

## Odium Theologicum

### I.

They met and they talked where the cross-roads meet,  
Four men from the four winds come,  
And they talked of the horse, for they loved the theme,  
And never a man was dumb.  
And the man from the North loved the strength of the horse,  
And the man from the East his pace,  
And the man from the South loved the speed of the horse,  
The man from the West his grace.

So these four men from the four winds come,  
Each paused a space in his course  
And smiled in the face of his fellow-man  
And lovingly talked of the horse.  
Then each man parted and went his way  
As their different courses ran;  
And each man journeyed with peace in his heart  
And loving his fellow-man.

### II.

They met the next year where the cross-roads meet,  
Four men from the four winds come;  
And it chanced as they met that they talked of God,  
And never a man was dumb.  
One imaged God in the shape of a man,  
A spirit did one insist;  
One said that Nature itself was God,  
One said that He didn't exist.

But they lashed each other with tongues that stung,  
That smote as with a rod;  
Each glared in the face of his fellow-man  
And wrathfully talked of God.  
Then each man parted and went his way,  
As their different courses ran;  
And each man journeyed with war in his heart,  
And hating his fellow-man.

*Sam Walter Foss.*

# A Reliable Name

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and free from all artificial color-  
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of every State in the Union. ❁ ❁

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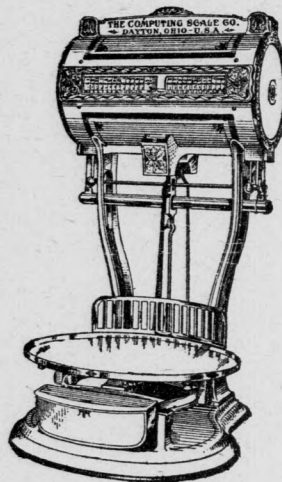


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it. The very large demand it  
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Mr. Grocer! It increases your profits. Ask your jobber.

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PARISON with other devices for accom-  
plishing like results, it is the **DAYTON-  
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OFFICIALS; by MECHANICAL TESTS  
at our factory; by TIME and SERVICE, and  
by the great majority of PROGRESSIVE  
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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  
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matchless Dayton-Moneyweight Scales were never so favorable as now.

**EASY PAYMENTS**—Each purchaser has the privilege of paying for his scale  
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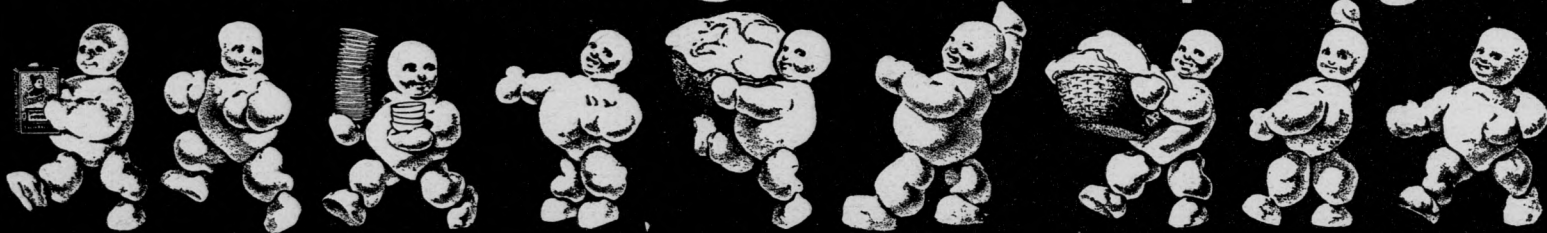


## MONEYWEIGHT SCALE CO.

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



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

Ask your jobber's  
Salesman

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

# MICHIGAN TRADESMAN

Twenty-Seventh Year

GRAND RAPIDS, WEDNESDAY, MAY 25, 1910

Number 1392

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## WITHOUT IFS OR ANDS.

The Mayor of New York City seems to be indifferent as to his expressions. He says that he thinks—and he has no difficulty in being distinctly understood—that the people of New York have had enough of false and nasty theaters, and the opinion is abroad that he stated the fact in regard not only to the New York theater but every theater in the land.

From time immemorial some phase of the seventh commandment has been a leading lesson of the stage. Carefully handled, it has not been always offensive, but even then a little of it can be made to go a great ways. Shakespeare, with all his wonderful power, sometimes steps so far over the line as to make his plays presentable only with considerable changes. It is common in dealing with him to attribute his coarseness to the vocabulary of his times. Society is supposed to be "false and nasty" and so his day and generation excuse him; but the same errors are abroad to-day and the "best people" now do not have the coarseness and the indecency common at the court of Queen Bess. As the Mayor says, "We have had enough of nasty theaters and we want something else."

Nobody needs to be told how vile these modern plays are. Rotten is too good an adjective for them, and this sort of rottenness increases more rapidly than the physical kind, and when to the lines are added the rottenness of the actors' rottenness of suggestion and manner the influence of it all is damnation. The country has had enough of it. It calls for the clean, the sweet and the pure. It wants them for the wholesome bringing up of its boys and girls, and it wants these play writers of the false and the nasty pen to change their theme. Let it be understood that smut on the stage has had its day and if, from time to time, the demand for it becomes excessive let the masterpieces of the Elizabethan Age be culled and brought forward, as, it seems, the only, writers of that age

could produce them. In this way the filth can be explained and possibly excused, and if such subjects are utterly forbidden the talent of the time, if there be any, can be devoted to other timely topics not bordering upon even the questionable. The Old Homestead has none of the repulsive in this respect about it. It swept the country and left it better for the sweeping because it is simple, earnest and true.

It would be a good plan to give that particular commandment a rest. It has been worn threadbare and should be patched or darned and dusted and thoroughly aired before it is again brought into use. Let the Mosaic laws stand without comment for awhile and note the result. Perhaps, after all, it is the too much comment and illustration that have killed the efficiency of the law.

## PASSING OF THE COMET.

The earth has passed through the fiery tail and still we live! The experience has been a direct benefit to at least one class of people—the druggists who sold their entire stock of oxygen to those who determined to be prepared with a protection from the deadly cyanogen gas. The colored people who ate their half-grown cabbages, fearing that they would not survive to enjoy them later, now doubtless wish that they had not been so easily scared.

It is only the old story reiterated every day in the lives of some of us. The portents are often much less conspicuous than the one which now spans the heavens, yet in our minds they are just as full of forebodings—and often just as harmless as the comet.

One of the lessons which it teaches is that it is best to go straight along in our own course. When there are points involved over which we have no control there is no use in worrying or getting excited. The one who can keep cool and keep at work wins in the race.

It has been said that "Calmness is the rarest quality in human life. It is singleness of purpose, absolute confidence and conscious power, ready to be focused in an instant to meet any crisis."

In the present instance we had a situation in which our confidence rested in a higher power than self. Meantime we go on with our own part in life, encouraging those whom lack of education or natural timidity has rendered less fortunate. It is only the old worry of crossing the bridge before we come to it; and in nine cases out of ten the broken timbers are replaced by iron.

Some choirs have the artistic temperament so badly they will sing a lullaby just before the sermon.

## A PERSONAL MATTER.

So long as the high cost of living remains unchanged the tongue and the press are going to keep on talking about it. Just now, while investigations, public and private, are trying to find out the real cause, individual opinion is venturing an expression from time to time, and among them is the statement that it is for the consumer to decide what he is going to do about it. Sooner or later it comes down to a question of doing without. With the amount of wages fixed, the whole matter is an adjustment of income and outgo and it remains for each to settle it in his own way.

We have thoughtlessly been giving way to daily conveniences. With the mind fixed only on the expense it is easy to see where the fixed salary or wages go to. Fifteen years ago the telephone did not play the part that it does now. People did without it then and they can now. Have it removed and get along without it. The monthly heat and light bills are something terrific. All right. Cut them out. We don't have to use them. The coal of our fathers and the coal oil of our childhood are still in existence. Shall we go back to them? Shall the gas range and the electric light be banished from the home? They are a part of the high cost of living? Shall they be crossed out? How about reading matter? There are the daily papers, including the Sunday editions—shall we drop them? And the monthly magazines—how many are we taking now? Shall they go by the board? We didn't used to have them. Are they really necessary now? A clergyman was exhibiting with pride the other day a new suit for which he paid \$17.25—shall we? It has been observed that in spite of the high cost of living the theaters are well patronized; a great mistake. The rainy day fund will never grow at this rate. The society news, day after day, reports a dinner here and an evening gathering there—everyone of them with refreshments; and yet everybody is complaining of an inability to make, financially, both ends meet.

The fact is, and it is the summing up of the whole matter, life is something more than getting up and eating bread and molasses and going to bed. This is a billion dollar age and we have to have the money and we have to live and, this settled, the rest must be a matter of personal adjustment.

## SAME OLD DEVIL.

It is remarkable with what tenacity humanity clings to the same old wickedness and when brought to book for it denies the charge by hiding it under another name. Years ago when "anything to beat Grant"

covered politically a multitude of sins the meanness then incorporated in the body politic seems to have so thoroughly permeated mind and soul as to pollute the one and deaden the other. The political conditions passed, but the same old devil has survived and, as once it was no wrong to resort to any means of beating Grant, so now it is an equal virtue to do anything to beat the railroads or, what is just as good, to beat the Government.

The last two are the more noticeable because women are indulging freely and so earnestly in the attempt to cheat. The loss of purse and of railroad ticket is too common to cause surprise or comment and it is but recently that the conductor who was obliged to put off his train a woman with two or three children for such loss remarked when a passenger sympathized with him for being obliged to discharge the disagreeable duty, "It isn't disagreeable. They took that way to beat the road and my way is the only one to make them sorry for it."

The feature that occasions the most serious reflection in this business is its prevalence and until now the Government has been the easiest to be victimized. It is not hard to call the trick of the seventeen holes the villainy of the lowest of the low downs. Let that be one extreme and for the other take the average smuggler on the home-returning steamer from abroad. They are the best the country claims and they lie and steal as unblushingly as the hoodlum. Only the other day the Governor of a New England State—the home of the Puritan; think of it!—was called to account, his wife with him, for false declaring, and it is easy to understand what a scoring the United States' official received from my lady for interfering with what she insisted was none of his business.

This country is not to get over this—is it inborn?—dishonesty until this old devil of "anything to beat" is done away with. Boys and girls will grow up liars and thieves so long as their parents set the example and, until this same old devil is annihilated the criminal courts will continue to have more business than they can attend to and the criminals will continue to range all the way from the hoodlum to the governor, with an occasional senator to break up the monotony thrown in.

Little Hazel's mamma is a member of the Mothers' Club. After a visit to the little kittens, which she found making a terrible noise, she said: "The mamma cat has gone and left her little kittens crying awful. Do you suppose she's gone to the Mothers' Club?"

**ENTIRELY NEW FORCE.****Discovery Prophesied by Thomas A. Edison, the Great Inventor.**

"The world has taken nothing more than a single step in the discovery and use of electricity. The countless ways in which the strange force is used are as nothing to what is to come. Wait—wait a few years and we will see what the real use of electricity really means."

These words from Wizard Thomas A. Edison are consistent with his reputation for making startling statements. Every time Edison speaks the world expects to hear something revolutionary. But it is doubtful if ever the great little man of Orange, N. J., made a statement calculated to stir the world of electrical science as will this one. When Edison speaks the electrical world listens, for it acknowledges him as the dean of inventors and the master of all in applying electricity in all ways.

His announcement that the world has merely taken one step in the use of electricity is startling in itself, when one considers the great part electricity plays in modern life; but brink of electrical discoveries such as when he says that we stand on the world has not dreamed of, and that the next few years will see progress in discoveries that will revolutionize the world's motive power, he astounds rather than surprises.

**Electricity Still in Infancy.**

The science of electricity, according to Edison, is in the infant stages of knowledge and application. The age of electricity, says he, has not arrived. It is soon coming. Wherefore he points out the value of an electrical career to the ambitious young man of to-day. Says Mr. Edison in the June number of Popular Electricity:

"Sometimes fathers came to me, or write to me, about their sons, and want to know if in view of the fact that so much of the field of work is already occupied by electricity, I would recommend it as a career. It is assumed by them that all the great electrical inventions have been made, and that nine or ten billions of dollars is about all that electricity will stand in the way of investment. Well, if I were beginning my own career again, I should ask no better field in which to work. The chances for big, new electrical inventions are much greater than before the telegraph, the telephone, the electric light, and the electric motor were invented, while each of these things is far from perfect. We shall have easily \$50,000,000,000 of money in electrical service in 1925, and five times as many persons will then be employed in electricity as now, most of them in branches for which we have not yet got even a name.

"Look at the simple chances of improvement in what devices are known to-day. They are endless. About 100,000,000 carbon filament lamps are made here every year, much the same in all essentials as a quarter of a century ago. We must break new ground. Lately the art has gone back to metallic filaments, bringing

down to one-third the amount of current needed for the same quantity of light. That is only a step. The next stage should be to one-sixth, and, as Steinmetz says, carbon is still in the game for many of its qualities render it superior to metal. It is the same way with electric heating and cooking appliances, ingenious even now, and better than any other means; but ten years hence they will be superseded and in the museums with bows and arrows and the muzzle loaders.

**Mark Set for the Motor.**

"As for the electric motor, it will not be perfectly utilized until everything we now make with our hands, and every mechanical motion can be effected by throwing a switch. I am ashamed at the number of things around my house and shops that are done by animals—human being, I mean—and ought to be done by a motor without any sense of fatigue or pain. Hereafter a motor must do all the chores.

"Just the same remarks apply outdoors. For years I have been trying to perfect a storage battery and have now rendered it entirely suitable to automobile and other work. There is absolutely no reason why horses should be allowed within city limits, for between the gasoline and electric car no room is left for them. They are not needed. The cow and the pig have gone and the horse is still more undesirable. A higher public ideal of health and cleanliness is working toward such banishment swiftly; and then we shall have decent streets instead of stables made out of strips of cobblestones bordered by sidewalks. The worst use of money is to make a fine thoroughfare and then turn it over to horses.

"Electricity is the only thing I know that has become any cheaper the last ten years, and such work as I have indicated, tending to its universal use from one common source, is all aimed, consciously or insensibly, in this direction. I have been deeply impressed with the agitation and talk about the higher cost of living and find my thoughts incessantly turning in that direction. Prices are staggering! Before I became a newsboy on the Grand Trunk railroad I raised and distributed market garden 'sass' grown at the old home at Port Huron, Mich., and made many a dollar for my crude little experiments that my mother with great doubt and trepidation let me carry on. Thus, with early experience as a grower and distributor, reinforced by fifty years of inventing and manufacturing I am convinced pretty firmly that a large part of our heightened expense of living comes from the cost of delivering small quantities to the 'ultimate consumer.'

**Burden on Wrong Shoulders.**

"My poor neighbors in Orange pay four or five times what I do for a ton of coal because they buy in such small quantities; and thus the burden falls on the wrong shoulders. This appeals to my selfishness as well as to my philanthropy, for the workman hasn't much left to buy my phonograph or to see my moving pictures with if all he makes is swal-

lowed up in rent, clothing, and food. "The inventions for handling these commodities, weighing them, wrapping them, and delivering them to the consumer, will reduce the handling expenses to a minimum on every article handled. A few electro-magnets controlling chutes and hoppers and the thing is done. I wonder the big 5 and 10 cent stores don't try the thing out, so that even a small package of coal or potatoes would cost the poor man relatively no more than if he took a carload. If I get the time I hope to produce a vending machine and store that will deliver specific quantities of supplies as paid for on the spot.

"The possibilities for the use of electricity for these practical purposes are endless. The field is practically untouched. The next few years will see discoveries that will startle even the most sanguine of electrical inventors."

**Inventor Predicts New Power.**

The astounding part of Mr. Edison's utterances, however, come in his predictions of a new kind of power. In an interview he predicts that the next great invention will be in the domain of motion in the ether—he dreams of a discovery of some new method of agitating the molecules besides the thing we call electricity, as he puts it, but in the meantime the developments of electricity will be going ahead by leaps and bounds and will be changing the whole system of present day power.

What the new motive power will be the inventor can not say, but it will be something that will be discovered by accident, something that will occur to one of the five senses—as, for instance, radium and the X-ray were discovered through the sense of light.

"We haven't got far," he says; "there are any quantity of forces around us, but we won't find them unless something happens which brings them to one of our five senses. There are any number of undulations in the ether right here in this room, but what they are we don't know. To demonstrate: I once took dinner with a learned professor of physiology of the University of Berlin, and I wagged my forefinger at him and asked him what made it move. He couldn't tell. There you have a form of mo-

tion that we don't know anything about—we don't know what it is.

"And so, there is yet to be a discovery in the domain of motion in the ether that we will be able to carry on wires to great distances and perhaps afford power, but I can not guess what it will be."

Edison at 64, keen eyed, clear headed, and as active as a man of 35, busied with experiments on phonographic records, and with his cement house, has ideas on eating, sleeping, and exercising which will demolish a great many fads and fancies, coming as they do from a real human dynamo of energy that has run with undiminished power for so many years.

**Example of His Beliefs.**

His rugged health and his enormous capacity for work indicate that his beliefs set well upon him. In this day of exhaustive walking he remains one of the most enthusiastic automobilists in the country, with a string of half a dozen cars in his garage, and while his home is within five minutes of his laboratory at Orange, N. J., he prefers riding there in a car to using his legs.

"I don't believe in exercise, aside from that entailed by a man's or a woman's occupation," he declares. "Considering the human body as a dynamo, it takes in enough fuel to supply its needs in the ordinary discharge of its occupations.

"People don't know how to feed the human dynamo; they are killing themselves overeating. They eat because it gives them pleasure. Considering the human body in the light of a dynamo, again, if people eat just enough to supply it properly and keep it going right, they would eat about one-third what they do now.

"I eat just enough to keep my weight constant. If I find I am falling off in weight I increase my eating; if I am taking on flesh I reduce my amount of food. I don't believe there is any such thing as brain food. I eat everything. I don't restrict my diet, except in point of quantity. I eat little—four or five ounces a meal—and I eat any time I feel hungry. I go to my meals regularly, but if I do not feel hungry I leave the table without eating.

"I sleep six hours a day, and sleep at any time and any place—in a boiler factory if I am sleepy.

**WORDEN GROCER COMPANY****The Prompt Shippers****Grand Rapids, Mich.**

**Improvement in Telephone.**

"The greatest invention in the electrical field, in my judgment, was the dynamo; then the telephone, and then the incandescent light as a unit. Of all human inventions, not my own, I would rather have invented the steam engine, because of what it has accomplished for civilization.

"There will be a vast improvement in the telephone, especially as to volume of sound and clearness of articulation. To-day you can not send a message over the telephone which carries a lot of—say Hungarian names. The articulation ought to be better than on the phonograph, and I think that the telephone will eventually displace telegraphy on railroads.

"My invention which is most likely to receive the homage of posterity is the phonograph, because of its sentimental side. We have now reached a point in the development of the phonograph and the moving picture where we can make the picture sing and speak naturally, and the public will get this invention in the near future.

"Another big advance in the electrical field will be most likely along the line of high efficiency in the wind motor, which will produce power for isolated communities, and there is hope for the sun motor in the arid regions."

"Do you believe, as Leonarde da Vincisays, that the right motor will solve the aeroplane problem?" the inventor was asked.

"Well, the motor solved the aeroplane problem in the first place," he said. "The problem of making the aeroplane safe and commercial will be due to some change in the aeroplane."

"Is it possible that the twentieth century may hold as many surprises as the nineteenth?" was the next question, and the still vigorous inventor was emphatic in answering in the affirmative.

"Progress in electricity will continue during the next twenty-five years," he said. "The demand for everything is unlimited. The more light you have the more light you want. And the possibilities of electricity seem unlike almost everything else—unlimited. What the farmer produces is limited, but the demand is always strong upon him.

"As to the various methods of applying the means, there is of course a question which is best. There will likely always be a tussle between the slot, trolley, and the storage battery car, for instance."

**His Most Difficult Work.**

In response to a question by Frank W. Frueauff, President of the National Electric Light association, who had gone to Orange to urge Mr. Edison to attend the twenty-fifth annual convention at St. Louis, during which there will be an "Edison day," the inventor declared that of all his work the whole incandescent light and motor system was the most difficult.

"The public sees only the electric light," he said. "They do not appreciate the difficulties of the details. I sweat blood for six years, and took out 130 patents on various systems,

but the light itself is all that is apparent to the general public."

Mr. Edison expresses the belief that steam has reached the point of its highest development, especially on the railroads, unless they widen the gauges, and declared that the use of electricity will become general.

A question was put to Mr. Edison as to the possibilities of electricity in warfare, with the suggestion that it is claimed a European has completed an invention for projecting a ray which will kill within a radius of many miles, but the inventor was apparently not inclined to discuss that phase.

"This war matter will be settled by all the governments going broke equipping for it," he declared. "There will be popular uprisings one of these days against this military business."

"I most certainly approve of the central station idea in the generation of electrical power," he said in reply to another question. "That is the only way in which it ought to be done. We are bound to gravitate toward the central plant. It is absurd for a town to have half a dozen isolated plants when one will do the same work at much less cost."

"What are the possible reductions in the cost of producing electricity—the largest item of expense of production being now the investment?" he was asked.

**Big Chance to Economize.**

"Well, we can make electricity cheap enough," he replied. "It is now down about as well as we can get, although there are big possibilities for savings in the boiler room, but we still have to contend with the various other expenses, such as outside overhead fixed charges, which continue about the same."

Recently Edison took a trip through the western country, where he was deeply interested in the irrigation systems which he saw, but he is apparently much disgusted with what seems to him a waste of effort in that line.

"I don't understand why they go to the trouble and expense of digging those long, costly ditches, when they could make their water power manufacture electricity right up in the hills, and then take it down to the land to be irrigated on slender wires," he said. "The system of digging ditches is the brute way."

In all his statements the inventor refers constantly to the possibilities of a new force being discovered. This discovery he regards as something extremely probable.

"There must be something," he half soliloquized. "That unseen force will be agitated by something into light, or heat, or that will otherwise touch one of our senses—but what it is we can not yet find out."

But it will be found out—soon—according to the great inventor.

"Probably not by me," he says. "I am an old man. But some one will do it. And as for electricity, as a career for the young man, it is better than it ever was before, and in the future it will be much better than it is now." Andrew Baxter.

**The Automobilists' Friend.**

Mr. George Westinghouse did much to make railway travel safe by the invention of the air brake. If he has perfected an air spring that will substantially do away with rubber in automobile construction he has benefited a great industry and the users of its products. He will have madautos cheaper and lessened the cost of running them. He will have brought them within the reach of many who yearn after but can not afford them. The manufacturers would be swamped with orders if autos were to cost less.

It was estimated recently that the present annual consumption of rubber for motor tires is about 30,000 tons out of a total supply of 70,000 tons. Here is the explanation of the great advance in the price of raw rubber which has raised the price or lowered the quality of overshoes, rubber clothing, etc. For high class goods such as the inner tubes of motor tires manufacturers have to use what is known to the trade as fine Para rubber. There is not enough of it to meet the demand, and it now costs about \$3 a pound. It is easy to see the economies that would ensue if rubber could be dispensed with.

A notable decrease in the amount of rubber required for autos would leave more available for other purposes. Manufacturers who now use the inferior grades would use the better grades, and rubber coats would wear longer than they do now. Nor is that all Mr. Westinghouse's invention would do. It would put an effectual end to the wild speculation in London in the shares of rubber plantations started or to be started in Ceylon or the Malay states. There will be a great smash under any circumstances. It would come the sooner if Mr. Westinghouse were to prick the bubble with his air spring. He might also dash the hopes of Americans who have been counting on Mexican and Central American rubber plantations and the soaring price of rubber for large and increasing dividends.

**Some Late Inventions.**

A one-half horse power electric motor, driven by a lighting current and directly connected with an air pump, is a new convenience for inflating automobile tires in garages.

To prevent a person soiling his fingers when squeezing a slice of lemon at a dinner table a dainty silver implements for the purpose has been invented.

A boxlike utensil with crossed knife blades on the top is a new implement with which a potato may be cut into chips by a single pressure of the hand.

A Philadelphian who saw a child crushed by a trolley car wheels has patented a fender which may be dropped to the rails by a latch under the motorman's feet.

After three years of experiments two English opticians have perfected a lens which, mounted on the top of a submarine periscope tube, enables those within the vessel to see on all sides for a distance of eight miles.

Propelled in the same way as a skyrocket, but by powder that burns more slowly, an aerial torpedo to carry life lines to wrecked vessels has been perfected by a Swedish army officer.

A sort of combination sun dial and compass, the invention of an Englishman for aviators, consists of a celluloid dial to be inserted in an overhead plane, the shadow from the pin in the center of it indicating the course the machine is taking.

**Electrification Pays for Railroad.**

Electrified railroads are paying dividends. In an address made lately by Prof. John W. Whitehead, of Johns Hopkins University, it was pointed out that out of the 220,000 miles of railroad in this country only a thousand miles as yet have been electrified. Attention was called to the fact that the electrification of the elevated railroads of New York City resulted in increasing the capacity of the roads 50 per cent. Suburban, express and freight service all seems to improve under electrification and it is always possible.

The electrification of eggs is said to prevent them from staling. The new system of treating eggs was discovered in Rochester, and it consists in subjecting the eggs to an electric current. The theory is that when the eggs are placed in storage they are alive and they are gradually frozen to death. But if life is destroyed by the electric current before they are placed in storage they do not taste stale even when kept on ice for a long period of time.

**Wayside Wisdom.**

Conscience makes many a man generous.

There is no place like home—especially on moving day.

Few men dare to be as mean as they would like to be.

A wise man may believe in luck, but only a fool will depend on it.

You have to be very rich to know that money doesn't buy happiness.

There is much comfort for a poor man in seeing his rich neighbor paying taxes.

Too err is human. But it is much more human to pretend that you never err.

Nothing changes the color of a white lie so quick as hearing somebody else telling it.

Wit will go as far as wisdom if you do not work either too hard.

Too many sermons deal out sugar when the world needs moral sand.

Your light goes down as the temperature rises in your neck.

**Chicago Boats****Every Night****Fare \$2****Holland Interurban and  
Graham and Morton  
STEEL STEAMERS****Boat train leaves  
Grand Rapids at.. 8 p. m.**



### Movements of Merchants.

Holt—T. L. Stony is installing a creamery here.

Benzonia—Mrs. Alto Sanders has opened a bakery here.

Sault Ste. Marie—Alex Fulton has opened a hardware store here.

Alma—The Alma Elevator Co. has added a line of farm implements.

Hancock—James Manley has engaged in the grocery business here.

Cadillac—J. J. Gaasbeck has engaged in the fruit and produce business here.

Holton—Joseph Martin has opened a grocery store here in connection with his hotel.

Flint—The Flint Provision Co. has increased its capitalization from \$5,000 to \$10,000.

Durand—A. E. Armstrong, recently of Marion, has opened an implement store here.

Detroit—The Wm. Reid Glass Co. has increased its capital stock from \$1,000 to \$25,000.

Petoskey—Harry Iden has opened a meat market and grocery store at 920 Emmet street.

Petoskey—David Benyas, recently of Negaunee, has engaged in the jewelry business here.

Dowagiac—Arthur Belton, recently of Bloomingdale, has opened an implement store here.

Riley—M. Spitzley & Co. are adding a line of meats to their stock of general merchandise.

Rumley—McPharlan & Crawford succeed Isadore Cyr in the general merchandise business.

Lowell—G. H. Uglow has sold his bakery to Herman Strong, who took immediate possession.

Otsego—The First State Savings Bank has increased its capital stock from \$25,000 to \$30,000.

Hastings—Phin Smith has sold his shoe stock to C. H. Osborn, who will consolidate it with his own.

Monroe—The B. Dansard & Sons State Bank has increased its capital stock from \$50,000 to \$100,000.

Flint—The capital stock of the Vehicle City Lumber Co. has been increased from \$15,000 to \$40,000.

Lansing—Asa D. Burnham has removed his drug stock from this city to Lake View, a suburb of Detroit.

Ionia—Rinker & Co. have sold their grocery stock to F. S. Loree, who will continue the business at the same location.

Ludington—Frank J. Loppenthein has engaged in the drug business here, under the style of the Red Cross Pharmacy.

Grandville—C. L. Thomas has purchased the drug stock of D. R. Hammond and will continue the business at the same location.

West Branch—H. G. Merrill has sold his clothing stock to West & Alt, who will continue the business at the same location.

Trufant—Oscar Peterson will engage in business here about June 1, carrying a stock of furniture, hardware and implements.

Port Huron—George Lawes is erecting a concrete building which he will occupy with a stock of meats as soon as completed.

Sparta—D. C. Holt, recently of White Cloud, has leased the Loose building and will occupy it with a stock of jewelry June 1.

Afton—Clinton H. Smith will conduct a farmers' supply store here, buying and selling cedar ties, posts, etc., also feed and grain.

Baxter—Herman Marvin has opened a general store here, having moved his stock from Brunswick, where he was formerly located.

Three Rivers—Wm. Friedman is closing out his dry goods business here and will engage in the manufacturing line in New York.

Battle Creek—F. F. McKay has purchased an interest in the Gros Grocery Co. The business will be continued under the same style.

Battle Creek—John Weickgenant has sold a half interest in his grocery stock to Julius Hall and the business will be continued under the same style.

Sault Ste. Marie—William M. Campbell, grocer, died at his home May 22 from gastric hemorrhage, following a week's illness with sciatic rheumatism.

Charlotte—The Charlotte Lumber Co. has been incorporated with an authorized capital stock of \$50,000, of which \$27,000 has been subscribed and \$5,000 paid in in cash.

Tecumseh—Munson & Randall have sold their meat market to Jacob Miller and Albert Clark, who have formed a copartnership and will continue the business at the same location.

Charlotte—A. D. Baughman has sold his dry goods stock to P. H. Dela Hunt of Kalamazoo, and S. E. Cook, who will continue the business under the style of S. E. Cook & Co.

Kent City—A new bank has been opened under the style of the Kent City State Bank, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Adrian—L. Randall and A. Munson, recently engaged in the meat business at Tecumseh, have formed a partnership with R. L. Nivison, and purchased the R. W. Boyd meat and grocery stock and will continue the business at the same location.

Hersey—Charles A. Anderson and Perry Birman have formed a copartnership and purchased the meat market of Frank Woodward, Jr., and will continue the business at the same location.

Detroit—Two firms dealing in high grade shoes, the H. D. Rogers Co., known as "Ye Booterye," and Conway & Manning, Inc., have been consolidated under the name of the Rogers Shoe Co.

Muskegon—J. L. Congdon, the Pentwater druggist, has purchased the drug stock of the L. O. Loveland Estate and removed his Pentwater stock to this city, consolidating it with the Loveland stock.

Bellevue—A new company has been organized under the style of the Bellevue Lime & Stone Co., with an authorized capital stock of \$60,000, of which \$50,000 has been subscribed and \$12,500 paid in in cash.

Detroit—The articles of association of the Paige & Chope Co. have been amended and the company will be known in the future as the Chope-Stevens Paper Co. There has been no change in the management.

Montague—C. H. Butzer has sold his meat market to Jaeger & Neil, who will continue the business. Mr. Butzer has decided to devote his entire time to the large farm recently purchased northwest of the village.

Lake Linden—Z. Chatel and J. Durand have formed a copartnership and purchased the grocery and meat stock of Clovis Chatel and will continue the business at the same location under the style of Chatel & Durand.

Grand Ledge—George E. Stokes, engaged in the undertaking and wall paper business here, has combined his stock with the furniture stock of A. W. Sekell and the business will be continued under the style of Sekell & Stokes.

Hastings—Fred Spangemacher, a prominent merchant, died of cancer a few days ago. He had been engaged in business in Middleville and this place during the last thirty-five years and was one of the prosperous business men of Hastings.

Detroit—Harlow P. Davock, referee in bankruptcy, has appointed the Security Trust Co. receiver for the assets of H. H. H. Crapo, lumber dealer, of Detroit, who filed a petition in bankruptcy, listing his liabilities at about \$60,000 and assets at about \$35,000. The appointment is the result of a showing made by George B. Yerkes, attorney for Arthur L. Holmes, one of the creditors, who claims back salary as manager for Smith. The basis of the attorney's representation to the referee is that lumber is being taken from Smith's yard and the assets dissipated.

Ludington—Charles E. Cartier has resigned his position as manager of the Cartier-Magmer store. The executors of the estate of the late A. E. Cartier had found that in carrying out the provisions of the will their work would be much easier if certain pieces of property were converted. The Cartier-Magmer store was in part property of the estate. In order that he might not in any way

embarrass the executors in following out this plan and to assist them in their work Mr. Cartier resigned. Mathew McBane, who has been with the store for some eight years, more lately filling the position of assistant manager, has charge of the business at present.

### Manufacturing Matters.

Kalamazoo—W. H. McKinstry has opened a cigar factory here.

Detroit—The Detroit Register Co. has changed its name to the Ideal Furnace Co.

Jackson—The O. C. Schmid Chemical Co. has increased its capital stock from \$75,000 to \$125,000.

Detroit—The Gear Grinding Machine Co. has increased its capitalization from \$200,000 to \$300,000.

Detroit—The Collins-Green Manufacturing Co. has increased its capital stock from \$10,000 to \$30,000.

Detroit—The capital stock of the Standard Biscuit Co. has been decreased from \$150,000 to \$100,000.

Dearborn—The capital stock of the Detroit-Dearborn Motor Car Co. has been increased from \$100,000 to \$250,000.

Detroit—The Lavigne Manufacturing Co., dealer in brass goods, has increased its capitalization from \$100,000 to \$250,000.

Detroit—The capital stock of the McRae & Roberts Co., manufacturer of steam brass goods, has been increased from \$125,000 to \$195,000.

Rosedale—The Rosedale Creamery has been incorporated with an authorized capital stock of \$7,000, of which \$5,000 has been subscribed and paid in in cash.

Detroit—The Precision Instrument Co. has been incorporated with an authorized capital stock of \$24,000, which has been subscribed and \$6,000 paid in in cash.

Vanderbilt—Yuill Bros. have been putting in several million feet of logs for the mill of W. D. Young & Co., which is operated day and night throughout the year.

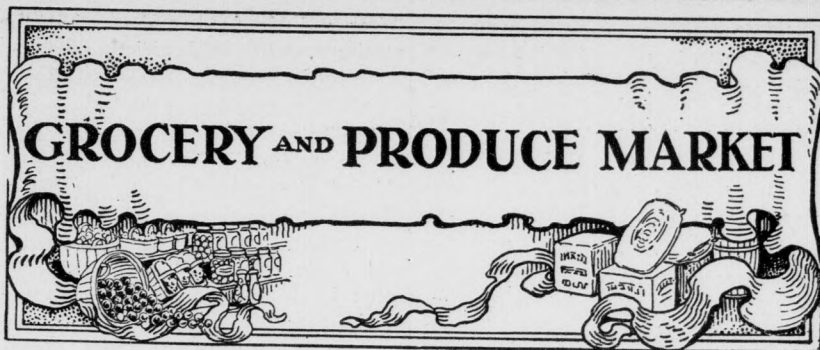
Lawton—The Lawton Basket Co. has been incorporated with an authorized capital stock of \$20,000, of which \$12,000 has been subscribed and paid in in property.

Iron River—The Fisher-Morrison Co. has let the contract for a planing mill, which will consist of a combination matcher and surfacer and one resaw and one cutoff saw.

Detroit—The Stanley Power Wagon Co. has engaged in business with an authorized capital stock of \$10,000, all of which has been subscribed and \$2,000 paid in in cash.

Lansing—The Lansing Novelty Manufacturing Co. has engaged in business with an authorized capitalization of \$6,000, of which \$4,000 has been subscribed and paid in in property.

Ionia—The Hayes Ionia Co. has engaged in business to manufacture and sell automobiles, vehicle bodies, parts and accessories. The new company has an authorized capital stock of \$70,000 common and \$82,500 preferred, of which \$152,500 has been subscribed, \$58,000 being paid in in cash and \$94,500 in property.



### The Produce Market.

Asparagus—\$1.65 per crate for Illinois.

Bananas—Prices range from \$1.50@2.50, according to size.

Beets—50c per doz. bunches for new.

Butter—The market is firm and unchanged, both as to solids and prints. The receipts are about normal for the season and the market is about 3c per pound higher than a year ago. The quality of the receipts is improving as the season advances. A continued good consumptive demand is looked for, accompanied with steady prices. 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.

Cocoanuts—60c per doz. or \$4.25 per sack.

Cabbage—Mississippi stock commands \$2.50@2.75 per crate.

Cantaloups—\$5 per crate.

Cauliflower—\$1.50 per doz. for California.

Carrots—New from Florida, \$1.50 per bu. box.

Celery—\$1.50 per doz. stalks for California.

Cucumbers—Hothouse, 75c per doz.

Eggs—Receipts continue liberal, but the market remains firm and unchanged, partly because the demand for storage still continues. The consumptive trade is also very good. The quality of the current receipts is excellent and the market is thoroughly healthy and may show a slight advance. Local dealers are paying 19@19½c f. o. b. shipping point, holding case count at 21c and carefully selected stock at 22c.

Egg Plant—50c per doz.

Grape Fruit—California, \$3.50 for all sizes.

Green Peppers—\$1.75 per 6 basket crate for 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, 13c per lb.; head, Southern stock, \$1 per box.

Onions—Texas Bermudas command \$1.75 per crate for yellow and \$1.85 per crate for white; home grown green, 15c per doz. bunches.

Oranges—In good demand, with prices a little higher than those quoted last week. Navels, \$3.75@4.25 per box.

Pieplant—75c for 40 lb. box.

Pineapples—\$2.60 for 42s and 48s; \$2.75 for 36s and \$3 for 24s and 30s.

Plants—65c per box for cabbage and tomatoes; 85c per box for peppers.

Pop Corn—90c per bu. for ear; 3¼@3½c per lb. for shelled.

Potatoes—Florida new fetch \$1.25 per bu. Old stock is without change.

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—15c per doz. bunches for either round or long.

Spinach—65c per bu. for home grown.

Strawberries—\$2.50@2.75 for Tennessee, Arkansas or Southern Illinois.

Sweet Potatoes—\$8.50 per bbl. for genuine kiln dried Jerseys.

Tomatoes—\$2.75 per 6 basket crate from Florida.

Vegetable Oysters—15c per doz. bunches.

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

Wax Beans—\$1.35 for ⅓ bu. box.

### Welcomes Effort To Promote Closer Trade Relations.

Marquette, May 24—There is cause for pleasure that the Detroit Wholesalers and Manufacturers' Association is to make an attempt to improve the trade relations between the Upper Peninsula and the State, so that it gets its share of the extensive and profitable trade of the Upper Peninsula, which has gone largely to Chicago. It will, perhaps, take some time and considerable persistent work for the Detroit houses to regain the business that has fallen away from them, but the prize at stake is worth the effort. Certain it is that, all things being equal, our Upper Peninsula business men should see that Detroit gets a fair share of their trade, if for no other purpose than to promote a closer understanding and a realization of a common interest between the two parts of the State. The Lower and Upper Peninsulas are bound together in indissoluble ties of statehood. Anything that makes for closer relationship and a better groundwork of understanding between the two regions, therefore, while working to the advantage of both, works particularly to the advantage of the Upper Peninsula. The delegation which the Detroit Wholesalers and Manufacturers' Association sends to the Lake Superior ports and other cities should meet with a cordial reception and the business interests of the Upper Peninsula should make it a point to co-operate with them in laying the ground for more intimate trade relations between the two parts of the State in the future.

### The Grocery Market.

Sugar—Refined remains unchanged and in fair demand, all refiners being about on the same level.

Tea—The demand is fairly good and prices remain firm. Advices of a strong opening market in Japan have a tendency to create a firmer feeling among holders here. A few fancy first pickings of the new crop have already been shipped at an advanced price over last year. The increased sale of Ceylon and India black teas in this country causes rejoicing among the London tea exporters, who already see a fine future in tea exports to the United States, London being the central market for Ceylon and India teas. They recognize the fact that America is growing as a tea consuming country and are demanding teas of quality rather than prices. The establishing of tea shops (where tea is served) in the larger cities of this country, after the London style, is apparently increasing the popularity of tea as a beverage.

Coffee—Prices are well maintained, being very strong on Santos in particular. The demand continues very good from both city and country retailers, but most of them are buying only as their trade demands. Mild grades are quite firm and in fair demand. The world's visible supply shows a falling off for the month of April of 389,444 bags. The actual figures for May 1 are 14,570,248 bags, compared with 13,314,522 bags a year ago. In other words, the stocks are 1,645,170 bags larger than on May 1, 1909, despite the restriction of exports from Santos the past six months. Of the total 14,570,248 bags it should be noted that some 6,500,000 bags are valorization holdings controlled by the Bankers' Committee, so that about 8,000,000 are available for consumption.

Canned Goods—Tomatoes still remain very cheap, but are a little firmer in price in the East. The supply is still large and there may be quite a good many carried over. Corn is in small supply and prices are firm after the advance of some time ago. Wholesalers report it very hard to find enough to supply their demands. Peas are selling well, with prices holding the same as those quoted last week. Beets are not in a very large supply and prices are firm. New crop asparagus will soon be on the market. The reports of frosts in many sections of the country have had very little effect on the prices of canned fruits, but some say that the Eastern markets are a little higher on account of the reports of heavy frosts. Cherries are expected to be a very small yield in some of the Eastern States, which will cut down the pack to a great extent. Some Michigan canners have withdrawn prices on futures until they are sure to what extent the crop has been damaged. The demand for gallon apples is increasing some.

Dried Fruits—Peaches are in good demand at unchanged prices. Apricots on spot are dull at ruling prices. Futures are firmer on account of large speculative purchases in California. Some packers want ½c more for choice. Raisins show no improve-

ment in price but some little increase in local demand, due to the advertising campaign. Currants are in moderate demand at unchanged prices. Other dried fruits are dull and unchanged. Future prunes are unchanged and very dull. The trade are not willing to buy at the price named. Spot prunes show a fair demand under existing conditions.

Syrups and Molasses—Glucose is without change. Compound syrup is in fair demand for the season at ruling prices. Sugar syrup is active for export and manufacturing purposes, but for straight consumption is very quiet. Molasses is quiet at unchanged prices.

Cheese—Arrivals are showing better quality each week. The weather has been quite favorable for cheese-making and the quality will get even better as the season goes along. The receipts clean up each week and the market is firm at about ¼c advance, which is general throughout all producing sections.

Rice—Some grocers who had been holding off buying until the market advanced some time ago are now buying for fear it may advance again. Conditions are reported to be about the same as last week in the South.

Fish—Cod, hake and haddock are unchanged and quiet. Salmon continues strong and in fair demand. No prices on new salmon have as yet been named. Domestic sardines of the new pack are now ready for shipment and are held by all packers at \$2.85 f. o. b. for quarter oils. Old sardines are scarce. Imported sardines are quiet and moderate in price. The market for salt and canned fish continues dull and in some lines easy. Mackerel seem not to be wanted to a very great extent and prices are inclined to be easy.

Provisions—Smoked meats are firm and unchanged. The demand is only moderate. Pure lard is steady and unchanged, the consumptive demand being fair. Compound lard is dull at unchanged prices. Dried beef and barrel pork show moderate movement at about unchanged prices. Canned meats are steady and quiet.

### Father of the Sales-in-Bulk Law.

Lansing, May 24—I am very much pleased with your courtesy in sending me a copy of the decision of the Supreme Court of the United States and to say that I am gratified with that opinion is expressing it lightly. You will remember that I was centered somewhat by some credit men because I did not draft the bill more drastic and by others, whose good opinion I appreciate, that I had made the bill too drastic. This opinion as well as the one by the Supreme Court of Michigan were in such terms as to make it evident that had the bill been more drastic in its terms it might not have been sustained.

I think we stole the march on the other fellows by forcing an immediate test of the law. William S. Brown.

E. R. Frost has engaged in the shoe business at Ann Arbor. The Hirth-Krause Co. furnished the stock.

H. L. Ludwig has opened a shoe store at Elkhart, Ind. The stock was furnished by the Hirth-Krause Co.

**MONTHLY REPORT**

**Municipal Affairs Committee Grand Rapids Board of Trade.**

May, 1910.

**Park and Playground Campaign.**

Since April 12th there have been a joint meeting of the Municipal Affairs Committee with the newly reorganized Playgrounds Association and representatives of district organizations, a meeting of the sub-chairmen and meetings of several of the sub-committees.

The campaign for a park and playground system has been warmly endorsed by several of the district associations, and the Park Board has taken active measures to further the project. On May 9th the Municipal Affairs Committee and the Playgrounds Association called a conference meeting at the Livingston, at which several speakers, including Mayor Ellis and President Rindge of the Park Board, dwelt upon the wisdom of securing adequate recreation facilities now. George J. Fisher, Supervisor of the athletic department of the Y. M. C. A. in the United States and Canada, described convincingly the value of physical exercise and team play in the upbuilding not only of our future but also of our present citizenship, calling attention to such ailments as Bright's disease, the business man's disease, which is the result of a too sedentary life.

Mr. Rindge pointed out the danger of the city having to pay exorbitant prices for the land it will require. The meeting therefore adopted a resolution empowering Mr. Garfield, President of the Playground Association and Vice-Chairman of the Municipal Affairs Committee, to call a meeting of representatives of the various organizations and officials interested to devise some method by which an adequate system of parks and playgrounds may be secured within the limits of the proposed \$200,000 bond issue.

**The City Budget.**

The sub-chairmen met on May 7th to consider the city budget, which had been practically completed by the Board of Estimates. In spite of the great amount of cutting necessary to bring the budget within charter requirements, the estimators had left in it nearly all of the items which will make our playgrounds of practical benefit during the coming summer. Provision is made for apparatus at John Ball Park, Creston and Mary Waters field and the Garfield playgrounds, for bath houses at John Ball Park and Creston, for the improvement of the Sigsbee school playground and Julius Houseman field, for toilet rooms and other conveniences, for the wiring of the lodge at the Garfield playgrounds, and, most important of all, for the employment of three instructors.

The regular annual appropriation of \$1,000 for street signs was retained. This is a result of the Committee's work two years ago. Another year or two should see the city adequately supplied with street signs.

The \$6,000 for a comfort station, the \$1,000 for smoke inspector's sal-

ary and the \$4,821 asked by the Park Board in connection with the street tree ordinance have, however, been cut out.

The sub-chairmen delegated the chairmen of the three sub-committees most directly concerned to call on the Board of Estimates at its final meeting and seek to have the first two items restored. The sum asked for in connection with the tree ordinance seemed larger than necessary, so they decided to ask only for a sum sufficient to safeguard the trees.

The three sub-chairmen met with the Board of Estimates on April 9. Mr. Wishart, chairman of the Social Welfare Committee, argued for the comfort station on the ground of its absolute necessity in a city as large as Grand Rapids. The Board stated that \$4,200 will be available for this purpose this year and added that if the objection of the old soldiers to having the comfort station placed in Monument Park can be overcome the Common Council would undoubtedly restore the other \$6,000 to the budget. Mr. Wishart presented petitions from more than a score of lodges and societies.

Cess pool .....	100
Wiring building .....	16
Play apparatus .....	200
Sidewalk .....	348
Creston and Mary Waters Field.	
Trees, shrubs, paths, etc. ....	\$2,500
Bath house .....	600
Play apparatus .....	200
Bridge .....	500
Three instructors .....	600
Sigsbee school playground .....	1,100
Julius Houseman field ..	2,300
Other Items.	
Comfort station .....	\$6,000
Street signs .....	\$1,000
Smoke inspector .....	1,000
Pole inspection (covered by fees) ..	4,821

The sub-chairmen were in doubt as to the necessity for three of the items in this list which had been cut from the budget: grading ball field at John Ball Park and the swimming pool and bath house at the playgrounds, and consequently took no action in regard to them. The matter of the sidewalk at the playgrounds



Oiling N. Canal St. May 10, 1910  
City sweeper preparing road surface for application of oil

Chairman Plumb, of the Cleaner City Committee, asked that the \$1,000 for the salary of a smoke inspector be restored. He showed that during the past two years a large proportion of our stacks have been made practically smokeless and that now, when the city is just about to cease being an offender, the opportunity is here to finish the work if it is pushed with vigor. The Board of Estimates then placed the \$1,000 back in the budget. Chairman Remington, of the More Beautiful City Committee, was told that the Common Council would during the year appropriate such sums as are necessary to safeguard the trees.

**Where Our Interests Lie.**

Following are the items in which the Committee is most directly interested:

John Ball Park.		
	Retained	Cut
Bath house and toilet ..	\$ 300	
Play apparatus .....	300	
Grading ball field .....		\$1,000
The Playgrounds.		
Swimming pool .....	\$ 958	
Bath house .....	750	
Toilet rooms .....	150	

they decided to take up with the Park Board later.

**The Comfort Station Secured.**

On Monday evening, May 16, when the budget was finally passed by the Common Council, Chairman Wishart, of the Social Welfare Committee, made a strong plea for the restoration of the comfort station appropriation. He had seen representatives of the G. A. R. posts and found that their opposition to locating the station on Monument triangle was as determined as ever, so he did not urge that site. Two members of the G. A. R. also appeared before the Council and, while admitting the need for a comfort station, pleaded against placing it near the monument. A representative of the City Federation of Women's Clubs then argued for a station and suggested placing it on the west side of Fulton Street Park.

After a brief consultation with General Manager Freshney, of the Board of Public Works, who said the station could be built on this site for \$7,700, Alderman McNabb moved that \$3,500 be added to the \$4,200 already in the budget for this purpose.

After a little further discussion the motion was put and carried.

**Method of Nominating Charter Commissioners.**

The Better Governed City Committee at a meeting on April 28 considered the procedure in electing a charter commission, which, under the conflicting terms of the home rule and State primary laws, would be most likely to receive the approval of the Supreme Court. All of the attorneys present agreed with Mark Norris that members of the Board of Education are eligible. As to the safest method of nominating candidates, however, there was disagreement, so the matter was referred to a special committee of three attorneys, B. P. Merrick, Henry T. Heald and Elvin Swarthout, who reported at a meeting on May 17.

Chairman Irwin appointed Messrs. Byam, Knappen and Hardman to work with a similar committee from the Credit Men's Association in framing an effective method of municipal accounting for submission to the Charter Commission.

On May 17 the Better Governed City Committee met again to hear the report of its special committee. This was, very briefly stated, that the primary law does not apply in this case because it was not in force at the time the Home Rule law was passed and furthermore it is specifically designed to provide machinery for the nomination of party candidates. Candidates for the Charter Commission are not party candidates as the Home Rule law says that their names are to be put on the ballot without party designation. As no nominating machinery is definitely provided the Committee, basing their conclusion on sections of the law relating to the incorporation of new cities, the villages act and the present charter provisions for the non-partisan election of Library Commissioners, decided that the safest method of procedure was to nominate by petition.

They therefore recommended that the Common Council be requested to pass a resolution setting the September primary as the date of election and instructing the City Clerk to accept nominating petitions signed by twenty qualified electors. The Committee should then secure petitions for one candidate at large, signed by 100 electors (the number required for Library Commissioner) and one for a ward candidate signed by twenty electors (the number given in sections of the law relating to the incorporation of new cities). The City Clerk should then be induced to refuse to accept these petitions and the matter be taken to the Supreme Court on mandamus proceedings. The Special Committee expressed their belief that the court would hold this method of nominating valid.

Mr. Norris and other lawyers on the Committee said that this procedure seemed to promise a fair test and Mayor Ellis, who was present, said that he was sure the city would do its part.

The question of expense was settled by the Special Committee agreeing to act for the petitioners without charge—the City Attorney would act



for the City Clerk and the Better Governed City Committee undertaking to bear the court costs if the Common Council does not wish to pay them.

**Pure Water Bonds.**

Mayor Ellis described the method by which he hopes to dispose of the pure water bonds without submitting the matter again to popular vote. After the first issue had been bid in the purchaser, the Detroit Trust Co., refused to take them on the ground that all the legal requirements had not been met. The charter provides that when water bonds are to be issued the Board of Public Works shall state its determination to the Council, together with the reasons for the bond issue, a general plan of the proposed improvements and an estimate of the cost. This formality was overlooked, the recommendation, estimates, etc., coming from the Pure Water Commission, although there is no question that the Board of Public Works was in thorough sympathy with the proposal.

Mayor Ellis stated that there are \$311,000 in the sinking fund and that the charter instructs the Sinking Fund Commissioner, in seeking investments, to give the preference to the city's own bonds. The Sinking Fund Commission will therefore take the first issue of pure water bonds (\$50,000) off the hands of the Detroit Trust Co. and may take future issues the same way. The reason bond houses fear these securities is because the city might legally, due to the oversight mentioned above, repudiate them. If ultimately it is necessary to submit the question to vote again the amount remaining to be approved would be comparatively small.

**A Cleaner City.**

The Cleaner City Committee held a conference on April 20 with Messrs. Freshney and Towner, of the Board of Public Works, in order to get a clearer understanding of what the administration is doing to make Grand Rapids cleaner. Mr. Freshney said that he is working out the great square system of street cleaning, which will produce better results than the present one, as it will give each man a certain job for which he can be held responsible. He promised to have the litter cans along our business streets repainted this spring, although he had intended to wait another year. His department can not remove rubbish free of charge on Clean Up day, however, as this would, he estimated, cost at least \$1,000.

Mr. Towner explained his work at length, showed the progress made during the past two years and said that forty-eight stock owners have promised to put in smoke consuming devices or change to smokeless coal during the coming summer.

**Sane Fourth of July.**

The Safer City Committee held a conference with the Retail Dealers, representatives of the Wholesalers and of several patriotic societies on a saner Fourth of July, in accordance with the Directors' instructions at their last meeting. The result was the appointment of a committee of five to ask the Mayor to restrict the use of explosives to the hours be-

tween 6 a. m. and midnight of the Fourth of July. This Committee was also instructed to consider some method of securing a more patriotic celebration of the Fourth in future years.

**Oiling North Canal Street.**

The City's Neighbors' Committee, as stated in one of our previous reports, made arrangements with the Standard Oil Company for oiling a section of North Canal street, which is in the district of Good Road Commissioner H. O. Braman. The work began on May 10. The weather was cold and raw so the oil instead of penetrating thickened on striking the surface of the road. Consequently the experiment will not be as great a success as it should. But we believe that even under these conditions it will show the value of this method of treatment, laying the dust permanently and preventing to a considerable degree the rapid deterioration of the road surface under automobile traffic.

The experiment has excited con-

**The New Method.**

The phenomena of municipal democracy in the United States are the most remarkable and least laudable which the modern world has witnessed.—James Bryce in "The American Commonwealth."

There have been great changes in our cities since 1888, when Mr. Bryce wrote the above in his great interpretation of American society. The little reform organizations which had only a short time before begun their apparently hopeless war on Tammany and its prototypes persisted, in spite of ridicule and frequent defeats varied by infrequent and seemingly barren victories, until they at last opened the eyes of the citizens of American cities, not only to their shame, but, what is far more important, to their opportunities. Political campaigns to "drive the rascals out" of power, occasionally successful, had such small and usually such transient results that those who had become aroused to the needs and the possibilities of the cities ceased being mere

of two Tammany mayors to give New York the best government of which they are capable, all are indications that the new method, that of producing an enlightened, earnest citizenship, one which knows what the city should be and is determined that the city shall be what it should, is the right method. As a result of this change of method on the part of those who are working for civic betterment there is now being produced a constantly growing and constantly more valuable literature dealing with cities and their problems. Instead of the old academic discussions these new books deal with practical means of bettering conditions.

As many of our members would doubtless like to secure some of these books in order that they may be in touch with the best and most constructive thought on the subjects that form part of the city problem, we give a few of their titles. First should be mentioned such periodicals as "The Survey" (\$2 a year, 105 E. 22nd St., New York City), which deals with social, charity and civic questions, and "The American City" (\$1 a year, 93 Nassau St., New York City).

Among the books that will aid the citizen in making his influence effective are:

"Housing Reform" and "A Model Tenement House Law," by Lawrence Veiller, published by the Russell Sage Foundation, each \$1.25 postpaid.

"The Chattel Loan Business," by Arthur H. Ham, Russell Sage Foundation, paper 25 cents.

"The Good Neighbor in the Modern City," by Mary E. Richmond, Russell Sage Foundation.

"Government of American Cities," by Horace E. Deming, Putnam's.

"Municipal Problems," by Frank J. Goodnow, Macmillan, \$1.50 net.

"Government of European Cities," by W. B. Munro, Macmillan.

"Modern Civic Art," by C. N. Robinson, \$2.50.

"Newer Ideals of Peace" and "Democracy and Social Ethics," by Jane Addams, \$1.25 each.

"Play and Playgrounds," by Joseph Lee, American Civic Association, paper 25 cents.

"Medical Inspection of Schools," by Luther H. Gulick, \$1 postpaid.

"Constructive and Preventive Philanthropy," by Joseph Lee, \$1.

**Prepared for the Worst.**

Bride—Arthur, I have something to confess to you. Half my teeth are false. Are you very angry?

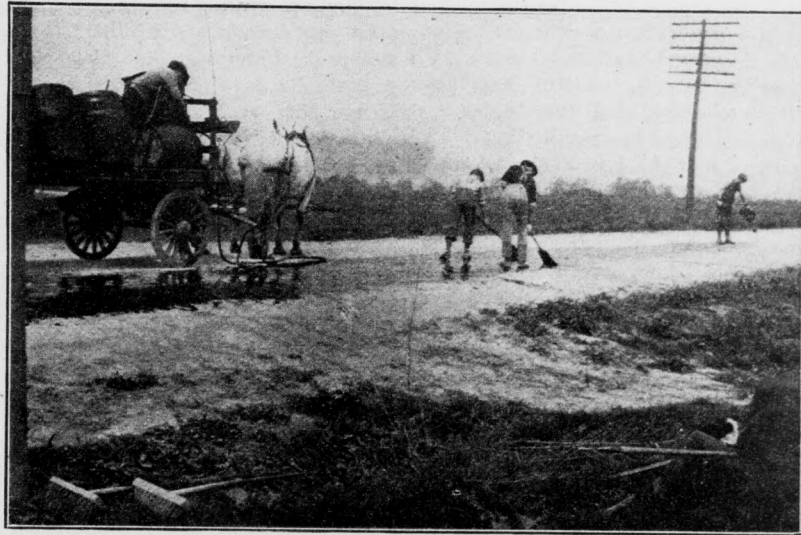
Bridegroom—On the contrary, I'm much relieved. I thought they were all false.

A girl who is considered as belonging to the high-brow crowd was the object of a serenade the other night and in telling a friend about it said: "I don't think there is nothing more nicer than to be woken up at night with vocal singing."

**Sale of Bankrupt Stock**

I will receive offers for the J. N. Weber bankrupt stock of general merchandise and fixtures at Kendall, Mich., up to and including June 7, 1910.

Stanley Sackett, Trustee,  
Gobleville, Mich.



Oiling N. Canal St. May 10, 1910  
Spreading the oil with a sprinkling can and brooming it in

siderable interest and residents along other macadam and gravel roads frequented by automobiles have begun to make enquiries as to its cost. John Hefferman, who came to Grand Rapids to take charge of this work for the Standard Oil Co., says that he used 700 gallons to oil 1,625 square yards of road. This makes a little over .43 of a gallon to the square yard. The company, he said, will sell the oil delivered in tank cars at .0316 cents a gallon. To this, of course, must be added cartage, labor, etc.

John Ihlder, Sec'y.

**Two Prices For Board.**

"I'm an author, you understand, spending my vacation on a farm to get local color. How much will board be?"

"Ten per week," replied the farmer, "and \$2 extra if we're expected to talk dialect."

**Getting Ready For Summer.**

"Getting things in shape for your summer boarders, Si?"

"No, we're getting them out of shape so they will look picturesque, like the boarders will expect."

critics and began at last the slower, more laborious, less picturesque but more productive work of the builder.

This change has become widespread during the past four or five years. Scarcely had Lincoln Steffens finished his book, "The Shame of the Cities," than he became infected with the new spirit and joined the forces of the Boston-1915 Committee. This book of his, so widely read and commented upon at the time of its appearance, 1904, is now practically forgotten, while another book entitled, "The City, the Hope of Democracy," by Frederick C. Howe (\$1.50, 1905), although it attracted nothing like the attention of the "muck-raking" volume on its first appearance, has constantly increased its circle of readers because it dwells not upon evil but upon the methods of substituting good for evil.

The driving out of such vice as four or five years ago openly flouted on the busiest streets of Seattle and Spokane; the organization of the non-partisan Boston-1915 movement, the avowed purpose of which is to transform the most self-satisfied city in the country into the best; the efforts



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OF BUSINESS MEN.

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

Wednesday, May 25, 1910

### THE BRIGHTER SIDE.

While a fair proportion of the people of the country are determined to believe that public affairs are growing worse and worse, the rest equally insist that things might be a great deal worse, and that really the future has not for years given brighter promises. There is an undertow of the sound and the wholesome prevailing everywhere and they are making themselves felt. In spite of the comet and the dreadful consequences "if" the earth should get hit we are rolling along through space without a jar; in spite of the changing of May weather for March the ground is busy now with its increase, and in spite of the untimely frost and cold the bins and the barrels are going to be fairly full. That means that buying and selling will continue to go right on, and while the income to the wage-earner under existing conditions adds little to the rainy day account there is even there the chance of a brighter side.

Especially should he who is oppressed by the political corruption of the times look up and not down. The signs could hardly be more promising. Morning after morning the door of the pen clanks its joy over the conviction and punishment of the detected thief and bribetaker and giver, and while it does seem sometimes as if there were no end to them, the good thing about it is that there is one less anyway. The moral and the physical disease have much in common. With both from the beginning to the culmination the progress is slow, and equally with both the return from sickness to health is not often marked by leaps and bounds. A malarial-visited district must first recleanse and slowly but surely the health comes back. One by one the number of cases diminish—exactly what is taking place now with this moral epidemic that has been sweeping over the country. One by one in this place and in that there is a cleaning out—a fumigating. The sun, with its searching, health-giving light, is allowed to come in and the sweet wind, with its balm-breathing bosom, completes the needed work and the community is again going to be a

wholesome one. This is the better, the brighter view to take and the sooner we realize this and work for it the sooner will come the longed for realization.

### FOLLOW YOUR LEADER.

It was a favorite sport in the old red schoolhouse days, especially so where the ice, covering a hollow nearby, gave way to the warm spring sun, for there the leader was sure of a close following as he led the dangerous way over the cracked and bending ice. In he went, sometimes over shoe, or boot leg, as it was then, sometimes to his armpits, but he was followed and, lucky or skillful the follower who reached the opposite bank with dry feet.

It seems that the old game has never gone out of fashion. The political world has adopted it and the leader, chosen or self-appointed, leads the way across the rotting ice, over shoe at this step, hip high at the next and at the third step, it is in all over or completely under and with cheers or jeers he gains the shore in triumph or disgrace.

For a generation or more this "running benders" has not met with cheering success. There has been too much risk and the leader too often has gone in over his head. The worst of it is the followers—too much taken up with the fate of the leader—have been equally careless of their own footsteps and down they have gone, too often over head, to be jeered at by the looker-on and ever after to be branded with the disgrace which their rashness and foolishness have won for them.

The inevitable has followed. The crowd on the bank is looking out for safer leaders. Wet feet and drenched clothing, if that is the aim, can be got with less risk and that same crowd is already wondering if that is not a pastime to be dropped. It does not pay. From the cheer or the jeer standpoint, it is hardly worth while; and now that shame and disgrace are the only returns to be gotten out of it, it begins to look very much as if the running of political leaders had seen its best days. It is so to be hoped—and if this hope is realized it is submitted—that there will be less reckless following of the leader, less wretchedness resulting from the following and happier communities which naturally comes from a wholesome leadership.

### THE CITY FARMER.

The city farmer is usually considered by the natives as something of a joke in the new occupation, no matter how much they may respect and esteem him as a resident. If he does not know an oak from a maple or which end of the plow the team is attached to, the matter is considered as one of amusement rather than profit. Yet this same city man, though commencing with some of the odds against him, eventually surprises his neighbors in the end in quite a different manner from that of provoking ridicule.

Though he may not understand the details of farming, he understands going after the necessary informa-

tion at a rapid pace. If he does not know when or how to sow his buckwheat, the question that he asks is not how somebody and their grandfathers for a number of generations have done. The man who "Knows every bit about farming and does not need to read" is not taken into the council, but "Where can I get some literature on the subject?" is his only question. This gained, he studies his lesson with the same keen mental application which he has been wont to put upon his city business. For the man who can not make up his mind to a plain "yes" or "no" soon enough to answer over the phone without central calling time, has no patience. His general business training enables him to size up a situation, to grasp an idea quickly and to put into application many points which are time and money savers.

The farmer has, as a rule, given most of his attention to raising his products and little to the marketing. In fact, the home market was a monopoly over which he seldom attempted to travel. But the city man is familiar with shipping. Distance does not count, providing freight and profit harmonize. He usually has capital; he is showing the resident farmer that he is quick to learn new methods; and shrewd to get full value for his products. He helps the community while helping himself.

### A VOCATIONAL BUREAU.

As Commencement Day draws near the old topics attending it naturally come to the surface. The college course done and the high school finished, what about the boys and girls now? Is it college and university for the high school graduate and does the university diploma mean that the bearer is ready to earn a living? A laugh leaning strongly to the contemptuous is too often the only reply and the response to that now is, "Here is where the Vocational Bureau comes in. We want somebody to take these young folks in hand, to give them a thorough going over, to settle once and forever this momentous question what the youngsters are good for, to head them in the right direction and to see strenuously to it that they reach their destination in good condition, to enter successfully upon a prosperous career and to do it right straight off."

Too often the views of the ambitious parent and that of the manufacturer are the same. The latter turns over to his superintendent a bale of new cotton and he never wants to be bothered about it again until he gets the money for the finest piece of manufactured goods on the market. So at 6 the child is put into the school authorities and when the raw material is again heard from it is to be the "best ever," and in this last instance there is to be no discussion about the quality of the raw material; the best only will be paid for without a good deal of grumbling. There is where the trouble comes and hence the need of this Vocational Bureau.

There are good reasons for believing that this new vocational wrinkle will not work. Mind work and mat-

ter work differ somewhat and something besides the machine must be depended upon in the mental manufacture of child training. Five hours a day for something like an average of four years is a time hardly long enough for the workmanship called for and the only way to make up for the lack is for the office to keep tab on the schoolhouse and watch the progress going on there. The Vocational Bureau is a move in the right direction, but the home must be the foundation upon which it rests. That alone can settle the question of quality, and without that the results of the training can be only a matter of guess work.

### BUSINESS STATIONERY.

It has been said that a man's hat and shoes are the index to his dress; and it may be said with equal emphasis that to the man at a distance the stationery used by the merchant is an index to his business. There is much more that the first thought would suggest in the letter head.

Job printing is now so cheap that no business man can afford to dispense with it. It takes a comparatively short time to write your name and address; yet try writing it a thousand times and you will tell a different story. The thousand letter heads will go rapidly, and there is even more time wasted in writing them in doses of one, two or three at a time than when one makes a business of it and writes the whole thing at once.

Aside from the labor saved, there is the gain in neatness, and in a business-like appearance. Without the printed form we naturally suppose that the firm is a little one-horse affair; but let the same combination appear in a neat type setting, and the opinion is quickly changed.

Again, when writing to strangers, there is much danger that proper names will be read wrong. Even if the writing is considered legible, and is really so where special names are not involved, the names of places are easily read wrong and the substitution or omission of a single letter is liable to send a missive across the continent on a useless trip, thereby necessitating a loss of time even if the letter is eventually returned to its original destination.

The printed form looks neater as well as more legible. With the proper spacing and balancing, there is entire harmony. There is a legitimate excuse for attaching your business card. And advertising pays, on your stationery as well as in your show window. Look out for the firm which does good work and then note the saving in time and the gain in appearance.

A university education is no guarantee of success. It is a short cut in mind training, but it is like a tool—of no use unless put to work. Work is the secret of success, but it must be properly directed by a trained mind. Many university graduates are poor citizens, not because they have acquired a little learning but because they are too lazy to apply it to some useful purpose.

**LEGS VS. WHEELS.**

Out of countless readers of Weston's completed walk from Los Angeles to New York very few saw therein a suggestion at all advantageous to the very few. Walking distance or no walking distance the street car is hailed and the boarder thereof has his five cent ride to or from town, who grumbles at the vanishing of his nickels and wonders at the same time why he is not feeling as well as usual this spring. On his feet all day or shut up all day he is in no walking mood and if it takes his last nickel he is going to ride and ride he does.

Here is an instance: "You say you are not feeling well; what exercise do you take?"—"Oh, billiards and bowling. I'm on my way now for a game of billiards. Two or three games of that and an hour at the bowling alley keep me in good condition. I can then go home and go to bed and sleep like a top."—"Ever try walking for exercise? How far is your work from home?"—"No walking for me, thank you. From cot to counter is something short of a mile; but for walking, I wasn't built that way."

It is one case of many. Here are six car fares a day doing their best to keep a bloodless face bloodless and here is the owner of that face playing billiards and bowling for exercise in a close unventilated room often over heated, and shunning as if it were pestilence the only means for which he is needlessly wasting time and money.

It is a case behind the counter. How about the lummoX in the front office? It is the same old story. His auto or his carriage brings him. He gets up a little later and gets down to the office a little later than the clerk, but he never walks. Ask him why and hear how what he says differs from what the man behind the counter said. They are both shunning about the only thing that faithfully kept up will keep them above ground. The young man's youth with the constitution he brought with him from his country home is all that keeps him going, while the plea from the front office too often is that his walking-apprenticeship is over and he's going to try riding awhile. He does and the diseases that always accompany inaction go with him and one of these days, much sooner than he expects, he takes that long ride to that "bourne from which no traveler returns."

"Wouldn't you ride if you had a chance?" I certainly would; but as I have no chance and the nickels are not quite as plenty as blackberries with me the chances are a hundred to one that for those very reasons I shall outlive both clerk and employer and from the summit of a hale old age bless the necessity that has made me a disciple of Weston.

**THE SUNDAY CALL.**

This is one of the problems which confronts the dealer in the small town. In cities the privilege is unexpected and unasked, but with the country merchant the case is entirely different.

It is astonishing how many town dwellers forget that they are out of matches; that the sugar is gone; or that there is no bread for dinner the next day, although they may spend the entire evening in the store and find no reminder that there is need of replenishing anything unless it be their own tobacco pouch. Yet if you refuse to open the store to accommodate, you are branded as unneighborly.

The entire abuse of the storekeeper comes from a bad habit rather than an inclination to annoy. People who live several miles from a store learn to plan beforehand; it is the woman who lives across the street who runs over for two cents' worth of yeast after she has commenced to mix her bread.

The easiest way out of the Sunday problem is to give every one to understand that you intend to make it strictly a day of rest. If some one has got badly caught through depending upon the old way, it depends upon yourself and attending conditions whether it is advisable to favor them "just once." But if this is done, let it be distinctly understood that it is once only. And if they forget, a firm refusal will have an energetic trend toward strengthening the memory in this respect.

Of course if you wish to recognize some emergency case, as sickness and a distance from town, the part of the good Samaritan may be sometimes played. But in any case, let it be distinctly understood that you do business on Sunday only in emergency cases. You will soon find the Sunday calls restricted to these, and yet if the matter is handled kindly, as well as firmly, every one will see that your part is the consistent one.

**OVER-EXPANSION.**

We like to grow and grow fast, but there is such a thing as growing too fast. The child who does this is characterized by weak, flabby muscles and a lack of enduring powers. There must come the firm flesh with increased size to render the increase in avoirdupois really desirable.

The growth in business is of something the same nature. There is such a thing as widening out so far as to topple over and fall in a shapeless ruin. It is related that just such a disaster nearly overtook McClure's Magazine when Ida M. Tarbell's Napoleon articles were appearing in its columns and attracted such wide attention. Those outside were congratulating the magazine on acquiring such a popular series—one which was phenomenally increasing the demand for it—little dreaming that this sudden popularity was threatening its ruin. The demand for extra editions greatly increased the cost of production. It was money out, with not enough coming in immediately to offset the extra cost of getting out so many copies, but the storm was finally weathered and the financial gain to the publishers proved, in the end, as much as did the gain in reputation to the young authoress.

Many a financial wreck has been

caused by allowing a mushroom growth to remain unchecked. We stimulate to healthy growth in every way, yet there are times when the terminal buds must be nipped or we will have a branching out too far and in too many directions. As the skilled gardener wisely restricts his vine to the trellis, not cutting short the food supply but rather pruning and letting the boundaries to which the plant is restricted become completely covered, so it is always wise to restrain the business to lines within which you have facilities for handling it. An overstepping of either the financial or the industrial mark will tend to weaken rather than to strengthen your position.

**THE TRADE PAPER.**

The physician who fails to keep up with the progress of his profession is soon regarded as a back number. The teacher long ago found out that the educational paper was one of the necessary tools. Even the proverbially slow farmer gives his support to a fast growing agricultural press.

The power of the trade paper is too little recognized. Some one has said that the five great powers which rule the world are parlor, pulpit, press, politics and police. And in the trade world the central one of the group becomes paramount; the keystone, as it were, of the arch. It is the duty of every man to himself as well as to his business, to lend his support to at least one good publication along his special line of work. It is the only way to keep thoroughly posted on the progress of the world along his special line.

No thinking man can pick up such a publication worthy of the name and not get some new idea, some emphasis of an old one which, put into practice, will repay the subscription a hundred fold. There are new methods, new devices, new goods, pressing for attention every day. There are also some humbugs which it is well to be on the lookout for.

Besides, there is the enthusiasm gained which lifts both proprietor and clerk from the treadmill to the busy factory where all are happy in their work. It removes much of the drudgery from life. The power of a common feeling and sympathy is almost as much of a lubricant to the wheels as new methods and new incentives.

"No time?" Take time, and give it to your clerk. Rise a little earlier in the morning if need be. The trade paper is even more necessary to you than the morning daily. Have it on the counter ready for the clerk during the lull at some period of the day. He will serve you better for the ideas it inculcates and enthusiasm it creates.

**THE KNOWING THAT COUNTS.**

We must not only know, but we must know that we know in order to be successful. When a patron calls for a certain article it is our place to be able to put our fingers on it if we have it in stock. To hand down a fancy weave of cotton when a silk goods is called for either brands us as deliberate cheats or exposes us to ridicule. If we hesitate the knowing ones at once detect our ignorance, and perhaps show it to others under the magnifying lens. If we can not distinguish between blue and green we at once become the object of ridicule among the fair sex besides creating a loss of confidence among patrons. Yet even though we have a fair knowledge of the subject, a doubt on our own part, either in look or manner at once serves as incompetency self-confessed. While we may feel that we can match a piece of goods, if our looks and actions are not assertive no one will be willing to trust us with the matter.

Yet it is said that "The man who has learned how little he knows, has struck bed-rock on which to erect the structure of real education." Few are willing to commence at the first. We are striving to climb ere we have learned to creep. We skip over some of the important points in the hurry to gain the top. There is nothing gained by it, and the chances of tripping through hurry are greater than we realize. To appreciate our limitations and provide for an increase as well as for adapting ourselves to the things available is one of the first and foremost lessons in the commercial life.

It is essential to know what we know, and to be able to express this knowledge in clear, concise language; but it is equally essential that we know what we don't know, and make immediate provision for instruction at the weak points.

**TRUSTEESHIP CHARGES**

**A FIVE HUNDRED THOUSAND DOLLAR FUND**

Our annual charge for handling is Twenty-five Hundred 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**



## SALES-IN-BULK LAW.

## Full Text of the Federal Supreme Court Decision.

This case involves the enquiry whether Act No. 223 of the Public Acts of the State of Michigan of the year 1905, commonly known as the "Sales-in-Bulk Act," is repugnant to the Fourteenth Amendment.

The controversy thus arose: Early in the year 1906 Frank B. Ford operated a store in the village of Berrien Springs, Michigan, consisting of various departments—hardware, grocery, meat market and furniture department and buggies and machinery department. Prior to May 23, 1906, Ford made sale of the stock included in the buggies and machinery department. On the day mentioned plaintiff in error, after taking an inventory of the stock in the grocery department, valuing it at cost less ten per cent., purchased the same for \$2,100, deducting an indebtedness due from Ford of \$415.45 and paying the balance in cash. In making purchase the requirements of the Sales-in-Bulk Act referred to were not complied with in any particular. After the sale Ford still owned the meat market, worth between eight hundred and a thousand dollars, and the stock of hardware, worth between five and six thousand dollars. He afterwards sold the stock of hardware for about forty-one hundred dollars, and on such sale the requirements of the Sales-in-Bulk Act were complied with. The meat market was also disposed of, and in February, 1907, bankruptcy proceedings were commenced against Ford, with what result the record does not disclose.

After the sale of the stock of the grocery department to Kidd, Dater & Price Company, plaintiff in error, the Musselman Grocer Company, defendant in error, sued Ford upon an account and joined as garnishee the Kidd, Dater & Price Company, upon the theory that the later company incurred a liability to respond as garnishees for the property acquired from Ford, because of non-compliance with the requirements of the act in question. Upon the trial it was contended by counsel for Kidd, Dater & Price Company that, if valid, the statute did not authorize garnishment proceedings for its enforcement, and that the act was invalid because repugnant both to the constitution of the State and to the constitution of the United States. The last contention, with which alone we are concerned, was thus expressed:

"The act violates section I of the Fourteenth Amendment to the Federal constitution, which provides that no state shall make or enforce any law which shall abridge the privileges or immunities of citizens of the United States; nor shall any state deprive any person of life, liberty or property without due process of law, nor deny to any person within its jurisdiction the equal protection of the laws."

The trial court held the contentions as to the proper construction of the statute and its constitutionality to be without merit, and by di-

rection a verdict was returned for the plaintiff, upon which judgment was duly entered. Upon appeal the Supreme Court of Michigan affirmed the judgment. It held the Sales-in-Bulk Act to be constitutional, without discussion, upon the authority of a previous decision and further decided that the failure to comply with the act made the sale by Ford to Kidd, Dater & Price Company void as to creditors and that the plaintiff in garnishment was entitled to avail of the garnishment provisions of the compiled laws of the State. This writ of error was then prosecuted.

The errors assigned embody the proposition that the Sales-in-Bulk Act in question was not a valid exercise of the police powers of the State, and is hence repugnant to the Fourteenth Amendment, because wanting in due process of law and denying the equal protection of the laws. Substantially the same arguments are urged as were presented in Lemieux vs. Young, decided after this writ of error was sued out. In the Lemieux case the validity of legislation of the general character of that embodied in the Michigan statute was passed on. The Connecticut law, the constitutionality of which was particularly involved, was held to be a valid exercise of the police power of the State, and not to be repugnant to the due process or equal protection clauses of the Fourteenth Amendment although it avoided as against creditors sales by retail dealers in commodities of their entire stock at a single transaction, and not in the regular course of business, unless notice of intention to make such sale was recorded seven days before its consummation. The opinion in that case thus concluded:

"As the subject to which the statute relates was clearly within the police powers of the State, the statute can not be held to be repugnant to the due process clause of the Fourteenth Amendment, because of the nature or character of the regulations which the statute embodies, unless it clearly appears that those regulations are so beyond all reasonable relation to the subject to which they are applied as to amount to mere arbitrary usurpation of power. This, we think, is clearly not the case. So, also, as the statute makes a classification based upon a reasonable distinction, and one which, as we have seen, has been generally applied in the exertion of the police power over the subject, there is no foundation for the proposition that the result of the enforcement of the statute will be to deny the equal protection of the laws."

These principles are decisive against the contentions made in this case, as we do not find in the provisions of the Michigan statute, when compared with the Connecticut statute, such differences as would warrant us in holding that the regulations of the Michigan statute are so beyond all reasonable relation to the subject to which they are applied as to amount to mere arbitrary usurpation of power. The purpose of both statutes is the same—to pre-

vent the defrauding of creditors by the secret sale of substantially all of a merchant's stock of goods in bulk, and both require notice of such sale and make void as to creditors a sale without notice. The differences between the two statutes are pointed out by counsel in a summary which we excerpt in the margin.\*

It is apparent, we think, from this summary that the statutes are alike fundamentally, and differ only in minor and incidental provisions. In some respects the Michigan law is more comprehensive than the Connecticut law, as the latter law was limited to retail merchants, while the Michigan law affects wholesalers as well as retailers. The requirements of the Michigan law, that a full and detailed inventory shall be made, does not seem to us to be oppressive and arbitrary, as in bona fide purchases of stocks of goods in bulk a careful purchaser is solicitous to demand such an inventory, and in the purchase in question an inventory was in fact made. Nor can we say, in view of the ruling in the Lemieux case, to the effect that a State may, without violating the constitution of the United States, require that creditors be constructively notified of the proposed sale of a stock of goods in bulk, that a requirement for what is in effect actual notice to each creditor is so unreasonable as to be a mere arbitrary exertion of power beyond the authority of the legislature to exert. We do not deem it necessary to further pursue the subject, as we think it clearly results, from the ruling in Lemieux vs. Young, that the Michigan statute in no way offends against the constitution of the United States and, therefore, that the court below was right in so deciding.

Affirmed.

\*1. The Connecticut law relates only to retail merchants; the Michigan law relates to wholesale and retail merchants.

2. The Connecticut law requires notice to be filed in the town clerk's office; the Michigan law requires notice either personally or by registered mail to the creditors, and to this end requires that the seller, transferor or assignor shall, under oath, certify to a full, accurate and complete list of his creditors and of his indebtedness, and that the purchaser shall notify, personally or by registered mail, every creditor or certified, of the proposed sale and the conditions thereof.

3. The Connecticut law requires notice to be filed seven days prior to the sale, and the Michigan law requires that five days before completion of sale, the purchaser shall notify, personally or by registered mail, every creditor, etc.

4. The Connecticut law requires a description in general terms of the property to be sold; the Michigan law requires a full and detailed inventory showing the quantity and, so far as possible with the exercise of reasonable diligence, the cost price to the seller, transferor and assignor of each article to be included in the sale.

5. The Michigan law provides that any purchaser not conforming to the provisions of the act, shall, on application of any creditor of the seller, become a receiver and be held accountable to such creditors for all goods, etc.; the Connecticut law simply states that failure to comply with the act shall make the sale void as against the creditors.

6. The Michigan law provides that upon compliance with the provisions of the act a purchaser shall not in any way be held accountable to any creditor of the seller or to the seller for any of the goods so purchased; the Connecticut law is without any such provision.

## Incongruity of the Federal Pure Food Law.

Under the National pure food act some of us are inclined to be shocked at the name "benzoate of soda." It is a chemical substance much discussed, along with the "Wiley poison squad," ptomaines and short living generally. The other day I was reminded of the history of this benzoic acid which has caused a good deal of trouble in the preservation of fruits, flavors, and the like.

Last September my little girl had brought home a bunch of cranberries, red on their green stems and fresh from a Michigan marsh. They were handed around the house for a week or so and disappeared. On the morning of April 1, just as the last of my kindling pile in the basement was disappearing, I picked up two round, plump, bright red imitations of sour cherries which I knew couldn't be those real things. But they were distinctly fruity and plump. It took a family diagnosis finally to establish that these two red fruits were from that bunch of Michigan cranberries, plucked six months before and which in all this time had lain on the cement floor of the basement, uncared for, but quite good enough to have been made into sauce for a turkey that wasn't in the larder.

This recalled the story of the discovery of benzoic acid as told me by Dr. John A. Wesener, of the Columbus laboratories in Chicago. This story was that before the National Government took up the question of adulterations and preservatives in foodstuffs somebody wanted to find out what it was that made the cranberry retain its plump figure and salient acidity and adaptability so long under most adverse conditions.

To this end an analytical chemist tore the cranberry into atomic fragments and by means of chemical analysis discovered that the cranberry carried more benzoic acid than any other fruit or vegetable known to the table.

This was the beginning of knowledge of benzoate of soda as a preservative in canned fruits and bottled catsups. Nature had used it on the cranberry, although from the Thanksgiving and Christmas points of view it really had less need for extraordinary preservative qualities than any other fruit. Long after the last year's potato in the basement has begun to sprout and soften past eating the cranberry can be kept good as new.

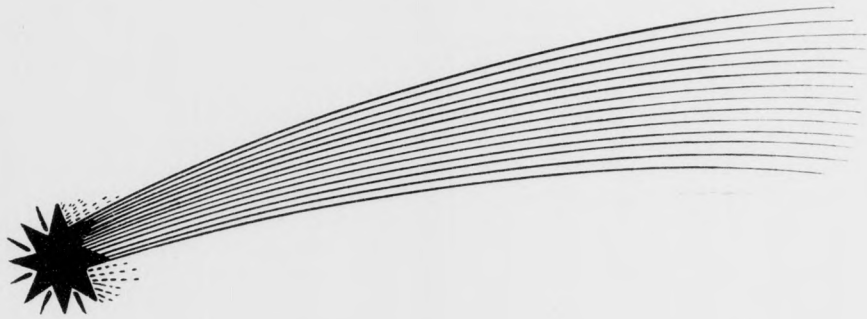
It is in pointing to the universal cranberry at least times that Dr. Wesener takes exception to the moderate use of benzoate of soda in catsups and other foodstuffs which it will preserve indefinitely.

"The normal cranberry contains from .02 of 1 per cent. to .04 of 1 per cent. of benzoic acid," said Dr. Wesener. "How shall a grocer be allowed to sell such a fruit under the pure food act which forbids the presence of benzoate of soda in foodstuffs? And why forbid his selling a bottle of tomato catsup in which even a less per cent. of the acid needs to be used to prevent souring?"

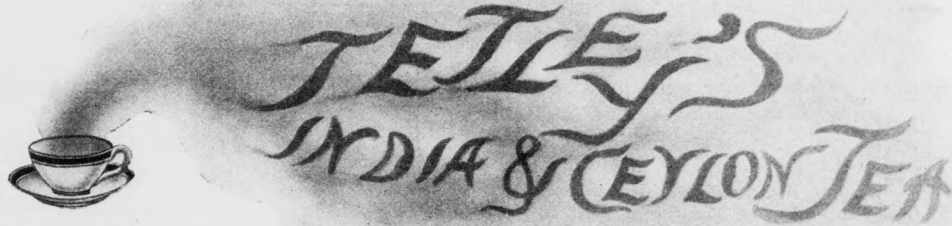
Hollis W. Field.

# How and Where To Find the Comet

Thousands of people spent the evenings of last week at Crescent and Lookout Parks straining their eyes to discover something like this



The wise ones who looked in the right place enjoyed a sociable evening at home by the "bubbling and loud hissing urn" and read health and happiness in the **tea** leaves. And this is what they saw:



Delicious either hot or iced

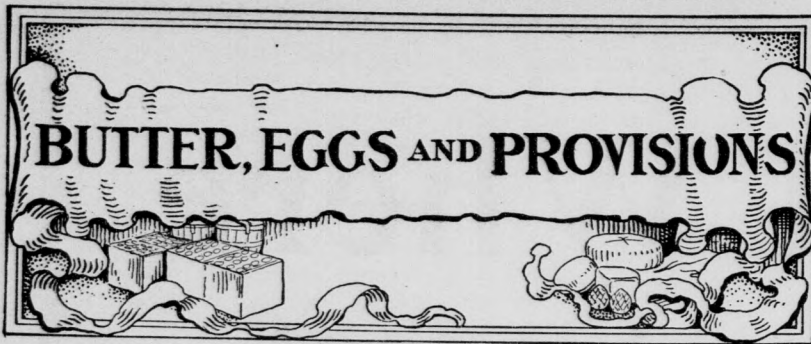
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Distributors for Western Michigan

Direct Importers of Teas. Most Complete Line of All Grades in the State of Michigan.

WILLIAM F. BLAKE, Manager Tea Department



### The Passing of Old-Fashioned Country Butter.

Written for the Tradesman.

It has not yet entirely gone. The drummer making his rounds still finds the rural merchant with sleeves rolled up filling tubs or barrels with rolls of the butter he has bought in from the farmers; or else covering and tying up stoneware jars filled with the same product; in either case getting ready to make a shipment. In many places the old-fashioned butter is yet found on sale, very likely in the form in which it comes from the makers, showing all conceivable varieties of flavor, color and quality; or it may be as an amalgamated mass, made by placing all sorts and conditions together on a slab or in a butter-worker and working the whole until it is of uniform consistency. It is then packed into tubs, firkins or other receptacles and usually sent to some city market, where it is offered to the buying public. In still another guise the original farm product appears before its ultimate consumer as "renovated" or "process" butter, so changed that the housewife that made it could not recognize it as her own handiwork.

The butter made in scattered farmhouses, a few pounds in a place, gathered in by local dealers and sent to the larger centers of traffic still forms a large percentage of the total amount of butter consumed. The day of the old-fashioned farm butter is not gone entirely, but it is passing rapidly.

Creameries have come to stay and the methods they employ are gaining added favor with each passing year. From dairying communities where there is no local creamery cream is shipped away, the producers receiving so much per pound for butter fat. Farmers are fast learning that making butter with ordinary facilities is a hard way to earn money. In a few short years the only farmers who will manufacture their own cream will be those who operate considerable dairies and make gilt-edged butter for the highest class hotels or wealthy private families.

The country storekeeper will then no longer take the farmer's butter in trade, giving in exchange groceries, dry goods, shoes, or whatever wares he sells. If he handles butter at all it will merely be to retail the creamery article to such of his customers as do not make their own. With the passing of the old-fashioned farm butter there will go one of the most picturesque and interesting features of country storekeeping, that in which it is in the highest degree necessary that the rural merchant exercise great shrewdness, tact, diplo-

macy and knowledge of human nature; also that part of his whole business which is most annoying, perplexing and exasperating; that which harrows his soul the deepest and also that which puts him to a great amount of arduous labor, for which he receives little, if any, direct reward.

Any one who has ever handled farm butter will swear to you that no two women make it alike. The merchant who has fifty buttermakers among his patrons has fifty sorts of butter; the dealer who numbers 500 buttermakers has 500 different kinds, each distinct in itself, to wrestle with. Every woman is absolutely individualistic as to her butter.

Here is an unseemly little roll, an ugly white in color and with no more flavor than a chunk of tallow. It might answer nicely as a lubricant on the axles of a heavy wagon, it may possibly sell to some not very fastidious customer for shortening, but it will not answer to offer to any one for the table. Here is a jar brought in by a very neat, thorough-going woman who simply works her butter to death, destroys all the grain and makes it salvy. Here is a funny little mess almost entirely lacking in any fatty or oleaginous elements. The experienced eye knows at once that this peculiar product is turned out at times when potatoes are plenty and bring a very low price, and the cows are being fed on but little grain and very ample rations of "spuds." Here is a crock of butter which looks all right and would be very fair in quality were it not that it was made in a kitchen where they were frying ham and stewing onions and serving sauerkraut. All the odors which come within its range are ineradicably photographed, so to speak, into the very substance of the butter. There is a roll that, while apparently fresh, tastes slightly rancid. The sensitive palate will have none of it. This was spoiled in the making by allowing the cream to stand too long before churning.

Every woman is a law unto herself as to salting her butter. Some are very sparing of salt, always leaving their butter too "fresh" to please most consumers; while others, having gotten wise regarding the fact that buying salt at the price of salt and selling it at the price of butter is a mighty good speculation, throw it in altogether too lavishly, perhaps even using the coarsest, cheapest quality at that and neglecting to work it in properly.

In newly settled sections there is a certain time in the spring when the dealer must be on the lookout lest he get butter flavored with leeks, for if

the cows run in the woods, or in wild pasture, so that they eat of these pungent little vegetables, the milk and butter are sure to be tainted. All agree that leeks are the worst for giving a wrong flavor, but there are other things, such as turnips, green rye pasture, and other growths, that impart to butter a rank, weedy taste.

A number of years ago the writer took in (and was taken in with) one never-to-be-forgotten roll of butter of a distinctly veneered construction. In the center was a small sized roll of the leaky article. Placed evenly all over the outside of this was a layer nearly an inch in thickness of butter from another churning that was correct in flavor.

Not only varying in kind and quality, as has been described, the butter comes in in every imaginable shape. One woman must pack hers in a four-gallon jar, although she is making only a few pounds a week, and that placed in the bottom gets old before the jar is filled. Another goes to the other extreme and takes the extra trouble to press hers into a half-pound mold, making cute little "pats." This is a regular nuisance to the storekeeper since butter put up in this way has so large a surface exposed that, on standing a little, it speedily becomes "air-struck" and frowy. Some make rolls of two, three or four pounds in weight, very convenient for selling, but others get up a huge awkward loaf weighing eight or ten pounds. Some leave their rolls perfectly plain and smooth, some stamp them with a print, while others invariably dent them evenly over the tops with the edge of a paddle or ladle.

In color there is the widest range from the white, sickly-looking stuff on one extreme to a deep orange on the other that rivals in vividness the orange stripe in the new rag carpet in the front room. It seems that but few can strike the happy medium and by natural means, or the very skill-

ful use of artificial coloring, produce the beautiful golden yellow that delights the eye and, seemingly at least, tickles the palate.

#### Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color, and one that complies with the pure food laws of every State and of the United States.  
Manufactured by Wells & Richardson Co.  
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Any time, anywhere, a delightful food—  
"The Taste Lingers."

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## SEEDS

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

Over this heterogeneous collection brought to him from far and near the storekeeper knits his brows and racks his brain. Much of it is practically unsalable except at a figure considerably below the purchase price. The best of it will bring but little, if any, more than he has paid for it. By mixing it all together he simply "robs Peter to pay Paul," making a medium grade of packing stock, for which he can hope to receive only a medium price.

In winter it all becomes so hard from cold that it can with difficulty be cut or molded; in summer it is like oil from heat and necessitates the use of ice and consequent extra work. In short, at all times and in all seasons, his butter trade is a source of much labor, worry and anxiety to the country merchant, for all of which he may well be satisfied if he merely "comes out even" or meets with only slight and occasional losses.

It seems impossible for the country storekeeper to get his butter buying on to a business basis. He must pay "the highest market price" to make his store popular and hold his customers. So long as he is buying any he must take all that comes or give offense.

Do I hear it asked, "Why in the name of common sense didn't some one long ago take hold of it and get some uniformity and system into farm buttermaking? Why didn't some bright merchant tell his lady customers just how to make good butter and then refuse to take any that did not come up to the standard? Or if he took the poorer grades at all pay a lower price?"

It is only the voice of inexperience that ever lifts itself in such futile enquiries as these. The old hand knows that whatever may be his difficulties with poor butter he is not likely to lessen them by telling them how to make it better. And discriminating against butter because of its poor quality means simply the irrevocable loss of a customer.

A man who, for many years, had dealt successfully with hundreds of farmers' wives gave it as his experience that only one of the whole number had ever asked him for any suggestions as to how she might improve her butter. He said he was so surprised at her very unusual enquiry that he could have been "knocked down with a feather."

Butter is not like eggs. The sellers of eggs will calmly see them submitted to the candling process and, if now and then one is found stale, they account for it on the ground that "maybe some hen has stolen her nest," or, "perhaps the children have gotten a little careless about gathering them all up every night." A bad egg, a dozen bad eggs, does not even ruffle the family pride; while to have butter pronounced poor is profound humiliation and disgrace.

Butter is something personal. The good lady has made it herself and she thinks she knows just how to do it and do it right. It would be no more unwise to point out failings you may have discovered in the shock-headed, freckle-faced little son who accompanies her, and very likely lugs in the

jar or basket from the buggy, than to tell her what is wrong with her butter. She has a maternal feeling for it, akin to that she holds for the boy, which it is not safe to tamper with.

And the loyalty of all her folks to "ma's butter!" No matter what poor, salvy, unpalatable stuff it may be to all outsiders, to husband and sons and daughters it is "ma's butter," possessed of the very quintessence of all excellence in texture and flavor.

If the woman who can make only bad or indifferent butter thinks she knows all about the subject the woman who can make really superior butter knows she knows how with a positiveness and assurance that admit of no gainsaying. When a discussion as to methods takes place among adepts in the art of buttermaking, witness the spirit and fire displayed. And some of these farm women do know how!

Inasmuch as really good butter, firm, sweet and nutty, surpasses in delicacy and toothsome-ness the fat of stall-fed beast, the highly prized olive oil, or any other kind of oleaginous edible it has entered human mind to invent or manufacture, so the butter made in that most cleanly of all places, the good farm dairy, by one of these tidy, capable and wholesome women who really knows how, attains a daintiness and deliciousness to which the creamery article can not aspire. Some of this very best, fit to set before the immortal gods, the humble country storekeeper receives over his counter and it cuts him to the soul that he can not pay more for it than for the inferior sorts that make up a great portion of what he buys. But he can and does say, "Ah, Mrs. A—, I'm just tickled to death to get a jar of your butter. I'll set this to one side for our own use. My wife thinks no other butter quite equals yours." The radiant smile of satisfaction that spreads over the comely face of his customer—this makes one of the brief moments of joy which may in some measure offset the long and irksome labors of the handler of farm butter.

But the era of old-fashioned butter is rapidly passing. The merchant of the next generation will know neither the pleasure nor the pain that accompanies its traffic. Quillo.

**Suppressed.**

There is a conductor on one of the Bangor electric cars who is noted for his wit. One day a middle-aged man boarded his car and had hardly taken his seat when a drunken man staggered into the car and stepped on the middle-aged man's toes. Turning indignantly to the conductor, who was busy collecting fares, the victim demanded:

"Conductor, do you allow drunken men to ride on this car?"

"No sir," was the reply; "but if you will sit down and keep still no one will notice you."

**Ratio of Increase.**

"The paper states that eggs have gone up \$2 a caret."

"A caret?"

"Oh, pshaw! I read it wrong. It's \$2 a crate."


**Problem for Poultry Raiser.**

Can a hen lay 200 eggs a year? Some hens lay more than that, the record of one energetic layer having been 213 eggs in 261 days. But the everyday hen lays only 120 eggs in a year. To augment the milk of the cow signifies merely an increase through breeding of the size and productiveness of the lacteal glands. But no human power has been devised for placing into a hen a larger number of eggs than nature has provided her with. She comes supplied with about 600 eggs. And the problem is to induce her to lay about 400 of these during the first two years of her life. After that it does not matter much, since she is doomed to extinction by that time.

The scientists have discovered that of the two egg receptacles with which every pullet is provided only one is developed, the other being non-productive and useless. The eggs found in the pullet are massed together much like a bunch of grapes. They are mere cells about a sixty-fourth of an inch in diameter. Each consists of a tiny spherical mass of protoplasm surrounded by a membrane. In the center of the little cell of the white of the egg is the nucleus which represents the vital principle of the egg and contains a modified protoplasm called chromatin, which is one of the most mysterious and wonderful substances in nature.

The chromatin carries the inherited characteristics of the fowl and is the physical basis of all heredity. It is by the fatigueless study of the beginnings of things that investigators hope to be able to increase the laying capacity of the average hen and thus to add greatly to the human food supplies.

The kingdom waits for everyday kindness and justice.

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 Better Than Maple  
 The Crescent Mfg. Co., Seattle, Wash.  
  
 Order from your jobber or The Louis Hilfer Co., Chicago, Ill.

**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.**  
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**A. T. PEARSON PRODUCE CO.**  
 14-16 Ottawa St., Grand Rapids, Mich.  
 The Place to Market Your  
**Poultry, Butter, Eggs, Veal**

W. C. Rea **REA & WITZIG** A. J. Witzig  
**PRODUCE COMMISSION**  
 104-106 West Market St., Buffalo, N. Y.  
**"Buffalo Means Business"**  
 We want your shipments of poultry, both live and dressed. Heavy demand at high prices for choice fowls, chickens, ducks and turkeys, and we can get highest prices.  
 Consignments of fresh eggs and dairy butter wanted at all times.  
 REFERENCES—Marine National Bank, Commercial Agents, Express Companies, Trade Papers and Hundreds of Shippers.  
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**The Vinkemulder Company**  
 Jobbers and Shippers of Everything in  
**FRUITS AND PRODUCE**  
 Grand Rapids, Mich.

### LOCAL BANKING MATTERS.

#### Some Recent Changes—Our Banks Make Contributions.

The decision of the United States Supreme Court, recently handed down, sustaining the Michigan bulk sales law, so called, is of great importance to business men, jobbers and retailers alike. The law was enacted by the Legislature of 1905 and provides that when a retail merchant sells out in other than the usual retail way he must inventory his stock and furnish the prospective purchaser with a list of his creditors and that the latter must give the creditors five days' notice either by personal service or registered mail of the contemplated transaction that they may have opportunity to protect themselves. This law is not intended to nor will it interfere with legitimate business, but it will be an effective protection against such sales as are in effect preferences to favored creditors. In the case just decided a merchant at Berrien Springs sold his stock to a Benton Harbor wholesaler, who without notifying the creditors paid over the purchase price after deducting what was due him. The Musselman Grocer Company was a creditor to the amount of \$450, and unable to obtain satisfaction brought suit under the bulk sales law against the seller, making the buyer garnishee defendant. Judgment was secured in the county court and the State Supreme Court sustained the decision of the lower court. The case was then appealed to the United States Supreme Court on constitutional grounds, and the highest court in the land has held that the law is good. The importance of the decision may be appreciated when it is stated that all but eight of the states in the Union have bulk sales laws almost identical with the Michigan statute, and in sustaining the Michigan law the court sustains the similar laws in the other states. In the State courts the Musselman Grocer Company met the costs of litigation, but recognizing the far-reaching importance of the case the National Association of Credit Men assumed the burden when the appeal was taken to the United States Supreme Court. Benn. M. Corwin conducted the litigation throughout, but in the final stages had attorneys provided by the National Association as counsel.

The Grand Rapids National Bank has a new Cashier, Heber W. Curtis, of Petoskey, who will enter upon his duties as soon as he can arrange his affairs to move here. Mr. Curtis is a son of W. L. Curtis, the pioneer banker, business man and manufacturer of Petoskey, and a nephew of Jas. R. Wylie, President of the National City Bank. He is about 30 years old and received his banking education in the First National of Petoskey, starting as messenger and rising through all the grades to Cashier. He will be the youngest Cashier in the city, but if this be regarded as a fault he will, no doubt, get over it as rapidly as he can. In the meantime it may be added Grand

Rapids is always glad to welcome bright young men, whether they be home-made, as were Dudley E. Waters, Henry Idema and Clay H. Hollister, or whether they come in from the country, as did Wm. H. Anderson, Robt. D. Graham, Jas. R. Wylie and E. D. Conger. Some of those named have got over being young, but they were young when they started.

The Grand Rapids National also has a new Vice-President in Charles H. Bender. President Dudley E. Waters is planning to join his wife and son, who will leave June 1, in an automobile trip of Europe, and Mr. Bender will "look after things" during his absence. He has been a Director in the bank and member of the Executive Committee for several years and is familiar with all the bank's business.

The Grand Rapids Clearing House has been having a tempest in a teapot time over what is claimed to be an infraction of the rules. One of the rules prescribes 2 per cent. as the interest rate on the deposits carried here by outside banks. One of the local banks has been making a distinction between active and dormant accounts and has been allowing 3 per cent. on the latter. The active account, it may be explained, is the account against which the depositing bank draws checks and drafts, and it fluctuates from day to day with the ebb and flow of business. When the up-State banker has more money than he knows what to do with he welcomes a chance to get more for it than the 2 per cent. allowed on balances and he takes from his active account what money he can spare and deposits it at 3 per cent. as a dormant account, to remain undisturbed three months or longer. The Clearing House discovered that one of the local banks was encouraging dormant accounts and called for an explanation. The bank in question admitted the impeachment, justified its course by the fact that Saginaw, Detroit, Chicago and other banks did the same, and then expressing a desire to keep within the Clearing House rules proposed an amendment to the rules recognizing the difference between active and dormant accounts. During the proceedings some lack of diplomacy converted what should have been a friendly argument into a controversy and on both sides fighting blood was aroused. The question of the amendment to the Clearing House rules came up last week and with eight banks represented at the meeting the vote was a tie. What the next step will be has not developed, but the peacemakers are advising both sides to forget it and be good.

The extreme penalty for violating the Clearing House rules is expulsion from the Association. There is no danger that the present controversy will reach that point, but it may be of interest to know what would be the result should the rules be violated so gravely as to call for the extreme penalty. The first result

would be that instead of clearing its checks and drafts at the daily meeting of the representatives of all the banks, the expelled bank would have to go back to the old and crude method of sending the checks drawn on other banks received in the course of business to the other banks to receive the money therefor. This would not be a one-sided inconvenience, however, for the other banks would have to send in by messenger the checks they received on the expelled bank for collection. The banks often find it necessary or at least convenient to consult one another in business matters, and this adds to their strength; an expelled bank would be cut off from this intercourse. The moral influence would perhaps be the most serious proposition as the expelled bank would have to do a lot of explaining to satisfy the public. The expelled bank, however, would not be without means of offensive action against the other banks. It could offer 4 per cent. interest on deposits, could keep open evenings and do various other things that would worry the others. In times of panic and trouble the Clearing House represents a stand-together spirit. An expelled bank would not have the benefit of support from the other banks, but this, too, cuts both ways as disaster to one bank whether a member of the Clearing House or out of it would make the situation all the more critical in the alarm it would create among depositors.

There is not much use in discussing the extreme penalty in this city, however, because the chances that it will ever be applied are so exceedingly remote. It requires a three-fourths vote of all the banks to expell a member, or seven out of nine votes, and the banks are so tied up together, with stockholders and directors in common, that in a pinch no matter how grave the violation of the rules the offending bank could command enough votes to stay in. That very community of interest which would save a bank from expulsion would also, it is probable, be effective in making its policy conform with the policy of the other banks.

The members of the Grand Rapids Clearing House are the four State and four National banks down town and the Michigan Trust Company. The City Trust and Savings is not a member but clears through the National City. For a long time the Michigan Trust cleared through the Old National, but is now a member. The Madison Square Bank clears through the Grand Rapids Savings and the Michigan Exchange private bank and the South Grand Rapids Bank through the Fourth National.

Among other things in which the banks act together is in the matter of making subscriptions to public enterprises calling for donations of \$50 and upwards. In small matters, that is, up to \$50 each bank will respond to the demands according to its spirit of generosity or judgment, but when they are asked to dig deeper

they will make a joint subscription. This policy was decided on this year and its first application is on the contribution by the associated banks of \$1,000 to the Home Coming Festival fund. The basis of apportionment is for each to pay according to capital plus surplus and undivided profits, plus total deposit. Each bank will pay according to the percentage of its total of these items to the grand total of all the Clearing House banks. It may be interesting to know how this will work out: The grand total of the items given is \$33,644,613. The Old National's total is \$6,849,385, which is about 20.3 per cent. The Kent State has a total of \$6,737,211 and its assessment for a donation of \$1,000 would be less than a dollar below the Old's. In their order the others will be assessed. Grand Rapids National, 13.6 per cent.; Fourth National, 10.5 per cent.; National City, a little less than 10 per cent.; Grand Rapids Savings, 7.6 per cent.; Commercial Savings, 6.9 per cent.; Peoples Savings, 6.5 per cent., and the Michigan Trust, 4.7 per cent. The items taken represent the bank's earning capacity—at least that is the theory. It will be observed, however, that the National banks have not listed their circulation for assessment for the public good.

#### Three Stumps Used as Houses.

The fine firs of the Pacific northwest are so colossal that after the trees are hewed down the stumps are used for children's playgrounds, houses for entire families to live in, or for dancing platforms. To make a stump house the material from interior is removed, leaving only enough to form walls of suitable thickness. A roof of boards or shingles is put over the top of the stump holes are cut for windows and doors, and a family of five can and often does make it their dwelling. The stump houses are sometimes used by settlers until they can build larger and more convenient homes. After the stump home has been vacated it is turned into a stable for the horses or sometimes into an inclosure for chickens or hogs.

Next to the big tree of California the fir or sequoia of Washington and Oregon has the largest diameter. As they decay rapidly the hollowing out is easy. Sometimes they are used for dance platforms, some of them accommodating as many as four couples. Another custom is to turn the big stumps into playgrounds for the children. The children reach the top by pieces of wood nailed against the sides or by ladders. A beautiful use of the large stumps is making them into flower beds and covered over with trailing vines.

#### A Regular Street Sweeper.

A tourist was driving along a dusty road in the west of Ireland one hot summer day and stopped at a small inn for refreshment. On asking the jarvey if he was dry, that worthy replied:

"Dry, did yer honor say—dry? I'm so dry that if ye slapped me on the back ye'd be blinded with the dust flin' out iv me mouth."



# BIG MONEY PRODUCER

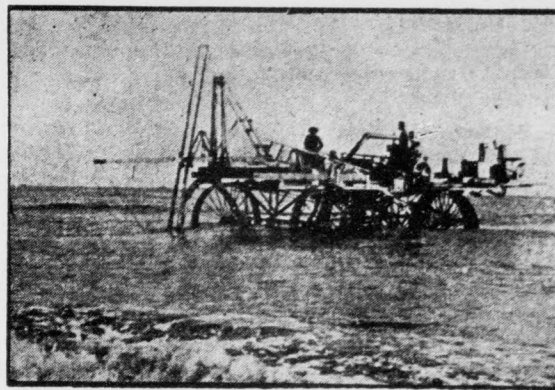
## Remarkable Device for Taking Gold, Platinum and Other Precious Metals

### Rich Mineral Bearing Sands in Shoal Waters Adjoining the Ocean Beach Are Made to Yield Its Treasures

The Nome, Alaska, beach probably was the greatest shallow placers ever discovered. Possibly more valuable shallow diggings have been discovered, but I am not aware if there is another place in the history of gold mining where such satisfactory results were so quickly obtained, says E. S. Harrison, formerly editor of one of the Nome City papers, in his recent writings, touching upon Alaska's greath wealth.

Hampton's Magazine for April, 1910, on page 452, under the heading,

Efforts have been made and fortunes running into many hundreds of thousands of dollars, have been spent by various ones in endeavors to reach and take the gold from the sands in the fountain head, or the source of this great gold placer deposit. Floating dredges have been built and towed to the shoal waters adjoining the beach, but the constantly rolling surf would pile them up on the dry beach before they could be anchored for operation. All other devices have met with a similar fate.



Ocean Beach Placer Dredging

A company has been formed, with one hundred thousand dollars capital, and is now building a dredge, in one of the machine shops in Chicago, and it is expected that it will soon be in operation at Nome. Other dredges of the same kind will be constructed by this company and placed in operation at other places, in the shoal waters adjoining the beach of California, Oregon and Washington, where the United States geological department

attached thereto, a certified copy of the resolutions of the Board of Directors, authorizing the check. All other features, mechanical as well as the business part, have been as carefully considered. The company has practically no expense until the dredges are operated.

U. S. Engineer Joseph Ripley personally tested out the McKeone gold-platinum dredge and mineral separator, subjecting this machine to every critical test which could be suggested,

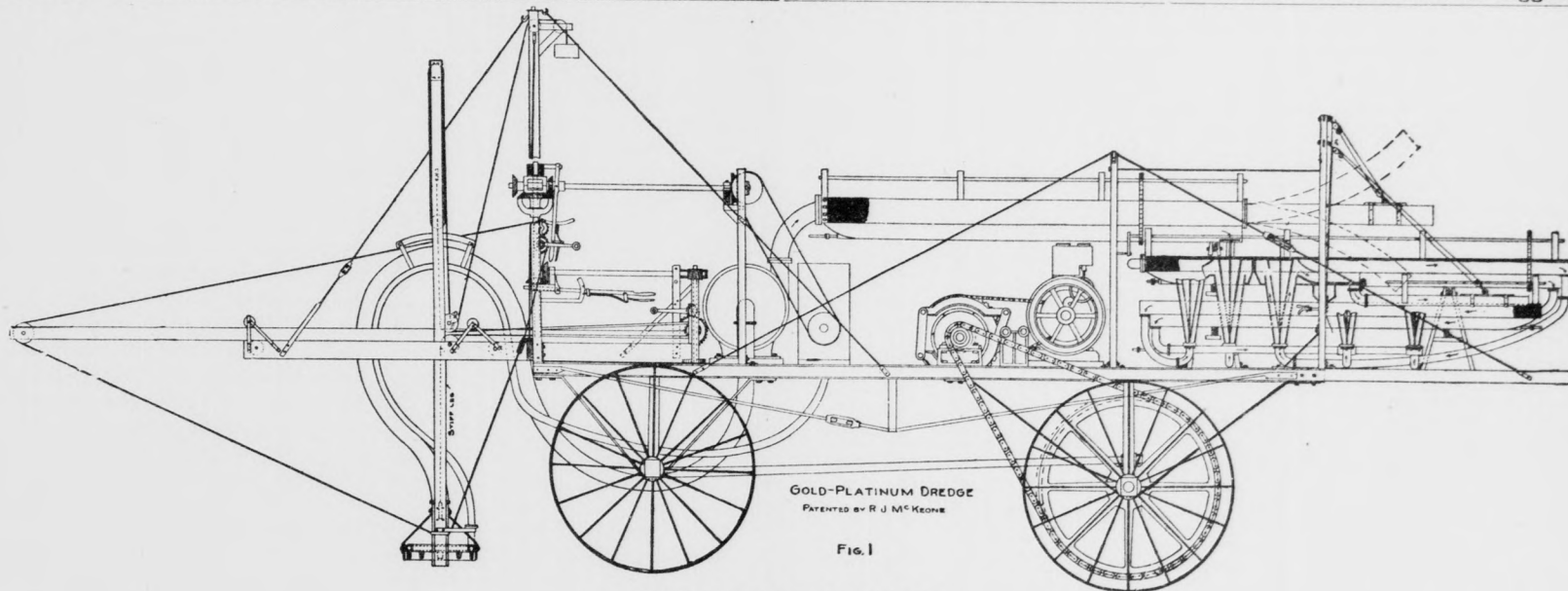


FIG. 1

GOLD-PLATINUM DREDGE Especially Designed for Ocean Beach Placer Dredging

"The Stupendous Figures of Alaska's Wealth," places the value of the gold placers at from \$500,000,000 to \$1,000,000,000 and the gold lode at from \$625,000,000 to \$1,250,000,000.

Also Hampton's Magazine for May, 1910, page 634, says: "Alfred H. Brooks of the United States geological survey, who knows more about Alaska than anybody else, declares there are 'innumerable unprospected creeks that may be rich in gold.' The placers alone in the Seward Peninsula, on which Nome is situated, are estimated to contain \$265,000,000 to \$325,000,000 of gold. \* \* \* The great parent gold lodes of Alaska have not been discovered, but the placers are the proof that they exist. Vegetation, snow and ice have thus far balked the explorers seeking the lodes; but they will be found. Thus far with \$142,000,000 of gold to its credit, Alaska has given us merely the results of a few incidental scratches on the surface of its golden riches."

The Nome beach for a distance of forty miles from the cape bearing this name, to Sinuk river, carried values and all of this dry beach has been washed over by the miners in a crude way from one to a dozen times and the soldiers from the Nome garrison, and other miners, in a small way, are washing at the present time and will continue to wash the gold from these sands for many years to come. Following every storm, good pay dirt is found on the beach in the ruby sands which are cast up by the waves.

To a Michigan man is given the splendid achievement of designing, patenting and constructing a placer dredge which meets every requirement and overcomes every obstacle in taking and separating the minerals from these rich sands in the shoal waters. Richard J. McKeone, assitant superintendent of the great ship canal at Sault Ste. Marie, in charge of the United States engineers, is the inventor and patentee. The dredge is constructed on wheels eight feet high, and the floor—which is supported by several heavy steel eye-beams—is trussed above the wheels. The dredge is 62 feet long, propels itself, and weighs nineteen tons. This arrangement permits the dredge to run out into six feet of water and work when a good sea is rolling. This height also allows for the high tide which rises and falls but two feet on the coast of the Seward Peninsula, upon which Nome is situated. The tests of the dredge have proven that it will take and separate the mineral from two thousand cubic yards of sand and gravel every twenty-four hours. Tests by the United States geological department and by many others, indicate that the sands in these shoal waters will average one hundred dollars to the cubic yard, in gold. Should this sand produce but ten dollars in gold per cubic yard, it will then be one of the greatest money earning devices ever invented. It will earn many fortunes for its owners should the sand contain but fifteen cents in gold per cubic yard.

have found the sand to be rich in gold, platinum and other precious minerals.

The Orville Dredge company, of Orville, California, is paying its stockholders 20 per cent. dividends on a capitalization of \$3,500,000, and working earth that runs but 15 cents to the cubic yard, and cost from \$1,000 to \$5,000 per acre to purchase. The shoal waters of the ocean are a part of the public domain and cost nothing—are free to anyone who can get the mineral. "With gold dredges in operation, the next ten years will witness an output of gold that will multiply millionaires as never before in the world's history," says Alexander Delmar, the noted financial writer.

The company organized for the purpose of building and operating these dredges is composed of some of the most successful and prominent business men of Michigan and Illinois, and is being financed upon the same basis as a dry goods, or other mercantile company is usually organized. One man's dollar against another's. There are no favorites in this company, every stockholder is on the ground floor. No one connected with the company receives any salary or other returns until the dredges earn the money. Every feature of the proposition has been safeguarded. The depository is the First National bank of Chicago, and checks will only be honored on the account signed by the Secretary and Treasurer and countersigned by the President and having

and approved its efficiency by at once purchasing a block of the stock in the company. Engineer Ripley was soon thereafter summoned to Washington by President Roosevelt, and the President decided upon Mr. Ripley's advice to adopt the lock system for the Panama canal.

Among the stockholders in the Gold-Platinum Dredge Company, are Hon. Chas. S. Osborn, Hon. J. S. Stearns, the late ex-Governor Bliss, and C. N. Backus, Cyrus Munson, John J. Faltis, Frank N. Bunnell, and N. C. Taliaferro of Detroit, and Dr. W. S. Royce, W. S. Harrington, H. M. Garwood, Meyer Brothers, Vogel Brothers, Frank Karel and Thomas Maden, of Chicago, Ill., and Judge Carl Frank, of Monore, Mich., and many others in Michigan, Illinois, Wisconsin and Ontario.

To the man who thinks and plans for his future and who sincerely desires to better his condition, the opportunity to purchase stock in such a mineral dredging proposition, where the company is formed by men of character and standing, is one that which there can be no safer investment. \$50 to \$100 invested now will bring a nice annual income and make each investor independent.

The sale of treasury stock will soon be completed and the stock books closed and those who desire to become interested should write, at once, to James R. Ryan, Sec'y, Gold-Platinum Dredge Co., 114 Maple St., Sault Ste. Marie, Michigan, for booklet and other information.

## WHAT IS DEBT?

## It Depends Upon Circumstances and Point of View.

Written for the Tradesman.

Webster defines debt as "that which is due from one person to another, whether money, goods or services; that which one person is bound to pay to another, or to perform for his benefit; that of which payment is liable to be exacted."

Besides the commercial view of debt we find in the foregoing definition suggestions of other obligations. People are "bound to pay" respect, deference or homage. They are in duty bound to perform service for those in danger or distress if possible. They also acknowledge "debts of gratitude," "debts of friendship" and "debts of honor." All sometime expect to pay the "debt of Nature." This latter class of debt none can escape; it is not voluntarily assumed. Let us, however, consider only financial debts—those which are voluntarily assumed or which might rightfully be avoided.

Many view debt only in a single light; they see it from only one point of view, which, however, is not the same point with each individual. There is in some a commendable fear of debt; in others an unreasonable disregard of its natural consequences. There is a wise, careful and judicious use of debt as a means to success, and there is such an overmastering fear of debt as to prevent one from embracing practicable opportunities for advancement. Ignorance of debt—that is, lack of a comprehensive view of debt in all its bearings—may either keep one from bettering his condition in life or it may plunge him into hopeless poverty. On the one hand it keeps one from defrauding his fellows but allows him thereby to defraud himself; on the other hand he defrauds both himself and others.

Benjamin Franklin said: "When you run in debt you give another power over your liberty." Going in debt is therefore a surrender of liberty—a voluntary entering into bondage. It may become a hopeless slavery. That which is looked upon only as temporary and to be easily borne for a definite term only may become a lifelong, almost intolerable burden.

Debt is a cloud which hides the sun, shutting out light and warmth. Life is cheerless, almost hopeless. It is toil and drudge day after day, year after year; no respite; no rest; no freedom. Every desire for anything except the barest necessities must be denied because of that debt to pay, that interest to be met, that payment to be made.

Debt is a great pack securely bound upon the back of the traveler, making his progress slow and painful, preventing his enjoyment of the scenery he passes, causing him to groan and sweat and completely exhausting him. Even although he succeeds in reaching his destination at the appointed time he is unable to perform the work or transact the business intended. He is so dejected and dispirited he can not enjoy the sights which that scenery affords.

Debt is like a nightmare, threaten-

ing to smother life, which even if escaped renders one weak and nervous. Debt is like a life sentence to prison: There is no hope of liberty this side of the grave. There are no joy in work, no reward to retain and treasure. The creditor's claim swallows up all the results of toil. This is what makes debt many fold more galling. There is nothing to show for the labor (except it be a receipted bill). The goods have been consumed, the money has been squandered; it was not necessary to go in debt.

If ever such a debt is paid there are no land, no house, no useful furniture, no machinery, no producing stock as an abiding reward for all the toil. There is just one hopeful feature—one thing to cherish—and that is honor, if that be left. There is still hope if one can truly say: "In spite of my mistakes, my failures, my foolish expenditures, I am still honest and I will pay my debts."

But sometimes debt outweighs honor. People intended to pay, but debt blotted out hope; it paralyzed courage; they gave up the struggle. They said: "I can never pay and there is no use trying." Later on they endeavored to silence conscience by arguing that they were not to blame for being in debt; they did not have a fair chance; some one overpersuaded them—perhaps it was the creditor. He was to blame; let him be the loser. Many a man who never intended to secure goods on false pretense, who never thought of being a dead beat, has become such because of debt. And herein is one great danger of going in debt.

It is bad enough to be poor and in debt; it is worse to be dishonest. It is the depth of humiliation for an honest man to be looked upon as dishonest. People think he could pay his debts if he would. Better the toil and privation to keep out of debt than

the greater struggle to get out with the humiliation and reproach added. It is much easier to say "I will pay" than it is to earn the money to pay with.

Being in debt is like being at sea in a leaky boat, where one must keep constantly baling out water to keep afloat. It is a life or death struggle. Once stop to rest and all is lost. Being in debt is like playing a game which is lost by one careless move. Being in debt prevents one from contributing to objects which he desires to aid or which he feels he ought to support. If he does give he is liable to frequent reproach from members of his own family. If spared this trial he may be criticised by his neighbors. He knows his creditors think he has no right to give away money. Perhaps it is their money he gives.

The man in debt is looked upon with pity, or contempt, or distrust. He is lazy or incompetent or dishonest. The man in debt must many times see his family suffer or deprived of comforts and privileges which he always intended they should have, and feel that he alone is to blame for such condition.

Debt causes worry, but it is usually the unsecured creditor or the creditor whose debts are crowding him who worries most. He is between two fires—debts on both sides—and the debts to him will not pay the debts against him. Worry about such debts causes ill health; makes one despise his fellowmen; makes him rash and unreasonable when his business interests require calmness and deliberation.

The man in debt may be industrious, intelligent, honorable, enterprising, unselfish, able to plan and carry on large enterprises, may give employment to many, may help to build up the town and support the Gov-

ernment, may be a great benefit to the community, and yet have nothing to call his own. When age, or sickness, or panic, or some unavoidable reverse comes he may be left destitute—the greatest worker or the greatest burden-bearer and still the greatest loser from a financial view.

No one can write a complete history of debt; no one can fully portray the gloomy side of debt. Many know all they care to know about debt. In one sense the less one knows about debt the better for him; in another sense he can not know too much. "Keep out of debt" is good advice. "Beware of debt" may be better.

## The Other Side.

But there are other views of debt not so gloomy: Debt may be a useful servant, although like fire, water, electricity, machinery or domestic animals, there is danger connected with its use. He who would profit by debt must understand it well—must know how to properly manage it.

Debt compels people to be industrious, economical, prudent; it enforces good business habits; it prevents extravagance; it develops their powers. Debt is a problem to solve, an obstacle to overcome, a battle to win. There is honor in triumphing over debt. There may be rest and comfort at last which would not otherwise have been attained. Many a man can point with pride to a paying business, a fine farm unincumbered, a home or a competence which would never have been his but for going in debt. But for the opportunity which assuming a debt offered many such a one would still be a wage-earner with nothing saved for the future, or, past work, be a burden to relatives or the public.

Debt may be a healthy incentive, a needed ballast or a wholesome re-

**YOU ARE ALWAYS SURE of a sale  
and a profit if you stock SAPOLIO.**

**You can increase your trade and the  
comfort of your customers by stocking**

**HAND SAPOLIO**

**at once. It will sell and satisfy.**

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

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

straint. It keeps one from expending his energies fruitlessly, here a little and there a little. It compels him to stick to the work which brings sure returns. It keeps him from reckless speculation.

With the right kind of debt every dollar paid on it is so much gained, so much saved, so much put by for a time of need.

A properly secured debt may be considered as a voluntary partnership between creditor and debtor by which both may profit.

Whether it is wise for one to go in debt depends upon circumstances. Age, experience, natural ability and a reasonable amount of capital according to the debt assumed are essential factors.

Only the one who has experienced the hardships of being in debt can realize the joy of being freed from debt. Before going in debt it is well to look ahead if possible and decide if the future reward is worth the price to be paid.

Debt may be carried in an honorable manner, the creditor fully secured, payments promptly made and the debtor need never feel like a beggar, never be regarded as an object of charity, as must he who asks for goods at cash rates and wants to be carried indefinitely. And the man who is a man will pay his grocer, meat dealer, physician or any other just creditor gladly and freely as soon as possible; not grudgingly, not ill-humoredly, not as though the man who furnished him necessities on credit were a highwayman when he asks or expects his pay.

E. E. Whitney.

**Stepping Stones To Success.**

Make your pennies count and the dollars will come.

Make your courage equal to your strength. They are both needed.

Make the most of your opportunities; they are too precious to be wasted.

Make men have confidence in your ability and your integrity.

Make your work so good that it will be valuable to any employer.

Make light of your disappointments and lighter of your successes. They are to be used, not to be dwelt upon.

Make your work accurate. If the foundation is not solid the structure is not safe.

Make men respect you rather than fear you. Respect always outlives fear.

Make your work helpful to others if you want it to be helpful to yourself.

Make the smallest task worth while and the big things will come without your hunting for them.

Make your success through your own ability instead of through another's folly.

Make the end of your work as good as the beginning. Do not forget the last stroke can spoil the job.

Make no one responsible for your shortcomings but yourself. You are the master of your work.

Make yourself and others realize you are in the world because you are a man.

**Using the Manufacturer's Helps.**

Dealers who do not use some of the helps furnished by the manufacturer of lines which they carry are certainly wronging the manufacturer and also themselves. The manufacturer spends thousands of dollars each season to get up matter which shall help you sell goods. He figures that this expenditure will increase his output in the following manner: If you distribute this literature and use his signs, etc., judiciously the public will ask for his shoes in preference to some others you have. And if you enjoy a splendid sale of his shoes you are sure to order more and then you have arrived at just the point he desires—more orders. Now if you do not use this advertising matter, you lose an important help to selling shoes and you also spoil the manufacturer's game.

We are a selfish crowd, after all, and the most of us have to be to make a living, but at the same time we should not be narrow minded about our selfishness. Let the other fellow be selfish also and when it works in with our own game, be selfish with him, too. More than one dealer has been aided over a rough business path by a manufacturer and more than two dealers in this land have been saved from absolute bankruptcy through the kindness and judgment of this same manufacturer. As a rule I believe that the manufacturer is more fair to the dealer than the dealer is to the manufacturer and yet we hear a cry raised every once in a while about the "oppressive manufacturer."

If you could sit in a manufacturer's office and see the mass of shoes returned with extravagant claims for damage thereon and read some of the correspondence which retailers send in and the questionable statements which they sign their names to you would wonder at the patience of this very manufacturer whom you are so likely to criticise. But this is not a possibility with all of us. Only a few are ever likely to study the matter from both sides. You are wrong when you abuse the confidences of the manufacturers or when you fail to co-operate with them in their work.

They make mistakes, but ten chances to one they are nearer right in their methods adopted after discussion with numbers of experienced men than you are with your more limited advisory board. If you believe that some parts of their system can be made better and more productive write them all about your view on the matter and you will find they will give it courteous attention and adoption if feasible. If you are perplexed about some of your own problems write them also about these and you will find they will have much of value to help you with after an experience with hundreds of retailers all over the country.

**Effect of Winds on Life.**

The east winds hug the earth closely and gather moisture, dust, and bacteria. They are cold and humid, altogether forming an ener-

vating influence on human and animal life and rendering it susceptible to the disease germs which the winds carry and disseminate. The cool, pure northwest winds come from a region of dry, highly electrified air, where ozone exists in comparatively large quantities. They are invigorating. The framework of nerves in the human being is like a delicate electrical apparatus, the nerves being the wires and the brain and ganglia receiving and distributing centers.

Every one knows that a telephone works better on a clear, dry day than on a wet, muggy one. The moist atmosphere lessens vitality. The nerve wires grow flaccid and heavy. The messages become confused. Hence low spirits, melancholia, distorted mental outlook, faulty assimilation, and disease.

The opposite effects flow from the northwest winds. The west and northwest winds keep the mucous membranes of the body in good working order. The coating of moisture which is always present with the east wind disappears. Absence of any wind if long continued has a bad effect on the human body and mind. A prolonged calm means lack of ventilation on a great scale. The winds serve to mix in normal proportions the gases which compose the atmosphere, and in this way they are conducive to health up to a certain point. Beyond about twenty miles an hour their influence begins to be unfavorable.

He has no true faith in his God who has none in himself.

**Changed His Mind.**

"I want to tell you," said the clerk in the music store as his face lighted up with a smile that had the ethereal about it. "I want to tell you that I have changed my mind about baseball players."

"Haven't gone back on 'em, I hope?" was answered.

"It's right the other way, I am glad to say. For years I have regarded them as men without sentiment in their souls. I have dreaded the day that one of them would come in here and ask for some such song as 'Maggie Murphy's Home.' I have to sell such things when they are asked for, but it always gives me the shivers."

"Well, did your ball player come in at last?"

"He did. He came in an hour ago. I knew him at once for a player and I started to take down 'Old Black Joe.' You can judge of my surprise when he quietly asked for 'Rock Me To Sleep, Mother.' He asked for the song and he asked me to play it. I did so."

"And what happened?"

"Sir, he had tears in his eyes when I concluded, and he bought ten copies of the song. More than that, he bought three copies of 'Where Is My Boy To-night' and three of 'Nearer, My God, To Thee.'"

"And—and—?"

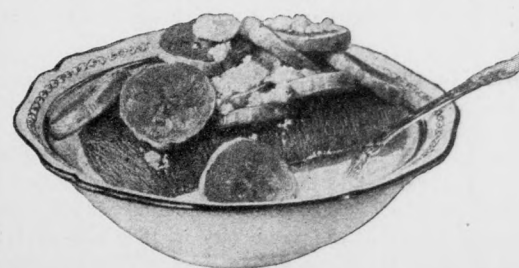
"And I saw, sir, that I had been mistaken all along, and I begged his pardon, and I invited him to come into my Bible class next Sunday and from this time on you can count me among the most enthusiastic of the baseball enthusiasts."

**How to Meat the Situation**

During these troublous times, when the price of meat is soaring skyward, tell your customers to make their "meat"

**Shredded Wheat**

Of course, you don't want to hurt the butcher around the corner—he may not be to blame for the high prices—but people who have decided to cut out meat for awhile will thank you for telling them about such a nourishing, wholesome substitute as Shredded Wheat Biscuit.



If your customers like Shredded Wheat Biscuit for breakfast they will like it for any meal in combination with sliced bananas, baked apples, stewed prunes or other fresh or preserved fruits. Two Biscuits with a little fruit will supply all the energy needed for a half day's work.

The Shredded Wheat Company, Niagara Falls, N. Y.

**GREAT FIRES OF THE WORLD.**

**Some of Their Effect Upon Insurance Companies.**

Fire insurance, as now known to the commercial world, may be correctly described as the result of a conflagration. It was the great fire of London in 1666 that aroused the citizens to the necessity of organizing a satisfactory system to compensate for the financial consequences of destruction of property by fire. What the rebuilt London might have been, if fire insurance companies had existed two hundred and forty years ago, can be imagined by anybody who remembers the Chicago of 1869 and the Chicago of 1880. At any rate Sir Christopher Wren's conceptions of an artistic London would not have been so ruthlessly sacrificed, for with ready money in abundance to assist renovation, the great architect might have inspired the creation of a genuinely artistic city.

The first regular business for insurance against fires appears to have been started in London in 1681, and the Hand-in-Hand company, which was established a few years later, and which still does business under the control of the Commercial Union, was the earliest fire institution that has survived to the present day. The Sun, Royal Exchange and London Assurance all date from the seventeenth century, as do the Westminster, now absorbed by the Alliance, and the Union, now a part of the Commercial Union.

Since the "great fire of London" there have been other big fires in London, but fortunately none has been nearly so "great." In the course of last century conflagrations in the chief British city have included the destruction of part of the houses of parliament in 1834, of the royal exchange in 1838, when the insurance company that takes its name from that edifice had its own home burnt; the Tooley street fire in 1866, at which the head of the fire department was killed; the Pimlico fire in 1874; the Wood street fire in 1882, and the Cripplegate fire in 1897. In England, outside London, the most destructive fire appears to have been at the Liverpool docks as long ago as 1802. All these fires, however, were of quite small dimensions when compared with the mammoth conflagrations which have occurred in our own country during the past forty years. The most expensive of English provincial fires did not produce a claim bill of ten million dollars, and only in four cases was as much as half that amount involved. Our own fires and those of continental Europe tell another, and a much more serious story.

Taking only the biggest fires of the nineteenth century, prior to the burning-up of Chicago, I find that in 1835 nearly seven hundred houses and stores were destroyed in New York, involving property to the value of seventeen and a half million dollars. The extent of this fire was attributable to narrow streets, a gale of wind, and intense cold which seriously interfered with the work of

the firemen. Seven years later a fire occurred at Hamburg (Germany) in which nearly two thousand houses were destroyed, while over twenty thousand persons were rendered homeless. The cost of this fire is said to have been \$35,000,000! Fires involving in each case ten million dollars worth of property occurred at Charleston in 1861, and at Portland, Maine, in 1866. In 1870 there was a great conflagration at Constantinople (Turkey) when seven thousand dwellings were burned, the loss amounting to about twenty-five million dollars.

As most of us know, the Chicago fire, which will be referred to later, took place in 1871, and since that time the greatest fires outside our country and Canada have been at Irkutsk, Siberia, in 1879, when seventeen thousand people lost their homes, and the destroyed property was computed at \$22,500,000; the fire at Kingston, Jamaica, in 1882—damage \$30,000,000, and at Guayaquil, Ecuador, in 1896—damage \$21,000,000.

The Chicago fire made a wonderful new record and kept it for thirty-five years. It destroyed over eighteen thousand buildings covering an area of about five square miles. History relates that its origin was the kicking over of a lamp by a cow. About two-fifths of the loss was covered by insurance, the greater part of which was in domestic companies, many of which "went broke" as a consequence of their appalling and unexpected losses. I have not been able to ascertain what was the largest sum paid by a home corporation, but six British concerns paid more than six million dollars, and the prompt and liberal manner in which they met their losses led to a great increase in our American demand for fire insurance in English companies. This demand still continues, and foreign companies which derive their chief premium-income from the United States are not hard to find. The greatest trans-Atlantic sufferer was the Liverpool and London and Globe, which paid \$3,250,000, a much larger amount than was contributed by any domestic company. Next came the North British and Mercantile, which paid about \$2,250,000. If fire insurance companies had not existed in 1871, the commercial center of our country between the Atlantic and Pacific would perhaps have moved away from Illinois; and, as a fact, the business centers of some of our most progressive states have been to a large extent rebuilt out of capital contributed by foreign fire insurance companies—chiefly British. This has also been conspicuously the case in Canada, where large fires in business quarter have been numerous.

A year after the Chicago disaster came the Boston conflagration which demolished many of the largest business blocks in the heart of the city and destroyed property valued at \$65,000,000. A second conflagration in the same city in 1889 caused a ten million dollar loss. The Baltimore disaster in 1904, proved the second in magnitude, up to that date, in the

history of fire insurance, and British companies paid losses amounting to about seven and a half million dollars. The total amount of damage was estimated at seventy-five million dollars, twenty-five hundred buildings being destroyed. Two months later, a fire at Toronto, Canada, burned part of the wholesale business district, a loss of ten million dollars being the result. The Chicago record was, however, entirely eclipsed by the conflagration which followed the earthquake at San Francisco in 1906. The total area covered by the fire exceeded five square miles; in fact, as most people remember, the city was wiped out, with the exception of the western residential part, an unimportant eastern district, and a fringe along the water front. The falling buildings took fire, and the water supply having been destroyed, the flames became uncontrollable, and were extended by fresh outbreaks, attributed to the bursting of the gas pipes and the gas taking fire. The total amount of property destroyed was estimated at three hundred and thirty million dollars, and the total insurance liability was about two hundred and thirty-five million dollars! Some idea of our dependence upon foreign fire insurance corporations may be learned from the

**GRAND RAPIDS FIRE INSURANCE AGENCY**

THE McBAIN AGENCY

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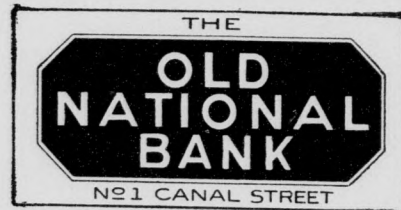
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On Your Surplus or Trust Funds If They Remain 3 Months or Longer

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

All Business Confidential

fact that one-fourth of the last-named sum fell from British companies, all of which paid promptly and in full, the heaviest loser being the Royal of Liverpool—more than six million dollars. More than fifty million dollars was, therefore, contributed from the assets of some twenty British fire insurance organizations toward the rebuilding of the Golden Gate city, the rapid resuscitation of which is astonishing the world, but which would have been impossible had there been no insurance against fire. All stock-holders in well-managed fire insurance organizations may feel satisfied with the part that their money has played in the rebuilding of San Francisco.

Many lessons may be learned from such fires as the one in the Californian city, but the most important lesson is that fire insurance companies should continually add to their reserves, and should devote a large part of their profits in normal years to this purpose, instead of to paying very large dividends to their owners. It is to the interests alike of the insuring community and of the stock-holders that this should be done, and it is because the greatest companies—both domestic and foreign—have consistently acted on this principle that they have so conclusively proved their claims to public confidence. European companies whose reserves are slender are not wanted in our country, for their owners seldom realize that ours is a land of big things, including big fires.

Some of our great life insurance companies sell their policies in all parts of the civilized world, and European life insurance corporations no longer do business in the United States. In fire insurance, upon the other hand, as I have already shown, we are still to a considerable extent dependent upon British companies, a fact which is not to our credit. No American fire insurance organization at present seeks risks in Europe, but if we are willing to follow in the footsteps of such carefully managed institutions as the foremost English "offices," as they are called in their own land, the day can not be far distant when some of our great companies will invade London, Paris and Berlin.

Lawrence Irwell.

**Evolution of the American.**

American traits at their best and at their worse are the result of cross straining. The American people are more crossed than any other nation with results similar to what is found in a much crossed race of plants. All the worst as well as all the best qualities of each are brought out in their fullest intensities. Luther Burbank expects that through the environment a process of elimination and refining will take place and that the ultimate product will be the finest race ever known. To reform a man properly he believes that one must begin not only with the grandfather, but with the grandfather when still a child, for a child absorbs environment.

People who live in a bread and butter world are always hungry.

**MERCHANT AND HIGHWAY.**

**Transportation a Constant Issue With the Trade Builder.**

The merchant's interest in the development and maintenance of the highways tributary to his location is so self-evident, and has been so widely reiterated, that a reference to the matter may seem superfluous, and yet there are phases of the subject that may be worth at least few words of reminder, and possibly some features of the subject are not so thoroughly hackneyed but that suggestions may be made along practical lines, as to the securing of more rapid results. It should be a characteristic of the live merchant that he be not content with the naturally slow development of the rural mind, especially when his opportunities for expediting such matters are so constant.

As a general proposition it is not the merchant's business to engage directly in highway construction. The natural demands of a trading business with its calls for advertising, and constant study to keep to the front, are enough to fully occupy the direct efforts of the business manager, but this fact by no means releases him from responsibility in the matter. Indeed, there is no more effectual way for the live merchant to advertise than the assumption of leadership in a public cause of this character.

The merchant should make it his business to study the principles of highway construction and maintenance as thoroughly as may be consistent with the more direct demands of his enterprise. This study should include especially local conditions. In addition to a general knowledge of the proper construction of the average highway, he should make himself familiar with the peculiarities of soil and the availability of the materials in the particular roads under consideration. He should learn whether clay sections require special considerations of drainage or whether, in the more sandy districts, this may be ignored. The almost universal road material in Michigan, gravel, is generally of wide distribution and of excellent quality, so in most cases this will be the most essential matter of investigation. Then, of course, there must be consideration of the demands of traffic—the comparatively small duty of the more distant feeder should not require the costly construction of the nearer roads of main travel, but these plans for permanence in construction should prevent the waste of effort in work for immediate destruction, usually of the elements. It may be thought that the complications involved in this study are too great for the average busy merchant when he is not intending to build roads himself, but usually he can not afford to let such a matter go by default. There is no other way in which more opportunity of acquaintance with his customers, in a way to command their respect and interest, can be found.

Another phase of the subject re-

quiring the most careful study is that of cost. Here, of course, is where the average farmer is sensitive and the wise merchant will study to use all the diplomacy of which he is capable: It should be his business to acquaint himself with State laws bearing upon his local situation. He should study the matter of bonding, its effects on taxation, etc., in each particular locality. Careful study of the extent and value of the lands affected should be made so that a comparison as to the relation between the cost and the returns may be made as striking as possible. If the farmer can be made to see that the few dollars he may have to pay for a road means many dollars added to the value of every acre, the subject may not be so repugnant to him, yet this phase of the subject is that which requires the most careful study and exercise of judgment.

The manner in which the knowledge so obtained is to be used must needs vary in individual cases. It is always a topic of interest to the visiting farmer, because it is most recent in his experience. He is unconsciously pleased if the merchant shows a minute knowledge of his particular road and its bad places, but, of course, a more effective and valuable application of the knowledge will be found in joining with other merchants in taking practical action in the matter. This may be in the way of country or village action, in which the merchant appears as directly interested; or it may be in the way of visits to neighborhoods or in the advocacy of the subject in local meetings, with a view to securing organized action.

The merchants need not aspire to become a civil engineer, but there are ways of engaging the interest of his customers in the most effective advertising, and at the same time exert a strong influence in promoting the development of the enterprises most conclusive to his welfare.

W. N. Fuller.

Learn to live right and teach the children to live right. Don't eat too much and complain of having a headache. Only one remedy is necessary for all ills and that is to live right. Work, rest, sleep. Drink plenty of pure, cold water; breathe plenty of pure, fresh air; take lots of exercise to limber up your muscles and cause the blood to circulate through them. Eat, not to satisfy your appetite but to feel well an hour afterward. Quit taking medicine, diet instead. Medicine seldom is necessary; it often is a damage.

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

**Coffee Ranch Coffee**

Roasted the Day You Order It

- A 20c Retailer 14c
- A 25c Retailer 16c
- A 30c Retailer 18c
- A 35c Retailer 23c

**J. T. WATKINS**

Coffee Importer and Roaster  
LANSING, MICH.

WHY should you recommend it? Just read this and you'll see.



**MINUTE GELATINE (PLAIN)**

is made of the purest gelatine that can be bought. A jelly made from it is the clearest and firmest possible. You don't have to soak it like other kinds. It dissolves in less than a minute in boiling water or milk. Each package has four envelopes, each of which holds just enough to make a pint of jelly. This changes guess work to a certainty. A regular package makes a full half-gallon. No standard package makes any more. We refund the purchase price to any dissatisfied customer. You sell it at two packages for 25¢ and make 36% on the cost. Doesn't all this answer your question? If you want to try MINUTE GELATINE (PLAIN) yourself, we'll send you a package free. Give us your jobber's name and the package is yours. MINUTE TAPIOCA CO., 223 W. Main St., Orange, Mass.

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**GROWTH INCREASES INVESTMENT**

But added telephones mean at once increased income.

**CITIZENS TELEPHONE COMPANY**

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

**MORE THAN 10,460 TELEPHONES**

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

**FIFTY QUARTERLY DIVIDENDS**

And its stock is a good investment.

**INVESTIGATE IT**

### THAT SANE FOURTH.

#### Showing Law Won't Win Against Heredity.

Written for the Tradesman.

What is this about a sane Fourth? The daily newspapers, having blasted the Michigan fruit crop in the bud, seem to be turning their attention to the undisciplined hearts of little Johnny and little Susie as concerned with the Great American Eagle.

Down at Battle Creek the aldermen are thinking of enacting an ordinance making it unlawful to sell these round, red messes of patriotism and dynamite to any person not of lawful age.

The idea is praiseworthy and designed to protect the coat-tails, and the fire and accident insurance companies, and the houses and barns and garages of civilization against the wanton small boy with a dime's worth of celebration in his pocket.

It will do no harm to pass such an ordinance, but when it happens that the small boy, having the blood of Revolutionary sires in his veins, will stand for any such foolishness, there will be steam radiators on the damp clouds of April.

It has been suggested that the insurance companies are at the bottom of this raid on the rights of youth, but this is probably untrue. The insurance companies dote on the Fourth of July. Premiums are plentiful when there is a prospect of fireworks. If no man's house nor store ever burned down there would be no insurance companies at all, and then a number of bald men with double chins and lean men with muck-rakes would be out in the cold world looking for something to do.

Whenever a fault in domestic discipline or the administration of a police department shows up the usual remedy is to pass an ordinance, so it is quite likely that numerous ordinances declaring for a sane Fourth will be passed within the next two months. But if the lawmakers think these ordinances will be enforced they have another think coming to them—perhaps several of them.

Still, it is easier to secure the passage of an ordinance and throw all the responsibility on the same than for the parent to take little Johnny by the dome of his pants and remonstrate with him concerning the use of patriotic bunches which come at a nickel a throw. It is even easier than for the police department to cool the impudent and unlawful off in a cell during the glorious day.

However, any person who believes that the patriotism of little Johnny can be smothered under ordinances had better ask James S. Bangs, who operates a general store out on an interurban line running north.

When the village officials one year began talking to the reporter of the village weekly about a sane Fourth Bangs went to the trustee from his edge of the town.

"Look here," he said to the official, who was spading in his garden at the time, "what are you fellows trying to do?"

"Come again," said the trustee.

Bangs apologized for presuming to suppose that any trustee knew what he was trying to do in village matters and put his question in correct form: "What's the matter with the firecrackers this year?"

There wasn't anything the matter with the firecrackers so far as the trustee knew, except that they were too expensive and made too much noise.

"You're trying to knock me out of business," said the merchant then.

"How's that?" demanded the trustee.

"Why, I make a couple of hundred dollars every year selling fireworks," said the angry Bangs, "and you are trying to stop the sale of 'em."

"Oh, no," replied the trustee, leaning on his spade.

"You're going to pass a law that I mustn't sell fireworks to kids," complained Bangs. "That will cost me money. Cut it out."

The trustee spaded another row across his prospective onion bed.

"Besides," remonstrated Bangs, "I am getting a lot of trade from the country on the Fourth and if you nail the town up tight on that day my customers will go to some other place to trade."

"We're going to stop this lawlessness on the Fourth," said the trustee. "It is too bad that your interests stand in the way of the wheels of progress, but we can not help it. We're going to have a sane Fourth this year."

Bangs grinned all over his good-natured face.

"It seems to me," he said, "that I have heard something like that before. But you fellers go ahead and see if you can legislate the fires of patriotism and love of country from the hearts of the little fellows who may some day be presidents of the United States, if they don't get mixed up with the wrong gang and fail to insurge at the opportune moment."

Bangs went his way, leaving the trustee to his onion bed and his thoughts. The trustee had heard what Bangs said, but he didn't know what he meant by it.

Bangs does business in a local option county, and he was therefore both surprised and grieved as he passed down the quiet village street to see a man who was carrying about two gallons of beer too much in his system.

"That's the trouble," mused Bangs. "They go over the county line and load up and bring the aftermath here for our inspection."

Then he paused in the middle of the block and thought.

"Ah-ha!" he cried and passed on to his store.

So when the ordinance of which Bangs had complained was passed the merchant went just over the village line and rented a sightly knoll in a fringe of woods.

"If they will go into the next county for firewater," he reasoned, "they will go into the next township for fireworks!"

In that township there was no law against selling fireworks to man, woman or child nor any regulation against shooting them off in the

fields, the hedges or the deep blue vault of Heaven. Still, the constable came to Bangs and shook his head. So Bangs gave him something that looked like a yellow back and the constable went away to a neighboring lake and fished all day.

At 12 o'clock and one minute on the morning of the Fourth the guns on the fringed hill opened fire. The novelty of the thing had induced many solid citizens to remain up until that time to see that the rights of others were respected.

At daylight the youthful talent of the village was on the hill. The boys formed in columns of four and marched to the houses of the trustees and celebrated. As soon as the houses of the officials ceased rocking and as soon as the cannon crackers had been fished out of the barn the trustees came out and pinched the mob.

"It is the village cooler for yours," they said.

"But wait a second," said Bangs, who, to demonstrate his patriotism and show that he bore the Village Board no ill will, had led the procession, "you just show me where the law says you can't shoot off fireworks in this man's town on the Fourth of July."

"Why," said the trustees, "it is right there in the ordinance. You come along with the rest, Bangs, and see how you like it. You bandit!"

But Bangs showed the trustees that there was no such section in the ordinance. The engrossing clerk, or the Committee on the Good of the Order, or the river and harbor co-

terie had eliminated it surreptitiously.

Then Bangs jibed at the trustees and went back at the head of the procession to sell more fireworks.

The clever merchant did not know there was so much money in the world as he took in that day. For a thousand years generations of men had been taught to resent any attempt to tread on the tails of a citizen's coat on a nation's natal day, and heredity was in the saddle. Also the small boy was in all his glory.

There was a torchlight procession that night and Roman candles cut the name of Bangs into the summer night's sky. The next morning the streets looked like a back room in a wild animal tent and many youngsters slept late, but Bangs was up early counting his money.

Of course village councils may pass ordinances calculated to extract the glory of the day and its opportunities from the breasts of the innocent Johnny and the coy Susie, but the said ordinance will be in the vault of the town hall when Johnny and Susie are buying firecrackers and attaching them to places where they will do the most good.

It is in this as in many other things: Human nature and commercialism will find a way. If Johnny's papa will comb him down with a garden rake when he fills the pockets of his grandpapa with cannon crackers and touches them off, then Johnny's papa will be doing more to make a sane Fourth than the trustees who pass ordinances.

And if policemen will take the big

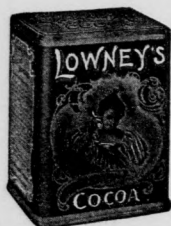
## FIREWORKS

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

loafers, who make more noise and more trouble than do all the little Johnnies, by the scruff of the neck and break a night stick over their heads, then the policemen will be of greater service to the community than the aforesaid officials.

There are ordinances enough now for the protection of persons and property, but if it does the trustees any good to pass laws concerning a sane Fourth let them remember that little Johnny and the tradesmen will find a way. If they don't believe it they can ask Bangs.

Alfred B. Tozer.

**Day of Stock Companies and Chain Stores.**

Socialists point with gloom to the increase of stock companies. What chance, they ask, has the poor man for independence, now that every activity is becoming incorporated and controlled by some bigger corporation, which in turn is controlled by some holding company in the grasp of abnormally wealthy malefactors?

Recent news of corporate combination is not lacking. The small tobacconist long ago vanished from certain sections, unable to meet the competition of the centralized cigar companies' branch stores. A couple of big drug store holding companies operating in New York City have recently been capturing the trade of a good many old-established corner drug stores, which, in turn, have been combining for self-protection.

Those who believe that concentration is inevitable, that one might as well try to sweep the sea back as to check the spread of holding companies, will be interested to hear from the chairman of the Maypole Dairy Company, Limited. His remarks, reported by the London Statist, were made at the twelfth annual meeting of the company's stockholders in London.

First, this company is one of the many in England that shares its profits with its employes in the form of commissions or bonuses.

Second, the company provides that its staff shall invest a part of said bonuses in the company's common shares. These shares are then held in trust for the benefit of the employes.

"We hope," the chairman announced, "thus gradually to create a body of shareholders who will work in the business and carry it on successfully when the founders and original owners have retired.

"The present seems to be the age of big businesses. The severe competition makes it more and more difficult for the small manufacturer or small shopkeeper to compete with the large one.

"We believe Maypole employes are doing better under our profit-sharing and share-holding schemes than they would be doing under the old conditions."

The highest and best paid positions of the Maypole Dairy, the chairman farther explained, were open to any employe who could show results. "We endeavor to give equal opportunities to all. Generally speaking, it is the sons of poor men who have or-

ganized and built up the big businesses of to-day; the sons of rich men often fail to acquire the necessary knowledge and experience because they are not compelled to start at the bottom or to work so hard as the sons of poor men."

Philanthropy? Not at all! The net profit of the Maypole Dairy exceeded \$1,500,000 for the year—an increase of more than a quarter of a million over the previous year.—Review of Reviews.

**The Law of Obedience.**

The first item in the common sense creed is obedience. Do your work with a whole heart. Revolt is sometimes necessary, but the man who mixes revolt and obedience is doomed to disappoint himself and everybody with whom he has dealings. To flavor work with protest is to fail absolutely.

When you revolt, why, revolt—climb, get out, hike, defy—tell everybody and everything to go to limbo! That disposes of the case. You thus separate yourself entirely from those you have served—no one misunderstands you—you have declared yourself. But to pretend to obey and yet carry in your heart the spirit of revolt is to do half-hearted and slipshod work.

If revolt and obedience are equal your engine will "stop on the center" and you benefit nobody, not even yourself. The spirit of obedience is the controlling impulse of the receptive mind and the hospitable heart. There are boats that mind the helm and boats that do not. Those that do not get holes knocked in them sooner or later. To keep off the rocks obey the rudder.

Obedience is not to slavishly obey this man or that, but it is that cheerful mental condition which responds to the necessity of the case and does the thing. Obedience to the institution—loyalty! The man who has not learned to obey has trouble ahead of him every step of the way—the world has it in for him because he has it in for the world.

The man who does not know how to receive orders is not fit to issue them. But he who knows how to execute orders is preparing the way to give them, and better still—to have them obeyed. Elbert Hubbard.

**The Order of the Bath.**

The London County Council is making arrangements for enforcing some rather extraordinary powers which it secured about three years ago in a General Powers Bill.

The medical officer, or any person authorized by him, may enter common lodging houses to "examine the persons and clothing of inmates," and, when of opinion that the persons or the clothing is in a foul condition may give such inmates notice to submit themselves and clothing within twenty-four hours to be washed.

A systematic search for dirty people is now to be begun.

**She Was On.**

Agent—Lady, I have a complexion beautifier—

Lady of House—Nix. You can not work any skin game on me.

**The Problem of the Aurora.**

The polar auroras—boreal and austral—are mysteries as yet unexplained. The theories attributing them to optical, magnetic and electrical causes remain debatable. Professor Dudley, of the University of Nashville, attributes them to the presence of neon, a very rare gaseous element which possesses the property of becoming luminous.

This strange element is made luminous by the action of magnetic discharges formed by ions. Neon condenses under the action of the cold of extremely high atmospheric regions and of the glacial zones. Dr. Dudley has succeeded in isolating a very small quantity of this gas, which is a product so evasive that one hundred tons of air are required for the obtaining of a single quart.

The experiments of Professor Dudley prove that a false aurora borealis in all its colors may be produced by introducing neon into a Crookes tube and subjecting it to the action of Hertzian waves.

**Under Blue Skies.**

The fields and woods are Nature's sanitarium. Have you never noticed how completely we forget our aches and ailments when we come under their spell? Somehow it does not seem to fit in well with our surroundings to talk of being sick. Health is all about us and the abounding strength of Nature is communicated to the physical system by some process we understand but dimly, and we outgrow the weaknesses and infirmities we have been in the habit of complaining about so much and all at once we wake up to the fact that we have none left to talk about. Unconsciously we have absorbed the vitality of the earth as God made it, and we feel it tingling in our veins and it is a joy just to live and breathe. The men and women who shut themselves up within four walls and stay there from one year's end to another only half live.

**Satisfactorily Explained.**

Peggy—Why this strange garb, a straw hat and an overcoat?

Reggy—The remarks some of these girls make get me so mad. I have been working my brain lately and naturally this leaves the rest of my body cold.

**G. J. Johnson Cigar Co.**

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

**THE BEST**

You Want the Best

**Peacock Brand**

Leaf Lard and Special  
Mild-Cured Hams and Bacon

Are the Best

The Lard being absolutely  
Pure Leaf

The Hams and Bacon are from dairy-fed selected pigs, 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.

Cured by Cudahy—Milwaukee

**HIGHEST IN HONORS**

**Baker's Cocoa & CHOCOLATE**



Registered U. S. Pat. Off.

52  
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IN  
EUROPE  
AND  
AMERICA

A perfect food, preserves  
health, prolongs life

**Walter Baker & Co. Ltd.**

Established 1780 DORCHESTER, MASS.



**Tanglefoot**

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

**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.**



### THE BARNUM METHOD.

#### Fire the Chestnut That People Like To Be Humbugged.

Written for the Tradesman.

Leave it to the commercial agencies, and it is the George Washingtons of business who are prospering, who are able to feast on beef once a month and consume butter and eggs now and then. In other words, up-and-down honesty is the best store-filler in the world.

This old, old chestnut that people like to be humbugged is of a piece with the copy-book assertion that if you take care of the cents the dollars will take care of themselves.

People resent being made monkeys of and the really good things for the flim-flam man and the land shark are the folks who pinch cents and nickels until they collect a couple of hundred dollars.

It is sometimes hard to be honest when one word means loss and another word without any more letters in it means gain, but I take it the commercial agencies know when they declare in printed reports that it is the honest merchants who win in the long run.

The good people of Winship will doubtless remember Shalton. Shalton had a short, broad face and his ears protruded from the sides of his head most disgracefully. He made his face look wider, also, by cultivating red fire-escape whiskers in front of his ears. Bless you, they didn't make his ears look secluded or anything like that. They only added to the prairie-like effect of his face.

When Shalton smiled a ripple went over this face I'm telling you about like a southwest wind rumpling the hay in the north lot, and it was this smile that won at Winship; that is, it was this smile that permitted him to win his first few bets there. When he bowed he broke at the waist-line and went down with his stretch of countenance vertical, which is believed to be the best form.

I'm telling you how Shalton looked and performed because you won't find his picture in the rogue's gallery and the innocent public ought to be warned against him. He may go to any town any day, when he has the price, and start a general store.

Shalton came to Winship with a blare of newspaper notices at 10 cents a line. He leased the largest store building the town possessed and invested lavishly in paint and things like that. The day of his opening was a public holiday. He got the best trade of the place and held it for many a day.

He might have made a fortune

there and acquired a list of friends as long as the tail of Halley's comet, which is said to occupy two hundred million miles of space, if he could have forgotten the old chestnut sprung by P. T. Barnum to the effect that people like to be humbugged.

He flourished until the people of Winship found him out. The first one to report his cheap tricks to a waiting world was Sarah Gertrude Sanders. It chanced that Sarah Gertrude got a job at Shalton's. She was a society girl. She moved in the best circles, which was anywhere above the tracks, or, at least, between the tracks and the Home for the Feeble Minded.

One chill morning Bertha Edith ran into Shalton's and bought a remnant of silk for a waist. It did not seem to her to be very cheap, but when it was a remnant and what more do you expect? This silk remnant was some kind of blue, with little spots on it that looked like bases on a ball ground, and when spread out in the sun it shimmered like everything.

The very next day Gladys Emeline went into Shalton's and bought the most beautiful remnant for a waist that ever was. She wanted it for her very best. She ran into Bertha Edith's that afternoon to show it to her. It was some kind of blue, with little spots on it that looked like bases on a ball ground, and when she spread it out in the sun it shimmered like everything.

"Why," said Bertha Edith, "where did you get that?"

Gladys Emeline whispered that she had won it off the remnant counter at Shalton's during a bargain fight of the previous day.

"Yes," observed Bertha Edith, doubtfully.

"He had only one piece like this, you know," confided Gladys Emeline, "and this was the last of it. So I got it at a bargain. How would you have it made up—with these little terraces extending around it, or these rumpled things going from port to starboard?"

Of course this isn't exactly the way Gladys Emeline referred to the different styles of making up the waist, that is, not the exact words, but so long as I give the reader a good impression of the two ways the description will answer.

"Why," said Bertha Edith, "I have a new remnant just like that. Suppose we have them made up alike? I presume Mr. Shalton forgot that he had sold two pieces of silk like that, all except the remnants."

"That will be lovely," said Gladys Emeline. "Let's do it."

And so it was done in that way. Bertha Edith and Gladys Emeline belonged to the same lodge and were working in the same degree, so that was all right socially.

On the day the two girls came out with their new silk waists Eunice Emerson Sagan ran into Bertha Edith's to consult her about having a new silk waist made. She said it looked extravagant for her to be having so many new waists, but she had come upon SUCH a bargain at Shalton's. Bertha Edith counted back—in her mind—five seasons that Eunice Emerson hadn't had any more new waists than a rabbit, but she kept this to herself, and said that almost any

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**\$1,000  
Accident  
Policy Free  
With Every  
Box of  
"Insured"  
Hosiery**

We have secured the agency for Western Michigan for the above line of goods. The makers guarantee six pairs to wear six months and furnish free of additional cost to every purchaser of one box (six pairs) an accident policy for \$1,000 good for one year from date of issue.

These are only made in plain colors and packed six pairs in each box as follows:

Men's Black or Tan Socks, 9½, 10, 10½, 11, 11½, per dozen..... \$2.25  
Ladies' Black Hose, 8½, 9, 9½, 10, per dozen..... 2.25

Ask our salesman or write us about this line. It is a trade winner.

### Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Mich.

N. B.—We close at 1 P. M. Saturdays



style would look well on Eunice Emerson, she was such a dear!

So Eunice Emerson opened her treasured bundle and took out her bargain.

"I snared it on the run at the remnant counter yesterday," admitted Eunice Emerson. "Shalton had only one piece like it and this is the last of it. Now, if I have it made with o. g. mouldings crossing each other in the form of a triangle, and those air-ship sleeves running up to the collar in Queen Anne cadoodles, how will it look when I go out with my new hat on?"

Again I notify the reader that the exact words of Eunice Emerson are not used in the description. Bertha Edith looked the silk over and laid it down with a sigh. It was some kind of blue, with little spots on it that looked like bases on a ball ground, and when spread out in the sun it shimmered like everything. I presume I should have written sunlight there instead of sun, but the trained readers of the Tradesman ought to know that no one would vault ninety-four million miles into space to spread a silk waist pattern out in the orb of day.

"Well," said Bertha Edith, sorrowfully, "I think I'd have it made so-and-so, with the trimming put on so-and-so and a little flare here at the so-and-so!"

So Eunice Emerson Sagan had her new silk waist made in that way, which was unlike the waists of Bertha Edith and Gladys Emeline as the story of Ballinger is unlike that of the men he got fired. You see, Eunice Emerson was not working in the same degree as the other girls were. She belonged, of course, but there were some homes in town that she had to pry into with a jimmy when receptions were on.

When Eunice Emerson lighted up the street with her new silk waist the girls in the paper box factories and such like places where the working classes get their honorariums were also wearing new waists. They were of some kind of blue and had little spots on them that looked like bases on a ball ground, and when they were shown in the sun they shimmered like everything.

These new silk waists had all been bought on the remnant counter at Shalton's, who had brought to town only one piece of silk like that, and this was the last of it. I have been told that there were one hundred and fifteen waists like that in town that season. Bertha Edith and Gladys Emeline laid theirs away in lavender.

When all these things had come to pass Bertha Edith and Gladys Emeline met Sarah Gertrude Sanders at a swarry one hot summer day and worked the third degree on her. This course of treatment caused Sarah Gertrude to confess that she had remained at the store most of one night cutting bolts of silk into remnants, which were to be placed on the field of battle and sold as the last remnant of the piece.

"Whatever was I to do?" demanded Sarah Gertrude, under the firm questionings of the others. "Mr. Shalton said he could sell a dozen

bolts that way where he could not sell one off the piece. He thinks women like to be humbugged. Why, it's just terrible the way he fixes up things to look as if they had to be sold cheap. And he gets the biggest prices for them! I never see the way he marks them up!"

So all the girls who had bought the only silk waist like that struck on Shalton. Now, when you get about a hundred girls with peachy complexions, and hair that falls in tangles over pink ears, to knocking a man there is nothing more to it, so there is no use of describing the details of Shalton's going out of business in Winship.

It was while meditating on these silk waists that the thought occurred that it is only the George Washingtons who win out in trade. I never believed that story about the cherry tree, but the principle holds good.

When a man starts out in business on the supposition that people like to be humbugged, that is, if he is not in the show business, you can see the end of his operations without a telescope.

Alfred B. Tozer.

**Don'ts For the Climbers.**

Don't smile at another man's failure. You never know when your own is coming.

Don't shirk your duty. Conscience is a splendid detective and is sure to find you out.

Don't put off the things that can be done at once. Work that is put off is usually half done.

Don't tell a man what you can do; talking takes time. The quickest way is to do it.

Don't be unwilling to share your money with your wife. She is a full partner in the business and not the company.

Don't say you can't until you have tried. You can even have more ability than you imagined.

Don't forget that drones need compliments to get on, men of talent like them, but men of genius are too busy working to give thought to praise or censure.

**Economy the Result of System.**

Competition has now become so keen that the man who would be successful must lose sight of no possibility in the way of economy. Both manufacturers and retailers are subject to this unwritten law of competition. Goods must be furnished at a price which, with due regard to quality, will compare favorably with the prices set upon them by others.

To furnish them at this price, at the same time assure reasonable certainty of a fair profit, everything entering into their production and handling must be taken into careful consideration. The cost of each element must be figured out to a nicety if the business is to show a balance on the right side of the ledger.

Business has grown out of the condition of personal venture and is fast approximating as closely as possible to exact science. While it can never quite reach that point, scientific principles are entering more and more every year into its conduct and the measure of success depends upon the extent of their application.

The retailer must pay just as strict regard to economy in selling goods as the manufacturer in producing them. Every wideawake business man recognizes this imperative need of economy and acts accordingly. "It

is only by figuring down to the narrowest fraction in the matter of every expense and by discounting all his bills that he can be reasonably sure of keeping on even terms with his competitors, to say nothing of obtaining advantage over them.—Apparel Retailer.

**The Belle.**

Smith's wife had died, and Mary Jones, the bosom friend of the dead woman, had asked the afternoon off to attend the funeral.

On Mary's return from the funeral her mistress said to her, with gentle sympathy, "And did you get on all right at the funeral, Mary?"

"Indeed, ma'am, I had an elegant time," Mary answered. "I was in a fine cab with the corpse's husband, and he squeezed me hand all the way to the cemetery and back, and he said, said he, 'Mary, there's no getting round it; you're the belle of the funeral.'"

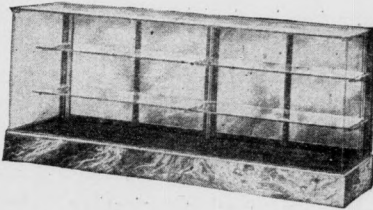


**Klingman's**  
**Summer and Cottage Furniture: An Inviting Exposition**

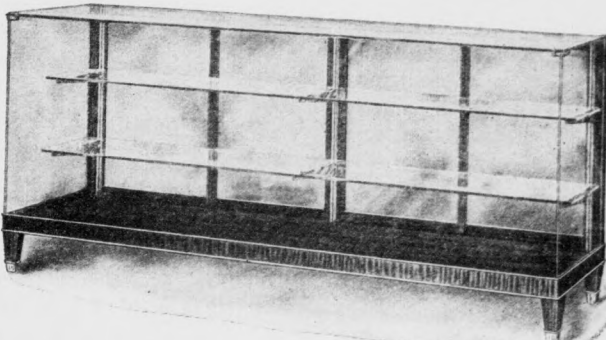
It is none too soon to begin thinking about toning up the Cottage and Porch. Our present display exceeds all previous efforts in these lines. All the well known makes show a great improvement this season and several very attractive new designs have been added. The best Porch and Cottage Furniture and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

**Klingman's Sample Furniture Co.**  
 Ionia, Fountain and Division Sts.  
 Entrance to retail store 76 N. Ionia St.

**FINE FIXTURES**



For the  
 Millinery and  
 Suit  
 Departments  
 are our  
 Specialty



If you wish to equip a department in strictly modern style with the best fixtures at a moderate cost, write us. We furnish plans and specifications free.

Our trade mark **Wilmarth** is your guarantee  
THE CASE WITH A CONSCIENCE

of honest workmanship, excellence of design and moderate price.

**936 Jefferson Ave. WILMARTH SHOW CASE CO. Grand Rapids, Mich.**  
 Downtown Show Room, 58 S. Ionia St.  
 Detroit Show Room, 40 Broadway

## PUBLICITY WORK.

## How It Is Conducted by Wholesale Grocers.\*

In the outset we wish to call the attention of the members of the National Wholesale Grocers' Association to the policy that we have always pursued of having our doors open and tables conveniently placed for the use of our friends in the newspaper business, and right here I wish to express the appreciation not only of the Publicity Committee but of the entire Association for the many courtesies that we have ever had at the hands of the representatives of the press, particularly the trade journals.

Your Committee is unanimous in the belief that our report should be of a recommendatory nature only and along those lines we trust you will bear with us for a moment. We wish to very flatly and as forcefully as possible tell the wholesale grocers in this, their annual convention, that in many directions we are being grossly misrepresented. It comes to us that many of our legislators actually entertain the false impression that the wholesale grocer is an absolutely unnecessary factor in the chain of distribution. We feel that we are justified in believing that a large section of the public holds the unfortunate opinion that an association of merchants must, necessarily, be a price maintenance organization and that the activities of such bodies are always inimical to the general welfare. The National Wholesale Grocers' Association is probably now the most important of all of these trade organizations and we believe that we can do no better than to take up for serious discussion ways and means to dispel these prevailing fallacies from the public mind. The public ought to know that there are good associations and because there are some associations whose activities may have transgressed the law and been wholly selfish and misguided is no reason for the conclusion that the National Wholesale Grocers' Association is other than helpful to the public and conscientious in all of its actions and is in no way responsible for the acts or omissions of any other organization in the country. The National Wholesale Grocers' Association has all it can do twenty-four hours each day without meddling with prices or resorting to any secret or open action in restraint of trade, without making any "gentlemen's agreements;" in short, their work for uniformity of enforcement and demonstration of food laws, of just and uniform bill of lading laws, negotiable instrument laws and statutes upon all commercial subjects, their fight on short weights, discriminatory trade practices, secret rebates, the subsidizing of salesmen and a hundred other activities of a wholly legitimate nature occupy their entire time and they realize that their power to benefit themselves and their neighbors in the trade along these just lines would be sorely crippled or utterly lost the moment they be-

came greedy or selfish and endeavored to restrain trade in any way or to combine, orally or in writing, secretly or openly, for the maintenance of prices, the boycotting of rivals or the direct or indirect prejudices of any other factor in the trade.

I feel—I am sure we all feel—a greater and more conscious pride in our occupation every year of our lives. The reason why we should feel great pride in our vocation is not far to seek: Our occupation is second to none in dignity and importance; there is no class of citizens in our country who serve a larger percentage of the total population than we do. Furthermore, there are none who provide the public with so many of the necessities of life as do the wholesale grocers. I am sure I am

abilities are, therefore, difficult to exaggerate. To my way of thinking success in our calling can not be measured in volume of trade or in dollars and cents only, but the ethical and humanitarian considerations should and must figure largely in the balance sheet of our successes and failures. To provide the people of this great Nation who thrice daily assemble around the family board with wholesome, nourishing, pure food products is at once an opportunity inspiring and an obligation appealing. It is an obligation that none but the most frivolous could lightly regard and one that none but the most depraved could abuse; and right here I want to pay to the manufacturers of pure food products a deserved tribute for responding nobly

ago, but to-day it is fatal to both progress and excellence in commercial enterprises.

In matters of legislation our counsel, our advice are constantly being sought. It is only right and proper that it should be so. It is impossible that any one set of men should have such universal information and experience as would make them experts on every measure of public interest. When legislation, either state or National, of far-reaching importance is under consideration it is perfectly natural that our lawmaking representatives, either state or National, should seek the counsel of people who are in harness, who have had practical experience along the line of the proposed measures and who are, therefore, capable of giving sound advice in regard to the merits or demerits of any proposed measure. When a large association speaks that voice is the collective wisdom of the members thereof and the members of the state and of the National legislative bodies can do no better than to heed the reliable utterances of our great Association. In saying this I cast no aspersions upon our legislative bodies, but it is impossible that any aggregation of men such as constitute our legislatures, either state or National, should have the universal experience that will enable them to decide wisely on the merits of all important measures that come up for consideration; hence the readiness with which they should avail themselves of the knowledge, the counsel, the skill of associations such as this National Wholesale Grocers' Association.

Your Publicity Committee, in making this report, believe that we may have some share in guiding public sentiment right and we are willing to assume some responsibility in the shaping of necessary legislation. We can not stand still—we dare not be content with our achievement to-day—for the minute we become self-satisfied and feel that we are at the head of the procession and cease our striving, that minute we begin to retrograde.

In conclusion we beg to assure the members of the press that we will appreciate their assistance in the maintenance of pure food standards and we thank them for their helpful consideration.

## His Early Beginnings.

Only 7 years of age, Theophilus had already displayed a marked interest in his future career. At 4 he had wanted to become a clown, at 5 a cab horse, at 6 a Hackenschmidt, and now he had changed his mind once more.

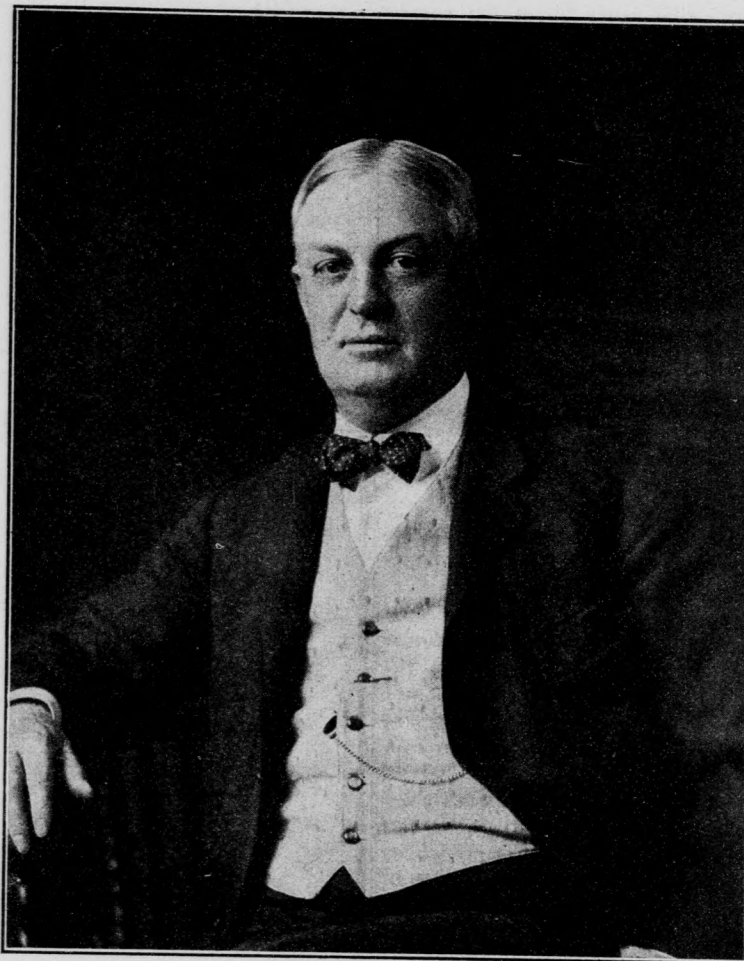
"Well, Theo," enquired his doting mother, "and what is it you want to be this time?"

"Arctic explorer!" answered Theo laconically. "Will you gimme a quarter?"

"A quarter, Theo!" exclaimed his mother. "What do you want with a quarter?"

"I want to get five ice cream sodas," replied Theo, "to find out how much cold I can stand."

But when he grew up he became a financier.



William Judson

well within the limits of truth and fact when I say that no class of our citizens serve the public so zealously in watching out for their health by conscientiously insisting on dealing only in pure food products and in providing convenient packages of all kinds for the use of the public, as well as ever being on the alert for new and desirable commodities for the benefit of the consuming public.

I am sure, too, that our experience will fully bear me out in the assertion that there are no class of citizens who serve the public so efficiently with such little cost to the people and such slight remuneration to themselves. In a very great measure the wholesale grocers—members of this great National Association—hold in their hands the comfort, health and well being of our people to a larger extent than is true of any other class of citizens. Our responsi-

to the demands of the wholesale grocers to furnish the best pure food products which can be made from the best of materials. Their ingenuity in devising attractive and convenient packages has been exceeded only by the excellence of the products they have turned out and in telling the truth about some of these important matters, your Committee feel that we may be pardoned if we go one step farther and tell still another truth in regard to Association matters. We are just beginning to realize what a powerful factor is an efficient organization, not only for the promotion of the welfare of the members of the Association as relates to their important business interests, but also as relates to the interests of the public in many things.

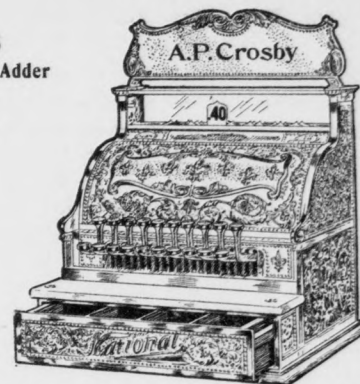
Isolation and secret meditation may have been permissible many years

\*Report by William Judson, Chairman Publicity Committee of the National Wholesale Grocers' Association, at Louisville, May 26, 1910.

# DO YOU KNOW

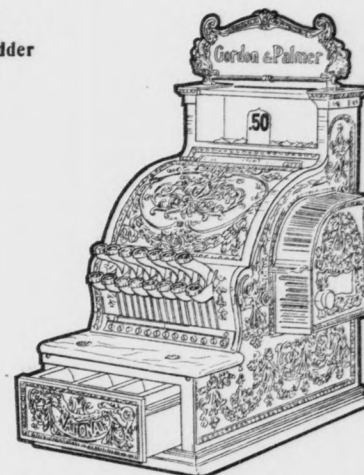


No. 225  
 Detail Adder  
 Price  
 \$30 00



Detail adder with all latest improvements. 20 keys registering from 5c to \$1.95, or from 1c to \$1.99

No. 317  
 Total Adder  
 Price  
 \$60.00



Total adder with all latest improvements. 15 keys registering from 5c to \$1.95, or from 1c to 59c

No. 420  
 Total Adder  
 Price  
 \$75 00



Total adder with all latest improvements. 27 amount keys registering from 1c to \$9.99. 4 special keys

No. 1054  
 Total Adder  
 Detail Strip  
 Printer  
 Drawer  
 Operated  
 Price  
 \$80.00



Total adder, drawer operated, with all latest improvements; prints each sale on a strip of paper. 32 amount keys registering from 1c to \$59.99, or 5c to \$59.95. 5 special keys

Mr. Merchant:—

How often have you asked these questions? How long did you have to wait for the information?

After you finally got the information, did you know absolutely that it was correct, or didn't you have to take some one else's word for it?

This information, which is the gauge as to the condition of your business, should be absolutely accurate to the penny.

To be thoroughly in touch with your business you should have all this information, and more, every day.

If you depend on any human agencies to tell you these things you can expect delays, errors and added expense in pay-roll.

A National Cash Register will give you all this information, and more, every day of your business lifetime.

You will know what it tells you is absolutely correct, and that no mistakes have been made in any of the figures.

It will give you this perfect audit of your business, and give you many other business advantages, as long as you are in business, for considerably less than a bookkeeper's salary for one year.

National Cash Registers are furnishing this information to hundreds of thousands of successful storekeepers every day.

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We are selling 10,000, and over, per month, because National Cash Registers save money for storekeepers.

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Write for Catalogue and prices and other information that will be of benefit to you. This will not obligate you in any way.

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## SOMETHING OF A BLUNDER,

## But One That Was Very Readily Excused.

Written for the Tradesman.

Six months wed is not over long, but long as it was or short as it was Fred Moreland, the six months married, was saddened to see an indication now and then that Perfection, as he called her, the sweetest, bestest woman under the sun, was r-a-t-h-e-r inclined to think not only a great deal of Perfection, but a great deal more than she did of anybody else. It's all right to begin early to think about a rainy day and to a certain extent to be looking out for it, but he was free to confess that this walking so much to save car fare did not strike him as being especially commendable. Yes, he knew all about its taking a dime now where it used to be a nickel; but he never could go this two cent economy and he didn't believe he ever would. Then, too, if anybody must go into the nipping business he was the one, not she. It looked as if she wasn't getting enough pin money and was taking this way of letting him know; but when the next pay day came around he gave her an extra X. It did not do at all. She took the money he gave her, looked it over and, taking out the extra, returned it, remarking she didn't want it and she wouldn't take it. He was too generous with his V's and X's and if he had anything over when the month came around he had better put it into the savings bank. A small rate of interest was just so much more than nothing and gave two bread winners to the family instead of one. If the time came when she wanted any money she wouldn't be bashful; she would let him know.

In the meantime, however, the five and ten cent collections continued and always in that sort of chicken feed. Would she have a glass of soda or a dish of ice cream, a lemonade or bag of popcorn? Almost always the reply was, "No, thank you; but, Fred, if you don't mind I wish you'd give me the money you were to pay for them." So, of course, the coins changed hands and Mr. Fred was never the wiser. Finally he settled down to the belief that this was one of Perfection's peculiarities and so long as it did not interfere with his daily life why should he care? This "penny-mite business," as he called it, in time led to the firm determination on his part never to let it infringe in any way on his peculiar rights and privileges. That for an instant he never would stand. He didn't smoke to excess, he never expected or intended to; but his cigars were good and if Perfection said so he would add that much to her allowance and call it square; but he did hope she never would suggest retrenchment in what he felt he could afford and—this was the rub—to feel that she had reason or right—there you have it!—to interfere.

And Perfection, the queen of womanhood, with never such ideas entering her innocent heart, kept on in the even tenor of her way. Keen as she was she could not fail to see

that the car fare and the refreshment fund were annoyances; but then they needn't be, and he would laugh with her one of these days when he knew. So from time to time as eagerly as any old miser behind bolted door she would count over her accumulated dimes, nickels and cents and for the first time in her life actually realized how long it takes little by little to collect even a moderate sum.

One strange thing about the whole matter was the persistent way the young fellow clung to the idea of his wife's "nearness." If the truth were known she was the more liberal of the two, but the idea got into his head and it stayed there. From this it followed that a piece of elaborate embroidery growing rapidly and as beautifully under Perfection's dainty fingers became an object of suspicion. What was she doing that for? She didn't have to. For the money? Well, he couldn't stand that and one day his curiosity got the better of his judgment and he asked her what she was doing it for. "You are a dear old curiosity box and I'm going to tell you: Mrs. Wilfred Remington called here a while ago and I was doing some of those handkerchiefs you like so much—those rather elaborate letters you like so well, you know. She looked at it admiringly and then she asked if I had ever worked any in silk and I showed her my wedding gown. Well, she raved over it and then she asked me if I would be willing to do something like that for her. I would and here it is. Do you like it?"

"Of course I like it; but is she going to pay you for it?"

"Of course she is. You do not suppose I'm going to throw or give away my skill on mere strangers, do you? Yes, she pays me, and workmanship and pay are both elaborate. Why do you want to know?"

"To tell the plain truth, Perfection, somehow I don't like the idea. If you want the money I'll give it to you; but please don't do it any more."

"But, Fred, I don't see why. We are just beginning. This is something which I can do well, Mrs. Remington wants the work and is willing to pay well for it and I want the money and am delighted to earn it in this way and have oceans of time to do it in. I sha'n't have another such a chance, so please let me make the most of it. Who knows but this money is going to be a nest egg and one of these days with a little here and a little there, when some envious soul asks whence came this boundless fortune we can repeat, 'Tall oaks from little acorns grow, Large streams from little fountains flow,' and give point to the rhyme and the moral by repeating the story how an industrious needlewoman earned with her needle the vast fortune of the Morelands;" all of which strengthened Fred's idea that Perfection was thinking too much of the Almighty Dollar and that he was to have the time of his life in making her understand that money is the root of all evil and that in his opinion a stingy woman is an abomination in the heavens above as well as on the earth beneath.

But the skillful needle kept on plying just the same. It began in summer and it kept right on into the fall, and had it not been for Fred's birthday it would be going on now for aught I know; but as the frost came on and the evenings became chilly Mr. Fred began to talk about a house coat and was not a little disturbed to be met with downright discouragement if not flat opposition, which, mule that he was, he laid at the door of what he now knew was his wife's besetting sin, and he grieved over it.

There are certain American families who regard anniversaries as sacred and the Vaughans—Mrs. Fred's family—and the Morelands are among them. So on both sides of the house there began to be much consultation in regard to Fred's birthday in mid-November. The Vaughans were to entertain the assembled clan this time and great was the preparation. Naturally enough as the event drew near the young fellow indulged in a little of the curiosity which belongs to the other sex, and while he could make a fairly respectable guess as to what everybody else would decide on as a present, to save him in regard to Perfection he was wholly at sea. Not a word had she dropped, not a sign had she given of what was going on in that busy brain of hers; only this he knew, that if she inclined to nearness in the slightest degree he'd pay her off, and so far as he could judge now that was what was coming.

Everybody came early and stayed late. The dinner discounted any other the gathering of these families had ever had, and the big bundles and the little ones that were piled high on the big parlor table were a sight to behold. Then when the groaning dining table had transferred its groaning to the feasters they betook themselves to the parlor where, after Fred had been enthroned on a chair of state, each gift bearer approached and laid the birthday offering at his feet. A page gorgeously attired transferred it from its humble place to the royal hands. These opened, the precious packages, to the intense interest of the lookerson his imperial highness then and there thanked the donors for their presents.

Last but by no means least came Mrs. Fred's. It was a big one, judging from the heavy pasteboard box

## Hot Graham Muffins

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

## Wizard Graham Flour

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

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

Crescent Flour  
Solves the Problem

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

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

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

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

VOIGT MILLING CO.  
GRAND RAPIDS, MICH.



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

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

## New Perfection

"The Faultless Flour"

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

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

containing it. It was hidden in tissue paper and this removed revealed a house coat that Jupiter himself might envy. Rich but not gaudy, the young husband exclaimed with intense delight, "Gee, whiz, Fecty, but she's a stunner! Royal highness or no royal highness, you're going to have a royal kiss for that and you're going to have it straight from the throne!" and suiting the action to the word he promptly delivered the goods. That unkingly act accomplished he indulged in another and in less than no time had his coat off and the splendid house coat on, which fitted to a T and made the wearer look kinglier than ever.

Then when everybody got through admiring the garment and young Fred looked first at his coat, which he could not sufficiently admire, and then at his wife, glad because he was glad, and what did Perfection do but turn her happy face to the guests and say: "The best is to come. I paid for Fred's coat with money which I begged, extorted from him and earned. We walked and I coaxed him to give me the saved car fare. I insisted on having the price of candy treats and soda and last but not least I embroidered a silk skirt for Mrs. Remington and here's his royal highness' house coat bought and paid for by the work of my own hands."

"And that was what you were doing, was it? And, folks, what do you think? All the time she was getting that money together cent by cent and stitch by stitch I was charging her with being penurious and was wondering how I was going to break her of it! Never mind, my lady, I'll get even with you;" and he did. That very Christmas My Lady's present was a diamond necklace that fairly took her breath away and ever after car fare and embroidery stood for something besides stinginess in the mind of Fred Moreland.

Richard Malcolm Strong.

#### The Kind Word.

The kindly word is as cheap as dirt, so give a kindly word to-day and it may heal some grievous hurt and cheer some pilgrim on his way. There is no profit in a frown; it never eased a load of care; its memory may travel down some other's heart and anchor there.

The kindly word you pass along, the pleasant smile that you bestow may fill some darkened life with song and make some weary bosom glow. You may forget that word and smile, but some one treasures them, be sure; you'll hear about them in a while, for through the ages they'll endure.

It may be in a million years when you, from whom the kind words flow, are roaming o'er the shining spheres and sowing stardust as you go, some other shape will hail you there and cry across the fleecy floor: "You saved me from the Black Despair when we were on that lower shore. Your kindness brought me to these heights, where I have sought you far and wide; through all my days and all my nights I prayed for you until I died!"

Walt Mason.

The life of goodness leads to faith in the goodness of life.

#### Relation of the Consumer and Package Goods.

(Printers' Ink, May 11, 1910.)

Never has the fact been brought out more strongly that the general public is amazingly ill-informed about the economic place of modern sales and advertising than in the current high price discussions.

The Independent has printed many letters from subscribers which lay heavy on advertising for high cost of living. Newspapers in many large cities have printed similar letters from readers. Several political junketing "high cost of living commissions" from State Legislatures have written Printer's Ink, with the idea shot through their letters that advertising was a purely arbitrary and fanciful booster of prices.

Now comes the Cleveland Plain Dealer with an editorial on package foods, taking the stand that consumers should buy bulk goods, not package goods, unless they want to pay for "fancy packages" and "whatever tribute manufacturers care to levy." The price maintenance system, it is also hinted, is an unreasonable and expensive thing to consumers:

If you prefer pretty, convenient paper boxes, tin cans and glass bottles and jars, very well! Pay the price, then, without grumbling. But you could save money by buying by the pound.

This sounds well, but the housewife who knows her business and thinks has a quite different opinion. The vast quantity of package goods sold nowadays is not the result of any mysterious, falsifying hypnotism in advertising—American housewives are not such weak puppets.

There is a great body of women who reply with an emphatic no to the Cleveland Plain Dealer's assertion that they can save money in buying by the pound. One such woman replied to a letter making similar accusations in a New York paper:

New York, April 23, 1910.

To the Editor:

I am not so sure as Mrs. L. D. seems to be about "the money that can be saved by buying in bulk." I agree that packages frequently do not carry a pound, but then I did not buy them for a pound. And I think retailers (at least in this city, as testified time and again before the Legislature) give short weight as frequently as any manufacturer.

I went to buy graham crackers in bulk, not long ago, for my little boy was eating large quantities of them. He wouldn't eat the bulk crackers!—neither would I! The difference was so very surprising. What was the difference of one or two cents compared with the relishability and cleanliness?

If you will, take raisins and currants. We used to buy them out of an open wooden box. We spent half an hour picking out stems and separating the dirt and decayed pieces. Now I buy a brand in a carton which I have found always the same and I get no stems or dirt or decayed fruit. I can make just as much pastry out of 15 cents' worth in cartons as I could out of 15 cents' worth of bulk

raisins or currants, and I have no picking to do. My only trouble is that only one grocer—down town—keeps that brand, and my mother in Chicago can't find it for sale at all.

As for breakfast food—even cornmeal and oatmeal—I know my husband used to complain of the weevils and other substances he found in his oatmeal when we bought in bulk, and though it may be imagination, we believe—I think I know—that we are getting more satisfaction out of package food than out of bulk food. I find that half the appetite is the feeling that the food is clean and of high quality.

Mrs. P. B. A.

#### Right Hand Makes Man Supreme?

"By the superior skill of his right hand man hath gotten himself the victory." The lower animals use their forepaws indiscriminately. The cat strikes at a fly or plays with a mouse indifferently with either or both paws. The squirrel manipulates nuts and clings to branches quite as indifferently. Even in moykens or gorillas, which of all animals use the forepaws most as hands, there is no suggestion of preferential use or superior expertness in the left or the right hand.

In the process of evolution, did the heart tend to be on the left side and the left brain tend to greater development because the right hand came to be the more used? Or did the right hand come to be more used because of these heart and left brain phenomena? John Huber is of the former opinion, that the heart on the left side and the left greater brain development are effect rather than cause, coming gradually to pass as man in the struggle for the survival of the fittest found righthandedness more and more advantageous. There are certain professions and trades in which ambidexterity or equal deftness in both hands is advantageous. The pianist in playing the fugues of Bach must produce with the left hand almost the same tones as does the right, and has to work a little harder, too, for the bass notes of the piano are more thickly wired than the treble. A certain amount of ambidexterity is essential to the surgeon. There are ambidextrous societies which advocate the cultivation of the left hand to an equal efficiency with the right.

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**2 lb BOXES-60 IN CASE (120 lbs)**

**5 lb BOXES-24 IN CASE (120 lbs)**

**BEST SUGAR FOR TEA AND COFFEE!**

## THE EMERALD ISLE.

## How It Looked To the Tradesman's Correspondent.

London, England, April 30 — The little country of Ireland, with its four and a half million inhabitants, is divided into thirty-two counties and is about the size of Michigan without the Upper Peninsula. At this time of the year, when one is passing through its confines, plenty of evidence can be seen for naming it the "Emerald Isle." Its fields are, as a whole, decidedly green, all the more noticeable because scarcely any are being tilled and are, therefore, very pretty. But what of the people who should have the land to work?

We had the pleasure of an eight hour drive through the country about Killarney in order that we might see the famous lakes bearing its name and learn some facts that would throw light upon the subject.

Nearly every minute we were gone we were being driven through lands that were owned by either of two gentlemen, Lord Ardulon or Lord Kenmare. They owned practically all the land about this place, consisting of hundreds of acres, and of all of these acres scarcely any were under cultivation. Quite a number of tenement houses were seen and our driver explained that these were the homes of caretakers and gamekeepers. About these places were very pretty gardens and signs of thriftiness pervade the yard of every home. The keeping of these places and the collection of fees for seeing the "demesne" (Irish word for domain) seemed to comprise the duties of the former's employes, while the latter's scrupulously watched that no one intruded or harmed the game that abounded on the estate. We saw dozens of deer, scores of rabbits and many pheasants while we were on this drive, all of which evidenced the nature of the place.

But what of the poverty stricken people who are to be seen here on every hand?

It is asserted that there are men still living here who can recall that three-fourths of the flour produced in Ireland was made from wheat raised on Irish soil. To-day it may be stated as a fact that there is not a bushel of Irish wheat used in the manufacture of flour by any mill in Ireland. Other reasons than the one intimated can be attributed to this condition, but it is true and should be borne in mind in the reckoning.

Great Britain, all together, only produces sufficient to keep her people fed for three months of the year, depending upon other nations for 75 per cent. of her supplies, and we think that Ireland's contribution toward this state of affairs is quite considerable.

Agitation now going on, it is earnestly hoped, will bring about a decided change in the near future; yet when one thinks of the years this state of affairs has prevailed and the constant growling of the masses regarding it, with but little alleviation up to the present time, the case seems quite discouraging indeed.

In an editorial we saw recently in the Irish Independent (Dublin) we

noticed one effect of the lively war being carried on as regards this land question was to make one landholder in Western Ireland offer his entire tract for sale. This action was commended by the writer and hope offered that others would do likewise, yet with a fair remuneration, of course, to be given the owners in each case.

The large exodus that is now going on (considerable of it to our fair land) shows the people's resentment at the slow process in which this reform is being brought about. However, a large percentage of the poor can not make this much desired move but must remain to fight out the battle of self preservation with the odds so much against them. In a little over a half century this nation has been reduced in population from various causes nearly 50 per cent. Actual figures are as follows: In 1841 there were 8,175,124 inhabitants, while sixty years later there were but 4,458,775. This becomes quite conclusive when it is said that during this same period both England and Scotland increased, the former over 100 per cent. and the latter about 60 per cent.

Extensive beds of peat are to be found in nearly all parts of the Island. They are found sometimes on the surface, but usually several feet under and sometimes extend as far down as fifteen feet, we were creditably informed. Their value can be determined somewhat when it is known that a horse cart load sells for \$1 and a pony cartload for 50 cents. This nation would not be classed as a powerful one from the standpoint of its great cities, for there are but two large ones—Belfast, with her 400,000 people and the greatest manufacturing city on the Island, and Dublin, the old capital, coming second, with 300,000 inhabitants. Then follow three that might be classed as third rate cities—Cork, having 75,000; Limerick, 40,000, and Waterford, with about 30,000.

One of the great industries for which this country is noted is ship building. The real foundations of this vast handicraft, which has so materially contributed to the industrial expansion of the country, were only laid as recently as fifty years ago, although ship building in various forms was actually practiced in Belfast as far back as the middle of the seventeenth century. In the year 1791 an enterprising North Briton, by the name of Ritchie, learning that the mercantile fleet of the town had to seek repairs in England and Scotland, came to this country with ten men and a quantity of ship building appliances and materials, and this was considered the original movement in the direction of Irish naval architecture. It was not, however, until 1854, that ship building on any comprehensive scale began. In that year ground was taken on the Queen's Island by Robert Hickson & Co., who launched a sailing ship of 1289 tons register two years later and continued in business until 1858, during which periods they launched vessels of an aggregate measurement of 6,707 tons. In 1859 the existing iron and timber works passed into the hands and are

still under the control of the world-famed firm of Harland & Wolff, and from this period a new epoch in the industry dates. When this firm opened their yard it consisted of some four acres and the number of their employes scarcely reached one hundred, while the weekly payroll just touched \$500. The Queen's Island works now cover an area of nearly one hundred acres, twelve thousand men finding employment therein, and \$100,000 is the amount of wages distributed weekly among its hands and the three thousand engaged at the company's branch repairing and engineering establishment at Southampton, England.

Among the notable productions for the mercantile marine for which Harland & Wolff have been responsible is the Oceanic, the pioneer of the White Star line, built in 1870, which may be instanced as an epochmaking vessel, being the first constructed with saloon and cabins amidships.

During recent years the most noteworthy productions have been, for the White Star line, the Oceanic, 17,274 tons; Celtic, 20,904 tons; Cedric, 21,035 tons; Baltic, 23,876 tons, and the Adriatic, 24,540 tons. For the Hamburg-American line, Amerika, 22,724 tons; President Lincoln, 18,074 tons, and President Grant, 18,089 tons; for the Red Star line, the Lapland, 18,500 tons.

Improvements recently carried out at the north end of the yard affect the large building ships, which have been so extended as to facilitate the construction of the largest vessels, approaching 1,000 feet in length. A huge floating crane, capable of lifting 200 tons, is one of the latest additions to the plant which has been necessary to construct for the executing of an order now on hand—the building of the two leviathans for the White Star line—the Olympic and the Titanic—which are to be of 44,000 tons each, by far the largest vessels in the world.

Another firm in this line and worthy of mention is that of Messrs. Workman, Clark & Co., whose specialty is the construction of marine engines. Their yards occupy a space of over forty acres and 7,000 men are employed by them. In connection with this it is interesting to know that in 1682 there were sixty-seven ships, with an aggregate tonnage of 3,307, engaged in establishing the extensive mercantile connections now existing with American, French, Spanish, West India, Norwegian and Dutch ports. The most direct and by far the largest come from American ports. Up to twenty-five years ago the docks were lined with sailing vessels discharging coal. To-day, at the same quay, a sailing vessel is practically unknown, all, or nearly so, of the coal imports amounting annually to about 1,285,000 tons, being carried by steam vessels. The majority of these vessels, however, are under foreign flag, notwithstanding that most of them were built and are owned in British ports.

It might be interesting to some to know that regular sailings are made from a few Irish ports during the entire season to ports on the English and Scottish coasts. Daily sailings

are made from Lorne to Stoanrear, Scotland, also from Kingstown, port for Dublin to Holyhead, Wales. Regular service in connection with ocean liners is had from Liverpool to Belfast, Queenstown, Fishguard and Rosslare Harbour. The distilling of alcoholic liquors is one of the large industries of this country. Wherever they are consumed in any of the five continents the popularity of the Irish brands of whisky remains unshaken. Twenty-eight distilleries are now at work throughout this country, producing annually 12,000,000 gallons. Over 8,500,000 gallons were exported in 1907, valued at \$11,203,480, and to this must be added a large amount for that sent across the channel in bond, the duty applicable thereto being collected at the receiving port.

Included in the above must be mentioned the large firm of Guinness & Co., manufacturers of ales and porters, whose main plant is at Dublin and covers quite fifty acres of ground and where 2,000 workmen are employed. Branches in Cork and Belfast also do a large business and employ many men in the transaction of this firm's immense business. The bottling of ginger ale and aerated waters is of no small importance and those made in Belfast enjoy a wide popularity.

Foreign exports last year considerably exceeded those of previous years, a fact affording the manufacturers much satisfaction. These waters have now been on the market for more than fifty years and connoisseurs are free to admit that they are the best on the market. Twenty-five establishments, many of them of very extensive proportions, are busy supplying the ever-increasing demand. One firm alone produces as many as 16,000 bottles daily. The manufacture of rope and twine secures constant employment to large numbers, principally women and girls. One firm whose premises constitute not the least striking of Belfast's numerous industrial sights alone provides work for 3,500 persons and, indirectly, for a great many more. This firm prides itself on the fact that its products embrace 3,500 different sizes and descriptions of ropes, lines and twines and that they are shipped to the utmost ends of the globe. A better idea can be gained of this firm's business when it is said that its weekly output aggregates 120 tons and that during 1908 it exported 10,000 tons of cordage and over 3,000 tons of ropes, beside supplying vast quantities for home consumption, in connection with which the demand for shipbuilding and repairing forms an important factor.

In addition to the foregoing many other industries afford constant and remunerative employment to Irish laborers, such as the making of jams and confectionery, in connection with which hundreds of tons of sugar (all imported) are consumed, as well as large quantities of Irish grown fruits; but the leading one here and for which the nation is famous is the linen industry, and this is of such importance that we shall make it the subject of our next week's article.

Chas. M. Smith.

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Etchings  
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Electrotypes



Illustration for  
all  
Purposes



*Booklets and Catalogues*



Tradesman Company

Grand Rapids, Mich.

### How the Reformation of Henderson Was Accomplished.

Written for the Tradesman.

"Did I ever tell you about the Waglers?"

It was Schoolmaster Tom Tanner who spoke; his auditors consisted of three traveling men who had become marooned in the woods because of a big washout on the main traveled road. Trees had been uprooted and the road to the nearest station had been declared impassible.

Old Tom was up here helping his old friend Radford survey some wild land for a Grand Rapids capitalist, the old chap coming as much for an outing as for the work involved.

The four men were sitting in front of Dad Akers log store, smoking and making the best of their freezeout.

"Old time reminiscence, eh, Tom?" queried one of the drummers.

"Well, yes, I may call it that. It was at a period ante-dating the Civil War, a time when the woods were full of undesirable citizens of every nationality under the sun."

"Give us the story, Tom," urged Peter Sayers, the youngest of the crowd.

"Oh, there isn't much of a story," drawled the schoolmaster, "but it concerns one of the best friends I ever had, and I sometimes call the incident to mind and smile at the manner of Dill Henderson's reformation."

"Ah, a reformed drunkard, I see," chuckled Sayers.

"Shut up, will you, Pete, and let Tom tell his story."

"As I said, it isn't much of a story, and yet it is true in every particular. Dill Henderson came to the lumber woods from Pennsylvania. He was a sharp-eyed, quick-witted semi-Irishman and thought he knew it all. I was a boy then and Dill was ten years my senior, yet we became friends despite the fact that Dill broke one of the Ten Commandments a million times every day. Profanity had come to be second nature with Dill Henderson. Of course, this grave fault of his did not bar him out of our backwoods best society.

"In fact, he was of such a taking sort he ingratiated himself into the good graces of old Mrs. Preston, who, by the way, had a daughter, this daughter being a school teacher and a very engaging and lovely girl. Why, I was in love with her myself, as was every boy Jack of her twelve male pupils.

"You know boys of a certain age have a way of falling in love with women much older than themselves. Sylvia Preston had such a winning way she had her whole school infatuated with her. It isn't any wonder that those of older growth should naturally feel drawn toward Miss Preston.

"It pleased me to see Dill and Sylvia such good friends. There was not another man in the settlement I would have sooner seen win out there than Dill. When in the society of ladies he was the very pink of propriety. His profanity fell away from him like a garment and he could talk with the air and learning of a judge.

"The elder Preston woman was simply enraptured over the conquest her only daughter had made. There was, of course, very little aristocracy among the pioneers, yet brains and good breeding counted there as well as in civilized communities and Dill could act the gentleman to perfection.

"There was a lot of profanity lying around loose among the lumbermen, and it became, after a time, most annoying to decent people. It was then that our head sawyer in the Preston mill devised his Wagler society, the purpose of which was to do away with the vice of profane swearing.

"The Waglers took in a large part of the rough men of the settlement. Henderson, however, refused to join, declaring that he had no desire to make himself ridiculous. It wasn't that, however, since the Waglers did a power of good in that border community. At least one-half the swearing was cut out. It was this way: Frank Kingsley, the sawyer, was at the head of the Society. He used now and then a profane word and wished, he declared, to break himself of the habit. He was an intelligent young man of 30, came of a good family; was, perhaps, a little wild while out from under the influence of and restraints of his home community.

"The Waglers held their meetings in an old shingle shanty that stood in the outskirts of the settlement. Once a week—usually Saturday evenings—the Society foregathered to take in new converts or to visit punishment upon those who had broken their pledges.

"The penalty for swearing was rather severe. Six applications of a hardwood paddle to the bare flesh of the sinner who had fallen from grace."

"And did men stand up and submit to anything like that?" asked Pete Sayers with an extra puff at his weed.

"Oh, no," chuckled the schoolmaster, "they didn't stand up to it, but were bent gently over a barrel while the Walger administered the paddle good and hard. It was six bats for every swear word, too. What do you think of that?"

"I think," said Pete, "it was funny that any man would have agreed to anything so disgraceful."

"Oh, I don't know," drawled old Tom. "That very paddle did a power of good in that community, let me tell you. I think at least forty men were broken of the profane habit. Wasn't that worth while?"

"You bet it was," chuckled the big drummer at Tom's left.

"As old Hank Stone said, 'It did more good than a dozen meetin' houses.'

"One day, to the surprise of everybody, young Dill Henderson came to Kingsley with the avowed wish to join the Waglers. 'Converted at last, eh?' chuckled Frank. 'Yes, I am,' returned the young chap. And then, in a crestfallen manner, he confessed that he had, unintentionally, offended the school ma'am by swearing in her presence. She was mad clear through and refused to speak with him afterward. It came about in a peculiar

manner:

"Miss Preston was talking with Rev. Toppleton, an itinerent preacher, at the time that Dill exploded his swear batteries at a fellow workman, not knowing of the nearness of the girl and her pastor. 'I'll do anything to break myself of the habit,' declared Dill, and that was how he came to join the Waglers."

"And did it break him of the habit?" queried Pete Sayers.

"That it did," and old Tom laughed aloud.

"Should have thought it would have ground him some—or maybe he didn't ever have to submit to punishment?" said the big drummer.

"Once he did, only once," returned old Tom. "It is the memory of that night that always makes me laugh. Witnesses declared that Dill had been guilty of two swears and so the judge—not Kingsley—sentenced him to an even dozen strokes of the paddle on his bare flesh. My, but they had a time of it to fetch the proud chap to the rack. They did it though, and he got paddled good and plenty. Here comes the funny part: The air of that shingle shanty was made blue with swear words while the paddle was being applied to Mr. Henderson. Not twelve but twice that number were administered. The victim swore harder than ever though, and so the Waglers decided to postpone further punishment until later. You see, it wouldn't do to beat the poor fellow to a jelly, would it now? As it was, Dill Henderson had to stand when eating his meals for a week after that punishment.

"He never went to another meeting of the Waglers. He came to me, boy that I was, and told every incident with tears in his eyes. 'There's only one thing I want now to do,' said he. 'I shall thrash every blanked man that had a hand in licking me last night. After that, good-bye to the woods.' He was as good as his word. He met three men, not one of whom was Kingsley, however, and thrashed them to a finish."

"And why did he spare Kingsley?" asked Sayers.

"Kingsley wasn't present at the paddling of Henderson. I think I made that plain."

"Yes, you did," assented the big drummer. "He was cute enough to absent himself it seems."

"Oh, yes, and besides he had other business on hand that night."

"What was that?" from Sayers.

"After her break with Henderson, because of his profanity, Sylvia Preston turned her smiles upon the sawyer. He had been a pretty good friend of hers before the advent of the Pennsylvanian and it required only a small amount of diplomacy for Kingsley to regain his lost ground.

"Knowing what was to come off at the shingle shanty that night the Wagler boss led the school ma'am past the shanty at the moment when the paddle was doing its reformation work. Both young people were shocked at the hideous profanity oozing from the cracks of the shanty.

"Oh, the horrid wretch," cried Sylvia, pressing her pink palms over her shell-like ears. And then the two hastened from the vicinity. Frank Kingsley had completely spiked the guns of his rival in love. He profited by it, too, since the crestfallen Henderson never again attempted to regain his old place in that young woman's affections."

"And how did it all end?" from the big drummer.

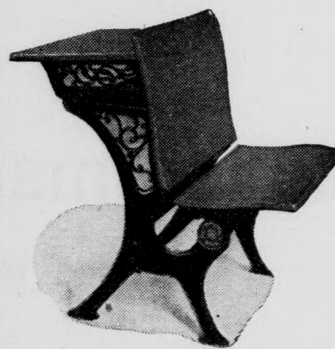
"In the only way possible: Frank Kingsley won and married the girl, while Dill Henderson left the woods. He went farther west, however, prospered and in time married a wealthy rancher's daughter."

"It turned out all right then." "Wh, yes, I would call it so. That little experience with the Muskegon Waglers certainly cured Henderson of his besetting sin." Old Timer.

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**Side Light on the Career of A. J. Daniels.**

Written for the Tradesman.

Shortly before his departure upon his last trip to Europe the late Professor Anson J. Daniels remarked to the writer: "I desire to visit the Holy Land. I am now 73 years old. If I do not go over this year I may never go." Professor Daniels joined Professor Willet, of Chicago, and a party of tourists organized in Grand Rapids about three years ago and, upon his return, after an absence of five months, he gave his time freely to lecturing before the several literary societies of the city and neighboring towns, recounting his experiences and describing his observations. He was a very entertaining speaker and was stricken by death while delivering a lecture before the Ladies' Literary Club. Professor Daniels commenced his career as a teacher of higher mathematics and as Principal of the High School in Grand Rapids forty-six years ago. Shortly after his arrival he purchased a lot on East Fulton street and erected the house in which he lived from the day of its completion until his death. He did the excavating for the cellar himself. He also assisted in the building of the superstructure. Professor Daniels was elected Superintendent of the public schools of Grand Rapids in the year 1870 and served the city ably and faithfully during the twelve years following. When he retired, of his own volition, his purpose was to engage in manufacturing and mercantile pursuits. For several years he occupied the office of Vice-President and Manager of the Phoenix Furniture Co. and was largely interested in the Worden Grocer Co. at the time of his death.

He was a very modest man. When in the year 1870 the several school board organizations in the city of Grand Rapids were consolidated by an act of the Legislature, considerable strife arose in the new Board over the election of a superintendent. The West Side district had a very capable candidate in the person of Professor Montgomery; the North End district had a favorite son, while district No. 1 (the southern end of the city and a part of Grand Rapids township) would consider no one but Professor E. A. Strong for the place. Professor Daniels was put in charge of the schools as temporary Superintendent and the Board of Education balloted without making a choice at its meetings (special and regular) extending over several months. Finally the undersigned, in attendance upon the meetings in the capacity of a reporter, suggested to one of the trustees that perhaps Professor Daniels would take the position. The trustee immediately arose and asked permission to ask a question of Professor Daniels. No objection was made to the request and the trustee, turning toward Professor Daniels, asked, "Would you accept the position of Superintendent?" "I would," Professor Daniels replied. "Why have you not announced yourself as a candidate for the place?" the trustee continued.

"Because no one asked me to," Professor Daniels explained.

So satisfactory had been the service rendered by the Professor that when the next ballot was taken he received every vote.

Professor Daniels was a warm personal friend of Professor Strong and would not enter the contest so long as he thought the latter had a chance to win the place.

During the later years of his life Professor Daniels traveled extensively, making three trips to Europe and touring the United States. He was a careful observer and a keen investigator of the business and social conditions of the people he visited and a very successful lecturer.

After his retirement from the service of the School Board he kept in touch with many young men and women he had known as students, and a helping hand and kindly advice were never withheld from them whenever assistance was needed.

He lived an honorable and useful life.

Arthur S. White.

**Rajah From Oak Silkworms.**

Rajah, a popular summer silk, comes from the same Chinese wild silk that is used for the manufacture of balloons, a purpose for which it is peculiarly fitted by its strength and toughness. The silk is obtained from a common Chinese variety of the oak silkworm. The larva feed on the leaves of a dwarf oak which grows plentifully on the hills in a warm, moist climate. The cocoons of the oak silk worm are treated quite differently from those of the domestic silkworm, which is fed on mulberry leaves.

They are hung in long festoons sheltered from the sun, generally in buffalo sheds, in order that they may be kept at a constant warm temperature. They remain thus until the feast of spring, about the beginning of February, when they are removed and hung up in a large room of which all the doors and windows are carefully stopped. A hole is made in the middle of the roof to allow the escape of the smoke from a stove which is placed in the middle of the room.

The stove is kept steadily burning for twenty days, when the moths emerge from the cocoons and begin to pair. The females are then separated from the males and put into palm leaf baskets, where they lay their eggs. This takes about five days, each female laying about sixty eggs, which are ten times the size of the mulberry silkworm's eggs. The worms are hatched in from fifteen to twenty days and are then taken in the baskets to the dwarf oaks, whose flexible young twigs are arranged so as to be easy for the worms to climb up into the leaves. The worm feeds two months and then takes about a week to make its cocoon. Three or four months after the removal from the warm chamber, or about the end of May, the cocoons are collected and the silk is wound up and spun.

**The Very Idea.**

He—Is she in love?

She—How ridiculous! How can she be? She's married!

**Are You Getting Your Share?**

The desirable condition of "good times" has been stealing upon us so softly and so gradually that it has not impressed itself upon our consciousness. We have been so busy attending to our manifold duties that it has stolen on us unaware, and we awake with a start as we exclaim with surprise and pleasure, "Good times are here."

But times are not good to every one. They never are. Even in the midst of all-engulfing booms and eras of prosperity there are many dealers who are dull, workmen who are idle, doctors without patients and lawyers without clients. And to-day, with business merely "good" and with no pretensions of a boom, there are many dealers who are far from rushed and who reluctantly confess to themselves that things are dull with them.

With a few—a very few—this may be unavoidable, but in a great majority of instances it is a condition which can be changed and changed for the better.

There are three channels in which to work to bring trade to your store; or perhaps we should say three methods:

One is to obtain the trade which others are getting. The distant mail order houses; the department store of the near-by city and the competitor of your town and locality are all obtaining trade from your town which you would like to have and which there is no reason why you should not obtain. If you should solicit this trade you would do so by employing various methods of advertising. And by these methods you would use arguments why people should purchase of you instead of elsewhere.

Perhaps you would obtain the names of people trading elsewhere than in your store, and you would write them a personal circular letter, say once a month, telling them that you could give them better service than others, that your goods are chosen for wear and worth, that your prices are strictly right and that it will be to their interest to trade with you.

Your newspaper advertising would also be strongly written to appeal to these people, soliciting them to come to your store to buy.

Another channel of labor would be the awakening of dormant trade. This would call for entirely different kind of advertising. You can look at any implement in your store and then think of the names of several who would be actually benefited if they would purchase the article. And when you take all the implements and think of all the people who should purchase them you see a crowded store and a happy proprietor if a small fraction would do as they should.

Can not they be reached by personal circulars and by newspaper advertising so they will cut a larger slice of the general prosperity by purchasing some implements you can sell them?

In the next place there is new business. Look over the advertising pag-

es of several journals and see if there are not some lines of goods which you could handle with profit and which are not represented. Suppose you should take hold of them and push them and get the new trade which they could be made to yield.

The dealer of ingenuity, of initiative, of business-building energy, will turn his mind in the above directions during his dull hours and will plan out some method which will lessen the dullness and increase his business.—Implement Age.

**Did as She Was Told.**

Mistress—Why, Bridget, what on earth are you doing with the broken dishes on the shelf?

Bridget—Sure, mum, ye towld me I was to replace ivery one I broke.

**BUICKS LEAD CARS \$1,000 AND UP**  
 BUICK MOTOR COMPANY  
 Louis and Ottawa Sts. Grand Rapids Branch

**MOTOR DELIVERY**



Catalog 182 Auburn, Ind.

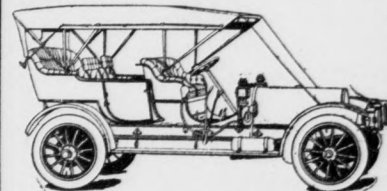
**Country Newspaper For Sale**

Only one in a thriving Western Michigan town. Owner selling on account of ill health. Is paying a good profit and can be made to pay more. Write at once for particulars.

Grand Rapids Electrotpe Co.  
 Grand Rapids, Mich.

**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.



### RUBBER SHOES.

#### Handling of Raw Product from Tree To Shoe.

In taking up this subject it might be well to review the first processes in the rubber business, which would take us to the forests whence the supply of crude rubber comes.

There are, of course, several different kinds and grades of crude rubber, the African, Mexican and Central American making up the cheaper grades, while the Para district of South America and the Ceylon district of British India furnish the higher grades.

The bulk of the good rubber comes from Brazil, in South America, and is called Para (pronounced Pa-rah), taking its name from the port from which the rubber is shipped. At the time this article is being written this rubber is worth \$3 per pound in New York.

It is said that years ago travelers in South America noticed the natives spread a sticky substance on their garments which made them waterproof. Investigation revealed the fact that they used the sap of a tree which was commonly grown throughout certain sections of South America. Of course, such use of the material was not practical, because the sap was so sticky that the clothes would adhere to articles with which they came in contact.

This was the sap of the rubber tree and it is now obtained by tapping the tree in much the same manner as we tap the maple tree. As it comes from the rubber tree it is a thick, cream-white liquid and is caught as it flows from the tree by the natives in some crude receptacle, such as a wooden vessel.

Fire maintained in the vicinity of the trees, fed by a nut which grows on certain palm trees, causes a dense, black smoke and in this smoke the rubber coagulates on a stick or paddle previously dipped in the sap. This process is repeated time and again until the mass on the stick becomes too heavy to handle, when it is cut open and the stick taken out to be used again.

This is the first stage in the making of crude rubber. Rubber is received by the rubber companies in this state and, of course, being handled as it is, arrives in a very dirty condition.

Received in this crude state it is put into large vats of hot water, which softens it to a certain extent, thus making it easier to handle; it is now put through two large corrugated rolls running in opposite directions, which crush it and put it in flat sheets. All the time it is being

worked on this machine a steady flow of water is played upon it. This is necessary to take out the sand, small pieces of bark, wood and all foreign substances which get into the rubber as it is gathered by the natives. After the stock is worked thoroughly clean it is removed to a dry kiln, subjected to heat and made absolutely dry.

In this state the crude rubber is comparatively soft and, to be made immediately into rubber shoes, it would be worthless. With it other materials must be mixed in order to give it those wearing qualities which you always find in rubbers. These ingredients are sulphur, whiting, litharge, lampblack and other necessary chemicals. They, together with the crude Para, are mixed, rolled in heated rollers, and rerolled again and again until it is all in the proper state. In the final rolling the rubber comes cut in various thicknesses to fill the numerous requirements. The rubber for the sole of the arctic (overshoe) must necessarily be thicker than the rubber on the upper of the same shoe.

In making a rubber shoe cotton and duck sheeting play an important part and a great quantity is used during a year. When a layer of the rubber compound is pressed on a duck sheeting the result obtained is a water-proofed, wear-resisting combination which forms the basis of the rubber boot or shoe.

The first step in the construction of an arctic (overshoe) is the cutting of the woolen inside lining. This lining is in two pieces and bound together by gummed tape. The insole is placed on the bottom of the last and is fastened to the lining by this tape. Over this is then spread a thin coat of rubber cement and directly over the vamp or fore part of the shoe is spread a friction vamp, which is a good strong piece of gummed duck; next comes a heel stay or stiffening, which is cemented on. Then the outer vamp, which is the black Jersey part of the arctic, is placed in shape and securely rolled into place, being fastened by cement. The "back," which is the black Jersey part with buckles, is next placed on the arctic and properly rolled. This is followed with the rubber toe piece and rubber back, which together form the lower part of the arctic. A filler and friction sole is placed on the bottom of the shoe directly over the insole. When these are cemented and rolled the shoe is ready for the outsole. The outsole is rolled into shape and the edge is stitched to secure it properly.

In its present state the shoe is soft and is ready for the heating,

## It Is Just As Necessary

That you carry the right kind of vacation shoes as any other line if you want the family's trade at all stages.



## Our Elkskin Line For Men Boys and Youths

Wears the longest and feels the most comfortable to the foot. You can't get anything to take their place in the boys' estimation. You needn't wait for sizes to be made up if you send us your order. Let us have it today.

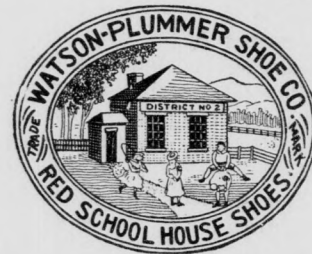
### HEROLD-BERTSCH SHOE CO.

Makers of the Famous  
H B Hard Pan and  
The Bertsch Shoe Lines

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.

curing or vulcanizing. Charles Good-year, over fifty-five years ago—accidentally, it is claimed—discovered that an addition of sulphur to the compound was necessary to produce rubber goods which would vulcanize at a high temperature. In vulcanizing the shoe is subjected to intense heat, being, in fact, 260 degrees, for about seven and a half hours. This process is for the purpose of removing the sulphur and hardening the compound to give it the wearing qualities.

On removing the shoe from the vulcanizer it is stripped from the last, trimmed and size stamped and tra-le-marked and then it is ready for wear.

The present high price of rubber boots and shoes is due to the fact that in the past three years the production of crude rubber has practically remained stationary, showing conclusively that production for the time being is at its maximum; otherwise the extremely fancy prices paid during this period would have been a sufficient inducement for causing a large increase. The wasteful and extravagant methods employed in getting large quantities of crude rubber to the market have exhausted the supplies nearest the markets. Every year the producer has been compelled to seek his supplies a little farther away from the market, and in the countries where rubber is produced only the most primitive means of transportation are at hand; hence another expense is added.

The vast quantity of rubber used in our infant industry, automobile manufacture, is for the making of tires. Eleven years ago there were 200 automobiles made annually. The official estimate for the season of 1910 is 200,000. Now consider that an automobile is never out of commission unless it "blows up" or "wears out," and it is pretty safe to say that all of the automobiles made in the last four years will be in commission in 1910, and they can not run without four tires apiece. Many auto enthusiasts carry two extras. It does not take much of a stretch of the imagination to forecast what the future condition will be.

Students of rubber estimate that the tire-makers will use for 1910 over thirty-three million pounds of rubber. This amount is one-half of the entire crop. Small wonder, then, with such an additional consuming force that the price of crude rubber has responded to such a demand and, especially, as mentioned before, as production is at its maximum. Fred Beeuwkes.

**Cutting Down Prices and Increasing Profits.**

If you go to a business doctor or business man and ask him what you can do to increase business or profits, he will undoubtedly advise you to place a few additional salesmen on your force and reach out after new business. He will outline a plan for manufacturing or retailing a new line of goods to work in with the line you now handle and he will give you all sorts of new ideas which will undoubtedly work out right if you are willing to take a chance and try them. But the facts prove that this

is not an absolute necessity and this point can perhaps best be seen from the following true story:

Into the office of a large manufacturing business came a young man who said he could handle the work placed before him. He impressed the new firm agreeably, but after he had been engaged his new employer took the trouble to find out why he had left his former position. Enquiry brought to light the fact that he had been considered "lazy," and you may imagine the new employer mused a bit over this but determined to stand by his decision and watch results closely. For a few days the new man made a number of enquiries about methods, expenses and miscellaneous matters, but these grew fewer and fewer as the length of his service increased. In order to make sure that the new man did not relax into the lazy habits which his former employer had indicated he made regular daily visits to the new man's department and strange to say he found him frequently absent. Finally, in the belief that there might have been some truth in the suggestions he had received of the man's ability, he called him to his office and asked for his showing in the new department.

In an hour the new man was back, having explained that his plan called for a statement each Monday morning for the previous week and this being midweek it would take a few minutes to tabulate it properly. As the proprietor read he pondered. For there it was as plain as day—\$100 profit against loss of \$188 for the same period of time a year previously under the old manager.

It was but natural that this called for an explanation and the new man replied that he had let several of the less competent stenographers go and had slightly increased the salary of some of the others. By this method he got more work and reduced expenses materially. Not only that, but his letters had been better pullers and the business had shown a nice little increase in volume over that of a year ago.

It was true that the new man was not obliged to devote all of his time to the work and it was not long before he took another department and placed it on a better paying basis and received a nice increase in salary for his efforts. Then a third department was added to his duties and his salary again increased and each time the new man found new economies and new methods that surprised even the old-timers in the business.

The secret of his ability was that he improved the material and the service at hand rather than added to it. The additional salesmen and the new lines might have helped temporarily, but his idea was to remove the deadwood. By making each member of the present force a producer he secured co-operation and definite results which told in the weekly business.

In our retail field there are great possibilities for this kind of a man. Don't fire a man because he does not seem to do the work rightly, but find out first if his energies are being spent economically. Last week I in-

terviewed a man who said it was impossible for him to apply himself when he was obliged to wait on trade. Trimming windows or working up sales ideas he excelled in, but when he was taken from these he just "moped" until he was relieved again from this disagreeable work.

Study your own sales force to-day. Have you a man doing a boy's work and have you some other man where he ought not to be? If you should increase the salary of your best salesman or salesmen and let one of the poorer ones go, would it not be possible for you to do even more business than you are now doing? If you got a boy to attend to the sizing up of stock, then allowed your salesmen to do nothing but handle trade, could you not work economies over

your present system of doing things? These are pertinent questions which you should ask yourself.

Business economists generally agree that the effort should be to get more out of the present material and workmen than to increase the output and thus decrease the overhead changes. —Shoe Trade Journal.

**Just Common Ordinary Selfishness.**  
"I see Jack Ketcham, the shoe clerk, has been married to Miss Roxley."

"Yes, and I was very sorry to see it."

"Sorry? For her sake or his?"

"For mine. I wanted her."

When a man tries to hide his sins he usually succeeds in planting them.

**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



**Shoes With an Assured Future**

Pleased patrons work unconsciously in your behalf. If their shoes satisfy them they tell others how good they are.

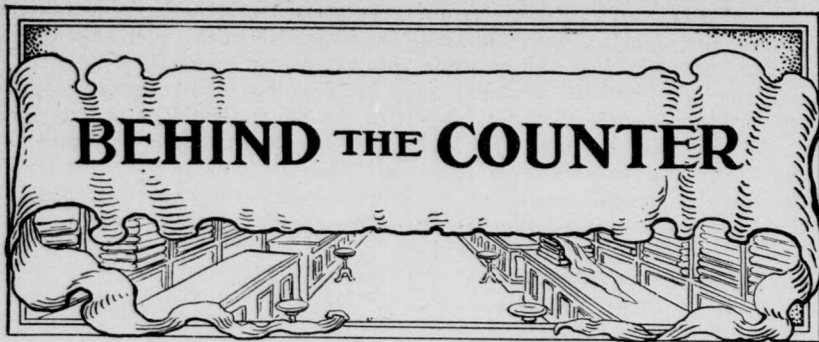
A great part of your success as a merchant consists in your ability to sell **shoes of an assured quality**, shoes whose style, fit and durability are of extra good value for the price you ask.

Our business is the manufacture and sale of **shoes of just this character.**

We have the good will of our customers, gained by a strict adherence to our rule of **quality first, last and all the time**, and they in turn secure the good will of their patrons by selling these **safe shoes.**

**Safe** because on the feet of the wearer they have an assured future, a future based solely on good shoemaking, good leather and the foot comfort we put into them.

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



### Some Good Positions the Department Stores Offer.

Some time ago one of our National weeklies published an interesting article setting forth some of the splendid opportunities in the department store field. The author in his enthusiasm soared to heights hitherto untouched by other writers on this matter and in a moment of ecstasy ventured to suggest that salaries of \$50,000 per year were made in the department store. This fact is indisputable, but we marveled at the tone given to this article, as it was rather misleading. The reader was likely to gain the impression that such positions as these were common occurrences and about all you had to do was to work hard and get your weekly pay envelope containing \$1,000 in United States currency. To the experienced employer of labor who read this article there must have been a distinct memory of exaggeration remaining in his mind when the article was finished, even although we presume that such an idea was not intended.

Without doubt the department store need not be the grind that it appears to be, but it is also true that there seems very little opportunity for any but the rarely developed man to get very far ahead there in the big salary game. Salaries of \$12, \$15, \$25 and \$35 per week are frequently paid, but you are constantly in fear of losing your position because of the voice of the merchandise man. If your department falls off abnormally (which it is quite likely to do without your own ability being at fault) a new manager is about the first remedy suggested. If some of your purchases do not sell as well as you anticipated you are quite likely to receive a little black mark in the minds of the merchandise department which will count against you when the yearly inventory is taken. A new manager will often tone up such a matter as that and it is often the first step taken.

Just stop and think for a moment, right among your friends, who of them has held a position at any department store for a period longer than five years. Can you count two or three such? Now the trouble is not with the department store jobs but with the department store managers. They leave the personal equation entirely out of their business and it usually becomes a question of "policy" with them as to just what shall be done in certain matters.

There is in this United States of America a certain concern which has adopted the policy of hiring expert men, by offering them better salaries,

from other positions where they undoubtedly have a long term of service before them. Two year contracts are given when necessary, and as a rule this is about the average life of one of these men with this concern. They do not want you around for a longer period, but they go out after another high grade man with high class ideas and thus they keep up an indefinite stream of new ideas and snap and life that is hard to beat. Salesmen are hired in the same manner and after going through an elaborate course of training they are sent out onto the road and if they do make good it is all right, but if they do not show an immediate aptitude for the work they are as quickly sidetracked and cast aside. If the start is satisfactory, but for some reason the salesman is unable to keep pace with the others of the staff, his position is strengthened by the addition of another salesman to the force until the poorer man leaves.

Now the effect of all this is that many high grade men refuse to be drawn over to such a concern by offers of higher salaries and thus they are able to defeat the plan of the organization. Still there are enough anxious for the positions so that new men are constantly clamoring for the executive positions and willing to give their business life to this concern, which shows its appreciation by allowing them to resign instead of "firing" them.

But to return to the subject, there is as good a chance in the department store as there is elsewhere for the clerk who desires merely to become a good clerk or buyer. You are sure of your position as long as you do your work well. The hours are not very bad and are usually better than the average general store and, moreover, the work is steady.

Among my acquaintances I can number quite a few who have done very well just so long as they were content to remain as clerks or heads of departments. But in one instance I know that one of these friends came to a sure and quick grief when he endeavored to get higher up. He got well started but the finish was something awful. His department had collected a mass of deadwood from the previous manager and under the new ideas he was able to move all this trash at a satisfactory price. Then came the need for new purchases and a clash with the merchandise man and he lost his position.

Please do not misunderstand me in my attitude toward the merchandise men. As a rule they are perfect gentlemen and under ordinary conditions they are as agreeable as any-

one, but they are hard driven to show profits to the board of directors and nothing is accepted as an excuse. Nothing short of a world-wide panic is allowed as a reason for the falling off in sales and therefore they have to stick right to the directorate policy of making a change in managers when the department shows a loss. It isn't their fault always that you lose out, but they are ever the ones blamed for the fact. Of course there are some who play their friends as favorites, but this does not exist in many cases, as the chances are too great.

As to these salaries and the big positions, they are rarely ever filled from the ranks but are usually filled by men who have been in business for themselves and who have discontinued for one reason or another. Sometimes a wholesale man will be found there and his training in dealing with large buying and orders makes him well fitted for the work. Oftentimes the members of the firm distribute some of the better positions among themselves and of course these salaries are always better than you or I might get in their employ doing the same work in the same or better fashion.

Those clerks who never look ahead for their own good and who are content to earn and spend a certain amount each week are as well off in the department store as elsewhere. Those clerks who want to get ahead and make something of themselves can do excellent work in the department stores and can get a wonderful

acquaintance and training if they will seek for it. As a preliminary step towards going into business for one's self, I consider a department store training one of the best in the world. It teaches you the value of systematic efforts and it teaches you the value of methods in moving goods. In no other class of retail store can one study human nature so well as there. All classes mingle in masses and the rich and poor must be treated alike. No class distinctions are shown and the money of one is as good as the check of another.

So, then, I can not say that a department store is a medium to be used for putting an end to all the hopes and ambitions. It is what you make it for you. If you look for the opportunity it will be right there until you find it and, as I have suggested, you may either train for other work outside the store or you may remain in its employ indefinitely as long as you are a producer. This condition is no different from hundreds of other conditions in life and the most of us must "make good" sooner or later in order to hold our positions.

A crooked man is most likely to have a smooth way with him.

**MAYER Special Merit**  
School Shoes Are Winners

## Oxfords and Pumps



The Oxford and Pump has become the most popular style of summer footwear for all classes of people, and we have a very large and well assorted stock.

Consult our catalog and mail us your order.

If you failed to receive it, drop us a card and we will send you one by return mail.

**Hirth-Krause Company**

Shoe Manufacturers  
and Jobbers

Grand Rapids, Michigan

**What Other Michigan Cities Are Doing.**

Written for the Tradesman.

The Board of Trade and the Business Men's Association of Traverse City will hold a joint picnic July 4. E. W. Hastings is President and Marshall of the day and A. W. Bartak is Secretary.

The fruit and farming interests of the territory tributary to Cadillac are being developed more and more each year. Representatives of the United States Department of Agriculture were in Wexford county recently to see what is being done there with alfalfa and hairy vetch.

Kalamazoo's six paper mills are producing 248,200,000 pounds of paper a year.

Muskegon is conducting a whirlwind campaign this week to raise a bonus fund of \$12,500 to secure a new piano factory.

Port Huron is preparing to entertain the United Commercial Travelers, who meet in annual convention there June 10 and 11.

The number of houses built this spring in Pontiac, or in process of erection, is 456.

Ypsilanti and Mt. Clemens are being roundly criticised by the daily papers of those towns, the Press and Leader, respectively, for the gambling places that are permitted by the municipal authorities.

The commercial organization of Three Rivers has taken up the cudgel for good roads. A meeting will be held Friday night of this week, with the Hon. A. M. Todd, of Kalamazoo, as the principal speaker. Mr. Todd is building eight miles of State reward road at Mentha.

Jackson papers are calling attention to the vacant lots in and about the city that could be secured for planting cucumbers for the pickle factory. Last season at Leavenworth, Kas., over fifty lots were planted by men and boys for the pickle factory at that place and in some cases \$50 was cleared from a single lot. Seed is furnished free by the pickle companies and the necessary instruction given for raising the crop. Grand Rapids has the vacant lots, the pickle concerns and plenty of boys willing to work and earn some money. Who will set the ball rolling?

Wellington R. Burt, Saginaw's "Grand Old Man," announces that he will give \$50,000 towards a new pumping station and filtration plant in that city.

Manistee's one-day canvass for new members of the Board of Trade last Thursday resulted in securing 304, bringing the total membership up to 750.

A mass meeting of farmers and others interested in good roads will be held at Benton Harbor May 31 under the auspices of the Berrien County Good Roads Association.

Saginaw will hold a special water works election on June 28 and hopes at that time to end the long fight.

Almond Griffen.

**How He Popped.**

He (at party)—Ah, Miss Bright, you are the star of the evening.

She—Flatterer! You are the first to tell me so.

He—In that case, then, as discoverer of a new star, I am entitled to give it my name. When shall it be?

**From a School Book.**

Very few grocers understand the correct proportions of food that are needed to nourish the body. Food is necessary for the body's growth, repair and energy; therefore, the elements composing the body must be found in the food. Thirteen elements enter into the composition of the body. These thirteen elements are found in food both in the vegetable and animal kingdom. The daily average ration of an adult requires three and one-half ounces of proteid, three ounces of fat, ten ounces of starch, one ounce of salt and five pints of water. Proteids are found in all sorts of animal foods (excepting fats and glycogen) and in milk, cheese, eggs, fish, cereals, peas, beans and lentils. The proteids rebuild and repair tissues. Starch and sugar furnish energy and maintain heat. The chief office of fats and oils is to store energy and heat to be used when needed. Salt exists in all the tissues of the body except the enamel of the teeth. We can not live without salt. It also aids digestion. Water constitutes about two-thirds of the weight of the body; therefore, its abundant use is necessary. One of the greatest errors in diet is neglect to take enough water. To keep in health and do the best mental and physical work authorities agree that a mixed diet is suited for temperate climates, although sound arguments appear for the vegetarian. Women, as a rule, require less food than men. Brain-workers should take their proteid in a form easily digested. Because fish and eggs are more easily digested than meat and as they also contain proteids, they form a desirable substitute for meat. The value of milk as a food is obvious,

although there is danger of over-estimating its value as a food for adults. Solid food is essential to a healthy man or woman, and liquid should be taken to act as a stimulant and a solvent, rather than as a nutriment. One obtains the greatest benefit from milk when taken alone at regular intervals, between meals, or just before retiring, and sipped, rather than drank. Cheese is a very valuable food. Being rich in proteid, it may be used as a substitute for meat. A pound of cheese is equal in proteid to two pounds of beef. Cheese in the raw state is difficult of digestion. This is somewhat overcome by cooking and adding a small amount of soda. Fruits are also valuable. They are chiefly valuable for their sugar, acids and salts, and are cooling, refreshing and stimulating. They act as a tonic and assist in purifying the blood. If possible, they should always appear at the breakfast table, and be eaten during the day. Bananas, dates, figs, prunes and grapes, owing to their large amount of sugar, are the most nutritious. Melons, oranges, lemons and grapes contain the largest amount of water. Apples, lemons and oranges are valuable for their potash salts, and oranges and lemons are especially valuable for their citric acid. It is of importance to those who are obliged to exclude much sugar from their dietary to know that plums, peaches, apricots and raspberries have less sugar than other fruits, while apples, sweet cherries, grapes and pears contain the largest amount. Fruit should always be thoroughly ripe when eaten.

When a man dries up like a mummy he usually thinks he is a saint.

**Do You Know?**



That you can count on the fingers of one hand the number of advertisements we've run in Trade Papers? Yet every day we are sending out thousands of pounds of baking powder. We have depended upon our low price. We might have spent a million dollars advertising, but we've saved it for our customers.

**Your Private Brand Baking Powder**

Eliminates all competition because no other dealer can handle it. You buy at the lowest possible cost, then make your own selling price. You can have the price printed on the label if you desire, and sell so that it

**Will Pay You a Good Profit**

We don't need to talk quality—our growing trade is a testimony. Our registration at Washington under serial number 5444 shows that our powder meets with Uncle Sam's requirements.

**WABASH BAKING POWDER CO.**  
WABASH, IND.

**WABASH BAKING POWDER CO.,**  
Wabash, Indiana.

Gentlemen:

Send me 15 dozen 16 oz. cans of baking powder on 60 days' FREE trial, freight allowed.

If satisfied, I will pay you 6 1/4 cents per can for same. If not pleased, I am under no obligations to keep them.

Send sample labels from which I may select. I will then instruct you regarding printing for my OWN PRIVATE BRAND.

Yours truly,

Name \_\_\_\_\_  
Town \_\_\_\_\_  
State \_\_\_\_\_



### Learned How To Sell His Customers Fish Hooks.

Written for the Tradesman.

When the night miller, who, as he said, worked fifteen months in a year, finished his day's work at 6 o'clock in the morning he used occasionally to drop into the store and chat with the storekeeper. He had been at one time in the retail hardware business and could give helpful suggestions to the younger merchant on various matters.

"I had a lesson once in connection with selling fish hooks," he said, "which I never forgot. It happened like this: I was waiting on a customer who was picking out some fish hooks when in came a lady who had been talking about buying a stove. I looked up and spoke to her, saying that I would be at liberty in a moment. She did not seem in a hurry or anxious, but replied that she would just step into the store next door until I was at liberty to wait on her. She went out and I finished selling a few cents' worth of fish hooks. She didn't come back that day at all, and I learned that when she left my store she stepped into my competitor's store and found a stove to suit her and bought it. I lost a sale of a stove and at least \$4 profit. I made up my mind then that no man needed my assistance to select a few fish hooks when any other customer was ready for me. After that if I was selling fish hooks and another customer came in and there was no one else to wait on him I just told my fish hook customer to help himself and I went and saw what the new customer wanted."

If there is any moral to the above it is that the rules: "First come first served" and "Give your customer undivided attention" may sometimes be modified, but no matter how trifling the purchases of the first customer the merchant must know his man and not give offense nor inconvenience him.

E. E. Whitney.

### Tracking the Lost Customer.

To hold the trade he has is as vital to a business man as is the making of new customers. Few retailers have any definite system which enables them to deal promptly and profitably with the lapsed customer. It occurs to us that we have not seen Mr. and Mrs. Blank in the shop lately. We make some enquiry and find very possibly that they have removed into another part of the district and therefore no longer trade with us because we are "a bit out of their way."

And we very often let it go at that, which is not good policy. No one ever considers it "out of his way"

to visit a shop where he can obtain something different from that which is available next door. But, of course, if the customer gets equal service elsewhere, the retailer whom he has left can not hope to hold him. I know that we have here an exceedingly hard nut to crack.

Force of competition tends to equalize trading service. The man behind is always pulling up level with the man in front. You may be a step ahead to-day, but if you mark time you will be a step behind the day after to-morrow. There must be progressive development. We want the continual forward movement, not a series of spasmodic jumps. There can always be in the presentation of our business to the public something "extra"—the one thing that the other fellow has not got.

The reception which some people have experienced in a strange shop has caused them never to enter the shop again. On the other hand, a first visit may have been so pleasurable and satisfactory that the customer has become unconsciously tied to the shop for evermore.—Ironmonger.

### Painting, Like Charity, Should Begin at Home.

I think one of the funniest things in the paint business is that those who have paint for sale frequently live in houses and do business in stores that need paint very badly.

This is something like the bald-headed barber who recommends a hair tonic to his customers. The same thing applies to the other lines. Furriers often have no furs of their own. Many clothing dealers wear very shabby and unrepresentable clothes. Sick doctors aim to cure patients.

These people neglect to try their own business on themselves. They give negative or adverse suggestions about their business to all those with whom they come in contact.

There is a well-to-do paint dealer living about a block from where I am writing this. He has a nice house, but the paint is almost entirely worn off. If he would keep his house well and neatly painted it would be a standing advertisement for his business. What is sauce for the goose is sauce for the gander.—American Paint and Oil Dealer.

### What He Is Noted For.

"What is your Member of Congress noted for?"

"Well," answered Farmer Corn-tassel, "around here he's mostly noted for arguments that won't go down and seeds that won't come up."

### Keep Tab on the Clerk.

In every store where two or more clerks are employed the proprietor would be doing his business a good turn if he kept a strict account of the average daily sales of each and compared the volume of such sales with the salaries received. In no other way can the owner know the efficiency of his help.

There is little incentive for a clerk to work hard and make as many sales as he possibly can when he knows that his fellow worker is receiving as much money as he and yet is not turning in the sales that he is doing. It may not be strictly according to the established ethics of trade, but it is human nature.

Again, if a merchant does not have some accurate check upon the men who make his sales an underrated man may be doing much better than he is given credit for and is really the best salesman of the lot. An accurate account each day of every man's sales will put them all on their mettle and they will do better work for it.

Nothing so stimulates a person as to know that his efforts are being noted and appreciated and finally paid for according to his worth.—Farm Machinery.

### He Were.

A prominent Western attorney tells of a boy who once applied at his office for work.

"Now, my son," I said, "if you come to work for me you will occasionally have to write telegrams and take down telephone messages. Hence a pretty good degree of schooling is essential. Are you fairly well educated?"

The boy smiled confidently. "I be," he said.

No prayers were ever long enough to lengthen a short yardstick.

## Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and Everything of Metal

**WALTER SHANKLAND & CO.**  
85 CAMPAU ST., GRAND RAPIDS, MICH.

Mich. State Sales Agents for  
**The American Gas Mach. Co.**  
Albert Lea, Minn.



A Good Investment

**PEANUT ROASTERS  
and CORN POPPERS.**

Great Variety, \$8.50 to \$350.00  
**EASY TERMS.**  
Catalog Free.

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

Established in 1873

Best Equipped  
Firm in the State

**Steam and Water Heating  
Iron Pipe**

**Fittings and Brass Goods  
Electrical and Gas Fixtures  
Galvanized Iron Work**

**The Weatherly Co.**

18 Pearl St. Grand Rapids, Mich.

## CONCRETE MACHINERY

Attractive  
Prices

Catalogue "M. T." explaining everything mailed free.

Power Drain Tile  
Machines  
Power and Hand Mixers  
Stone Crushers  
Block Machines  
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Sill Molds  
Architectural Molds  
Cement Workers' Tools



MODERN  
Hand Batch Mixer

**Universal Concrete Machinery Co.**  
100 West 4th St., Waterloo, Iowa

## CLARK-WEAVER CO.

The Only Exclusive  
Wholesale Hardware House  
In Western Michigan

32 to 46 S. Ionia St.

Grand Rapids, Mich.

**FOSTER, STEVENS & CO.**

Grand Rapids, Mich.

Exclusive Agents for Michigan. Write for Catalog.

**NEW YORK MARKET.**

**Special Features of the Grocery and Prouce Trade.**

Special Correspondence.

New York, May 21—I wish the story of a dull coffee market could be varied, but a strict regard for truth compels me to repeat my former statements. A walk that takes in the leading houses gleans the same narrative from all: "Quiet. Nothing doing." There is a little call for Santos from roasters where stocks are pretty well run down, but Rios are simply stagnant. No. 7 drags along at 8¼@8¾c in an invoice way—and there is no "invoice way" business. In store and afloat there are 3,061,495 bags, against 3,511,929 bags at the same time last year. Mild grades are quiet, but there is a little better feeling than with Brazilians.

There is a "waiting" tea market—waiting, that is, for news from China. Meantime the volume of trade is simply of an everyday character, but we ought to be thankful for even small favors.

Spot stocks of spices are moderate, but there is enough of everything to meet requirements, which are about as active as could be looked for at this time of year. Quotations are without change.

There is very little trading in molasses, but the volume is as large as usual at this season. Stocks are moderate, but sufficient, and quotations are without any noticeable change. Syrups are quiet.

Rice is quiet but firm. The range of quotations has shown some advance within a fortnight, but not enough to make any difference in printed rates. Prime to choice domestic, 5@5½c.

If standard tomatoes could be bought at 60c there would, perhaps, be a big trade, but holders of goods that are really worthy will not sell for that figure and there seems to be no room for argument. Buyers are not disposed to take large lots at a higher rate and business is, consequently moderate. Corn is fairly firm and futures are slightly higher. Succotash, peas and spinach are quiet, but there is a better feeling than a fortnight ago. Quotations are about unchanged.

Butter is fairly firm, but the volume of business has not been very large. Creamery specials, 29c; extras, 28½c; firsts, 27½@28c; process, 25@25½@26c; Western imitation creamery firsts, 24@25c; factory, 22½@23@23½c.

Cheese is well held at 14½@15c for New York State new full cream. Old stock is about cleaned up.

Eggs show little change and are firmly sustained. Nearby white, 24@26c; Western, 23@23½@24c.

**Getting the Best From Employees.**

Speaking of the manner in which employees are treated, Samuel J. Bloomingdale, of Bloomingdale's, New York, said: "Making every man and woman who works for us realize that we feel he or she is doing his or her best for us is our doctrine. There are 2,500 of them and I know you won't find anywhere employees more loyal and more faithful

in their duties. Every one of them takes a particular pride in his work, in the goods on his shelves, in what he has bought for us or what he has to sell for us.

"I would no more go through the store, pick up some material, make some slurring remark on it than I would insult you. Even good men make mistakes, have good days and bad days. So do all of us. I am not going to check or lessen a man's enthusiasm by any word or act when I know he is doing his best for me. It is not necessary to be seeking out the drones and skulkers. They reveal themselves and disappear without help. That's our way here, and I find it is a big asset in business.

"It helps in many far-reaching ways. It is a good thing to know that every one of the force is my friend as well as my loyal employe; that he knows I am his friend and know he will do his very best, no picking out faults he may commit but appreciating the good work he will do.

"It's a good human investment and the proof is in the results in our growth, in the way we hold our friends, who come to us from every part of the five boroughs year after year and whose children follow them to Bloomingdale's and their grandchildren, too."

**He Got It.**

"You are a tramp!" said the woman, as she started to shut the door on a Weary who had asked for a handout.

"Just a moment, ma'am—just a moment," he replied. "A part of the country, at least, is pitching into Taft, eh?"

"Why, yes."

"And folks are down on Congress?"

"I—I think so."

"And Roosevelt has enemies?"

"My husband is down on him."

"And the trusts are being called robbers?"

"They deserve it."

"And the cold-storage men are getting it hot and heavy?"

"I'd like to see 'em in prison!"

"And you are no friend to the butcher, ma'am?"

"I called one a robber yesterday!"

"And two New York State senators have been bounced for corruption, and they've got the dead wood on a dozen more?"

"I've read of it in the papers."

"And, ma'am," continued the Weary as he drew a long breath, "they are after the fire insurance companies and are going to light a blaze under them. You knew that, didn't you?"

"Yes, but why all this?"

"Why all this, ma'am—why all this? Simply that I may call your attention to the fact that amidst all the changes the tramp hasn't changed. He's the same old tramp. No one inveighs against his integrity. He's just as honest, patriotic and upright as ever—not a kick—not a complaint. Same thirst—same hunger—same old duds—same cheek. And now, ma'am—"

But she invited him to come right in and sit down to a regular feast.

**A Hint To Wideawake Clerks.**

I want to tell you something, boys, and I want to impress on you the importance of this, for it is important:

Whenever you have occasion to talk to these traveling salesmen or specialty men, that are coming along every day, don't talk baseball, or funny stories, or anything that will be of no benefit to you, but talk business.

These men are nearly all successful, and the reason they are more successful and get more money than you is because they are better posted. They are traveling all over the country and they see how the boys work in successful stores and also how they work in the unsuccessful ones.

Talk to them about these things. Ask them questions—all sorts of them. In nine cases out of ten you will find that they will gladly give you the benefit of their observations. They'll tell you, too, that you are on the right track, for the minute a clerk gets to asking questions in an effort to post himself he surely is on the right track.

One of the first things you want to ask him is about the selling points of the product he represents. After he gets through with you you will find

that it is ten times as easy to sell that particular article. You can not sell successfully unless you can talk the article you are trying to sell intelligently and convincingly. You have simply got to know more about it than the customer does. The traveling man will tell you things about the process of manufacture and the merits of the article that you can't find out any other way.

If I didn't have time to have a short talk with him in the store I'd make it a point to run over to the hotel after hours.—American Jeweler.

**Two Sides to Everything.**

A little boy was given too much underdone pie for his supper, and was soon roaring lustily.

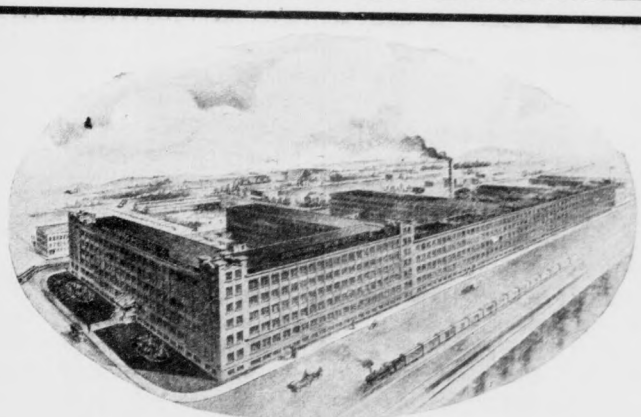
His mother's visitor was visibly disturbed.

"If he was my child," she said, "he'd get a good, sound spanking."

"He deserves it," the mother admitted, "but I don't believe in spanking him on a full stomach."

"Neither do I," said the visitor, "but I'd turn him over."

Aseptic charity is more than keeping your tainted money to yourself.



**Prompt Deliveries**

With our new addition we have a capacity of about \$2,000,000 annually. We know we give the best values. Let us figure with you for one case or an outfit. Write for catalog T.

**GRAND RAPIDS SHOW CASE CO.**

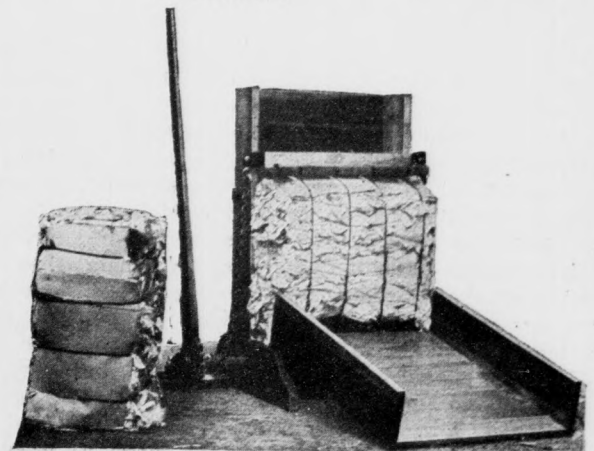
GRAND RAPIDS, MICH.

The Largest Manufacturers of Store Fixtures in the World

**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.



### Launching a Shoe Department in a Clothing Store.

The size of the space to be devoted to shoes will not only decide the amount of stock to be carried but the manner in which it must be housed. When quarters are small the wall shelving will have to run to the ceiling of the shop and even then stock will have to be stowed away in every available corner. If the dimensions of the department are large in extent, much of the figuring necessary in the former case is rendered unnecessary.

It should also be decided whether the shelves are to be built to accommodate one, two, three or four cartons. In many of the newer stores the shelving is built to accommodate a single carton. This does away entirely with the handling of any but the one desired and is a great assistance in keeping the stock straight. This system answers nicely where there is plenty of room. If room is scarce the shelving built to carry three or four shelves should be adopted.

In a square store it will often be found that while there is not a great deal of wall space, there is much floor space that could easily be spared. In a circumstance of this kind a wall fixture may be built to accommodate two cartons in depth, the one being back of the other.

At a recent meeting of the National Boot and Shoe Manufacturing Association the following standard sizes for cartons were recommended:

Youths' ...	10½ in.	5¼ in.	3½ in.
Men's ....	12½ in.	6¼ in.	4 in.
Boys' .....	11¼ in.	6 in.	3¾ in.
Women's ..	11½ in.	5¼ in.	3½ in.
Misses' ...	10½ in.	4¾ in.	3½ in.
Children's .	8¾ in.	4½ in.	2¾ in.

These are outside measurements and while not formally adopted, the recommendation will do much to bring about the uniform use of these sizes for shoe cartons by all manufacturers in the United States.

Wall shelving should not extend above 78 or 80 inches in height unless it is absolutely necessary. If the shelving must be run to a greater height it will prove better policy to build a mezzanine balcony rather than to use cumbersome and unsightly ladders.

Having determined upon the height of the fixture, the size of the divisions should be decided. For men's shoes the writer would advise the adoption of the standard measurements recommended above. A shelf then must be built to accommodate these. There should be at least half an inch allowed for space between the cartons. The shelving should have uprights between every seventh or eighth carton.

In a wall fixture forty feet long and six and a half feet high there is space for over twelve hundred pairs of shoes.

Surplus stocks may be carried upon the mezzanine balcony, top shelves, or in a separate stock room. In a shop recently equipped a portable partition is made use of for the purpose of cutting off a stock room from the main shop. The idea is excellent, because at some seasons the stock must be much smaller than at others and this fixture may be moved forward or back, keeping the shop fixture always filled up with goods and not half filled with "empties," as might otherwise be found necessary.

When room is at a premium, a balcony at the rear of the shop will be found a great space maker. The walls may be utilized for stock reserves while the office may also be located here, giving up the entire floor for selling purposes.

In the old-time shop the wall fixture was provided with a fixed ledge or counter upon which goods might be shown. This is entirely unnecessary and altogether undesirable. A sliding ledge might be used to advantage but is not an absolute necessity. When a carton is taken from the shelf for the purpose of showing a customer shoes, the cover should be placed upon the bottom, the shoe desired taken from it, and the carton replaced where it belongs, but extending two or three inches beyond the rest. This does away with the necessity for a ledge, which is always a great stock accumulator, and indicates at once cartons containing stock that is in use for fitting customers.

Kohn & Decker, New York City, have adopted a method for displaying goods that is unique and successful. Along the bottom of the shelving has been built enclosed cases, the front of glass, in which special displays of goods are shown. When lit up with brilliant electric lights the display attracts considerable attention from customers being fitted.

Numerous cases, silent salesmen, should be used for displaying reasonable footwear. These should not be crowded with goods, nor should they be used for stock goods. Their object should be to display the wide range of the stock carried and the newest, nobbiest and freakiest novelties should always be on display here.

It is needless to say that the wall cases and other fixtures should be finished to correspond with the other fixtures already installed. In the introduction of the shoe department some haberdashers will find it a good opportunity to tear out the old-fashioned fixtures and install more modern ones throughout.

In every shoe department there must be a space allotted for fitting on shoes. This space should be in the most private place possible and yet be not, in any degree, out of the way. It must necessarily be semi-public, but every precaution should be taken to make it as private as possible.

In some of the newer shops chairs are found in use for customers to sit upon while being fitted, but in others settees are used. In most respects

the chairs are preferable. A settee divided into single seats by comfortable arm rests would come next in preferment. Consider comfort first.

A runner of carpet or several rugs must be used for the trying of the new shoes when on the foot. These are placed in front of the chairs used for fitting, and must be kept scrupulously clean, as the least grit injures the finely finished sole of a shoe, giving it a shop-worn appearance.

Fitting stools are a necessity in a modern shoe shop, although it is taking some merchants a long time to find it out. Clerks and customers feel more comfortable where they are in use. There is one manufacturer that has a mirror attachment for showing the customer just how the shoe will look to others. This is a good feature and does away with the necessity of having foot mirrors to occupy valuable space on the floor, or to be stumbled over by thoughtless clerks and customers.

The fitting space should be located so that the light will fall upon the floor as much as possible. If this effect can not be obtained by natural light, artificial light will have to be resorted to. Good light should be made one of the essential features of the shoe department.

In fitting up a shoe department the question of stock boxes will arise. Is it desirable? Is it desirable? In answer to these questions the writer will say this: if the stock is purchased from one or two manufacturers and the accounts confined to them, it is possible to make arrangements

with them to make the cartons according to any standard size desired and to have them covered with any color specified. If this is done we would further advise that the color selected be of a standard shade. Manufacturers might be asked to supply a yellow paper covering to the cartons, and at different times the haberdasher might find his stock quite a checker-board of colors ranging from pale lemon to deepest orange. Select the shade and submit the sample every time new goods are ordered and better results will be had.—A. E. Edgar in the Haberdasher.

### But Kinder To Herself.

Erwin's mother had been very careful to teach him to be very kind to animals. One day he came running in to his mother, exclaiming eagerly, "Oh, mother, I'm sure you will like the little girl who's moved in next door. She is such a nice girl, mother, and so kind to animals." "She looks like a nice little girl," said Erwin's mother, "and I think I shall like her. But how is she kind to animals?"

"Well," exclaimed Erwin, "we had some chestnuts just now, and she found a worm in one, and she—didn't—eat—it."

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

Made in Chicago by  
**BECKER, MAYER & CO.**

# Communion Suits

## In Long Pants And Knicker Pants

Now Is the Time  
To Place Your Order

### H. A. SEINSHEIMER & Co.

Manufacturers  
PERFECTION

CINCINNATI



**Opportunity Often Knocks at the Door.**

Fred — used to work for me until I sold my business and then I lost track of him.

Four or five years later I met him on State street in Chicago and had to look at him twice to be sure that it was the same Fred I used to know.

Looked as if he owned the town—well dressed—chin up—prosperous. I was proud to know him.

At luncheon that day he told me how it happened:

He said he had sort of drifted to Chicago and, after considerable trouble, finally secured a position as clerk in a haberdasher's. He said he took a great interest in his work—because he liked it. He liked the bustle and the constant excitement of sizing up one customer after another and supplying their needs. You see, he had the proper conception of life and how to get the most joy out of it.

Well, one day, after about a year at this place, he happened to overhear a controversy between a customer and one of his brother salesmen.

The customer was just about the meanest fellow he had ever seen, absolutely unreasonable to the degree of insult.

He made up his mind right there that if the other salesman did not sell this man he would.

And so he waited near until, after a heated "setto," the customer started for the front door, followed by grunts and growls from the thoroughly incensed salesman.

Here was Fred's chance. So he just sailed in and with a pleasant smile asked the "grouch" to let him wait on him.

He told him he was sure he could please him if he was given the opportunity. It took just forty minutes to sell him a single 50 cent necktie, but that proved to be only a starter. Other ties were bought and shirts and collars and other haberdashery until the counter looked as if a cyclone had struck it.

And then the man went out.

Three days later he returned and invited Fred to lunch with him at one of the big clubs and, before the meal was over, offered him a position as assistant in one of the departments of his big business.

Said he thought he wanted a man like Fred, a man who could do things. The last time I heard of Moffit he was manager of the Philadelphia branch at a salary of \$10,000 a year.

What a lesson this story teaches.

They say opportunity knocks but once, but I say she pounds on the door all the time.

The great trouble with most of us is that we are deaf and fail to hear.

Or at best we make too little effort to find her.

The best way in the world to increase your capital, which is represented by your standing in the business world (and this is pretty good kind of capital to increase), is to take care of the small things as they cross your path.

No customer should be too insignificant, no detail too trivial, to re-

quire the utmost concentration and effort.

Familiarize yourself with your goods. Know them in detail, what they will do and how they will do it.

Let every action be filled with a determination to make it successful and thus build for yourself a reputation in your community which will eventually prove the most valuable capital that you could possibly possess.

**Dash for Pole in Submarine.**

To the North Pole under the ice is the scheme of Dr. Anschutz Kemp, who hopes to reach the North Pole in his submarine by the summer of this year. Although many explorers believe that the ice at the North Pole is enormously thick, and although it is a fact that floating ice is two-thirds submerged, nevertheless Dr. Kemp is of the opinion that the fields at 90 degrees north are not thick. He bases his conclusions upon the enormous pressure which raises the floes and the rotary movement which is so pronounced at the Poles and which he likens to a colossal egg beater, lightening the mass. It is a fact that Lieut. Peary did not find it of any extraordinary thickness, and the open leads which are steadily more numerous as the explorer goes northward are most significant.

Dr. Kemp's submarine is built to withstand immense pressures. It has room for four persons and has unusual lighting arrangements which enable the passenger to see to great distances both around and beneath him. Dr. Kemp proposes to go north as far as possible and then to swing his boat on the side and start under the ice. He can obtain an average speed of fifteen miles an hour, and since he hopes to reach within 500 miles of the Pole on the surface of the water, he expects to reach the final goal two days after. There will be no sledges on board. Dr. Kemp has apparatus by which he will take his soundings and bearings when deeply submerged and he expects to be able to find out what is really at the Pole under the ice and in the water. He thinks he can spend a longer time at the Pole than overland explorers, and counts on about a week there, comfortably cabined in his cozy submarine.

**How Postal Cards Are Counted.**

Of the many ingenious and interesting machines employed by our government in its daily work, perhaps none are more striking than those used for counting and tying postal cards into small bundles.

These machines are capable of counting 500,000 cards in ten hours, and of wrapping and tying them in packages of twenty-five each.

The paper is pulled off a drum by two long fingers, which emerge from below, and another finger dips itself into a vat of mucilage and applies itself to the wrapping-paper in precisely the right spot. Other parts of the machine twine the paper round the pack of cards, and then a thumb presses over the spot where the mucilage has been applied, whereupon the package is thrown on a carrying-belt ready for delivery.

**New Telephone Receiver.**

The speaking iron is the new telephone receiver which is the result of experiments in Germany and is a simple arrangement by which sounds transmitted by telephone are reproduced loudly enough to be heard in all parts of a hall. It is practically the ordinary telephone in all respects save the different receiver. For this an upright round bar of soft iron with two coils of iron wound round it is used. The lower coil is of comparatively heavy wire and is connected with a generator. The upper coil is connected with the telephone circuit. Between these two coils is an iron disc about one-fourth inch in thickness. Words spoken in the distant transmitter are reproduced by the new receiver loudly and with great distinctness.

The inventor of the speaking iron has devised a receiver for the common telephone which is much simpler and more easily made than the present variety, it is claimed. It consists merely of a coil of wire wound either loose or on a bobbin. The sounds reproduced by this simplified receiver are remarkably clear and pure. Their loudness may be increased by placing a disc against the coil. The new receiver has the advantage of cheapness.

**The Straw-Hat Crop.**

The greater part of the straw employed for making summer hats comes from Italy. To obtain a suitable straw for this purpose, the wheat is sown as thickly as possible, in order that the growth of the plant may be impoverished, as well as to produce a thin stalk.

The Italian wheat blooms at the beginning of June, and is pulled up by hand, by the roots, when the grain is half developed. Should it be allowed to remain in the ground a longer time, the straw would become too brittle for the purpose for which it is grown.

Uprooted straws, to the number of about five dozen, the size of the compass of the two hands, are firmly tied

together in little sheaves and stowed away in barns. After that the straw is again spread out to catch the heavy summer dews and to bleach in the sun. When the product has been sufficiently bleached, it is put into small bundles and classified.

The last step is to cut it close above the first joint from the top, when it is again tied up in small bundles containing about sixty stalks each, and is then ready for the market.

**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.



**IMPORTANT**

- YOUR success in business depends almost entirely on the QUALITY of the goods you handle. Unless you supply your customers with articles that give them perfect satisfaction, sooner or later you will have to drop out of the game.
- If Mr. Smith came into your store and bought from you a Trunk, Suit Case or Bag, could you, with perfect self-assurance, say to him, "That Bag is going to give you satisfaction as long as you have occasion to use it?"
- If you weren't sure, then why tamper with an inferior class of goods? Be consistent. Buy a line that is GUARANTEED to net YOU the most profit, and give your customers unlimited satisfaction.

**Right Now Drop Us a Postal Card for Catalog 25**

- It will show to you a line of Trunks, Suit Cases and Bags that is GUARANTEED TO PROVE TO YOUR CUSTOMERS THEY GOT THEIR MONEY'S WORTH FROM YOU. Wouldn't it be "worth while?"

**Brown & Sehler Co., Grand Rapids, Mich.**



## SCIENCE OF SELLING GOODS.

### The Tactics and the Personal Development Required.

#### PART I.

When Christopher Columbus, after fourteen years of fruitless effort, stood in the court of Spain and convinced Queen Isabella that she should furnish him three ships and men to sail them in an attempt to discover a Western route to the East, he had consummated the greatest sale in the history of the world up to that time. He had made Queen Isabella feel as he did about the great idea which he had for sale. The hard problem with him was to get means for making the voyage. Any first-class mariner could sail a ship as well as Columbus could and there were doubtless many men in the world who could have taken the ships across the ocean as well as Columbus did, but there was no one else who believed in the idea strongly enough to "sell" it to any one of a small list of prospective royal purchasers.

In the latter part of the eighteenth century a number of gentlemen were busy in the eastern part of what is now the United States trying to sell the people a revolution. They finally got the order signed at Philadelphia on July 4, 1776, and appointed George Washington general manager to see that the goods were properly delivered. That was a wonderful lot of salesmen and the sale they made will be historic as long as men live.

In a broad way, therefore, every one is a salesman and every one is practicing, or failing to practice, as the case may be, the principles of salesmanship, and these principles are simply the principles of influencing favorably—and not unfairly—the human mind.

It is a salesman's business to change minds, to overcome prejudices, to break down bad customs, soften stubbornness and let the light of reason into dark places. What is more to be desired than the ability to influence the minds of men and to change them for the mutual good of the buyer and seller? Emerson said: "He is great who can alter my state of mind." He may have been thinking of salesmen when he said it.

And isn't life in general pretty much a matter of making other people feel as you do about something or other? About yourself primarily? How great and prosperous we should all be if only we could bring the world to feel about us as we feel about ourselves!

Salesmanship is a science and it is also an art. There is a certain fund of knowledge relating to the profes-

sion of salesmanship and a certain lot of principles by which the salesman, consciously or unconsciously, works, which amount to a science. By the art of salesmanship I mean the actual practice of selling goods—the actual calling on customers, the displaying of samples, the presentation of selling arguments, the taking of orders—the application in business life of the knowledge comprising the science. Between the science of salesmanship and the art of selling there is much the same difference as between studying law in a university and practicing it in a court.

#### Resembles Work of a Lawyer.

A great many men who understand the principles of scientific salesmanship are not successful salesmen. They come short in the application—in the practice. There are a great many people who can see in their minds beautiful pictures and who understand pretty well the principles on which rests the painter's art, who can never paint good pictures. They lack the skill for the perfect application of abstract principles to concrete work which alone results in true art. For art is doing as opposed to knowing. It is the acme of man's accomplishment in any line of activity, whether it be selling goods or painting pictures.

I think salesmanship is as scientific as law, and in some respects the work of a salesman closely resembles the work of a lawyer in trying a case. When a case comes to trial we find the lawyer first making a preliminary general statement. He outlines all that he expects to do for his client. He announces to prove his client innocent on a half-dozen counts, any one of which would be sufficient, and he enumerates them in order.

In the second stage of the trial we find him bringing in the evidence to support and prove the general statements made in his opening address. In the closing address we find him recapitulating all of the statements, arguments and evidence which he has previously introduced into the trial, and closing it all with an appeal as strong and as tactful as he can utter to the emotions of the jury and the judge; an appeal that will bring about a final decision favorable to his client.

Now look at the salesman as he approaches his prospective customer. He makes a statement telling his customer in general terms what he has to offer. He makes certain broad claims for his article. He says he will save the customer both time and money; that it will do the work of two men; that it is the best thing of its kind made, and that the price is amazingly low considering the value.

Then he goes on to submit evidence proving his statement and finally he sums it up, going over all of his arguments, pointing out again quickly and eloquently the advantages of his article and trying with a final skillful appeal to bring about a decision in the mind of his customer. Thus we have the three steps in any sale—the approach, the demonstration and the closing argument.

But salesmanship is something more than a science or an art—it is a principle—a principle of human relationship. It is the principle of the influence of one person on another. It is a fundamental principle and it is universal in its working.

#### An Attractive Personality.

If I were asked to define salesmanship I should say that: "It is simply making the other fellow feel as you do about what you have to sell." That is about all there is to it. You go into a man's office with something to sell. You feel that this man ought to possess, through his purchase from you, this thing that you have to sell. But the man you have called to see, who sits with an air of cool defiance behind the breastworks of his desk, is in a directly opposite state of mind. He feels that he ought not to possess, through purchase from you, the thing you have to sell. Now the only possible way you can make the sale is to make that man's mind come around into agreement with your mind. It is not even a case where you can meet your opponent half way; you can not make even a small compromise and still make a sale. You have got to sell him completely or you don't sell him at all; you must pull him full 180 degrees around the circle. When you have made him feel just as sincerely as you yourself feel that he should buy what you have to sell, then he will buy.

Show me a star salesman—a man who is a business builder as well as a business-getter—and I will show you a man of strong character and attractive personality. The foregoing sentence contains the suggestion of what the training for salesmanship should be. It sounds the success keynote. What should be the salesman's equipment? We are salesmanagers now selecting men. What are we going to require of those we choose? Have my way and there would be ten requisites which we should use as a standard for measuring our candidates. And the first of these requisites is health.

A salesman must be in good physical condition all the time. Just like a racehorse, he must be ready to go when the bell rings. There was a time not many years ago when most salesmen injured their health with too much drinking and smoking and eating. But there is not so much of this nowadays, good salesmen have come to do most of their work in the salesroom instead of in the bar-rooms. The temptations for a salesman to drink too much and eat too much are many, and it is only by constant vigilance that he can resist such temptations. His health depends on his power to resist, and in the long run his success depends up-

on his health. Good health influences others in your favor. It is a prime factor in bringing your prospect's mind around into agreement with your mind.

#### A Keen Mind.

The second requisite is honesty. A man in business is nothing short of a fool who is anything but honest. A salesman who is not strictly honest has no chance at all in the long run. Modern business has made honesty popular. After all, there is nobody in the whole world who knows a man is honest but a man himself. Your wife thinks you are honest, and it is a mighty good thing to keep her thinking that way, but she could not prove it to save her soul. The only response to the question, "Am I an honest man?" comes from deep in the man's own heart, and he only knows whether the answer is what it should be. It is fortunate for some of us that some men insist on handicapping themselves with dishonesty, because if they were honest, coupled with their natural ability, some of us would not have a chance.

In order for a man to be a successful salesman he must have a strong mental equipment. He must have a keen mind, and, for the want of a better word to express this requisite, let us call it ability. When you stop to think of it, men do not differ very much in their general make-up. As a rule, most men have two legs, two arms, two ears, a nose, a pair of eyes and a mouth, and, considering the height, men weigh about the same. The difference is in their brains. Ability can be developed in a salesman. It can be developed by what he reads, by study, by the company he keeps. I have always said that a man's compensation should be made up of two parts until he gets to 50 years of age. He should say to himself, first,

## A Question In Addition and Multiplication

Add one big airy room to courteous service, then multiply by three excellent meals, and the answer is

**Hotel Livingston**  
Grand Rapids, Mich.

## 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.

when considering any employment, "What can I earn?" and, second, he should put the letter "L" in front of "earn" and ask: "What can I learn?"

After ability should be initiative. That is the quality which leads a man to do things without being told. After a surgeon has you on the operating table and has made his incision he can't say: "I must go look in a book and see if I am proceeding right on this fellow." No; after he cuts in, he has got to finish, whether it's your finish or his finish. Perhaps he finds conditions which he did not imagine. Then he must act quickly; that is initiative. Every day of a salesman's life he is confronted by all sorts of unexpected conditions when he must act, if at all, upon his own initiative.

Of course knowledge of the business is an essential for a salesman. The lawyer who reads the most law books and studies most is, as a rule, the best lawyer. The insurance salesman who can tell you offhand what insurance you ought to have and what it will cost you per thousand at your age, etc., always makes a favorable impression. You have confidence in him because you realize that he knows his own business. This is equally true in any line of business.

Tact is another requisite. Tact is the ability to tell a man the truth about himself without giving him offense. Tact never jumps out of a window until it sees a pillow to light on below. It is the ability to get along comfortably with many different sorts of people, and it is pretty hard to describe it any farther than this. Some men have it or acquire it, and some others do not have it, or can not get it, and the latter class will never make successful salesmen.

Thoughts are intangible and yet they are very real, and they produce tangible results. Selling is just like throwing thoughts. You throw thoughts from your mind into the prospect's mind, trying to bring him around to your point of view. Now, you can not any more throw insincere thoughts at a man and have him catch sincere thoughts than you can throw an apple and have him catch a baseball. He is going to catch just what you throw if he catches anything at all. Hence sincerity is a prime requisite for a successful salesman. Sincerity not only makes friends—it holds them.

A man might have all the fine qualities in the world and still, if he were indolent, he would not be successful. Salesmen must have energy and industry. The man who coined the expression "Always on the job" did a good day's work the day he coined it.

The best salesmen are those who are always trying to become better salesmen. They are the men who are trying to learn and to improve. They are the men with the open minds. Open-mindedness is the willingness to accept suggestions. The man who knows it all is standing on the banana peel placed by the fool-killer who is awaiting for him with a club just around the corner.

The last of the requisites is enthusiasm. A man might have honesty,

health, ability, initiative, knowledge of the business, tact, sincerity, industry and open-mindedness, yet without enthusiasm he would not be a success. Enthusiasm is the white heat that fuses all of these other qualities into one effective mass. A little illustration: Take a piece of blue glass and a sapphire. You can polish that glass until it has a surface as smooth and hard as the sapphire's. But when you look down into them you see thousands of little lights shining up at you out of the sapphire that you can not see in the blue glass—and you never can get out of the blue glass those little tongues of flame which just seem to leap out as you look at the sapphire. What these little lights are in the sapphire, enthusiasm is in the man. Some men are almost irresistible; it is because enthusiasm radiates from their features, beams from their eyes and is present in their actions. A man might be made to order with the proper proportions of all these other nine things I have mentioned and yet, if he lacked enthusiasm, he would only be a statue.

When I was working as a salesman myself I was always trying to analyze successful men for the purpose of finding out the reasons for their success. I found that without exception successful salesmen had all of these qualities in proper proportions. Later, when I became sales manager and had to employ, train and supervise men I had these ten requisites on a blackboard in my office and I used them for measuring men, for discovering their weak spots and always have found them very helpful.

There is a peculiar thing about these ten requisites. Only one of them has to do with a man's business, and nine of them deal with the man himself, which simply goes to show that success in salesmanship, as in nearly all other branches of human endeavor, is a matter principally of personality, of the development of the individual. Men are greater than their works.—Hugh Chalmers in Collier's.

(Continued next week)

Yale Expositor: M. S. Brown, the popular traveling salesman for the Hazeltine & Perkins Drug Co., Grand Rapids, drove into Yale Monday afternoon in his new E. M. F., 30 horse power, five passenger touring car. He left Saginaw, his residence city, that morning and visited nineteen towns belonging to his regular route where he sells goods. The distance covered was ninety miles. He remained in here over night. Next morning at 9:30 he started on his road to Crosswell and other Northern towns in the Thumb district. Grant Holden accompanied him on his trip North, reaching Bad Axe, a distance of 107 miles, that evening. The next day they ran over to Port Hope and Vassar, where Grant took the P. M. train for home, reaching here in the evening. Mark continuing to LaPeer and then home. Grant says it is the finest trip one can take anywhere, and that the Thumb is the garden spot of Michigan. He hopes to make the trip again when the weather is a little warmer.

## FOLDED THEIR TENTS.

### Sudden Retirement of Morris & Lillis from Business.

On the appearance of the Tradesman last week, stating that they refused to disclose their antecedents and advising caution in dealing with them until they did so, the two men who came here from out of town to engage in the produce and butter and egg business at 60 Market street quietly folded their tents and slipped out of town, leaving behind nothing but a desk, two chairs and a typewriter, on which they had made one monthly payment, and the telephone, which they had no right to remove from the store. The landlord of the building had some empty egg cases stored in the building, which they disposed of the last day they were open for business, pocketing the proceeds.

It is quite evident to the Tradesman that Morris & Lillis succeeded in securing about \$2,500 worth of eggs, only a portion of which were paid for. It is a source of much satisfaction to the Tradesman to learn that very few of the merchants thus victimized are subscribers to the Tradesman.

In some way the impression has gone out that the men connected with the steal were from Aurora, Illinois. The Tradesman sent a messenger to that city to ascertain the truth of this report. No one by either name could be located in that city who answered the description of the men composing the firm. It is possible, of course, that the names given were not their real names at all, but names assumed for the occasion.

It is little less than remarkable how many merchants and country shippers will grasp at a quotation above the market price in the belief that they can get one or two shipments in and secure their pay therefor before the crash comes.

While it is true that not all of the reputable handlers of produce in the State advertise in the Tradesman, it is entirely safe for shippers generally to assume that the men who do advertise in the Tradesman are responsible business men and that any one who deals with them will have no occasion to feel that he has been unfairly treated.

### Trade Excursion Through Northern Indiana.

Indianapolis, May 24—"Presidents and General Managers' special" will be the designation of the chartered interurban cars that leave the terminal station at 7 o'clock on the morning of Tuesday, May 31. At least that is the way it looks now to the officers of the Indianapolis Trade Association, who are making the arrangements for the trade extension trip through Northern Indiana May 31, June 1 and 2.

In the majority of cases the heads of business concerns are indicating their intention of making the trip personally, although a number of them will also take along traveling representatives who are acquainted with their customers in the towns to be visited. The trade extension

division of the Association, which has the trip in hand, has urged that the active heads of the concerns represent the houses.

"Competitive markets now follow this plan with large results," say the invitations sent out to members of the Association. "A social call on the merchant is augmented by the presence of the head of the firm. Experience of other markets with trips of this character justifies the time and effort expended."

In the cities to be visited a great deal of interest has been aroused by the announcement that the Indianapolis News Newsboys' Band will accompany the excursion. The newspapers in the various towns have published the fact that this well-known musical organization will give concerts along the way and the merchants who have written to the Trade Association extending a welcome have referred to the coming of the band as highly pleasing.

This is especially true at Warsaw and South Bend, where the party will spend the nights. The band will give special concerts at the hotels and advance information indicates that practically the whole population of those cities is preparing to take advantage of the opportunity to hear the boys play.

### The Boys Behind the Counter.

Sturgis—W. R. Flagg, who has been with John Tripp & Co. for some time, has begun clerking for H. C. Rehm.

Benton Harbor—Fred Anderson has taken a position in C. C. Sweet's hardware store.

Pentwater—E. A. Wright has taken the position of registered pharmacist at the Crescent Drug store, and will divide his time between the store and his insurance office.

Kalamazoo—Delbert Randall has taken a position as clerk in S. O. Bennett's grocery, 801 West Main.

Petoskey—The Eagle Shoe Store has secured the services of William Shouse, of Philadelphia. Mr. Shouse has been for some time with the Henry Blackwell Co., of Detroit, has held several positions in the East and has traveled for several years, but tiring of the continual traveling decided to settle in this city, having been here on some of his trips and liking the place.

Alden—John Westell, of Bloomington, has taken a clerkship in the drug store of Ed. Higgins.

### The Largest Educational Institution.

The University of Calcutta is probably the largest educational institution in the world. It has about 10,000 students.

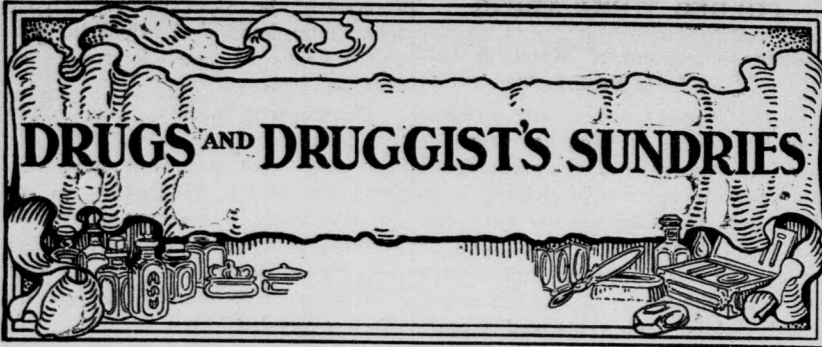
## FOR SALE

\$1,200 buys a drug stock and fixtures invoicing more than \$1,400; no dead stock.

We make this reduction owing to our proprietary medicine requiring our entire attention.

If you have the cash and mean business don't write, but come and investigate this exceptional opportunity.

**Peckham's Croup Remedy Co.**  
Freeport, Mich.



**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.  
 Next Meeting—Kalamazoo, Oct. 4 and 5.

**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. Franckboner, Grand Rapids.  
 Secretary—E. E. Calkins, Ann Arbor.  
 Treasurer—Willis Leisenring, Pontiac.  
 Next Meeting—Detroit, June 7, 8 and 9.

#### Best Method of Disposing of Dead Stock.

Most of us retail druggists believe we are the best buyers for our particular stores and, consequently, consider our stock the cleanest and most salable. We fail to recognize our own shortcomings.

It is a matter of fact that all of us have some goods which do not move and are absolutely a burden for us to carry. They eat up interest, take up valuable space and should be disposed of as soon as possible to be replaced with goods that can make money for us.

But to remedy any condition which is detrimental we must first know that it exists.

When I traveled, selling goods to the retail drug trade, I was told by a certain druggist that he had found three dozen hot-water bottles in his stock which he had carried unknowingly for nine months as practically dead stock. They were not brought to light until January, when he took his yearly inventory, and he had even bought a new supply in October for the winter. In this case, as in many others, the yearly inventory revealed many hidden goods, which had been lost to sight in the ordinary conduct of business. I consider it one of the greatest helps to a retail druggist if, after it is completed, the manager or owner of the store takes the time to read each item and makes mental note of all stock which should be given special care in order to dispose of it as soon as possible.

I mention the yearly inventory as a help in giving us this knowledge. But this is not enough, as we should try to turn our stock three times a year. It is just as important to see to it that stock changes constantly as it is to buy fresh goods.

The accumulated sundries and toilet

goods can easily be disposed of by a good window display, or showing the goods on a bargain table inside the store, pricing each article a little lower than the original selling price. I have seen cases where a reduction of one cent has created a demand for articles which I have considered unsalable, and we can copy the dry goods store in this respect.

As regards rubber goods, hot-water bottles and similar sundries, every fall, about the latter part of October, I gather all left-over stock and sell it without a guarantee and at a slight reduction until all the old articles are disposed of. This advertises the store as a place where goods can be bought at reasonable prices. I have found that this pays well. After the first two or three weeks of the season I have only fresh, clean goods to sell and the people seem to know it and are perfectly willing to pay a good price for their goods.

The most difficult dead stock to turn, I find, is semi-proprietary remedies which certain doctors seem to prescribe sometimes for every other patient and then stop entirely. I have been fortunate in being friendly with the doctors whose patients come to my store for their prescriptions, and I remember more than once how I have been able to start the sale of some dead prescription preparation by simply asking the doctor in an official manner if he remembers how he used to prescribe at least one or two dozen a week of a certain proprietary. As a rule, I have found this hint revives his prescribing enough to reduce my stock. I can see on my shelf to-day at least twenty of these old friends which I bought in 3, 6 or 12 dozen lots, but now are only used in a refill two or three times a year, and orders for them to my wholesaler will read 1-12 or 1-4 of a dozen as the case may be. Some of my ethical friends in the business may consider it unprofessional to ever, in such a slight degree as I have described, start again the sale of a dead proprietary medicine; but I know of no other way to dispose of them excepting to destroy them, and as a business man I must see to it that I make both ends meet and can not afford to throw things away.

Patent medicines I watch constantly. When I find one is a slow seller I reduce the quantity I order until I stop entirely, and do not replace the last bottle sold. I know of no other method of disposing of these advertised patents as I will never stoop to recommend a medicine which I know nothing about.

I know of several houses that are willing to accept any kind of patent or trade-mark medicines, giving in payment an equal amount of their own preparations; but I do not consider this a good business proposition. I can better afford to keep the goods I already have and force the sale of my own preparations than to introduce some other man's specialties which have not been advertised.

Cigars and candy if slow sellers can be reduced in price, to cost if necessary, until they become salable. The only things I have been obliged to lose and throw away are those which deteriorate by keeping and which through my own carelessness have been overlooked. This includes rubber goods of all kinds, elastic bands, or goods like suspensory bandages which the manufacturers have refused to replace, and drugs, herbs, etc., which have become worm-eaten. I believe the best advice I can give on how to dispose of these goods is to burn them. By keeping them you use up valuable space, and you may contaminate fresh goods that come in contact with them.—Ernest O. Engstrom in Bulletin of Pharmacy.

#### How a Druggist Started Business On Lactone Buttermilk.

Some time ago I decided to undertake the preparation and sale of lactone buttermilk. I wanted to sell the bottled product! I wanted to establish business at the soda fountain, and I wanted to get the physicians interested.

The first thing I did to interest the public was to work out the following plan involving a guessing contest exploited in the window:

The corner of the store nearest the fountain and the window adjoining were all dressed in white cheese-cloth. In the center of the window was a 250-pound cake of ice. This was placed in a large tin dish, two inches deep, with a drainage tube conducting the water to the basement.

People were asked to guess how long it would take this cake of ice to melt. One guess was given with every 25-cent purchase, and a \$5 prize was awarded to the best guesser.

Placards announcing the nature of the guessing contest, and also telling about the lactone demonstration inside the store, were placed about the window in conspicuous positions. In the window, and completely surrounding the cake of ice, were eight-ounce milk bottles filled with lactone buttermilk. Off to one side was a five-gallon P. D. rocker demijohn, painted a bright cherry, with the following inscription printed on the front in black letters: "Lactone Buttermilk—five gallons daily output."

Then I had a woman inside the store to demonstrate the product. She had the lactone buttermilk before her in an ordinary wooden pail stained a bright cherry of the same color as the rocker demijohn in the window. That is to say, the buttermilk was contained in the eight-ounce milk bottles, but these were packed in ice in the pail. The pail rested on one of our soda tables,

which was draped all in white like the window, and the demonstrator herself, as well as the delivery boy and your humble servant, also wore white attire.

The show-cases in that section of the store were trimmed with white cheese-cloth, and in fact we carried out the white effect all through. We did this because we wanted to emphasize the clean and sanitary conditions under which lactone buttermilk was prepared and handled.

Of course the afternoon on which this stunt was pulled off had been announced beforehand so that the people were ready for it. Dodgers had been distributed and advance signs had been placed in the window. What were the results of this one afternoon's effort?

Well, let me say that in the first place the day happened to be a bad one so far as the weather was concerned. It was dark and cloudy and there were occasional slight showers. Nevertheless we served 100 glasses of lactone buttermilk, sold one dozen 25-cent packages of the tablets, and received three standing orders for one quart of buttermilk to be delivered every morning.

In addition to this, there were 125 guesses made on the cake of ice in the window.

This was only a couple of weeks or so ago, and the sales of lactone buttermilk are increasing daily. In the meantime I have sold three dozen bottles of the tablets, and have five regular customers to whom a quart bottle of the buttermilk is delivered every day.

Wallace M. Colcleugh.

#### He Got It Pat.

The telephone wasn't invented especially for woman, but she has taken right hold of it and got communication down so pat that mere man has no show. In a ten-minute conversation over the wire a woman will say "Yes" thirty times.

She will say "Is that so?" twenty-five times.

She will say "No" thirty-two times.

She will say "Oh dear!" eighteen times.

She will say "Yes, I understand" sixteen times.

She will say "Why, that's funny!" twenty times.

She will say "Did you ever?" seventeen times.

She will say "Central, don't cut me off yet" thirteen times.

She will say "Very well" eleven times.

She will say "Now, I shall expect you" ten times.

She will say "Hello! hello! hello!" one hundred times, and then come out of the booth and tell the drug store man that there's something wrong with his telephone, and that she had only begun to talk when the wire went dead.

It is pleasant to think that the people who make gateways to the heavenly road never get any farther on it.

The best way to lead the weak to wrongdoing is to make a mockery of the punishment of the strong.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including Aceticum, Benzoinum, Boracie, Carbolium, Citricum, Hydrochlor, Nitrosum, Oxalicum, Phosphorium, Salicylicum, Sulphuricum, Tannicum, Tartaricum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Ferru, Flora, Folia, Gummi, Herba, Magnesia, and Oleum.

Table listing various drugs and their prices, including Lupulin, Lycopodium, Macis, Magnesia, Mannia, Menthol, Morphia, Morphia, Moschus, Myristica, Nux Vomica, Opes Sepia, Pepsin, Arnica, Asafoetida, Atropine, Auranti, Barosma, Benzoin, Benzoin, Cantharides, Capsicum, Cardamon, Cardamon, Cassia, Cassia, Castor, Catechu, Cinchona, Cinchona, Columbia, Cubebae, Digitalis, Ergot, Ferri Chloridum, Gentian, Gentian, Guaiaca, Guaiaca, Hyoscyamus, Iodine, Iodine, Kino, Lobelia, Myrrh, Nux Vomica, Opil, Opil, Quassia, Rhatany, Rhei, Sanguinaria, Serpentaria, Strogonium, Tolutan, Valerian, Veratrum, Zingiber, Rubia, Saccharum, Salacin, Sanguis, Sapo, Sapo, Seidlitz, Sinapis, Sinapis, Snuff, Snuff, Soda, Soda, Soda, Soda, Spts, Spts, Spts, Spts, Strychnia, Sulphur, Sulphur, Tamarinds, Terebenth, Thebromae, Vanilla, and Zinci Sulph.

PLAY BALL
We Are Agents for
Base Ball Goods
Manufactured by
A. J. REACH & CO., Philadelphia, Pa.
Balls, Bats
Fielders' and Basemen's Mitts
Gloves, Protectors
Catchers' Mitts and Masks
Please send us your order early while
our stock is unbroken and complete
Hazeltine & Perkins Drug Co.
Grand Rapids, Mich.

LaBelle Moistener
and Letter Sealer
For Sealing Letters, Affixing Stamps and General Use
Simplest, cleanest and most convenient device of its
kind on the market.
You can seal 2,000 letters an hour. Filled with water
it will last several days and is always ready.
Price, 75c Postpaid to Your Address
TRADESMAN COMPANY GRAND RAPIDS, MICH.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Index to Markets By Columns

Table listing various grocery items and their market status (Advanced or Declined) with corresponding column numbers (A through Y).

Main table of grocery prices, organized by category such as Arctic Ammonia, Axle Grease, Baked Beans, Baking Soda, etc., with prices per unit.

Table of prices for various types of gum (Chewing Gum, Choclate), chicory, and other confectionery items.

Table of prices for dried fruits, farinaceous goods, and other food products, including items like Festino, Bent's Water Crackers, and various flours.

Table with 1 column and multiple rows of product listings under category 6, including items like Kansas Hard Wheat Flour, Fanchon, and various oils.

Table with 1 column and multiple rows of product listings under category 7, including items like Short Cut Clear, Bean, and various meats.

Table with 1 column and multiple rows of product listings under category 8, including items like No. 1, 100 lbs., and various flours.

Table with 1 column and multiple rows of product listings under category 9, including items like Pure Cane, Tea, and various oils.

Table with 1 column and multiple rows of product listings under category 10, including items like Butter Plates, Wire End or Ovals, and various oils.

Table with 1 column and multiple rows of product listings under category 11, including items like Old Wool, Pelts, and various oils.

# 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 25  
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

## YOUR OWN PRIVATE BRAND



Wabash Baking Powder Co., Wabash, Ind.

80 oz. tin cans ..... 3 75  
32 oz. tin cans ..... 1 50  
19 oz. tin cans ..... 85  
16 oz. tin cans ..... 75  
14 oz. tin cans ..... 65  
10 oz. tin cans ..... 55  
8 oz. tin cans ..... 45  
4 oz. tin cans ..... 35  
32 oz. tin milk pail 2 00  
16 oz. tin bucket ..... 90  
11 oz. glass tumbler .. 85  
6 oz. glass tumbler .. 75  
16 oz. glass mason jar 1 00

## 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 ..... 35  
Perfection Extras ..... 35  
Londres ..... 35  
Londres Grand ..... 35  
Standard ..... 35  
Puritans ..... 35  
Panatellas, Finas ..... 35  
Panatellas, Bock ..... 35  
Jockey Club ..... 35

## COCOANUT

Baker's Brazil Shredded



70 5c pkgs, per case .. 2 60  
36 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 ..... 8 @ 14  
Rounds ..... 7 1/2 @ 9  
Chucks ..... 7 @ 7 1/2  
Plates ..... 7 @ 5  
Livers ..... 7 @ 5

Pork  
Loins ..... @ 16  
Dressed ..... @ 11  
Boston Butts ..... @ 15  
Shoulders ..... @ 12 1/2  
Leaf Lard ..... @ 13  
Pork Trimmings ..... @ 11

Mutton  
Carcass ..... @ 10  
Lamb ..... @ 12  
Spring Lamb ..... @ 13

Veal  
Carcass ..... 6 @ 9

## CLOTHES LINES

Sisal  
60ft. 3 thread, extra.. 1 00  
72ft. 3 thread, extra.. 1 40  
90ft. 3 thread, extra.. 1 70  
60ft. 6 thread, extra.. 1 29  
72ft. 6 thread, extra..

Jute  
60ft. .... 75  
72ft. .... 90  
90ft. .... 1 05  
120ft. .... 1 50

Cotton Victor  
50ft. .... 1 10  
60ft. .... 1 35  
70ft. .... 1 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  
Dwinell-Wright Co.'s B'ds



White House, 1lb.....  
White House, 2lb.....  
Excelsior, M & J, 1lb.....  
Excelsior, M & J, 2lb.....  
Tip Top, M & J, 1lb.....  
Royal Java .....  
Royal Java and Mocha...  
Java and Mocha Blend...  
Boston Combination...  
Distributed by Judson Grocer Co., Grand Rapids.  
Lee, Cady & Smart, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Goddard, Durand & Co., Battle Creek; Fielbach Co., Toledo.

## FISHING TACKLE

1/4 to 1 in. .... 6  
1 1/4 to 2 in. .... 7  
1 1/2 to 2 in. .... 9  
1 3/4 to 2 in. .... 11  
2 in. .... 15  
3 in. .... 20

## Cotton Lines

No. 1, 10 feet ..... 5  
No. 2, 15 feet ..... 7  
No. 3, 15 feet ..... 9  
No. 4, 15 feet ..... 10  
No. 5, 15 feet ..... 11  
No. 6, 15 feet ..... 12  
No. 7, 15 feet ..... 15  
No. 8, 15 feet ..... 18  
No. 9, 15 feet ..... 20

## Linen Lines

Small ..... 20  
Medium ..... 26  
Large ..... 34

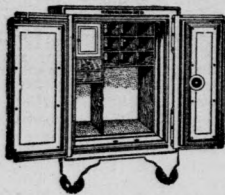
## Poles

Bamboo, 14 ft., per doz. 55  
Bamboo, 16 ft., per doz. 60  
Bamboo, 18 ft., per doz. 80

## GELATINE

Cox's, 1 doz. Large .. 1 80  
Cox's, 1 doz. Small .. 1 00  
Knox's Sparkling, doz. 1 25  
Knox's Sparkling, gr. 14 00  
Nelson's ..... 1 50  
Knox's Acidu'd. doz. .. 1 25  
Oxford ..... 75  
Plymouth Rock ..... 1 25

## SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

## SOAP

Beaver Soap Co.'s Brand



100 cakes, large size.. 6 50  
50 cakes, large size.. 3 25  
100 cakes, small size.. 8 85  
50 cakes, small size.. 4 45

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

# Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

Butler Brothers  
New York  
Chicago St. Louis  
Minneapolis

# "MORGAN"

Trade Mark. Registered.

Sweet Juice Hard Cider  
Boiled Cider and Vinegar  
See Grocery Price Current

John C. Morgan Co.  
Traverse City, Mich.

# Sawyer's Crystal Blue.

See that Top



For the Laundry.

DOUBLE STRENGTH.

Sold in Sifting Top Boxes.

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

It goes twice as far as other Blues.

Sawyer Crystal Blue Co.  
88 Broad Street,  
BOSTON - MASS.

# Use

# Tradesman

# Coupon

# Books

Made by

Tradesman Company  
Grand Rapids, Mich.

# What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

Tradesman Company  
Grand Rapids



# BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

## BUSINESS CHANCES.

Wanted—One counter scale weighing up to 20 pounds. Address Westing & Warner, Holland, Mich. 647

Bankruptcy stock of bazaar goods to be sold at public sale, Friday, June 2d, 1910. Stock invoices \$900, consisting of general bazaar goods and crockery. G. Elmer McArthur, Trustee, Eaton Rapids, Mich. 657

## For Sale or Exchange

70 acre fruit and chicken farm adjoining corporation of Winslow. Good bearing commercial orchard, apples, peaches and grapes, 10 acres. Potatoes and onions, 5 acres. Plotted into town lots, 10 acres. Balance in orchard and blue grass. House, barn, spring and well. Splendid opportunity for building large reservoir or lake. Elevation 2,200 feet. Price with growing crop \$3,200. Jas. W. Thompson, Winslow, Ark.

For Sale—Drug stock invoicing from \$3,500 to \$3,700 in city of 5,000 population in southwestern Michigan. Stock comparatively new, only about six years old. Ill health is the cause for selling. Address S. B., care Michigan Tradesman. 656

For Sale—Variety store, Battle Creek, Mich. Paying proposition. Must sell quick account sickness. Cash \$1,800 takes it. Address No. 655, care Tradesman. 655

For Cash—Good bakery business in good shop. C. F. Schoenhut, Manson, Iowa. 654

For Sale—Up-to-date harness and shoe shop, only repair shop in town, fine farming country, stock will invoice about \$1,100. Good reason for selling. Address E. S. Eggleston, Climax, Mich. 653

Fruit, grain and stock farms for sale, in Oceana county. Write to C. W. Morgan, Shelby, Michigan, for lists. 651

For Sale—Or will trade for farm, a stock of general merchandise located in hustling Michigan town. C. W. Morgan, Shelby, Mich. 652

For Sale—Cleanest, most up-to-date stock of dry goods in Michigan. Modern fixtures, in healthy hustling town 3,000 inhabitants. Central Michigan. In well located brick store. Five year lease, reasonable rent. Stock and fixtures inventory about \$10,000. Can show good paying business. No exchange considered. Adin P. McBride, Durand, Mich. 650

## To the Merchant



Who is interested in a special sale right now. I can come immediately and conduct a profitable sale, securing the results you want. My sale plans make good. Ask S. S. Wilson & Co., of Ludington, Mich. Lowest terms. Satisfaction guaranteed. Write me to-day. B. H. Comstock, 907 Ohio Bldg., Toledo, Ohio.

Free Samples—Agents only, faucet strainer, splash preventer. Send 2c stamp (mailing cost). \$5 profit daily and upward. Let us prove it. O. P. Seed, 93 Reade St., New York. 648

Agents—Sun-ray incandescent burners fit all lamps; 100 candle-power light. Prices defy competition. Investigate. Simplex Gaslight Co., 23 Park Row, New York. 649

Notice—Highest price paid for shoes or dry goods. 177 Gratiot Ave., Detroit, Mich. 645

For Sale—Up-to-date hardware stock and fixtures in best town north of Denver; invoice about \$6,500; good room rent, reasonable; reason for selling, other business and cannot attend to it. Write W. E. Banks, Loveland, Colo. 641

MERCHANTS—Wishing to dispose of their stocks can find ready sale for same by addressing 1037 Main St., Galesburg, Illinois. 638

For Sale—\$42,000 stock of general merchandise and hardware in Idaho. Fine brick store and fixtures \$19,000, for sale or rent. Last year's sale \$181,000. Profit each year for the last six years, average \$20,000. Books may be seen to prove facts. Address No. 629, care Michigan Tradesman. 629

For Sale—Small stock of general merchandise; doing good business in country town. Address Box 145, Williamston, Mich. 632

Invest in California, Washington. Many opportunities, business, professional, rooming houses, hotels, orchards, homes, terms. Whalen Bros., 960 1/2 S. Broadway, Los Angeles, Calif.; 703 Marion St., Seattle, Wash. 637

For Sale—Up-to-date line of general merchandise in resort town, 32 miles from Chicago; stock and fixtures, \$5,000; good profit, small expense; worth investigating. Address Box 128, Barrington, Ill. 633

For Sale Or Trade—New clean general merchandise stock \$5,000. Frame building, 40 x 60. Six miles M. K. & T. R. R. Black land. School and churches. Address Box 79, R. 1, Myra, Texas. 625

Stock of general merchandise wanted. Ralph W. Johnson, Minneapolis, Minn. 624

Auctioneer—Stocks of merchandise closed out or reduced anywhere in U. S. or Canada; expert service; satisfaction guaranteed. For terms and date address R. G. Holman, Harvey, Ill. 623

For Sale—Staple stock groceries and shoes. Doing nice business. A1 town 2,500. Will discount. Come quick. Address 621, care Tradesman. 621

## YOU CAN SELL OUT

Your entire stock at full value at the rate of a sale every 15 seconds because we can execute the only plan that will do it. Remember that when your sale is over there will be nothing left but cash. Let's get acquainted.

JOHN C. GIBBS, Mt. Union, Ia.

For Sale—Grocery and market, also house furniture in flat above store, cor. of Harrison St. and Wisconsin Ave., Oak Park, Ill. 620

For Sale—Furniture stock in Southern Michigan city of 5,000 inhabitants. A well established and growing trade. Fine buildings and location. Good reason for selling. Address Furniture, care Michigan Tradesman. 615

Plumbing and electrical business for sale. Well-established plumbing and electrical business. Invoices, plumbing \$3,456, electric \$4,126. Address A. B. Bellis, 406 Court St., Muskogee, Okla. 614

For Sale—Land at \$3, \$5, \$10 and up per acre in Roscommon county, Mich. Joel Emery, Prudenville, Mich. 606

Great Opportunity—For sale, lumber yard in a good location in Flint, doing six to eight thousand dollars per month business. Good reason for selling. For information, address Chas. Tarolli, Flint, Mich. 612

For Sale—Four thousand dollar stock of general merchandise; town about six hundred; Central Michigan. Only general store. Address B. W., care Tradesman. 609

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

## 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.

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. 593

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—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

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—\$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—10,000 No. 2 cedar railroad ties. R. W. Hyde, Posen, Mich. 574

Bakery For Sale—Well-established bakery business. 1060 Fifth St., San Bernardino, Cali. 562

Improved farm 14 miles west of Traverse City to exchange for stock merchandise. Address No. 546, care Tradesman. 546

For coal, oil and gas, land leases, write C. W. Deming Co., Real Estate Dealers, Tulsa, Okla. 542

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

Will pay cash for shoe stock. Address No. 286, care Michigan Tradesman. 286

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

For Sale—General stock inventories 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

## HELP WANTED.

Wanted—Boat builders, painters, hardwood finishers, carpenters, joiners, men to install engines and pipe fittings, etc. No labor trouble. A good job for good men. Address The Matthews Boat Co., Port Clinton, Ohio. 644

Wanted—Registered pharmacist for a down town store in Grand Rapids, man between 30 and 40 years of age preferred. Good salary and good hours to the right man. Address Pharmacy Man, care Tradesman. 640

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.

**Office Stationery**  
 LETTER, NOTE AND BILL HEADS  
 STATEMENTS, ENVELOPES, COUNTER BILLS.  
**TRADESMAN COMPANY**  
 GRAND RAPIDS

## INDIANA ITEMS.

## Some Recent Changes in the Hoosier State.

Indianapolis—Frederick Prange has sold a piece of property at the corner of Washington and Davidson streets to Oscar V. Rouse, the consideration being \$20,000. Mr. Rouse, who is in the grain and feed business, expects to build a grain elevator to take the place of the flour mill which now occupies the lot.

Andrews—After being a merchant here for thirteen years F. W. Kelsey has given possession of the store to E. M. DuPoy. Mr. Kelsey has various interests to attend to and will remain in Andrews during the summer, but in the fall, together with his wife and son, will go for the winter to Florida.

Portland—Abraham Dawson has sold his meat market to Horace Antrim and Arthur Hoover, who will continue the business at the same location.

Geneva—The Farmers and Merchants' Bank is the name of a new financial institution now being organized here. E. N. Moore, Cashier of the People's Bank of Fort Recovery, has succeeded in interesting capital to the amount of \$25,000, and it is probable that this will be the capital of the new bank. Mr. Moore recently organized the Hoagland Bank and that institution is showing much prosperity.

Bluffton—The factory of the old Bluffton Manufacturing Co., an industry which turns out washing machines, will likely be placed in operation again in the course of a few weeks by a new company. The property at this time is in the hands of A. J. Tribolet, of this city, appointed trustee by the Federal Court of Fort Wayne, following a voluntary petition in bankruptcy of L. S. Kapp. The new company in course of organization proposes to take over the factory from the trustees.

Wolcottville—Mrs. Clara Foster, who has been with E. A. Cutler the past three years as pharmacist, has taken a similar position at Ft. Wayne. Harry Whitney is assisting in the place made vacant by Mrs. Foster.

Avilla—Knauer & Shambaugh succeeded Knauer & Son in the meat business.

Ashley—A. J. Stewart, who recently closed out his stock of dry goods in Garrett, where he had been in business for many years, with the intention of locating in a Western city, has opened a men's furnishing store at this place.

Warsaw—A. A. Mendel has purchased the Linn grocery stock and will continue the business at the same location.

Wolcottville—A. L. Neeham has opened a grocery store.

Marion—Harmon Wigger has engaged in the buggy and harness business.

Lynn—Miller & Moody, hardware dealers, have dissolved, Mr. Miller succeeding.

Indianapolis—A newspaper printed on an interurban car and the Indianapolis News Newsboys' Band will be two of the special features

of the Northern trade extension trip May 31, June 1 and 2, by members of the Indianapolis Trade Association. The newspaper will be the official organ of the trip and will be printed on a press set up in the baggage compartment of one of the special cars and run by electricity from the trolley wire. A special edition will be printed for each town visited, new items being added as the car runs from one place to another. The paper will print a list of those making the trip and the houses they represent. It will also contain a detailed story of the buyers' entertainment in Indianapolis June 14, 15 and 16, when retail merchants from over the State will be taken to baseball games, aviation exhibits and other entertainments by the Trade Association. The paper will be placed in the hands of all the retail men in the various towns visited and will be in the nature of a souvenir.

## Manufacturing Matters.

Rogers City—Paul H. Hoeft, the lumberman, has been instrumental in interesting Eastern capitalists in a large cement plant, to be erected at Crawford's quarry, on the Huron shore, near this place.

Lansing—A new company has been organized under the style of the Lansing Cement Stone Co., with an authorized capital stock of \$25,000, of which \$18,000 has been subscribed and \$14,000 paid in in cash.

Jackson—A new company has been organized under the style of the Central Foundry of Jackson. The company has an authorized capital stock of \$50,000, of which \$34,000 has been subscribed and \$5,000 paid in cash.

Detroit—A new company has been organized under the style of the Michigan Brass & Foundry Co. with an authorized capital stock of \$25,000, of which \$13,250 has been subscribed and \$5,000 paid in in property.

Menominee—A new company has been organized under the style of the Motor Age Cigar Co., with an authorized capital stock of \$2,500, all of which has been subscribed, \$150 being paid in in cash and \$2,350 in property.

Detroit—A new company has been organized under the style of the Triumph Motor Car Co., with an authorized capital stock of \$100,000, of which \$50,000 has been subscribed and \$5,000 paid in in cash and property.

Cadillac—Straub Brothers & Amiotte, of Traverse City, are negotiating with the local firm of Rybold & Cutter for the purchase of their candy factory, recently put in operation in the building on River street formerly occupied by the Union Collar Co.

Saginaw—Although a little over 60,000,000 pieces of lath were manufactured in the Saginaw Valley and Eastern Michigan last year, the demand was such that stocks were cleaned up. Prices are firm. Hemlock lath has the call, very little pine lath being manufactured.

Northport—The Fruit Belt Package Co. has been incorporated to manufacture and sell barrels, staves and other articles made of wood and metal. The new company has an au-

thorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$3,000 paid in in property.

Cheboygan—The National Pole Co. has bought the entire stock of cedar products put in last winter on Bois Blanc island by Vosper Bros., of Ionia. The stock will be shipped from Sand Bay, where the Stafford Manufacturing Co. has erected a large band sawmill within the last year.

Bay City—Although general business in the Valley does not come up to expectations, the lumber business is an exception. The mills are active and the demand for lumber is satisfactory. Hardwood appears to be more active than pine, although a fairly good trade is reported in the latter.

Kalamazoo—Herbert E. La Puelle, formerly connected with the Kalamazoo Tablet Co., later proprietor of a commercial agency in this city, who recently removed to Benton Harbor, has returned to this city and taken the management of the manufacturing department of the Educational Table Co.

Menominee—The market for low grade lumber is dull. Upper grades move in fair volume, but not with the liveliness dealers would like to see or the season should warrant. Conditions present an outlook that millmen and jobbers consider puzzling. Cedar shingles jumped 20 cents a thousand but a few weeks ago and sales immediately boomed, but they are now back at the old price, with no demand.

Detroit—To meet the demands of its growing business the Kelsey Wheel Co. has increased its capital stock from \$300,000 to \$500,000. John Kelsey, President of the company, says that improvements are being made and buildings put up which will cost \$100,000, and that the yearly capacity will be increased from 60,000 to 120,000 wheels. The wheels will be made complete in every detail. Hitherto the concern has made everything except the ball cups and brake drums. When the improvements are completed the number of employes will be increased by about 300.

## The Drug Market.

Opium—Is slightly lower.  
Morphine—Is unchanged.  
Quinine—Is firm.  
Bay Rum, Porto Rico—Has advanced.

Glycerin—Is very firm.  
Cubeb Berries—Have again advanced and are tending higher.

Oil Cubebs—Has advanced in sympathy with the berries.

American Saffron—Has declined.  
Jalap Root—Has advanced.  
Serpenteria—Has advanced.

## A Pound of Honey.

It has been discovered by skillful observers that the average load of nectar carried to the hive by a bee is about three-tenths of a grain, so that the collection of one pound of nectar requires nearly 23,000 foraging excursions.

You will not get to heaven any quicker by provoking your neighbors to wishing you were there.

## IGNORING THE FUTURE.

Senator Smith is understood to be working for an appropriation for a postoffice building on the West Side of Grand Rapids, being influenced thereby very largely because he is assured by local officials that the postoffice building now nearing completion will be inadequate to the requirements of the city by the time it is finished this fall. When the old postoffice building was erected, twenty-five or thirty years ago, the same conditions existed. By the time the postoffice and other Government offices were moved into the building it was found to be unduly crowded, and the same unfortunate condition will be repeated again this year.

It is very singular that, in planning Government buildings, the officials in charge of that branch of governmental work do not take into consideration the growth of our cities. They hark back to the census figures of eight or ten years before and apparently plan a building for ten years in the past instead of twenty to fifty years in advance. The new million dollar building at Indianapolis is understood to be already inadequate to the needs and requirements of that city, and the same will be true of the one-half million dollar building now being erected in Grand Rapids. No business man with accurate judgment and an eye to the future would think of jeopardizing his business and retarding its further development by erecting buildings of this character, yet the Supervising Architect of the Federal Government does not seem to use the same acumen and the same foresight that the business man employs under similar circumstances.

## He Was an Expert.

The householder smothered his wrath and descended to the basement. "Are you the plumber?" he asked of the grimy-looking individual who was tinkering with the pipes in the cellar.

"Yes, guv-nur," answered the man. "Been long in the trade?"

"'Bout a year, guv-nur."

"Ever made mistakes?"

"Blese yer, no, guv-nur."

"Oh, then, I suppose it's all right. I imagined you had connected up the wrong pipes, for the chandelier in the drawingroom is spraying like a fountain and the bathroom tap's on fire!"

## BUSINESS CHANCES.

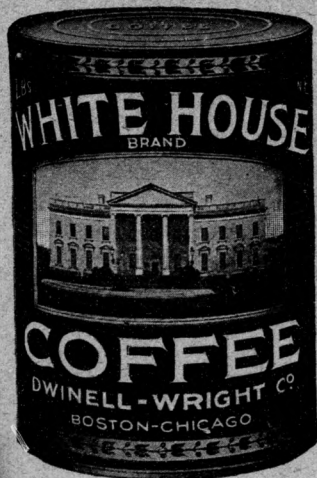
For Sale—Furniture and carpet business in Pittsburg, Pa., long established, excellent down town location. Valuable leasehold, fresh and up-to-date stock, favorable terms to quick buyer, selling account poor health, about \$65,000 required. Rosemond & Bell, Cambridge, Ohio. 658

For Sale—The following property in the village of Legrand, Mich. 80 acres land adjoining village; 40 H. P. sawmill complete; store building, 24x80, good location and storehouse advantages. House and lot, also other personal property. Reason for selling, to settle up an estate. Address correspondence to Geo. S. Ostrander, Admr., Legrand, Mich. 660

Wanted—For cash, small stock of general merchandise, located in small town. Give description and lowest price in first letter. Address 408 S. James St., Ludington, Mich. 659

For Sale—Best shoe business in Michigan town 30,000 population. Annual cash sales \$23,000. Stock \$6,000, fine shape. Low rent. Wish to retire. Address Shoe Chance, care Tradesman. 627

# Press Notice:===



## "Story of 'White House' Coffee

—As told by thousands of enthusiastic users—is invariably one of commendation.

Why shouldn't it be?

With the utmost care used in selecting the berries, with the most modern and sanitary methods in its preparation, with its packing in sealed tin cans—to preserve it from contamination—with its superb flavor and unswerving uniformity, there really isn't any chance for adverse criticism.

Every suggestion connected with 'White House' Coffee bespeaks confidence."

GOOD STUFF—TRUE, TOO

Distributed at Wholesale by  
**SYMONS BROS. & CO.**  
SAGINAW



FIRST AND STILL

THE BEST

## The McCaskey Credit Register System Does These Things:

- † It eliminates book-keeping. (Copying and posting from one book to another.)
- † It prevents forgotten charges.
- † It prevents disputes with customers over their accounts.
- † It is an automatic collector.
- † It is an automatic credit limit.
- † It proves your loss and helps collect your insurance, if your store burns.
- † It draws new trade.
- † Can you afford to be without it?

**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



# 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. The 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.**

# Highest Grade Canned Goods

PACKED BY

## W. R. Roach & Co., Hart, Mich.

We operate three model plants, including the largest and best-equipped pea packing plant in the world.

Peas packed fresh from the field by automatic continuous machinery, under perfect sanitary conditions. All water used is from artesian wells. Skilled helpers, expert processors—all under personal observation of experienced packers—give to the

## HART BRANDS OF FRUITS AND VEGETABLES

Distinctive character and make them TRADE WINNERS AND TRADE HOLDERS

Send for Catalogue.

Ask Your Jobber for Hart Brands.

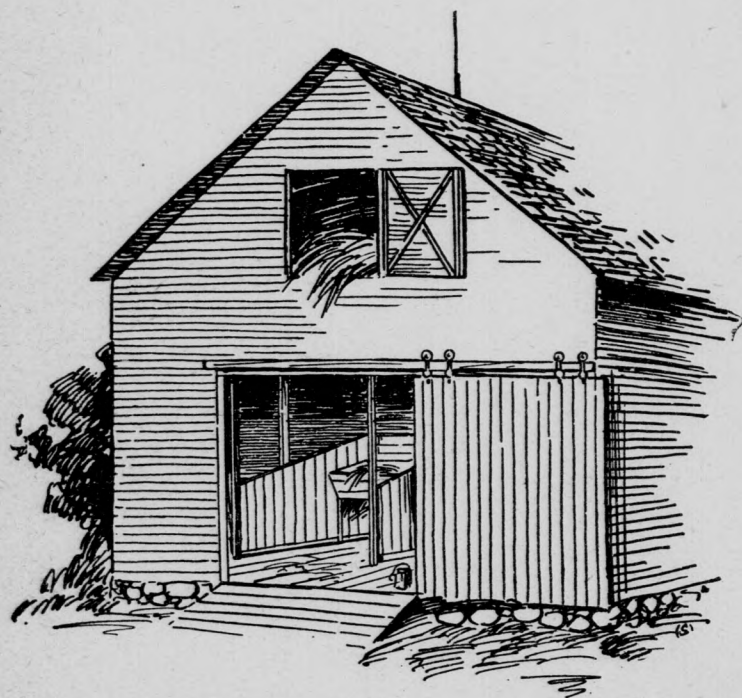
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## W. R. ROACH & CO., Hart, Mich.

Factories at HART, KENT and LEXINGTON—All Model Plants.

Judson Grocer Co., Distributors, Grand Rapids, Mich.

# Lock the Door and Save the Horse



The losses that come to us in this life are for the most part the result of not living up to our best thought.

As a good business man you know that you can not afford to be without

## A Bang Up Good Safe

Honest, now, what would you do if your store should burn tonight and your account books were destroyed? How much do you think you would be able to collect? Mighty little.

Don't run the risk, neighbor, you can't afford to. A safe, a good safe, doesn't cost you very much if you buy it from us.

It will only cost you two cents anyway to write us to-day and find out about it.

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## Grand Rapids Safe Co. Tradesman Building Grand Rapids, Mich.