Thyme	40@	50	Cinchona Co.	50	Aether, Spts Nit 3f	30@	35	Aether, Spts Nit 4f	34@	38	Alumen, grd po	7	3 @ 4			
Balsamum			Thyme, opt.	@	1 60	Columbia	50	Annatto	40@	50	Antimoni, po	4@	5	Antimoni et po T	40@	50			
Copaiba	65@	75	Theobromas	15@	20	Cubebae	50	Antipyrin	@	25	Argenti Nitras oz	@	62	Arsenicum	10@	12			
Peru	1 90@	2 00	Tigill	90@	1 00	Digitalis	50	Argent Nitras	10@	12	Balm Gilead buds	60@	65	Bismuth S N	1 90@	2 00			
Terabin, Canada	78@	80	Potassium			Bi-Carb	15@	18	Bismuth Chlor, 1s	@	9	Calcium Chlor, 1s	@	10	Calcium Chlor, 1/2s	@	10		
Tolutan	40@	45	Bichromate	13@	15	Bromide	25@	30	Calcium Chlor, 1/4s	@	12	Cantharides, Rus.	@	20	Capsici Fruc's af	@	22		
Cortex			Carb	12@	15	Chlorate	12@	14	Cap'i Fruc's B po	@	15	Carmine, No. 40	4 25		Carphyllus	20@	22		
Abies, Canadian	18		Cyanide	30@	40	Iodide	3 00@	3 10	Cassia ructus	@	35	Cataceum	@	35	Centraria	@	10		
Cassiae	20		Iodine, colorless	75		Kino	50		Cera Alba	50@	55	Cera Flava	40@	42	Crocus	45@	50		
Cinchona Flava	18		Lobelia	50		Lobelia	50		Chloral Hyd Crss 1	15@	1 40	Chloroform	34@	54	Chloral Hyd Crss	1 15@	1 40		
Buonymus atro.	60		Myrrh	50		Myrrh	50		Chloro m Squibos	@	90	Chondrus	20@	25	Cinchonid'e Germ	38@	48		
Myrica Cerifera	20		Nux Vomica	50		Opil	1 25		Cinchonidine P-W	38@	48	Cocaine	2 80@	3 00	Corks list, less 75%	@	45		
Prunus Virginl.	15		Opil, camphorated	1 00		Opil, deodorized	2 00		Creosotum	@	25	Creta	...	bbl. 75					
Quillala, gr'd.	15		Quassia	50		Rhatany	50		Creta, prep.	@	5	Creta, precip.	9@	11	Creta, Rubra	@	8		
Sassafras, po 25.	20		Rhei	50		Sanguinaria	50		Cudbear	@	24	Cupri Sulph	3@	10	Dextrine	7@	10		
Ulmus	20		Serpentaria	50		Stromonium	60		Emery, all Nos.	@	8	Emery, po	@	6	Ergota	...	po 65 60@	65	
Extractum			Tolutan	60		Veratrum	50		Ether Sulph	35@	40	Flake White	12@	15	Galla	@	30		
Glycyrrhiza, Gla.	24@	30	Valerian	50		Zingiber	60		Gambler	3@	9	Gelatin, Cooper	@	60	Gelatin, French	35@	60		
Glycyrrhiza, po.	28@	30	Radix			Aconitum	20@	25	Glassware, fit boo	75%		Less than box	70%		Glue, brown	11@	13		
Haematox	11@	12	Althae	30@	35	Althae	30@	35	Glue, white	15@	25	Glycerina	23@	30	Grana Paradisi	@	25		
Haematox, 1s	13@	14	Anchusa	10@	12	Anchusa	10@	12	Humulus	35@	60	Hydrarg Amm'l	@	1 15	Hydrarg Ch. Mt	@	90		
Haematox, 1/2s	14@	15	Arum po	@	25	Arum po	@	25	Hydrarg Ox Ru'm	@	1 00	Hydrarg Ungue'm	50@	60	Hydrargyrum	@	85		
Haematox, 1/4s	16@	17	Calamus	20@	40	Calamus	20@	40	Ichthyobolla, Am.	90@	1 00	Indigo	75@	1 00	Iodine, Resubli	4 00@	4 10		
Ferru			Gentiana po 15.	12@	15	Gentiana po 15.	12@	15	Iodoform	3 90@	4 00	Liquor Arsen et	@	25	Liq Potass Arsenit	10@	12		
Carbonate Precip.	15		Glycyrrhiza pv 15	16@	18	Glycyrrhiza pv 15	16@	18											
Citrate and Quina	2 00		Hellebore, Alba	12@	15	Hellebore, Alba	12@	15											
Citrate Soluble.	55		Hydrastis, Canada	2@	50	Hydrastis, Canada	2@	50											
Ferrocyanidum S	40		Hydrastis, Can. po	2@	60	Hydrastis, Can. po	2@	60											
Solut. Chloride	15		Inula, po	18@	22	Inula, po	18@	22											
Sulphate, com'l, by bbl. per cwt.	70		Ipecac, po	2 00@	2 10	Ipecac, po	2 00@	2 10											
Sulphate, pure	7		Iris plox	35@	40	Iris plox	35@	40											
Flora			Jalapra, pr.	65@	70	Jalapra, pr.	65@	70											
Arnica	20@	25	Maranta, 1/4s	@	35	Maranta, 1/4s	@	35											
Anthemis	50@	60	Podophyllum po	15@	18	Podophyllum po	15@	18											
Matricaria	30@	35	Rhei	75@	1 00	Rhei	75@	1 00											
Folia			Rhei, cut	1 00@	1 25	Rhei, cut	1 00@	1 25											
Barosma	75@	80	Rhei, pv	75@	1 00	Rhei, pv	75@	1 00											
Cassia Acutifol.	15@	20	Sanguinari, po 18	@	15	Sanguinari, po 18	@	15											
Tinnevelly	25@	30	Scilla, po 45	20@	25	Scilla, po 45	20@	25											
Cassia, Acutifol	25@	30	Senega	85@	90	Senega	85@	90											
Salvia officinalis, 1/4s and 1/2s	18@	20	Serpentaria	50@	55	Serpentaria	50@	55											
Uva Ursi	8@	10	Smilax, M	@	25	Smilax, M	@	25											
Gummi			Smilax, off's H.	@	48	Smilax, off's H.	@	48											
Acacia, 1st pkd.	@	65	Spigella	1 45@	1 50	Spigella	1 45@	1 50											
Acacia, 2nd pkd.	@	45	Symplocarpus	@	25	Symplocarpus	@	25											
Acacia, 3rd pkd.</																			



## 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

		12 oz. ovals 2 doz. box.	12	AXLE GREASE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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6	7	8	9	10	11
<b>Kansas Hard Wheat Flour</b> Judson Grocer Co. Fanchon, 1/8 cloth 6 00 Lemon & Wheeler Co. White Star, 1/8 cloth 5 95 White Star, 1/8 cloth 5 85 White Star, 1/8 cloth 5 75 Grand Rapids Grain & Milling Co. Brands. Purity, Patent 5 70 Wizard, Flour 5 60 Wizard, Graham 5 50 Wizard, Corn Meal 4 00 Wizard, Buckwheat 4 00 Rye 4 50 Spring Wheat Flour Roy Baker's Brand Golden Horn, family 5 95 Golden Horn, bakers 5 85 Duluth Imperial 6 00 Wisconsin Rye 4 55 Judson Grocer Co.'s Brand Ceresota, 1/8 6 20 Ceresota, 1/8 6 20 Ceresota, 1/8 6 10 Lemon & Wheeler's Brand Wingold, 1/8 6 25 Wingold, 1/8 6 15 Wingold, 1/8 6 05 Worden Grocer Co.'s Brand Laurel, 1/8 cloth 6 25 Laurel, 1/8 cloth 6 15 Laurel, 1/8 cloth 6 05 Voigt Milling Co.'s Brand Voigt's Crescent 6 00 Voigt's Flour 6 00 (whole wheat flour) 6 00 Voigt's Hygienic 5 40 Graham 5 40 Voigt's Royal 6 40 Wykes & Co. Sleepy Eye, 1/8 cloth 6 20 Sleepy Eye, 1/8 cloth 6 10 Sleepy Eye, 1/8 cloth 6 00 Sleepy Eye, 1/8 paper 6 00 Sleepy Eye, 1/8 paper 6 00 Meal Bolted 3 90 Golden Granulated 4 00 St. Car Feed screened 28 50 No. 1 Corn and Oats 28 50 Corn, cracked 28 50 Corn Meal, coarse 28 50 Winter Wheat Bran 24 00 Middlings 26 00 Buffalo Gluten Feed 32 00 Dairy Feeds Wykes & Co. O P Linseed Meal 40 00 O P Laxo-Cake-Meal 37 00 Cottonseed Meal 35 00 Gluten Feed 31 50 Brewers' Grains 28 00 Hammond Dairy Feed 25 00 Alfalfa Meal 25 00 Oats Michigan carlots 49 Less than carlots 52 Corn Carlots 62 Less than carlots 65 Hay Carlots 17 Less than carlots 18 HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25 HORSE RADISH Per doz. 90 JELLY 5th pails, per doz. 2 25 15th pails, per pail 50 30th pails, per pail 90 MAPLEINE 2 oz. bottles, per doz 3 00 MATCHES C. D. Crittenden Co. Noiseless Tip 4 50 @ 4 75 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Good 22 Fair 20 Half barrels 2c extra MINCE MEAT Per case 2 90 MUSTARD 1/2 lb. 6 lb. box 18 OLIVES Bulk, 1 gal. kegs 1 10 @ 1 20 Bulk, 2 gal. kegs 95 @ 1 05 Bulk, 5 gal. kegs 90 @ 1 00 Manzanilla, 3 oz. 75 Queen, pints 2 50 Queen, 19 oz. 4 50 Queen, 28 oz. 7 00 Stuffed, 5 oz. 90 Stuffed, 3 oz. 1 45 PIPES Clay, No. 216, per box 1 75 Clay, T. D., full count 60 Cob 90 PICKLES Medium Barrels, 1,200 count 6 25 Half bbls., 600 count 3 65 Small Half bbls., 1,200 count 4 50 PLAYING CARDS. No. 90 Steamboat 85 No. 15, Rival, assorted 1 75 No. 20, Rover, enam'd 2 00 No. 572, Special 1 75 No. 98 Golf, sat'n fin. 2 00 No. 808 Bicycle 2 00 No. 632 Tourn't whist 2 25 POTASH Babbitt's 4 00 PROVISIONS Barreled Pork 28 25 Clear Back 28 25 Short Cut 27 00	Short Cut Clear 27 00 Bean 25 00 Brisket, Clear 25 00 Pig 25 00 Clear Family 26 00 Dry Salt Meats S P Bellies 16 Lard Pure in tierces 15 3/4 Compound Lard 11 1/2 80 lb. tubs 15 3/4 50 lb. tubs 15 3/4 50 lb. tins 15 3/4 20 lb. pails 15 3/4 10 lb. pails 15 3/4 5 lb. pails 15 3/4 Pure in tierces 15 3/4 Compound Lard 11 1/2 80 lb. tubs 15 3/4 50 lb. tubs 15 3/4 50 lb. tins 15 3/4 20 lb. pails 15 3/4 10 lb. pails 15 3/4 5 lb. pails 15 3/4 Pure in tierces 15 3/4 Compound Lard 11 1/2 80 lb. tubs 15 3/4 50 lb. tubs 15 3/4 50 lb. tins 15 3/4 20 lb. pails 15 3/4 10 lb. pails 15 3/4 5 lb. pails 15 3/4 Pure in tierces 15 3/4 Compound Lard 11 1/2 80 lb. tubs 15 3/4 50 lb. tubs 15 3/4 50 lb. tins 15 3/4 20 lb. pails 15 3/4 10 lb. pails 15 3/4 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## Special Price Current

### AXLE GREASE



Mica, tin boxes .75 9 00  
Paragon .55 6 00

### BAKING POWDER

#### Royal



10c size 90  
1/4 lb. cans 1 35  
6oz. cans 1 90  
1/2 lb. cans 2 50  
3/4 lb. cans 3 75  
1 lb. cans 4 80  
3 lb. cans 13 00  
5 lb. cans 21 50

### BLUING



#### C. P. Bluing

Doz  
Small size, 1 doz. box .40  
Large size, 1 doz. box .75

### CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots .31  
El Portana .33  
Evening Press .32  
Exemplar .32

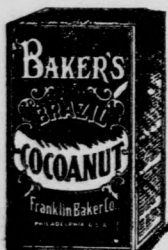
Worden Grocer Co. brand

#### Ben Hur

Perfection .25  
Perfection Extras .35  
Londres .35  
Londres Grand .35  
Standard .35  
Puritans .35  
Panatellas, Finas .35  
Panatellas, Bock .35  
Jockey Club .35

### COCOANUT

Baker's Brazil Shredded



70 5c pkgs. per case .2 60  
88 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 .6 1/2 @ 5  
Livers .6 @ 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 .1 50

#### Jute

60ft. .75  
72ft. .90  
90ft. .1 05  
120ft. .1 50

### Cotton Victor

50ft. .1 10  
60ft. .1 35  
70ft. .1 60

### Cotton Windsor

50ft. .1 20  
60ft. .1 44  
70ft. .1 80  
80ft. .2 00

### Cotton Braided

40ft. .95  
50ft. .1 35  
60ft. .1 65

### Galvanized Wire

No. 20, each 100ft. long 1 90  
No. 19, each 100ft. long 2 10

### COFFEE

#### Roasted

Dwinnell-Wright Co.'s B'ds.



White House, 11b. . . . .  
White House, 21b. . . . .  
Excelsior, M & J, 11b. . . . .  
Excelsior, M & J, 21b. . . . .  
Tip Top, M & J, 11b. . . . .  
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; Fleibach 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

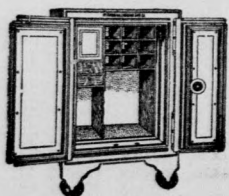
### Poles

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 .75  
Bismouth Rock .1 25

### SAFES



Full line of fire and burg-  
lar proof safes kept in  
stock by the Tradesman  
Company. Thirty-five sizes  
and styles on hand at all  
times—twice as many safes  
as are carried by any other  
house in the State. If you  
are unable to visit Grand  
Rapids and inspect the  
line personally, write for  
quotations.

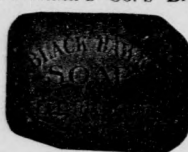
### SOAP

Beaver Soap Co.'s Brand



100 cakes, large size .6 50  
50 cakes, large size .3 25  
100 cakes, small size .3 50  
50 cakes, small size .1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50  
Black Hawk, five bxs 2 40  
Black Hawk, ten bxs 2 25

### TABLE SAUCES

Halford, large .3 75  
Halford, small .2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

# 5-10-25c

Merchants who keep an ear to the  
ground are paying more heed to goods  
selling at 5, 10 and 25c than they did  
before people began complaining about  
high prices.

And a good many men who run  
"quality" stores have been amazed the  
last sixty days at the variety of worthy  
goods that can be sold at those prices.

The success of stores specializing  
5, 10 and 25c is NOT a "happen-so."

We are specialists in popular-priced  
goods. For instance, our May cata-  
logue lists the following:

Over 12,000 items to retail at 5 and 10c

Over 3,500 items to retail at 25c

Over 1,500 items to retail at 2 for 25c

"25c Combinations" almost without  
number

A copy of this catalogue, which  
covers practically the ENTIRE field  
of 5, 10 and 25c merchandise, will be  
sent to any merchant on request.

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



# 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.

If you want to sell your business, residence or farm, no matter where located, we can find you a customer. If you wish to buy, write us. We may have just what you are looking for. Address Wm. J. Platt & Co., Bridgeport, Conn. 533

For Sale—First-class grocery and meat market, doing a good business. Will sell to the right man and give long lease on building. The best town in Upper Michigan. Population about 4,000. Stock and fixtures will inventory about \$2,500. Get busy for it won't last. Address C. E. Smith, Munising, Mich. 592

For Sale—Land at \$3, \$5, \$10 and up per acre in Roscommon county, Mich. Joel Emery, Prudenville, Mich. 606

For Sale—Cheap, 25-light Pilot Acetylene light plant, 300 feet piping. Going out of business. A. M. Jones, Whiteland, Ind. 605

## ONLY ONE THAT'S BEST

We have the best advertising plan to sell goods at a profit. Our plan increases your trade from 50 to 100 per cent. and you do not have to sacrifice your profits to get the results—the results will make the cost look small. Stop your grunting around about your dead business and place yourself in the way of prosperity by adopting new ideas, at least talk it over with us. We still conduct auction sales. G. B. JOHNS & CO., Auctioneers, 1341 Warren Ave. West, Detroit, Mich.

For information on small and large tracts of farm and grazing lands in Charles Mix and adjoining counties, write for circulars. John Fritz, Platte, S. D. 602

For Sale—At 100c on dollar, the only exclusive shoe store in city of Orange, Cal., 40 miles southwest of Los Angeles. Population about 5,000. Business increasing yearly. Stock clean and well selected. Invoices between \$5,000 and \$6,000. Cash business. For further particulars Address The Park Shoe Store, Orange, Cal. 601

For Sale—Half interest classy meat market doing \$1,500-\$2,000 annually, growing county seat town 8,000 Central Minnesota. Three markets in town. Price \$1,500. \$500 cash swings. Reason selling, not a butcher. Address John A. Burg, Little Falls, Minn. 600

Do You Want 100c For Your Stock?—If so, we can realize you more than one hundred cents for your merchandise. We are expert sale conductors and can turn your merchandise into cash at a profit in a short time, doing the work for less than any one following this line. Bank reference and 3,000 merchants for whom we have done the work. Write to-day. Inter State Mercantile Co., 148 E. Washington St., Chicago, Ill. 599

For Sale—General store in Lanesville, Harrison Co., Ind. Frame building, value of stock \$5,500, consisting dry goods, shoes, queensware, hardware and general merchandise. All new and up-to-date stock. Store and living rooms combined. Reason for selling, age. Splendid opportunity for a younger man. Address No. 597, care Tradesman. 597

For Sale—Golden oak cloak wall cases, 7 feet long, 6 feet 3 inches high, 2 feet 3 1/2 inches deep, 2 sliding French plate glass doors on brass track, neat cornice on top. Can be shipped in knocked down condition. Have nine, all in good shape. Baldauf Rosenblatt Co., Oskaloosa, Iowa. 595

For Sale—Dry goods stock, inventorying about \$4,000. Trade mostly cash and very profitable. Rent reasonable. Located in thriving city of 30,000. Address No. 594, care Michigan Tradesman. 594

What live town 800 to 1,500 in Michigan, Ohio or Indiana is in need of up-to-date gents' clothing, furnishing and shoe store? Address K. & C. care Tradesman. 591

For Sale—In live city in Southern Colorado, grocery and queensware business, annual sales \$125,000. Average profit 25%. Best location in city. Fine climate. Wish to retire. Have made enough. Will sell at invoice price. Address Box 37, Pagosa Springs, Colo. 580

Notice—Capital wanted and to the right party full control will go for new capital needed by a fully equipped pocket knife plant, with a good trade and reputation for good goods and good location on railroad and trolley lines. Has ample waterpower. Would like to hear from hardware jobber or manufacturer or any other party with capital to take up the above offer. Thomaston Knife Co., Reynolds Bridge, Conn. 588

For Sale—\$2,700 buys a half interest in a well established hardware, furniture and implement business in a live Northern Michigan town, surrounded by thrifty farmers, if taken by June 1st. Address Opportunity, care Tradesman. 584

For Sale—Live cash shoe store, best located, long established, selling best trade. Stock about \$8,000, in beautiful, healthful Glens Falls, N. Y. Population 18,000. Trading population 40,000. Hourly trolley service to Lake George, North, Saratoga, South. Address C. A. Taylor. 590

For Sale—We have an opportunity that is seldom offered in the lumber business. To an honest agreeable gentleman, who understands the retail lumber business who can devote his time to the business, we will sell, not to exceed a one-third interest in an incorporated lumber company doing an excellent and growing business in the city of Flint, the best town in State of Michigan. Not for sale except as above stated. Apply at the yard 1919 Pine St., Flint, or address R. P. Holihan, Millersburg, Mich. 589

For Sale—\$7,000 shoe stock and fixtures. 8,000 population. Strictly cash business. Well established, college town. Wish to retire. Address 582, care Tradesman. 582

For Sale—Wheaton—Beautiful college temperance suburb, 150 trains stop here daily. Lot 80x200; new; east front, house 26x38; oak floors and trim; living-room 13x24, fireplace, bay window, bath, furnace, gas, electric, fine lawn, large garden. Price \$4,650. Tomlinson & Sons, Wheaton, Ill. 579

For Sale—One National cash register, total adder. Issues or gives out sales slips. Works fine and good as new. Cost \$125, will sell for \$50. Also one wire fruit rack, 6 1/2 feet in height. Six adjustable shelves ranging in width from 9 inches to 32 inches. All iron and wire. Cost \$15, will sell for \$8. Address No. 585, care Tradesman. 585

For Sale—A1 horseshoeing and blacksmith business in good country town. Business enough for two good men. Address Lock Box 74, Alto, Mich. 578

For Sale—Good blacksmith shop and woodworkers' room, with good machinery and tools, also gasoline engine. Clyde W. Britten, Box 183, Maple Rapids, Mich. 577

For Sale—Good clean stock of hardware in one of the best villages in the State and doing a good business. H. M. Weed, Bellevue, Mich. 576

Will trade 400 acres of good unimproved land for stock of hardware or dry goods. Best terms, lowest prices on farm lands. Write for circular. Address Wm. H. Caple, Clare, Mich. 583

For Sale—10,000 No. 2 cedar railroad ties. R. W. Hyde, Posen, Mich. 574



## TURN YOUR STOCK INTO READY CASH

It can be done quickly without sacrificing your goods and with no bad after effect. My successful sale plan will throng your store with eager customers. Stocks reduced or closed out. Now conducting a rousing sale for S. S. Wilson & Co., Ludington, Mich. Write for terms and dates. B. H. Comstock, 907 Ohio Building, Toledo, Ohio.

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

For Sale—First-class and up-to-date restaurant in city of 10,000. A1 location. A moneymaker. 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 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. Invoices 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, Cal. 562

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—\$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

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

## 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.

Opportunities In the West—No matter what trade, business or profession you follow, if you are looking for a better opportunity, send twenty-five cents for six months' subscription to Opportunity Magazine, Dept. 164, Spokane, Wash. 550

Improved farm 14 miles west of Traverse City to exchange for stock merchandise. Address No. 546, care Tradesman. 546

Complete Planing Mill Plant—Including four Woods machines, edger, resaw, dry kilns, other equipment including site, 15 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—A good store and stock of general merchandise in good farming community. Address M. A. Vogel, Sterling, Mich. 552

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

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. B., care Michigan Tradesman. 548

Safes Opened—W. L. Slocum, safe expert and locksmith. 114 Monroe street, Grand Rapids, Mich. 104

Cash For Your Business Or Real Estate. No matter where located. If you want to buy, sell or exchange any kind of business or real estate anywhere at any price, address Frank P. Cleveland, 1261 Adams Express Building, Chicago, Ill. 26

## SITUATIONS WANTED.

Wanted—By general store merchant, to act as purchasing agent for a responsible commission house located in Grand Rapids, Detroit, or Toledo. References furnished and required. Address E. P. Forbes, Chippewa Lake, Mich. 607

## HELP WANTED.

Local Representative Wanted—Splendid income assured right man to act as our representative after learning our business thoroughly by mail. Former experience unnecessary. All we require is honesty, ability, ambition and willingness to learn a lucrative business. No soliciting or traveling. This is an exceptional opportunity for a man in your section to get into a big paying business without capital and become independent for life. Write at once for full particulars. Address E. R. Marden, Pres. The National Co-operative Real Estate Co., Suite 371 Marden Bldg., Washington, D. C. 604

Wanted—An expert young clothing salesman of personality and character. Can obtain a good position at the Giant. A. May & Son, Grand Rapids. 603

Wanted—Good experienced shoe salesman for retail shoe store. Must have good references. For further information write to the Eagle Shoe Store, Petoskey, Mich. 598

Wanted—A drug clerk with two or three years' experience. Satisfactory reference required. Write or phone the Armstrong Drug Co., Middleville, Mich. 596

Wanted—Salesmen of ability to solicit druggists. Package goods of finest quality and appearance. Large variety. Guaranteed under the Pure Foods and Drugs Act. 20% commission. Settlements bi-monthly. Sold from finely illustrated catalogue and flat sample book. Offers you an exceptionally fine side line. Catalogue at request. Henry Thayer & Co., Cambridge-Boston, Mass. Established 1847. 510

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

Want Ads continued on next page.

# Here Is a Pointer

Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.



### AMONG THE EXCHANGES.

There are few petty features within the merchant's scope which are at times more exasperating than that of being asked to exchange goods or even to refund the money. While the return of defective purchases should be at all times cheerfully invited, it is of quite another class that I wish to speak. The damaged or defective article should belong to you or to its manufacturer, and the customer is not legitimately entitled to any of the responsibilities or vexations regarding it. But there are the misfits, the changes due to pure fickleness, which are of quite another class and entitled to entirely different treatment.

Woman gets credit, perhaps justly, for being the greatest transgressor along this line. She is more fastidious and the little misfits or imperfect matching with a companion article, to which a man would not give a second thought, worry her and she resolves to exchange.

Under certain conditions this is not objectionable. If the shoes prove a trifle short, even although the usual size was ordered and the difference not noticed when they were slipped on in the store, if they have only been worn for a short time in the house to make an actual test, there should be no trouble. But if they have been worn down street and the soles soiled the next customer is bound to pass them by as second-hand goods.

If gloves, or shirtwaist, or coat are so small that they have been ripped or stretched out of shape it is not fair to be asked to replace them at full value. If cloth has been cut from a piece it stands the chance of being eventually thrown among the remnants.

Strive both to obey and to enforce the Golden Rule. You may make three classes of returned goods: Those that it is your duty to cordially and cheerfully exchange, those that you may exchange gracefully or in silence and those which you are justified in frowning at, if not frowning down.

### MIX WORK AND PLEASURE.

The majority of hard working business men do not plan to always live in this way. Some day they will "drop out and have a good time." After they have done their share and acquired a goodly income, there will come a recompense for all the hard work.

Yet the illusions of youth are not more phantom-like than these seemingly philosophic ones of middle age. It is said that when J. P. Morgan goes to Europe for rest he works harder than the average man at his desk. No matter where he goes the cables still connect him with the doings of Wall and Broad streets.

If these were suddenly severed it is easy to imagine a most unhappy state of affairs. The man who has figured with these works every day for years; does not willingly give them up and become content to drop the threads which bind him to business life. The man with nothing to do is the most unhappy man on earth, providing he does not belong to the

class that are "born tired." When the tree stops growing it commences to decay; and when the active business man stops work there is almost certain to be trouble.

Happy is the man who resolves to take his happiness on the installment plan and to gather in the payments daily. They may be small, yet they foot up in the end handsomely. It is the little joys which in the end make up the most satisfactory results.

The man who intends to work a lifetime and then quit and have a good time may stick to it a little too long; or he may find himself past enjoying pleasure in this world. But it is safe to say that after a life of unremitting toil he will be the most unhappy man on earth if compelled to settle down and do nothing. Mix the work and pleasure and postpone the day of "retiring" as long as possible.

### Manufacturing Matters.

Menominee — The I. Stephenson Company's four-band sawmill is nearing completion, and will begin sawing May 15. Its double band sawmill is running day and night sawing hardwood.

Otsego — The Babcock Tissue Paper Co. has just ordered of the Downington Manufacturing Co., Downington, Pa., a Harper type of machine for the making of tissue papers. The contract price was about \$40,000.

Detroit — The Detroit Motorcycle Manufacturing Co. has been incorporated with an authorized capital stock of \$25,000, of which \$13,000 has been subscribed, \$2,000 being paid in in cash and \$10,000 in property.

Kalamazoo — The Celerytone Company has engaged in business to manufacture celerytone and other beverages and foods. The new company has an authorized capital stock of \$100,000, of which \$51,000 has been subscribed and paid in in cash.

West Neebish — The Woolworth Land & Lumber Co. will start its mill May 10, extensive improvements having been made to the mill. It has a stock of 8,000,000 feet to cut. About 2,000,000 feet were put into Lake Huron by Field & Smith and will be towed to the mill.

Marshall — Local business men are interested in the organization of a new corporation to be known as the Pond Paper Co. County Engineer A. H. Chase, of this place, is chiefly interested in the project and he says the mill will cost about \$200,000 to build and equip.

Nadeau — Louis Nadeau, the sawmill man, narrowly escaped losing his life in his own mill a few days ago, when he was caught in a shafting and drawn into a belt wheel. One shoulder bone was broken and he was otherwise bruised and injured. He will be laid up for several weeks.

Bay City — There is a scarcity of birch, for which there has been good enquiry. It commands \$26 and \$28. Stocks of white and black ash in Eastern Michigan have been reduced to narrow limits. Ash always is a good seller and there is not enough of it in sight at \$31 to \$35. There is a good, seasonable call for elm and it is quoted at \$26 to \$31. This commodity is extensively utilized now

in the manufacture of bodies for carriages and autos and a good trade has been worked up in it. It has also been extensively used in the manufacture of bicycle rims. The Lobdell & Churchill Co., at Onaway, manufactured 700,000 feet of elm last year. The upper portion of the State furnishes more birch than the lower part of the Peninsula and the company named put out 1,500,000 feet last year.

### Recent Business Changes in Indiana.

Ft. Wayne — A new clothing firm of Basette, Rose & Strasburg will soon be incorporated and will locate in the store recently vacated by the Independent five and ten-cent store. The new firm will incorporate with a capital of \$20,000. The room is now being remodeled.

Richmond — J. B. Smelser has bought the stock of groceries of C. A. Haisley and took possession May 2.

Indianapolis — The haberdashery store at 38 East Washington street has been sold by Gerritt A. Archibald & Co. to Ely Meyer and M. C. Simon, of Rochester, N. Y., for a consideration of \$75,000. Meyer & Simon have fifteen haberdashery stores throughout the country, one of which is located at Evansville. They have not announced the name of the manager for the local store. Mr. Archibald will devote his attention in the future to the Woman's Apparel Shop.

Shelbyville — The Shelby Sanitary Milk Co. has been organized to manufacture glass milk bottles. The company will use the Deprez Bottling Works, vacated last November, as a result of the local option election. The plant will be the most modern of any of its kind in the State.

Columbus — T. E. Otto, a druggist of this city, who was the first member of the Indiana Board of Pharmacy to be appointed when the Board was organized eleven years ago, will also be the last member of the original Board to leave it. He has asked Governor Marshall not to reappoint him.

Kendallville — E. C. Weaver is erecting a new store building on North Main street, which he will occupy with a grocery stock.

Goshen — The Western Rubber Works is preparing to build a big addition to its manufacturing plant. New building and equipment will entail the expenditure of \$50,000.

Richmond — On the petition of Samuel W. Gaar, a stockholder, the Richmond Art Chandelier and Brass Works has been placed in the hands of a receiver. Judge Fox named the Dickinson Trust Company as receiver. The concern is one of the largest of its kind in the Middle West. The petition recites that the liabilities are about \$30,000, while the assets are in excess of \$50,000. Lack of sufficient capital to carry on the growing business is said to have been the cause of the action. The plant will be operated by the receiver until a reorganization of the company is made.

Kendallville — Jefferson Dunbar, who has been engaged in the notion and stationery business here since

1866, has retired from trade on account of ill health and the seizure of his stock by creditors.

### Will Be Made an Annual Feature.

Holland, May 3 — Bringing about to a gratifying extent the bettering of the mutual relations between employer and employees, the social session of the Merchants' Association, held in honor of the clerks employed by the members, was a great success and much enjoyed by the 150 clerks who will hereafter make the session a regular annual feature. The attendance taxed the seating capacity of the G. A. R. hall, where it was held.

Following a selection by an orchestra made up of clerks, President Austin Harrington gave a brief address of welcome and in a few minutes, the routine business of the evening being out of the way, W. G. Van Dyke told of the purposes of the Association and Secretary Beeuwkes read a careful paper on what constituted, in the employer's opinion, a good clerk, laying emphasis on punctuality and courteous manners. In reply a paper sent in by one of the clerks was read by Henry Vander Ploeg, and it gave a vivid description of the clerk's woes with some proprietors under whom life is a burden for the clerk.

A vocal solo was rendered by Miss Barkema, which was so heartily applauded that she was forced to respond to an encore. Manager Will Orr, of the Citizens Telephone Company, spoke briefly on the proper mode of using the telephone, and a vocal solo and encore were rendered by Miss Maude Jansen.

Charles Dutton told interestingly of the florists' trade, emphasizing the feature of marketing, which is quite as essential to success as the proper culture of the flowers themselves.

Several readings were given by Miss Staplekamp, who was heartily encored, as were the selections by a quartette composed of Herman Cook, Gerard Cook, Peter Oosting and Ralph Van Lente. The final number on the programme was a paper by Henry Van der Ploeg on Self-Education, calling attention to the work which the trade papers are doing along this line, many useful suggestions being printed regarding the experiences of other merchants. A social hour was then spent, refreshments being served, and the meeting was adjourned after the singing of America.

### Inventors Are Poor.

Sixty-five hundred inventors were too poor to make the final payments on their papers during the past year, and for this reason forfeited them.

Have you ever noticed how other people waste time?

### BUSINESS CHANCES.

For Sale—Four thousand dollar stock of general merchandise; town about six hundred; Central Michigan. Only general store. Address B. W., care Tradesman. 609

For Sale—100-Drug Drawers Glass, labels in pulls nested. 6 ft. counter prescription case. 200-Drug Drawers, labeled nested. For sale cheap. F. W. Richter, Niles, Mich. 608

Wanted—To borrow \$500 on stock of general merchandise in good farming country. Amount of stock about \$3,000. Address C, care Tradesman. 611

Wanted—Position as salesman, drug line preferred. Address Sales, care Tradesman. 610



## WHY HAVEN'T YOU ONE?

FIRST AND STILL THE BEST

¶ Have you put off installing THE McCASKEY CREDIT REGISTER because you are skeptical as to what it will do?

¶ Then learn this! Sixty thousand merchants in all parts of the United States, Canada and other countries say it

SAVES { TIME  
LABOR  
MONEY

¶ We shall be very glad to prove to you that it will pay for itself many times in the course of the first year it is in your store.

¶ The information will be free. Do your part by mailing a postal.

**The McCaskey Register Co.**  
Alliance, Ohio

Manufacturers of the famous Multiplex Duplicating and Triplicating Sales Pads. Also Single Carbon Pads in all Varieties.

Detroit Office:  
1014 Chamber of Commerce Bldg.

Grand Rapids Office:  
256 Sheldon St., Citizens Phone 9645

Agencies in all Principal Cities

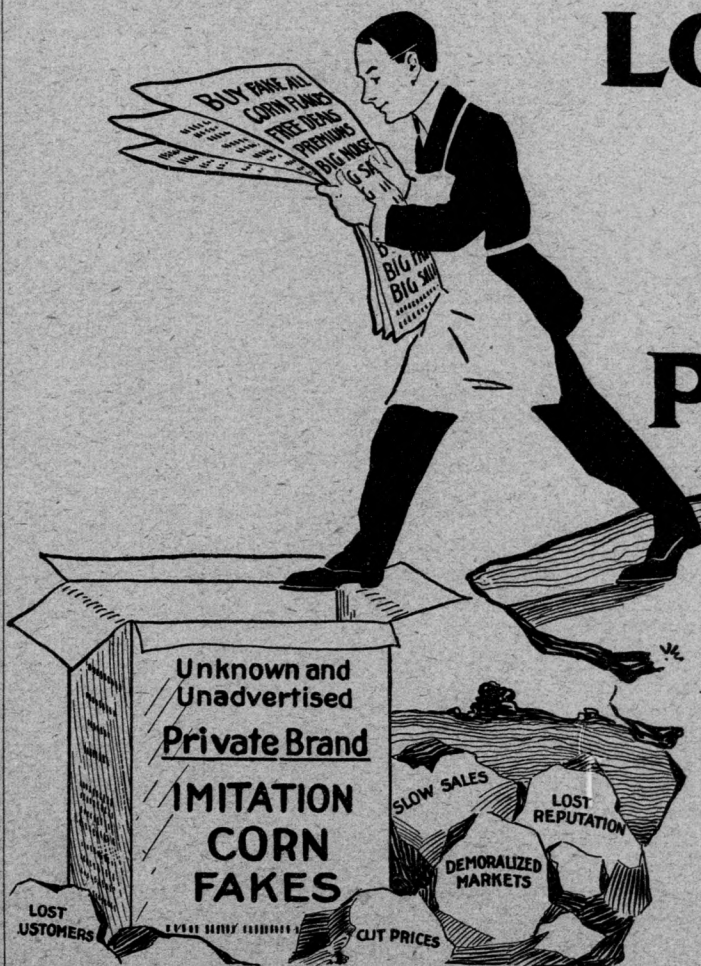


## "QUAKER" BRAND COFFEE

is so firmly established and so popular that the mere reminder of its name and of its proprietors should suggest to dealers that they watch their stock closely and always have a full supply on hand.

**WORDEN GROCER COMPANY**  
Grand Rapids

## LOOK OUT FOR CORN FLAKE PIT-FALLS



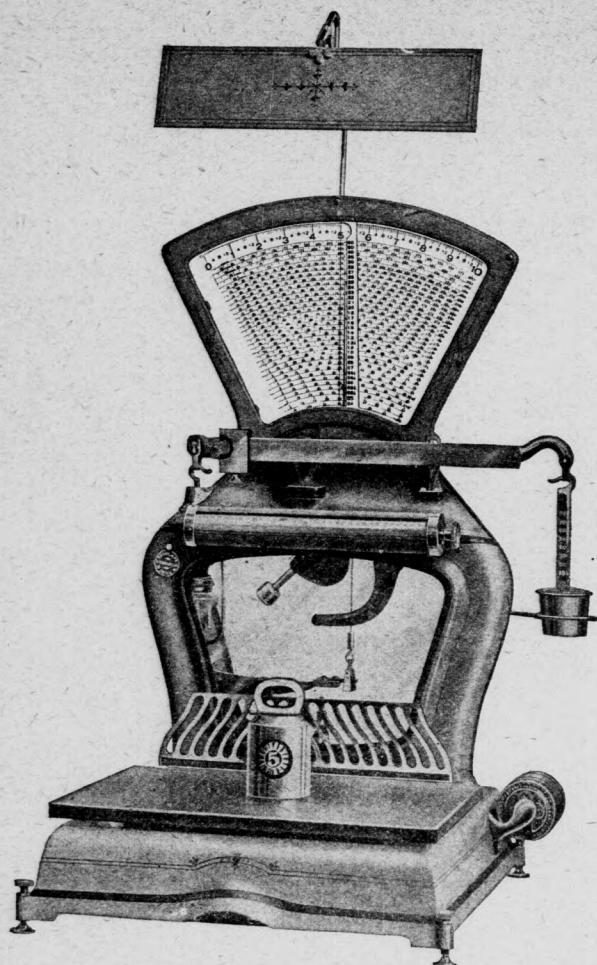
As a last resort a few small, unknown manufacturers of Corn Flakes, who couldn't succeed with their own brands, are packing private brands for wholesalers and certain rolled oats millers.

When these are offered to you, find out who makes them. Ten to one you never heard of the manufacturer.

Some salesmen claim that they are packed by Kellogg, and some only go so far as to say that they are "just as good as Kellogg's." Neither statement is true. Kellogg packs in his own packages only.

KELLOGG TOASTED CORN FLAKE CO., Battle Creek, Mich.





Stimpson No. 75

## The NEW Stimpson-Automatic 100-pound Scale

**Cheapest and Best**

*Cheapest* because it *weighs* and *computes* to 100 pounds, and is therefore the *only automatic Scale capable of handling all your business.*

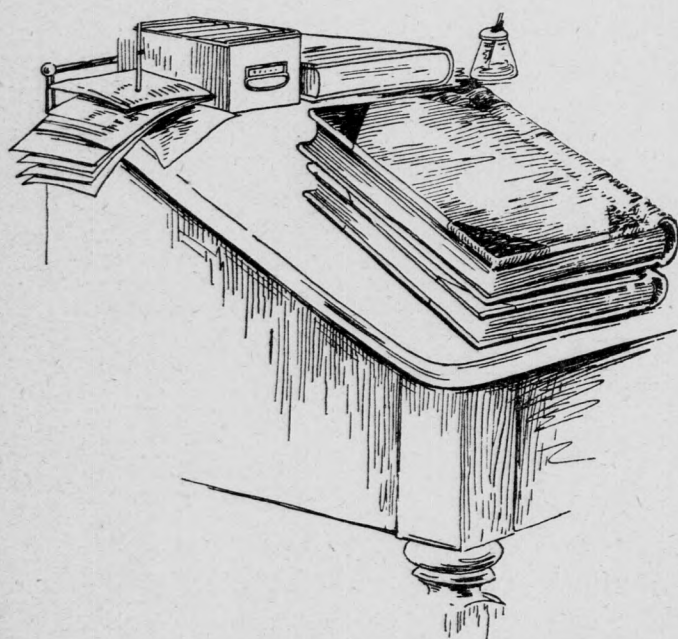
*Best* because it is the *only perfect automatic scale built—absolutely accurate* and as sensitive as a drug scale.

The No. 75 is fitted with Total Adding Device, Bevel Plate Housing Glasses throughout, Improved Platform Guard and Paper Fender and equipped with *electric light* if desired.

Write today for full particulars to

**Stimpson Computing Scale Company**

Detroit, Michigan



## Twelve O'Clock

When you wake up and the clock strikes twelve, when it's darker than pitch and the wind blows a gale, you say to yourself:

**"What a Wild Night for a Fire"**

Then you think of your own place of business and you say, "Well, I'm insured." Are you? What about your valuable papers and account books—are they insured? What would be your loss if they burned? You dislike to think about it, don't you?

**Think Once More and Buy a Safe**

During the winter months we have the most fires. Better get busy and write us today for prices.

**Grand Rapids Safe Co.** Tradesman Building Grand Rapids, Mich.