

The Man and His Job

I haven't much faith in the man who complains
Of the work he has chosen to do;
He's lazy or else he's deficient in brains,
And, maybe, a hypocrite, too;
He's likely to cheat and he's likely to rob—
Away with the man who finds fault with his job!

But give me the man with the sun in his face,
And the shadows all dancing behind;
Who can meet his reverses with calmness and grace,
And never forgets to be kind;
For whether he's wielding a sceptre or swab,
I have faith in the man who's in love with his job.

John L. Shorey.

The Voices

I heard the voice of the city
Calling again and again,
And into her arms there hastened
Millions and millions of men.

And I heard the voice of old gardens,
Of quiet woodland ways;
But few there were who would heed them
In the rush of the busy days.

The cities grow old and vanish,
And their people faint and die;
But the gardens are green forever,
Forever blue is the sky.

Charles Hanson Towne.

You will confer the greatest benefits on your city, not by raising its roofs, but by exalting its souls. For it is better that great souls should live in small habitations than that abject slaves should burrow in great houses.—*Epictetus.*

There's nothing easier than losing one's temper, and nothing finer or nobler than hanging onto it. A temper is like a runaway horse that smashes everything in its way and at the finish tumbles its rider headlong into a ditch of misery.

Work is the inevitable condition of human life, the true source of human welfare.—*Tolstoy.*

Men

Not gold, but only men, can make
A people great and strong;
Men who, for truth and honor's sake,
Stand fast and suffer long.
Brave men who work while others sleep,
Who dare while others fly—
They build a nation's pillars deep,
And lift them to the sky.

Ralph Waldo Emerson.

When No Man's a Failure

When he loves his work for itself as well as for what it brings.

When he puts ideas and ideals into his work.

When he can put a little humor into his work.

When he gets on by helping others up instead of pulling them down.

When the harder he is knocked down the quicker he can pick himself up.

When he is more anxious to do favors than to ask them.

When he is willing to admit that he is in the wrong and unwilling to worry about it.

The glory of a workman, still more of a master workman, that he does his work well, ought to be his most precious possession; like the "honor of a soldier," dearer to him than life.—*Carlyle.*

There is no culture, no method of progress known to men, that is so rich and complete as that which is ministered by a truly great friendship.—*Phillips Brooks.*

The man who always knows where the boss is, seldom has time to know much of anything else.

The very highest products of man's life in this world are his ideas and ideals.—*Mabie.*

A Reliable Name

And the Yeast
Is the Same

Fleischmann's

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

Pure Cider Vinegar

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

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

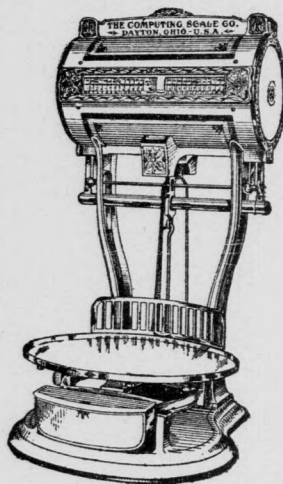


"State Seal" Brand Vinegar

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

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

Oakland Vinegar & Pickle Co., Saginaw, Mich.



Eureka! Perfection!

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

Moneyweight—Money-Saving

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

DAYTON AUTOMATIC SCALES

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

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

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



MONEYWEIGHT SCALE CO.

58 State Street, Chicago, Illinois

Please mention Michigan Tradesman when writing for catalogue

Snow Boy keeps moving out - Profits keep coming in



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

Ask your jobber's
Salesman

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

MICHIGAN TRADESMAN

Twenty-Seventh Year

GRAND RAPIDS, WEDNESDAY, JUNE 1, 1910

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SOAKING IN SUNSHINE.

A crippled child was noticed at the door with a face so happy that it seemed entirely out of keeping with the physical condition. "I'm soaking in sunshine," was the cheerful explanation. And, sure enough, both body and mind were catching the full benefit of the genial rays.

There is much sunshine in every walk of life if we but stop long enough to bask in its rays; but if we draw down the dark curtains our spirits and faculties will become blanched, even although the carpet is unfaded. The sunshine of human intercourse, sympathy and help is one of the greatest rejuvenators of the human system. The habit of keeping the windows of the heart wide open to let in the sunshine of human love will guard against many of the ills of the physical and material body as well as of the soul. The man who shows that he has been soaking in sunshine will be more respected and loved by his fellowmen than he who hides behind the wall of self, creeping ever beneath its shadows. If you would broaden out in every way, financial, mental and spiritual, soak in the sunshine of human kindness. It will soon make an impress upon your countenance which will be recognized by all with whom you come in contact.

THE GOLDEN MEAN.

That the middle course is best is just as true now as in the days of Horace. Styles change with the season. We are expected to keep pace with them—and we must. But there are two ways of doing this: the one by quietly following the medium grade, the other by indulging in the extreme, whatever it may be. If it is millinery goods, there are hats no more beautiful than a decorated washtub and scarcely more comfortable. But there are other stylish ones which do not so forcibly offend the taste. Consult your own common sense in making the selections. Many of your customers will look ahead to the time when the hat is a bit

antiquated in style, yet can not be replaced with every fickle turn of fashion. With the limited purse extreme styles are shunned by the economizing wearer. Why is it not equally necessary for you to take this fact into consideration?

Again, there is the medium in quality which is, especially in the small store, an important item. Where a limited line of certain stock is kept it is much better for both buyer and seller to have the medium grades well represented. High priced goods, possibly of too delicate a nature, are often beyond reach of the purse and would not give satisfaction if purchased. The flimsy article, dear at any price, has objections which are patent. With the medium grades you will feel able to met all reasonable demands, and at the same time be able to conscientiously recommend them. Only the extremists will want the other and, with a limited stock, you can scarcely afford to throw away the patronage of the majority to suit the wants of the few.

In profit the golden mean is still a mighty factor. You can not afford to sell without a profit, but do not attempt to "play the pork." Be moderate. Live and let live. It is better to sell large quantities of goods at small profit than to bid for the large profit and thereby lose the patronage.

BEING TOO MEEK.

There is a time when meekness ceases to be a virtue; when the power to use and demand our own becomes a necessity; and failure to insist upon our rights is a mark of weakness.

Said a man of sandy complexion and a corresponding temperament: "During a recent altercation I told my opponent in plain terms what I thought of him. Had he called me a red-headed piece of impudence and kicked me off the place I should have respected him; but he was perfectly meek. Such people I can not endure."

This is but an exaggerated instance of constantly occurring conditions. The impression left is but the prevailing one. The man who has not spunk enough to defend his case either marks his lack of manly strength or confesses his wrong.

Self-assertion may at times become obtrusive. It is not necessary to crowd into a position to express an opinion which may be obnoxious. The merchant, as a rule, is fully aware of this. He is cautious about peeping into other people's quarrels; about stirring up unpleasant matters which may be passed in silence. There are little things which it is wiser to say nothing about than to arouse the ill-feeling of patrons.

But when a crisis comes the man

who stands boldly in the front and is not afraid to declare his position is the one who commands the respect; the one who is meek and silent is branded for what he really is—lacking in brains or in the caliber which makes the man. He who maintains his rights or principles will be respected, even although others may not agree with him; but the one who is so meek that he is not willing to say his soul is his own depreciates in the estimation of the community every time; he loses with each avowal of his deficiency a bit of the little manhood which he originally possessed.

The Evolution of the Commercial Traveler.

The modern commercial traveler is a product of evolution. Before 1850 it was customary throughout the United States for merchants in small towns to visit business centers like Boston, New York, Philadelphia and sometimes Cincinnati or Chicago, in the spring and fall of every year to replenish their stocks and pay their bills for the year before. "Going East to buy new goods," was an event in the life of a country merchant, and when he reached "the city" he was entertained to the limit by representatives of the house he dealt with and shown the town until he was sometimes too tired to get home. In 1850, some of the larger merchants began to make occasional trips to meet their customers in the smaller towns, taking with them a few novelties to interest their customers and to secure orders that might pay the expenses of the trip. It was uncertain how the country merchant would regard the innovation, for it cut him out of his annual trip and frolic. However, the city merchant did not get very far from his base and the more distant towns were not visited.

Little progress was made in the development of the commercial traveler before the civil war began in 1861. Business then began to be done on high pressure; goods were bought and sold at large profits and prices were constantly advancing. "Drummers" began to be much in evidence and they did not always practice business ethics. The civil war was not a school of morals. After the war inflation ceased, goods fell in price and the demand for them became more regular. Although the supply was large a small number of men were required "on the road" and a better class of commercial travelers began to be employed. Since then business has grown enormously and the commercial traveler has developed until he has become an important factor in American life. With the United States nearing the top wave of in-

dustrial eminence the commercial traveler rides on the crest.

As a citizen and business man the American salesman stands in a class by himself. Like all other living creatures he is largely influenced by environment and occupation, and as his surroundings and business are different from those of other people he himself is different. That is fortunate, for if he were like other people the world would be tamer and life less worth living. The world would be poorer, too, for he not only adds to the gayety of nations, but to their prosperity and wealth. Fortunately, also, he is a good deal more numerous now than he was formerly. In 1890 there were in this country only 59,000 commercial and specialty salesmen. In 1900 the census gave 93,000, in 1903 they were estimated at 300,000, and the census of 1910 will show a still further increase, though the trusts have militated against them. The railroads have killed a few, but the trusts and the railroads combined can not keep them down. They have several associations organized for social and business purposes. The change of name from "drummer," as they used to be called, to "commercial traveler" indicates the evolution of a type. The modern salesman does not drum trade, he transacts it.

He carries samples and price lists and takes orders for goods which are shipped to the buyer direct from headquarters. He is the connecting link between the manufacturer and the retailer, a live wire from the wholesale merchant to the ultimate consumer, a distributor of trade, an advance agent of prosperity. As one of them has said: "The American salesman mingles with his fellow-men in office and in shop, in the sunlit harvest fields of the West, and in the busy factories of the East; in the cottage and in the palace, wherever the hand of man operates, or the brain performs, disregarding climatic conditions, scattering ideas by conversation, preaching sound doctrines and spreading commerce, yet bearing no title and carrying no degree. He is seen on the railroad and on the camel train, in the stage coach and in the automobile. He is found in Europe, Asia, Africa, South America, Australia and the Philippines. He follows the American flag. In his wake appear industry, progress, culture and refinement. He is known by a modest and simple name. We designate this important factor in commercial, political and social economy by the trite and significant term—a commercial traveler."

Trouble never weakens you save when you flee from it.

No man has a great mission who slights little ministries.

BORROWING FROM THE BANK.**Credit Information Every Merchant Ought to Know.**

A great deal of the trouble in business affairs comes through negligence and delay. So many merchants fail to systematize their businesses properly, and when the time comes so that, through sickness or other cause, they are obliged to absent themselves from their desk, there is no one ready to take up the work where they left it, and thus affairs usually get tangled up splendidly before the absent member returns. The same merchant who keeps the cost figures hidden from his head clerk will keep the facts of his business from his banker.

One is amazed at the endless routine which accompanies the average credit agency, but all this is small in significance compared with the details which are recorded concerning you and yours when you apply for credit at a bank. The most elaborate efforts of the average solicitor pales in comparison with the tabulated reports kept by the banks, and it is quite true that the banks often know more about your financial condition than you do yourself.

The more modern banks maintain a very elaborate department under a separate head to look after the moral, financial and social status of each depositor or customer. All the methods known to credit bureaus are at the command of its chief executive and, moreover, he has power to demand figures and facts which the average agency can not get hold of, no matter

how zealous it may be. The banks favor each other with statements about their clients, and there is no secrecy when it comes to an actual case in point.

The Banks Work Together.

If you want to borrow money from the Smith National Bank you will very likely refer them to the Jones Trust Company or the Brown National Bank. Now Jones, Smith and Brown are well known to each other, and the success of the one bank is largely dependent upon the success of the other. When you apply for a loan from Smith's bank he will call or phone to Jones and Brown and find out just what your standing is with them. He will call up all the other references you gave and before many hours he will have a nice little tabulated statement ready for the President of his bank, which shows just how much business you did last year, what your personal habits are, how many servants you have in your household, how many sons or daughters you have in college, what your club connections are or what social organizations you are a member of, and a hundred and one other details which you do not realize as reflecting at all on the matter of your credit.

Before he is through Smith is quite likely to know more about how much actual money you made last year, what condition your stock is in and what your clerk thinks about your business than you do, and many times these shrewd business men will suggest economies to you which you

have never realized. Quite often a borrower is placed in touch with certain conditions which are the turning point in his career, and many times the mere fact that the bank will not loan on the securities or argument offered is sufficient to change a whole business aspect.

Importance of Details.

Thus you will perhaps realize the importance of the little details, and you will possibly see some reason for the constant clamoring for better systems in our retail business. We who are on the publishing end are quite often taken to task for laying so much stress on the lack of system in the retail field, but it is only because we see instance after instance wherein difficulties would never have arisen had there been better system and greater knowledge of the details.

Suppose, for example, that you have stated to your bank that you have real estate valued at \$25,000, when as a matter of fact you could not realize more than \$20,000 on it if you were successful in finding a buyer for it. The bank will go into the valuation of your property very minutely and will examine the title to your property perhaps more closely than you have. Possibly you will also have stated that you carry a stock of \$20,000. The bank will soon determine whether or not you have taken this at the original cost figures or whether you have allowed a proper depreciation for old stock, poor credits, etc. The average inventory of the retail store is found to be many dollars above what the stock would

bring if sold at a regular or forced sale. Too little attention is given to depreciation of stock on hand, and yet you do not hesitate each season to offer certain goods for sale at prices below cost which you have inventoried at cost.

It is these practices that the bank must watch against, for you are getting their money and they have no intention of giving it to you. They will loan reasonably on good risks, but more and more are they insisting on a full and complete knowledge of your affairs insofar as they concern their chances for getting back their money. Competition between banks forces them to reduce their losses to a minimum, and the demands for capital and loans are so great nowadays that their one object is to place their money safely. If they can not loan safely they do not have to take a chance, for there are plenty of concerns who can make an honest showing and which merit credit.

RETAIL MERCHANTS

ALL OVER THE UNITED STATES—We can convert any portion of your stock (no matter how old) into cash with a special sale of ours, by purely legitimate business methods, and sell your merchandise at a good profit. There will be no ill effects from any special sale of ours on your subsequent business. Our methods must be right and results satisfactory, or we could not refer you by permission to the Chicago wholesale houses, such as Wilson Bros., John G. Miller & Co., Cluett, Peabody & Co., Keith Bros. & Co., also retail merchants for whom we have conducted sales in most every state in the Union.

We will close out your entire stock on your premises if desired. Write for terms and further particulars. Give estimate on size of stock. The Old Reliable Firm.

C. N. HARPER & CO., 218 LaSalle St.
Continental Nat'l Bank Bldg. Chicago, Ill.

BIG Butter Color Profits

Wideawake grocers all over the country are getting big, steady profits from Dandelion Brand Butter Color, for the majority of the buttermakers in the country won't use any other color.

Your buttermaking customers, too, want Dandelion Brand. They know it's the best—the only safe, reliable, purely vegetable butter color that gives the rich, golden June shade.

And Dandelion Brand sells just as steadily, just as regularly as any staple you handle—sugar, coffee, flour, etc.

All you have to do is to let your customers know you're selling Dandelion Brand.

Send in a trial order now. It means big dependable profits.

Dandelion Brand Butter Color is
Endorsed by All Authorities

Dandelion Brand
Purely



Dandelion Brand is the Safe and
Sure Vegetable Butter Color

Butter Color
Vegetable

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

WELLS & RICHARDSON CO.

BURLINGTON, VERMONT

Manufacturers of Dandelion Brand Butter Color

Personality Also a Feature.

After all the real tangible evidence is in, Smith will size you up when you come to apply for a loan. If he sees anything sheepish about you it is quite likely that your loan will be withheld until he has found out the cause for this, and woe unto you if you can not satisfy him on all these points. Just as Smith asked for information concerning someone else from the other banks, so may the other banks ask concerning you, and a single misstatement to Smith means that you have made the same misstatement to all the other banks as well.

There are cases wherein you may elude the vigilance of these credit departments, but they are few and far between. Then, too, such eluding does no good, for you are sure to be found out sooner or later. It is considerably easier to tell the whole truth at the start and save trouble later on. Perhaps the best idea we might give you as to the methods of securing loans or credit may be had from a resume of facts.

You should visit your bank armed with full and complete information on the amount of retail sales for the current period and the corresponding period of a year previous; also other comparisons for similar seasons. The actual cash value of your stock at quick sale will be very helpful in arriving at a quick adjustment of your loan. The actual value of your real estate, the amount of book accounts you carry, the probable loss on these, the full statement of your insurance,

taxes, pay roll, bills payable, etc. Have these all in writing, if possible, so that they may be quickly and easily reviewed, and be sure and state any possible features that might become a millstone about your neck.

How a Clerk Got Credit.

A certain clerk who had worked faithfully for a number of years in the employ of a large retail store, went to the credit department of a large jobbing house and asked for a line of credit for himself. He showed them the option on a good store location and got the evidence from a fixture man that they were prepared to fit up the store if the clerk could get the stock. Enquiry revealed the fact that this clerk had always been a steady man in the employ of others, and his landlord testified that he had always paid his house rent promptly. And so they extended to him a fair line of credit and the store was opened. About three weeks after the opening he was completely burned out through a fire starting in a restaurant next door, which eat through the walls and consumed a part of the stock. The dealer had not had time to get insurance placed on the goods, but the credit man had done so for his own protection. Another location was found and more credit advanced, and to-day that little clerk is making good in nice big figures. He got a severe lecture from the credit man for not taking care of the insurance matters, but the man's personal record stood him in good stead and, sure enough, he won out.

Dangers of a Perpetual Inventory.

Then there was the dealer who fooled himself on the value of his stock because he had always taken inventory from a so-called perpetual inventory book and whereas his "inventory" showed that he had about \$18,000 worth of stock on hand, it was later appraised at only \$12,000. For several years this dealer had done business without charging off any depreciation of stock. And how do you suppose the bank found this out? The dealer advertised a cut price sale shortly before applying for a loan, hoping to raise sufficient money to tide him over. He failed to do so and thus he came to the bank for it, but the bank remembered or rather discovered this cut price sale wherein there were listed "several hundred pairs of shoes slightly shopworn and out of style," and enquiry showed that this, with other depreciated stock and fixtures, amounted to over \$6,000. Thus it was shown to the dealer that instead of making a nice profit each season, he had actually been facing a loss for the past two years. A new system of accounting was installed and now this dealer KNOWS what his business is worth each day in the year.

We might go on and mention incident after incident wherein the dealer had profited by the intrusion of the bank into its affairs. But "intrusion" is not the proper word, for the guidance of this banker has actually been beneficial to the dealer. Get your business lined up so that you can apply to any bank for credit

and feel sure that it will not be refused. You will enjoy the feeling of security yourself and you will KNOW just where you stand in relation to the profit and loss account.—Shoe Trade Journal.

A Sure Thing.

I was saying to an old Long Island farmer that I had attended a circus a few days before and witnessed a great performance, when he turned and said:

"Yes, mebbe you did, but I've got my mind made up that circuses lead to wickedness."

"And how, if you please?"

"Wall, last year a circus showed in Port Jefferson, three miles from my farm. I didn't intend to go, but the pictures on the barns got me all worked up. There was only 50 cents in cash in the house, and my son Bill had that. After seein' them pictures I goes home and says to him:

"Bill, I want that half."

"Wat fur?"

"To go to the circus."

"But I want it to take me through college."

"And then," said the old man, "I knocked him down and took the cash away from him and used it to see the circus. Wasn't that wickedness?"

"Why, yes, I suppose it was," I answered.

No more was said for a long minute, and then the farmer bent over and whispered in my ear:

"But I'll be durned if I wouldn't do it agin!"

A DOUBLE PROFIT

Royal Baking Powder Pays a Greater Profit to the Grocer Than Any Other Baking Powder He Sells

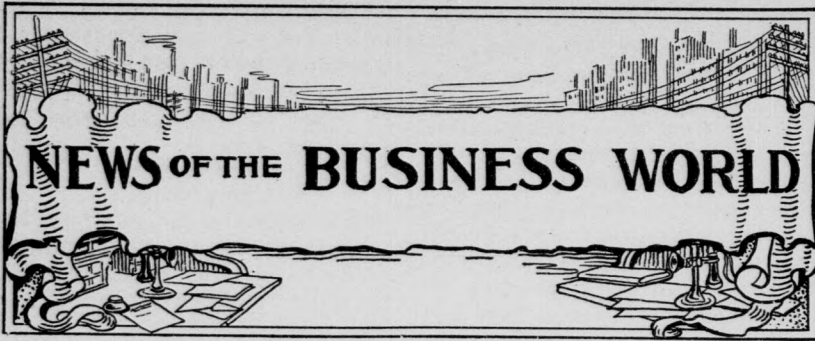
Profit means real money in the bank. It does not mean "percentage," which may represent very little actual money. A grocer often has the chance to sell either:

1. A baking powder for 45c a pound and make a profit of 5c or 6c or,
2. A baking powder for 10c a pound and make "20 per cent. profit," which means only 2c actual money. Which choice would you take?

Royal Baking Powder makes the customer satisfied and pleased not only with the baking powder, but also with the flour, butter, eggs, etc. which the grocer sells.

This satisfaction of the customer is the foundation of the best and surest profit in the business—it is permanent. Do not take the risk of selling a cheap alum baking powder; some day the customer may find out about the alum, and then your best profit—viz., the customer's confidence—is gone.

Royal Baking Powder pays greater profits to the grocer than any other baking powder he sells.



Movements of Merchants.

Pittsford—B. A. Bowditch has opened a bakery and restaurant here.

St. Ignace—C. H. Eby has opened a bakery and baked goods store here.

Howell—Hesse Bros. have sold their grocery stock to Stroebel & Smith.

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

Detroit—Conway & Manning, Inc., have changed their name to the Rogers Shoe Co.

Traverse City—William Trombly has opened a grocery store at 816 Webster street.

Detroit—The Winn-Brown-Jewett Co. has changed its name to the Standard Sales Co.

Detroit—Frank A. Stewart has opened a clothing store at 236 Woodward avenue, corner John R. street.

Battle Creek—Warren H. Beckwith is closing out his stock of bazaar goods and will retire from business.

Belding—H. P. Hilton has sold his bakery to Frank H. Hudson, who will continue it in connection with his grocery store.

Lansing—George Kruger has sold his stock of groceries to Joseph Cornelius, who will continue the business at the same location.

Kalamazoo—A. B. Overholt has engaged in the crockery business at 114 Portage street, under the style of the People's China Store.

Bancroft—Edward Hutchings and Charles Cobb have formed a copartnership and engaged in the grocery and restaurant business here.

Lansing—E. R. A. Hunt, of Lowell, has purchased the drug stock of Dr. J. Black and will continue the business at the same location.

Lansing—Robert Morris and Frank Mackintosh have formed a copartnership and will engage in the manufacturing of window screens and doors.

Big Rapids—J. C. Jensen & Co. will close out their branch dry goods and shoe store at Greenville, but will continue their branch store at Belding.

Dundee—B. L. Brandt, recently of Lansing, is organizing the Brandt Suspender Co. to manufacture a suspender which he has invented and patented.

Sherman—The Johnson drug stock which has been in charge of H. C. Goldsmith, has been sold to Dr. Boet, of Buckley, who took immediate possession.

Lansing—Joseph S. Briggs, of Cheboygan, has purchased the grocery stock which L. J. Driggs has conducted for the last four years at 519 East Franklin avenue.

Allegan—George Peabody has sold his interest in the Fairfield & Kolvoord flouring mill to the original partners and the business will be continued under the same style.

Tecumseh—C. E. Williamson has sold his interest in the furniture stock of Williamson & Stahl to Eugene Service and the business will be continued under the style of Service & Stahl.

Coopersville—Warren Reynolds and family have moved to Orleans, where he has bought a stock of general merchandise in exchange for his residence property here and his farm near Nunica.

Detroit—A new company has been incorporated under the style of the Isbell Bean Co., with an authorized capital stock of \$50,000, all of which has been subscribed and \$20,000 paid in in cash.

Calumet—The Croatian co-operative store is in financial difficulties. James F. Coon has been appointed trustee. The assets are \$20,000 and the liabilities exceed that amount. An effort to reorganize will be made.

Laingsburg—The Laingsburg Furniture & Undertaking Co. has been incorporated with an authorized capital stock of \$10,000, of which \$5,010 has been subscribed, \$2.81 being paid in in cash and \$4,607.10 in property.

Kalamazoo—Frank J. Maus, proprietor of the City Drug Store, his father, J. L. Maus, of Hastings, and Charles J. Sparks, Jr., will open a store at Burdick and Dutton streets, under the style of the Maus & Sparks Drug Co.

Hancock—The Hancock branch of the Stone-Ordean-Wells wholesale house of Duluth is to be closed. Manager Ira Wright has gone to Duluth to confer with the officers of the corporation relative to the winding up of the business, and it is expected that within two weeks the Hancock establishment will be a thing of the past. Manager Wright will remain with the Duluth concern and will be given a good position in Montana.

Eaton Rapids—W. O. Caldwell, the Pontiac man, who came here a few weeks ago and opened a novelty store on North Main street became discouraged at his prospects of being able to make a success of business life in that location and has packed up his stock and moved back to Pontiac. Mr. Caldwell was located outside of the retail business section of the city and quite naturally trade moved a trifle slow with him from the start, and as there was no other business place vacant he decided to return to his old home.

Portland—W. W. Terriff will re-

model the old National Hotel and will soon move there with the soap factory and all his offices. The soap making will be done in the big barn, directly behind the hotel building, and this, too, will be entirely remodeled. The main building will be used as an office and as a storage room for the Wolverine Soap Co., and Turkish Remedy Co. For a number of years the offices of Mr. Terriff's enterprises have been separated and he has felt the inconvenience of the old arrangement. With the new plan everything will be under one roof.

Manufacturing Matters.

Eaton Rapids—The capital stock of the Derbu Medicine Co. has been increased from \$50,000 to \$150,000.

Kewadin—R. L. Wilson has sold his creamery to John Lange, recently of Milwaukee, who took immediate possession.

Dowagiac—A. Larkins has purchased an interest in the Western Specialty Co., manufacturer of specialties in leather and cloth for souvenirs and premiums.

Detroit—A new company has been incorporated under the style of the Huron Radiator Co., with an authorized capital stock of \$100,000, of which \$50,800 has been subscribed and \$10,800 paid in in cash.

Detroit—Frank G. Scott, manufacturer of physicians' supplies, has merged his business into a stock company under the style of Frank G. Scott, Incorporated, with an authorized capital stock of \$25,000, of which \$19,460 has been subscribed and \$19,440 paid in in property.

Chesaning—A woollen mill employing 300 persons may be located at this place, provided the negotiations that are now in progress are brought to a successful close. Arthur Burrows, a former Chesaning resident, who is employed by a large corporation planning to locate a chain of woollen mills in Michigan, is conducting the negotiations and it is through his efforts that Chesaning has been afforded the opportunity of obtaining the mill.

Good Fellowship.

Good fellowship is as old as man. It is one of the elemental things—rooted in man with good and evil, love and hate. Its temples are wherever good men get together—its shrines and sanctuaries the hearts of men.

More than the impetuous comradeship of youth, it is the settled faith of men in men. Passing all boundaries of nation, creed or calling, it asks only the open heart, the honest purpose, the cheerful countenance.

Its password is the kindling eye, its pledge the hearty hand—its finest messages are unspoken. It is the golden age made manifest. Rites, religions, men and measures pass—good fellowship remains; for it is eternal love of life, eternal faith, eternal charity and cheer.

James Howard Kehler.

The measure of every gift is the all we have.

Effective Work in Controverting Mail Order Competition.

Baldwin, May 31—I am sending you under a separate cover two copies of our newspaper. You will see there where I am trying to knock the mail order houses. I frequently find in the Michigan Tradesman articles similar to that and I select a few ideas to work on the same plans and perhaps my articles will help some other merchants in the same way if you see anything fit to write up along with some of your own ideas. You may change it wherever you think it necessary. Perhaps many of the Tradesman readers are feeling the same as I do and they will take steps towards this necessary work, for we can not do too much to knock the mail order houses, as they are working all the time trying to get our business and we must be busy trying to hold the trade at home. I am doing something nearly all the time towards this important work. We must not lay down, for if we do the mail order houses will get too much the start of us and we do not want to think they are too strong for us and leave it to them. I know by experience

You, perhaps, remember about three years ago I sent you two copies. One you had in the Tradesman and hundreds of merchants have copied it in their home newspaper and several dealers assure me it did them good. I am doing some of such work more or less and I feel the effect of it. As soon as I stop for a time I can see more trade going away from us. The mail order houses are hammering away all the time and getting the business and we must be prompt at knocking them. If we all do a little something for it we will hold our own and the battle will be ours and we will gain by it, otherwise we are licked by the mail order houses. I am succeeding in my work and getting a good business. I hope that many others will give their attention to the same and I wish them the same success and thought that the Tradesman would be as good a chance to help them to do so.

As I have said before, I receive much help from the Tradesman in my work and heartily thank you for past favors and for taking such an interest in us merchants.

L. Caplan.

The Boys Behind the Counter.

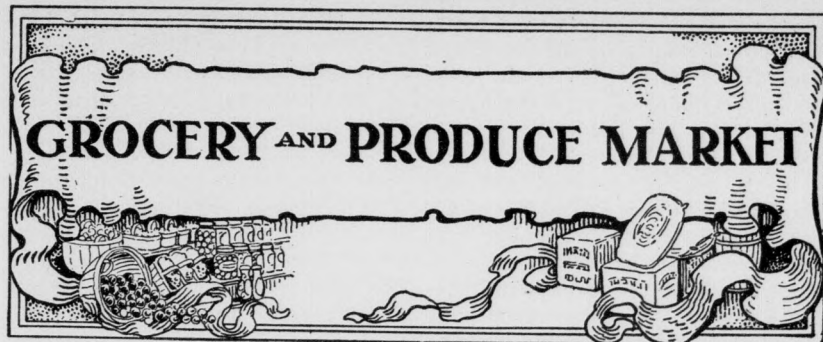
Bangor—E. W. Wheeler, who has been head of the clothing department of DeHaven & Sons for the past few years, has resigned his position and, in company with his brother, will assume charge of the mercantile business of his late father at Cedar Springs.

Cadillac—Oliver Wallin has taken a position as salesman in the A. C. Hayes department store.

Petoskey—Roy Bower is again prescription clerk for the Eckel drug store.

Elk Rapids—O. C. Lehman is clerking in the furniture store of J. W. Slater.

Making earth brighter makes heaven surer.



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 ruling 2c per pound higher than a year ago. The quality of the butter arriving is getting better each week and all over the country there is an active demand for fancy butter both for consumption and storage purposes. The make is fully up to normal for the season and conditions will probably continue about as now for some little time. Local handlers quote creamery at 29c for tubs and 29½c for prints; dairy ranging 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; Tennessee stock, \$1.50 per crate.

Cantaloups—\$4 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, 65c per doz.

Eggs—Receipts of fresh eggs continue very liberal, and the quality is very good. The market is steady at a decline of about ½c from a week ago. There will likely be a continued active demand at prices that will probably not fluctuate much if any. Local dealers are paying 18½@19c f. o. b. shipping point, holding case count at 20c and carefully selected stock at 21c.

Egg Plant—\$1.50 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, 12c per lb.; head, Southern stock, \$1.25 per box.

Onions—Texas Bermudas command \$1.90 per crate for yellow or 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—The opening of the pineapple season will help to supply

the demand for fruit at reasonable prices, as pineapples are so low that everyone can use them and they will take the place of other fruit which is much higher. Cuban and Porto Rico stocks, which are arriving in a good supply, are of a fine quality; there is also a good assortment of sizes. Prices have declined nearly a dollar a case the last week, being now \$2.50 for 24s, \$2.40 for 30s and 36s and \$2.25 for 42s.

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

Pop Corn—90c per bu. for ear; ¾@3½c per lb. for shelled.

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

Poultry—Local dealers pay 15c for fowls; 16c for springs; 10c for old roosters; 15c for ducks; 12c for geese, and 16c for turkeys.

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

Spinach—65c per bu. for home grown.

Strawberries—\$2.50@3 for Tennessee, Arkansas or Southern Illinois.

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

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

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

Vegetable Oysters—15c per doz. bunches.

Wax Beans—\$1.35 for two-thirds bu. box.

Rent For a Forge.

More than five centuries ago the corporation of London acquired from the crown a forge for which it promised to pay an annual rent in its products. Although the forge was demolished in a riot during the reign of Richard II., 1377-1399, and was never restored, the rent is still punctually paid every October.

Last autumn, on the appointed day, the city solicitor went to the office of the King's remembrancer and made the following proclamation:

"Oyez, oyez, oyez. Tenants and occupiers of a certain tenement called the Forge in the parish of St. Clement Danes in the county of Middlesex, come forth and do your service."

The city solicitor then solemnly counted six horseshoes and sixty-one nails.

Stetson & Gleason have opened a hardware store at Walkerville. The stock was furnished by the Clark-Weaver Co.

The Grocery Market.

Sugar—The market is unchanged from a week ago. The demand shows a little improvement, but not enough to cause much comment.

Tea—The market for spot teas is steady and firm, no cut price offerings being considered. The cold weather which prevailed through April in Japan greatly retarded the arrivals of the new crop at the shipping points, the market not opening in Yokohama until May 8. The very highest grades opened on about the same basis as last year. The next following pickings show an advance of from ¾@1½c over last year. The quality of both Yokohama and Kobe crops is reported good. The Kobe market opened May 19 on last year's basis, with grades following at an advance of ½@1c, the advances being relatively lower than Yokohama. This information is made up from cables and will be followed with a more definite report. All lower grades will undoubtedly be higher.

Coffee—The market continues in the same condition as for the last month or more, although some wholesalers report a little better demand on some grades, especially Santos. There is really no change to be noted, so far as prices are concerned. Mild grades are holding firm, but very little business being done in these grades.

Canned Goods—The price has advanced on many grades and some of the wholesalers think that standard corn will sell for \$1 per dozen before the new pack is on the market. Tomatoes are also taking a firmer stand than for some time past, but have not advanced much if any in price as yet. Peas are in fair demand, with prices holding firm. The Baltimore pack is progressing, but so far as can be learned opening prices have not been made. Spinach remains firm and the demand is light. The canned fruit market is about the same as last week. Prices are firm and the demand is good. Gallon apples have advanced 25@35c per dozen in the last two months and are holding very firm at present. New pack strawberries will be on the market soon, but prices have not been announced as yet. The Coast is practically all cleaned up on most lines of California fruits and what few broken lots there are left are firmly held.

Dried Fruits—Apricots are dull and unchanged on spot. Future apricots are excited and show an advance of at least ¼c. Raisins are considerably more active than they have been, the advertising campaign being largely responsible. Prices show no advance, however. Currants are fairly active for the season at unchanged prices. There is still some demand for future citron at unchanged prices. Other dried fruits dull and unchanged. New prunes are higher. There is news from the coast of prices being paid the growers so high as to amount to about 4½c basis for prunes. Of course this price has not been paid by any buyers as yet. Spot prunes are also a fraction higher, probably ¾c. The demand is fair. Peaches are in fair demand, both spot and future being unchanged.

Rice—All grades are firmer in price. Crops are not as large as expected some time ago, due to the continued cold weather and drouth. Reports from the South are to the effect that during the time of the low prices a great deal of inferior grades of rough rice was ground for stock food, and low-priced Japans used in place of screenings, which later, under renewed demand for brewing purposes, advanced sharply.

Cheese—The quality of the new make is showing improvement, and all the cheese now coming forward meets with ready sale at ¼c per pound advance over a week ago. The advance is due to the good consumptive demand as well as to the higher cost in the country. A continued firm market is expected.

Syrup and Molasses—Glucose is unchanged for the week. Compound syrup is unchanged and in light demand. Sugar syrup is wanted as fast as made, but much of the present production is poor. Prices are steady. Molasses is unchanged and dull.

Provisions—There is a fairly good consumptive demand for smoked meats considering the high prices, and stocks are still short, though there is some increase. There will probably be some improvement in the demand and no radical declines are expected. Both pure and compound lard are firm and unchanged. Barrel pork is steady at a decline of 50c per barrel. Dried beef and canned meats are firm and unchanged.

Fish—Cod, hake and haddock are quiet and unchanged. Domestic sardines of 1910 packing are now ready for shipment, at a uniform price of \$2.75 for quarter oils f. o. b. The situation is rather strong at present. Imported sardines quiet and unchanged. Spot salmon continues scarce and firm; demand under the circumstances fair. No price on future salmon has been named as yet. Mackerel is still dull and inclined to be weak.

Use of Foulards.

That this is to be a season of foulards most women have heard, but few know that this soft enduring material is being made up into facing for cloth coats and their linings.

The satin spotted and striped designs are selected rather than floral motifs. Be sure to get a waterproof quality and you will have untold satisfaction in the new linings.

Attractive is a dark blue serge faced with blue and white or black and white striped foulard, a dark green herringbone with green and white coin dots, and a mouse colored cloth faced with brown foulard dotted with white.

M. F. L. Gates has opened a hardware store at Michelson. The stock was furnished by the Clark-Weaver Co.

Roy W. Ardis has engaged in the hardware business at Crystal Valley. The Clark-Weaver Co. furnished the stock.

M. L. Heath has engaged in the hardware business at Sharon. The Clark-Weaver Co. furnished the stock.

MUST HAVE LONG HEADS.

Mental Endowment of Men of Different Occupations.

"The long head for business," was well enough in the old rule of thumb times to describe the successful man. But nowadays, when labor of every sort is infinitesimally divided and when methods are immaculately accurate and precise to a dainty nicety, the various phases of commercial and industrial life are classified into many different occupations and the head conformations apt for each are known to vary correspondingly.

The indoor man, to be a winner and to be happy in his winnig, must have a different head from the outdoor man, the importer from the exporter, the retailer from the wholesaler, the clerk from the book-keeper and salesman.

An employer when looking for a wholesale business man will find that he needs a person with motive temperament, who has large destructiveness, combativeness, firmness, form, locality, eventuality, order, calculation and sublimity. This interpreted in the unspoken language of the bodily person means that the head of the man he wants will necessarily be broad above and behind the ears to give him executiveness and courage. high from the opening of the ears to the top of the head to give him stability and perseverance, fully developed above the eyes and in the center of the lower forehead to give him memory of form and outlines, memory of places and memory of names and events; well developed on the outer angle of the eyes to give him method and system and power to calculate quickly; and broad on the side head above the ears to give him breadth of thought and business capacity.

The general appearance of the wholesale business man is strong and healthy. In height he is rather above the average, with an executive nose, a square chin, a broad and rather high head well filled out above the eyes.

Head of the Retailer.

The pattern retail business man has a different head. His will be full in the center of the upper forehead to give him capacity to read character at a glance; broad on either side of the top of the forehead, which will give him geniality and good humor; well developed just above the eyes in the lower forehead, which will give him memory of forms, outlines, colors, and so on; square on the outer angle of the brow, which will give him capacity to add up his bills quickly; fully developed under the eyes to give him capacity to express himself freely to his customers; high in the center just above the top of the forehead, which will give him capacity to get in touch with the needs of every one he serves; and high in the top back head, which will give him an ambition to make a good record in his business.

The general appearance of the model retail business man is bright and winning. His nose is aquiline, his eyes are small but keen in ex-

pression and his head is well filled out in the back.

When the business man is an outdoor man he will have a head well developed in the upper back head and perpendicularly on a line with the ears, which will give him will power; broad in the base, which will give him pluck to endure, courage to surmount impediments in his way and a good hold on life and a healthy organization. His side head is well filled out behind the temples to give him an interest in making money and acquiring property. His head is full in the center part of the forehead, which will give him a memory of events connected with his business; full just above the brow towards the center of the forehead and square on the outer lower edge of the brow to give him a memory of places where his materials are and system in the arrangement of his work.

The general appearance of an outdoor business man is one of strength, activity, grit and wiriness. His shoulders are broad and his height is above the average. His head is broad and square rather than long and narrow. His complexion is ruddy and his eyes keen.

Faculties of Indoor Man.

The indoor man often uses a totally different set of faculties. If he is clever and successful he will have the capacity to think out original plans and solve complex problems in his work, analytical ability and a quick realization of the motives and characteristics of others. This will give him breadth in the upper part of the forehead. He will also be broad on the outer angle of the brow, rendering him methodical in the arrangement of many details and exceedingly apt in calculation. His head will be broad in the side and middle parts of the crown toward the back to give him honesty in all his dealings and respect for his superiors, and full in the middle side to give him tactfulness and reserve in speech and action.

The general appearance of an indoor business man will be somewhat short, stout and plump, compared with his outdoor companion. His head will be well developed to the front, round rather than long or broad and high in the front. His countenance will be ruddy, animated and enthusiastic rather than serious, calm and dignified.

The importer has a head peculiar to his own work. It shows breadth between the eyes in the center of the lower part of the forehead, which will give him a desire to see objectively everything connected with his business; fullness over the inner corner of the eyebrows, which will enable him to enjoy traveling; fullness in the middle of the eyebrow, giving him power to distinguish all the shades of color and the relation of harmony or discord between them; fullness on the outer angle of the eye, which will enable him to study the cost of goods when he is traveling abroad and visiting manufactories; fullness in the center of the upper forehead, which furnishes him with an intuitive knowledge of character and with power to analyze and to quickly pick

out the material he wants from scores of samples; fullness along the temple ridge of the temple bone, halfway between the middle line of the uppermost part of the head, to give him good taste in the selection of that which is beautiful, refined and perfect, and fullness in the middle of the side head, to help him to buy economically.

Head of the Promoter.

The general appearance of the importer or buyer is seen in the symmetry of his head, with a fine blending of the mental and physical powers of brain and body. His features are regular in development and he gives the impression of strength and durability.

A promoter's head is remarkably full under the eyes as language, and the ability to use it shows under the eyes. The outer angle of his eye is broad and means that he can reckon the profit and loss of a business scheme. The center of his side head is broad, giving him the capacity to enjoy his business life, to make bargains and to engage in commercial enterprises where money and property are concerned. His head is broad between, above and around the ears to give him as a promoter of business the ability to get through a large amount of work in a short space of time, and the courage to press his schemes and plans without being discouraged; fullness in the middle and upper part of the side head on a perpendicular line with the fore part of the ear which gives him the necessary idea of expansion in business and an appreciation for comprehensive plans and buoyancy and elasticity of mind; and height in the back part of the top head to give him the power to shoulder responsibilities and show an independent mind.

He has strong features, prominent nose, wide shoulders and general breadth of head, shrewd and intelligent eyes and a broad chin.

Clara Hydon.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, June 1—Creamery, fresh, 26@29c; dairy, fresh, 22@25c; poor to common, 20@22c.

Eggs—Strictly fresh, 21@22c.

Live Poultry — Fowls, 18@19c; broilers, 35@38c; ducks, 18@20c; old cocks, 14@15c; geese, 15@16c; turkeys, 15@20c.

Dressed Poultry—Iced fowls, 19c; iced old cocks, 14@15c.

Beans — Pea, hand-picked, \$2.50; red kidney, hand-picked, \$3@3.10; white kidney, hand-picked, \$2.90; marrow, \$2.90@3; medium, hand-picked, \$2.40@2.50.

Potatoes—30c per bu.

Rea & Witzig.

Successful Argument.

Miss Dents (learning the game)—You say that fellow just stole a base? Then he should be put out and sent home, shouldn't he?

Mr. Balfan (widely)—Certainly! Of course! Naturally! But you see, he—

Miss Dents (interrupting)—Oh, I know—he appealed his case to the umpire and secured a new trial, isn't that it?

The Magic of Self-Faith.

Faith multiplies ability. Think of a poor French peasant girl of only 18, who could not read or write, who knew nothing whatever of warfare, and who had never before been away from her humble home, leading an army to victory when even the Crown Prince did not have confidence enough in his country's cause to be crowned! Where did the power and wisdom come from to enable this weak girl to enhearten a discouraged army, to infuse new life and courage into it and to do what great generals could not do? Her presence doubled the power of the army. In less than three months after she had assumed leadership she drove the English from Orleans, and in three months the dauphin was crowned King. During the ceremony of coronation Joan of Arc stood beside him in full armor. The moment her mission was accomplished she felt that her peculiar power had gone and she begged the King to allow her to return home, because she said, "the Voices gave her no further command." The King urged her to remain at the head of the army, but her power had departed and her army was later defeated. Her faith in herself had multiplied her ability more than a thousandfold, but the moment it was gone her power departed with it.

The world is often amazed at the marvelous achievement of a very ordinary person who has tremendous self-faith. The example of Joan of Arc illustrates the great law, just as the falling of the apple suggested to Newton the law of gravitation. It shows that we use only a very small percentage of our possible power; that we do not begin to do the things we could do if we were inspired by great faith, by supreme self-confidence.

Faith is a tremendous force in one's life. It multiplies one's power immensely. It can remove mountains of difficulty and make the impossible possible.

Do we wonder at the great ability of a man like J. Pierpont Morgan? A large part of his ability consists in his faith that he can do what he undertakes and a corresponding painstaking effort in work.

When you have lost your business, your property, your position, or failed in your undertaking, cling tenaciously to your self-faith. No matter what comes to you never give that up. It is the power that can turn any failure into success.

Faith unlocks doors, opens up the avenues to everything that is good. When it is present, the thing which we desire to do is always possible, but when it is gone, everything we long for goes with it. We can do nothing of value until faith returns, hence it is of the utmost value to keep it alive, to keep it growing, to cultivate it to the utmost.

Many reformers get switched off on to reforming one another.

Too many think that square living must mean sour looking.

Many a man has lived not wisely by living too swell.

The Confectionery Trade in the United States.

The history of the confectionery trade in the United States is interesting, as showing the enormous advance in an industry with which most people are comparatively unacquainted. We read much in the papers of the immense volume of trade in steel, sugar, cotton, wheat, wool, and other staples, but the average man, when he buys a box of chocolates or gives his children a few pennies for candy, probably fails to realize that he is contributing to the success of a business that already stands well up in the list of American industries.

The early history of the trade in this country is somewhat obscure, as little was published in relation to it until within the last sixty years.

The art of manufacturing confections and sweet preparations was at first largely confined to apothecaries and physicians, who used sugar and honey to disguise the taste of their medicines; but in later years the making of confectionery became a separate and distinct business.

Few modern industries have experienced more frequent or more radical changes during the past century. Previous to the year 1851 the manufacture of "boiled sweets" was largely an English specialty.

In that year the London confectioners made a unique display of their goods at the first international exposition in that city, and the interest then aroused gave a new impulse to the business in Germany and France, which latter country excelled in the manufacture of chocolate bonbons and comfits.

In the United States we find that as early as 1816 there were published the names of twenty confectioners in the city of Philadelphia who were making and selling candies. Boston in the same year had four or five and New York about the same number, the first one having been established there about 1806. As a rule, each confectioner made his own goods, his stock in trade being limited to the ordinary stick candies, sugar plums, and molasses candy, while all fancy goods were imported, chiefly from France.

Previous to 1845 the manufacture of confectionery was in a somewhat crude state. In that year Sebastian Chauveau, of Philadelphia, who was the earliest in America to manufacture gumdrops, jujube paste, and marshmallows, imported the first revolving steam pan and in 1846 a machine for making lozenges was invented and constructed by Oliver R. Chase, of Boston, who with his brother built up a large business in that branch of the industry.

The introduction of machinery gave a tremendous impetus to the business and the adoption of many inventions and improvements in this line was the beginning of another large industry—the manufacture of all sorts of appliances for the confectionery trade.

Some idea of the wonderful growth of the candy business in the United States may be obtained from the official statistics as published at Wash-

ington beginning with the year 1850. In the year 1850 there were 383 confectionery establishments in the United States, with a capital of \$1,035,551 and a product worth \$3,040,671. In 1860 there were 541 establishments, with a capital of \$1,568,478 and a product worth \$5,361,100.

During the next ten years the number of establishments was almost doubled—941 in 1870—and the capital engaged his increased to \$4,995,293, while the value of the product was almost tripled—\$15,922,643. By 1880 there were 1,450 confectionery establishments, in which \$8,486,874 was invested and producing \$25,637,033 worth of goods. During the next decade the number of establishments and the value of the output were more than doubled.

In the year 1890 there were 2,921 establishments, with a capital of \$23,326,799 and a product worth \$55,997,101. By the year 1900 the number of factories had increased to over 4,000 and the value of the output to approximately \$100,000,000. The figures for 1910 are not yet available, but it is likely that they will show a value in goods produced of fully \$150,000,000.

Imposing as these figures are, they are somewhat misleading as to the real growth and magnitude of the business. They give only the result of production in the large factories, chiefly located in the great cities, and take no account of the immense amount of sweets produced by the enormous number of small manufacturers in all sections of the country.

The manufacture of confectionery is carried on in large, clean, well-lighted, and well-ventilated factories. A high grade of skilled labor is employed and new ideas are constantly being evolved for the gratification of the national sweet tooth, for Americans, as a class, are the greatest candy-eaters on the face of the globe.

Catering To the Public Need.

It is sometimes thought that many buyers do not consider the public at all when they purchase shoes for their stocks, and it is this fact that brings all the slow sellers on to the shelves and counters. This public is the one party to be considered, and if you leave them out of the discussion you are taking long chances against success. You can not go ahead and buy what you think is pretty. You can not go ahead and buy a style which you think will sell; but you must buy a style and select a last which will appeal to your trade, even although it displeases you from the start. Just in the proportion that you are able to judge correctly what the public wants, just in that proportion will you be successful.

Telegraph Talk.

Katherine—A telegraph operator told me this morning that many a courtship is started by telegraph.

Kidder—Well, most marriages are brought about by proper manipulation of the wires, with some sparking and a little dash of sentiment that suits the girl to a dot.

A woman is known by the company she tries to keep.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

Port Huron has advantages as a summer resort town and many booklets are being sent out advertising this fact.

Pontiac's valuation shows an increase of \$2,558,400 over last year. The city's expenses are also increasing, this year's budget reaching \$100,000, as compared with \$79,000 in 1909.

Each week Detroit strengthens her position as an automobile manufacturing center. The number of concerns making engines, bodies, tires and other accessories is also large.

Petoskey will try newspaper advertising, using twenty-one of the leading papers to set forth the charms of summertime in that region.

"Lose your grouch. Put on a smile and boost" is the advice given by J. D. Clement, Secretary of the Commercial Club of Kalamazoo. To show that the Celery City has not quite reached perfection as yet Secretary Clement names ten urgent civic needs as follows: More interest in public affairs, improved jail accommodations, public comfort stations, parks, boulevards and river improvement, civic center building, improved water system, sanitary drinking fountains, new machinery in municipal lighting plant, organized charity and, last, but one of the most pressing, a hospital for contagious diseases.

Manual training and domestic science will be installed in the city schools of Cadillac the coming year.

An electric line connecting Escanaba and Gladstone has been completed and regular service instituted.

The membership of the Detroit Board of Commerce has reached 1,350, the largest in the history of the organization. Almond Griffen.

Stoves To Rout Frost.

Oil stoves are coming quite generally into use to rout frost from orchards on cold nights and some manufacturers are paying particular attention to the manufacture of stoves for this purpose and the future promises to bring an increase in the number and efficiency of such products.

From an illustrated article in the current number of the Review of Reviews on the subject of Colorado fruit farmers battling with frost, the following is taken from the statement of one of the farmers: "Our first

great danger is the frost. You know the altitude of this valley is 8,000 feet—that is pretty high, dry, clear, sunny air; and the blossoming comes on in spring before the frosts have gone. For years the spring frosts were a nightmare to this valley. We used to sit up over night and sweat blood over it, the way the wheat farmers do out in your Northwest in August. Well, about once in three or four years we'd be caught; and the fellows who had bought their land on the installment plan were all balled out—couldn't meet cost of water and labor. Some of us got together and began to try cheap wrinkles with small coal oil and coal burners. We found, to keep the temperature above the freezing point, those coldest spring nights, it would take from thirty to forty small coal oil burners per acre at a cost of about \$26. We like the coal oil burners best, because when you get them going they take less hand labor; and hand labor is a big consideration out here. We wet the United States Weather Bureau reports at Grand Junction; and when the thermometer begins to drop during the blossom time, warning is telephoned out to every orchard man in Grand Valley. Last spring the townspeople came out in wagonloads, volunteer helpers, to keep the coal oil burners going and beat out the frost; and we did beat out the frost. The Board of Trade gathered the volunteer helpers up and sent them out to us. As a type of what the burners did for us—you see how my orchard is laid out, ten acres on each side of the entrance drive—well, I hadn't sufficient burners and workers to cover both fields; so instead of scattering our efforts and risking a half failure we put all our efforts on the left-hand side. Results? Net \$7,500 from the saved field. And the fight against spring frosts is only the beginning of our special methods."

Thought It a Safety Device.

Uncle Ezra (rather frigidly)—You needn't have took the precaution uv givin' me a cigarette with a cork end.

City Nephew (puzzled)—Precaution? Why, what do you mean, Uncle?

Uncle Ezra—I ain't so green as to bite the end off an ordinary cigarette before lightin' it, darn it all!

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.



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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.

June 1, 1910

SPIRIT WHICH PROMPTED.

A man who was noted for his gruff exterior and his paucity of words was something of a puzzle in his native town, where his later days were spent, after a life of scarcely moderate financial success. If there was an advance movement along any line, although others rolled the ball, it eventually leaked out, sometimes after months or years, that "Bob" had first started it rolling. Being a man of few words he had few companions and fewer friends, yet the public spirit, buried within the forbidding exterior, proved to exist in many instances.

After many years, growing confidential with one of the young men interested along the lines he had started, he revealed the secret of his life: His father died when he was a boy, leaving his widowed mother with five small children to support. Being one of the older ones, he soon started out for himself, but whenever he visited the old home there was a big wood pile, the contribution of some of the neighbors, or some other mark of their remembrance. In short, he said: "I felt that I could not do enough for the town which had so kindly helped my mother."

Realizing that he was not a favorite, that many of his progressive ideas were a generation ahead of the residents and often not kindly received, especially if the source was known, he preferred to do his work unknown so far as possible. Streets lined with beautiful maples attest to the thoughtfulness of a quarter of a century ago, and they also represent a considerable cash outlay on his part. The old burying ground was transformed into a modern cemetery, new land purchased, a charter obtained and the cemetery has been for years recognized as one of the most beautiful in that part of the country. His name was not among the trustees until after the organization was in a flourishing condition and only those whom he had selected as his helpers knew that "Bob" had secured the charter. Now he is the only living representative of the work, having been made an active trustee the second term, and serving faithfully ever since.

He has lived to see the culmination of many of his pet plans. The town is more beautiful, the educational advantages have been materially strengthened and those whom he knew in the days of his youth and prime are resting in a most beautiful spot in "God's acre." The community to a certain extent appreciate his good work, but, possibly, it remains for another generation to fully give credit to his progressive spirit and generosity.

Although perpetually misunderstood and aware of the fact, he found his reward in the applause of his own soul, and the kindly people who so long ago ministered to the wants of the poor widow are being repaid in the second and third generation. Little did they dream when hauling the firewood, which represented little more than their labor, that such public benefits to the town would result. Little do the townsmen now realize the occasion of these beautiful touches, but that they are there is a fact which will be long noted.

There are so many kind deeds which can be done in this world that one must be truly blind who misses at least a portion of them. There are such rich possibilities behind that it is almost appalling to think what may happen if we neglect them. Perhaps had the poor woman been neglected the son would never have had any affection for the place, in which case it is certain that the procession of progress would have been impeded for at least a decade; but the gratitude of one for good deeds of the fathers is remembered in a silent yet most practical manner for the benefit of the children.

A SANE FOURTH.

The calamities resulting annually through the customary celebration of the Nation's natal day have been so thoroughly published that they are familiar to all. Yet despite the warnings by theory and practice the list of victims will never grow less until more stringent methods are adopted. As long as whisky is freely offered, so long there will be inebriates. Although in many places stringent laws have come as an aid, there is still a large scope of country with nothing but the dealer's own strong will to check the scourge.

The tradesman has it in his own power, to a great extent, to curb the danger. He may at first be criticised for not keeping pyrotechnic goods in stock, but he should endeavor, by arguments and statements of facts, to lead people to realize the useless danger which the usual celebration brings, not only to those directly engaged but to others. If there has been an accident in your own locality within recent years, bring it up fresh into the public mind. Lead the people to a realization of the fact that in refusing to supply the usual fireworks you are doing a public service.

Show your patriotism and your public spirit by aiding in the promotion of some worthy substitute. Young America has been accustomed to having a big day and join heartily in perpetuating the time-honored celebration.

Only strive to lead into sane methods.

The public taste will largely dictate as to the nature of entertainment. If the community are interested in outdoor life and sports an excursion to some nearby resort will be in order, with foot races and other forms of entertainment. A display of kodaks will be of interest. A nice line of walking shoes may aid in the formation of a pedestrian club. Tents and hammocks are suggestive of sport more real than the handling of explosives. Tact will suggest many other lines of goods which may be pressed with no dire presentiments.

MAKING A MAN.

An ex-judge relates this story of a reformation which emphasizes the fact that work is, after all, the best reformatory:

When he was a young attorney a woman came and begged him to take the case of her son, who was in jail for some small offense. It was his first transgression; she needed his help; she insisted that he take the case, although she had no money to pay the fee.

He became interested and finally secured the lad's release. This accomplished, he remarked that he supposed the next thing was to go home. "Not at all," replied his attorney. "You have an account to settle with me." Then stepping to the phone he called up an attorney in a neighboring city, stated the case and asked him to set the boy to work.

Although at first reluctant he finally agreed to give him a chance in the oil fields at \$6 a week, his board costing him \$4. Before sending him the attorney drew up papers for him to sign, agreeing to send him 50 cents each week.

The boy sent each week double this sum, which the attorney turned over to the mother.

Some three or four years later this young attorney was a candidate for judge. One day a big lusty fellow entered his office. "You don't know me?" he remarked. On the attorney's assurance that he did not he replied that he was the boy who had been helped out of jail; and having a three weeks' vacation he had come to electioneer for the man who had befriended him. At this time he was Superintendent of his division and drawing excellent pay. He went out into a neighboring precinct and the result was that in that township the lawyer received a majority, although his opponent was much stronger. And his victory at election almost hinged on the votes gained by the boy he had saved.

A RAMPAGING MAYOR.

There may not be breakers ahead for the good people of Topeka, Kansas, but if there is anything in signs and portents there is going to be something of an excitement in that particular city of the Middle West. From that State, the reputed home of the hot wind, the Mayor has reached certain conclusions and he does not hesitate to proclaim them. Here is one that is going to create as much confusion as a hornet at a camp meeting: "It is just as unlaw-

ful to preach on Sunday as it is to do any other labor," and he is going to enforce the Sunday laws to the letter.

At this distance from the coming encounter it may be safely assumed that the Mayor will have the entire battle ground to himself. The crowd will be there—his crowd—and they will cheer him until the heavens resound, but at the last minute—it may be several before the last—the Mayor will conclude that "discretion is the better part of valor," that a church fight is the bloodiest one and that, come to think of it, these ministers fight like so many fiends, never know when they are whipped, and from John Wicklif, "the morning star of the Reformation," to Martin Luther inclusive have always come off conqueror. Then, too, the Mayor should review some of his evidently forgotten Sunday instruction in regard to preaching being unlawful and, take it all in all, for his own peace of mind, he had better keep his shirt sleeves rolled down and his coat on. He will feel better for it after the storm blows over. Then, too, these are ticklish times for men in office even as high as Mayor. Public opinion is behind both office and man and the man has to carry himself just so or down he falls and out he goes.

THE GOOD OF THE TOWN.

Without undertaking to give a good reason why, about every community that is worth the mention has always at least one citizen who has nothing good to say of the place he calls his home. According to his too often expressed opinion, the town has no public spirit. Every man and woman in it thinks too much of that particular number just over his own front door to have the town amount to anything. If he wants anything he buys it out of town. There is not a tradesman in it that has gumption enough to venture beyond the commonest staples, and if a customer orders anything it is always at the expense of extra profit, and a pretty big one, too. Then if it does not turn out to be what he wants and what he ordered he has to take it or have a row. If half of the statements such men make were true there would be no such town, and if there were it would be on the way to the cemetery and the procession would be on the trot.

A town is only a reflex of the people living in it and the dead town harbors only dead citizens; and speaking of cemeteries leads easily to the conclusion that the man, unwilling to do something to keep it up and help it along is helping to dig its grave. He who damns with faint praise his home town or modifies it with a "but"—"good town enough but"—drives a nail into that town's coffin every time he does it. If he is in business he does not advertise; if he is always pulling back from any public enterprise, if he is so stingy as to be a hard times howler, he is the citizen who ought to be hired to move out and stay out and it would be money in that town's treasury to start a movement with that end in view and not be slow in seeing it faithfully carried out.

WHAT COMES WITH TAXES.

It is customary to grumble about taxes. Everybody does it and so it is fashionable. There is no closed season on this question and the people go gunning for taxes all the time. They do not stop to think about what they get for what they give. It is unquestionably true that a good deal of money raised by taxation is wasted, but that in a large measure is the fault of the taxpayers themselves, who have in their hands the remedy if they only care to use it. A badly governed city is expensive and in municipalities where the office holders are selected for their political pull or activity the taxes are invariably high. Within bounds it is perfectly safe and reasonable to say that the best government is the cheapest. The taxpayers in this or any other town can elect any man or company of men they see fit to the offices and can absolutely determine the kind of administration they are to have. The taxpayers are a majority, if they would only look out for their own interest.

By the same token it frequently happens that the taxpayers do not appreciate their blessings. A noted authority on this subject recently said: "It is after all only a very moderate pro rata annual expense for the town dweller and a small cost to have to pay for the convenience of town life. We ought to realize how much more the ordinary conveniences of life cost in camp or out in the country. I have tried it and I always come back to the payment of local taxes with a new sense of appreciation of the conveniences which we enjoy." There is a lot of suggestive good sense in that remark. Some who pay for paved streets kept clean and well lighted, police and fire protection, sewers, etc., do not properly appreciate how much they are getting for their money and do not properly appreciate the conveniences and the accommodations thus provided. The municipality does a good deal for the dwellers therein and for it does not always get the thanks it deserves. This phase of the situation ought to be taken into account once in awhile. The taxpayers' money honestly spent brings in a good return and provides for the community what the individuals therein could not separately provide for themselves at much greater cost.

ENTITLED TO THE BEST.

It is a very common occurrence to say that a city is nothing more nor less than a municipal corporation in which the taxpayers are shareholders and to urge the business ought to be conducted just like that of any manufacturing concern. There is no gain-saying this proposition. A city is entitled at the hands of its officials to the very best service which can possibly be secured and that in the most economical way. First of all, an enterprising, up-to-date city wants the best, and if it is to get the best it is sometimes necessary to go out of town for it. Some say that everybody on the city payroll, whatever the service or the rank, ought to come from within the city boundaries

and that no person from the outside, however competent or well qualified, should be employed either as school teacher, surveyor, physician, accountant, electrician or in any other capacity. That is what some call public spirit and local patriotism. These people complain when anybody from out of town is secured to render any public service, and it is on the theory that the city's money ought to be distributed among its citizens and that outsiders should never be permitted to get a penny of it under any circumstances. The policy is good enough in a way, but if carried to extremes is liable to lower the standard of public service.

The subject is brought up particularly at this time because Mayor Seidel, of Milwaukee, recently offered the position of Commissioner of Health to Chief Sanitary Inspector Hall, who lives in Chicago, and he has proven himself an expert there. Some public-spirited Milwaukee citizen or company of them hired a lawyer at once to prevent Milwaukee from having the services of this distinguished specialist, which presumably it might have had at no greater cost than as if the work was done by some local and less experienced person. A Milwaukee brewery, if it wishes, can get the best man in the business from any city it chooses, provided it is willing to pay the price. Any Milwaukee corporation can hire any expert from any place it sees fit if it wishes to secure the best possible service. The New York World, in discussing the question, recalls the fact that New York brought Col. Waring from Newport to clean the streets, Commissioner Bingham from Washington to manage the police and Commissioner Bemis from Cleveland to assist the new Water Commissioner. Of course when an expert is brought from another city he can not get any delegates at a convention or any votes at an election to help the administration. Perhaps that is the reason why outsiders are not wanted. The common sense view of it would be that where there are two equally qualified the local candidate is preferable, but that a city and its people are entitled to the best.

HEADS OR TAILS.

It is a mere matter of flip up—a negro on one side and "pore trash" on the other, both brutes and both ready and eager to pommel into pulp the biped that opposes him. It is worse than a bull fight, a dog fight or a cock fight, because it takes these brutes, made in the image of their Maker, and by means of money, the possession of which will degrade them even lower than they are, tries to make decent and respectable an exhibition of brute force which has been the bane of humanity since time began.

If the report so far made public is to be relied upon the white trash, if he be found to be the successful hammerer, gets \$667,750, while the negro, if he holds the winning fist, will receive \$358,000. California is the locality of the human pulpmaking and the National birthday is the date

fixed on for the culmination for as big a disgrace as has so far besmeared the country's good name and banner.

Fortunately or unfortunately the results of this fight need not be told. From Nero's time until now the story is shameful and degrading. It is true that now the negro takes the place of the brute of the old Roman days, but the change only ensures the greater brutalizing of the masses. Roman civilization was not lifted by the fights in the amphitheater and from the influence of these brutal exhibitions it is easy to infer that modern civilization will make no rapid progress. It is certain that the negro and his race will not climb to a higher level and the charge of level sure to follow will be a sinking of the white to the plane of the negro.

Whether the outrage be perpetrated remains to be seen, but it does seem as if California had had enough of the discreditable in recent years to make a stand now, not only for her own reputation but for the good name of the country as well.

THE HOE AND THE PEN.

The hoe and the pen, and the pen stands first. In 1859 Bjornson, the famous Norwegian poet, wrote a national hymn and for something over half a century the English speaking peoples have been waiting for an English translation worthy of the poet and of the song. Prominent Norwegian writers entered the contest for the prize for the best translation and, when it was over, the prize was awarded to an Iowa farmer; whereat there is a general expression of surprise.

It may be that for some reason—so far unknown—the rewards of the pen have been withheld from the man with the hoe, but so far no such reason has appeared. It may be safely asserted that the calling and the implement standing for it have proclaimed no ban against it and it may be just as safely asserted that each has done its best to help the idea along. The farm, the whole world outdoors, are full of suggestion and incentive and almost as if fighting against Fate the farmer has insisted upon being a dullard. The hayseed idea was pleasing to him. He was willing to be represented by the sagging gate and his own uncared for person—the laughing stock of his kind.

It is a pleasure to believe that men and women everywhere are glad that the farmer has won this distinguished honor. He has been too long in the background, accustomed always to Nature's best and daintiest. He chose

the crude and rejoiced in it and the world's delight lies now in the fact that, without despising the hoe, he has only laid it down for a moment to take up the pen to win the prize and the honor that long ago might have been his had he so willed and to take a leading place in the intellectual world which had long been his in the physical. The hoe and the pen, the rulers of mind and matter; and may the union of the two in one be an earnest of the place the farmer is to take hereafter in the realm of leadership!

A CRUMB OF COMFORT.

There may not be anything in it, not even the basis for a second hand bet, but for all that there is a little satisfaction in noting that every time the muck rake comes up out of the sugar-scandal cesspool with a new chunk of corruption the name given to it is one indicating a comparatively modern importation. So far there is no Brown, Jones or Robinson, no Bradford, Standish or Winthrop, but names that indicate a far remove from the rich inheritance of the Pilgrim fathers; and so long as this fact stands it is a comfort to be able to believe that the old family pride which came over in the Mayflower, which lived and flourished and was transmitted throughout all generations, has so far escaped even the charges of corruption, beyond, perhaps, the exception that confirms the rule.

There was at first a fear in the effort to reach the man higher up that the rascal would be found to be the traditional black sheep of the "old family," but as time goes by breathing becomes easier and the conviction is growing that the Puritan descendant is proving true to his ancestral trust; that the "Assembly Catechism" meant something and still means it; that a good name is rather to be chosen than great riches and that in the long line of descent an untainted name is still the most precious possession that a man can hand down to his children.

In spite of the threatening appearance of the moral atmosphere there are cheering signs of fair weather. Through the thickest clouds pierces an occasional gleam of the brightest sunshine. The air itself is becoming pure, and so long as the descendants of the "old family" name stand pat to the good old virtues born in them there is every assurance of clearing skies and of the prosperity that is coming from them.

Too many mistake the squabbles of creed for the fight of faith.

TRUST PROPERTY

We make our charges less, very frequently, than we have previously stated, depending largely upon the nature of the property, as in case a business block is given us to handle for a term of years.



THE MICHIGAN TRUST COMPANY



SCHOOL BOARD TROUBLES

Amicably Adjusted By an Attractive School Ma'am.

Written for the Tradesman.

Remarkably well equipped as an executive and a graduate of the State Normal who had successfully passed through five years of experience as a school teacher, Miss Sarah Snedikor was greeted with sincere respect and confidence by the parents of all the children in the Clay school district, as one who, as principal of that school, would certainly give to those children the very best control, instruction and inspiration at her command.

And they did not miss their guess. For two years Miss Snedikor had so conducted the school that from an indifferent rating among all the city's schools it had taken first place as a progressive, thorough and enthusiastic factor in the public school system, not excepting the high school even.

Therefore it was that a spirit of amazement decidedly tinged with indignation was developed throughout the district when it became known that Guerdon Cornell, a well-to-do merchant of long standing had, upon some occasion or other, ordered Miss Snedikor out of his store.

At last the chairman of the School Board and a rival merchant, James Galloway by name, felt it his duty as chairman to run down the gossip that prevailed and so, unknown to Miss Snedikor, called upon Cornell to get his side of the story.

And he succeeded so well that he was able to take away with him as he left the Cornell establishment, as visible evidence of his mission, a broken molar and two beautifully discolored eyes not to mention an upper lip that was split badly by being caught between the tooth that was broken and his rival's clenched fist.

"It was this way," explained Galloway to the police justice before whom he was testifying upon Cornell's arraignment on a charge of assault and battery. "I had visited Mr. Cornell to find out if possible the exact truth relative to his having ordered Miss Snedikor out of his store and asked him to explain; telling him that as chairman of the School Board I had a right to enquire."

"What was the prisoner's reply?" asked the justice as he bestowed a smiling nod of recognition upon Miss Snedikor, who just then entered the court room.

"He allowed that Miss Snedikor had insulted him grossly and—"

"May it please the Court," calmly observed Miss Snedikor, who had taken her stand just back of the chairs occupied by Cornell and his attorney, "if you will permit me to take the witness stand, I think I can soon settle this case so far as evidence is concerned and without great discredit to any person concerned."

The justice requested Galloway to "step down" and the principal of the Clay school being sworn explained that Mr. Cornell had a distinguished ancestry; that Ezra Cornell, the philanthropist, was an uncle and that because that uncle was the founder of Cornell University the defendant was,

very justly, proud of the connection. "He has also a daughter, one of my pupils," Miss Snedikor added and she continued: "by the name of Sarah Cornell. Sarah, sharing her father's pride of ancestry and naturally proud of her father's high standing in this city as a business man, has been in the habit ever since I have been at the head of the Clay school of spelling her name when she writes her signature without the letter 'h' in the name Sarah and with a final 'e' added to the name Cornell."

"Which she has a perfect right to do, your honor," interpolated Cornell's lawyer.

Without giving the slightest heed to the interruption Miss Snedikor told how she had repeatedly explained to her pupil the absurdity of dropping the 'h' from Sarah and of adding the 'e' to Cornell and how she had urged her to abandon the practice, but without success. "At last," she continued, "I deemed it my duty as principal of a graded school with nearly 300 pupils and many teachers looking to me for accurate English and correct spelling to consult Miss Cornell's father on the subject and I did so. He lost his temper and asked me why, having the same first name, I spelled it with a final 'h.'"

"And what was your reply?" asked the justice.

"I told him that it was because I prefer the English method of spelling the name primarily; and incidentally because the wife of Abraham and the mother of Isaac spelled her first name with the final 'h.' Then he asked me why his daughter might not, if she wished, spell the name Cornell with a final 'e,' and I replied: 'Because she is the grand niece of the founder of Cornell University—a man who, were he alive, would condemn the pretense and snobbery suggested by such a mis-spelling of his name.'"

"And then he ordered you out of his store?" enquired the Justice.

"Not just then," was the answer of the teacher witness, as she gave an appealing glance toward Cornell, "but, if your honor pleases—"

"May I put a question to the witness?" asked the defendant's attorney.

The Justice turned an enquiring look at the witness, who, with a gleam of color lighting up her rather attractive face, nodded her consent.

"You are what is called a 'bachelor girl,' are you not?" asked the attorney.

Before the Justice could prevent Miss Snedikor replied: "I am 32 years old and some call me an old maid."

Quickly calling the audience to order by vigorous hammering of his gavel the Justice reproved the lawyer and added: "What do you expect to show by such impudence?"

"I wish, may it please the Court," was the counsel's retort, "to show that the witness has a strong feeling as to my client's daughter."

"I have, your honor," admitted the witness. "I love her dearly and I admire her as one of the brightest girls in my school and it is because I love her so that I desire to do all in my power to help her to become

the competent, cultured, valuable woman she may so readily become."

Much to his surprise the Justice noted as Miss Snedikor was giving this testimony that Cornell had stepped over to Galloway's side and was holding a whispered conversation with the School Board chairman—both men seemingly having forgotten the cause of their presence in the court room.

As Miss Snedikor completed her very sincere confession of regard for Miss Cornell, Galloway solicited the permission of the Court in behalf of the man against whom he had made the complaint. "He desires to make a confession," he concluded.

Thereupon the Justice called Mr. Cornell to the stand and that gentleman admitted that he was guilty of assault and battery as charged. "And I don't ask for any leniency on the part of the Court. I regret my presence here, regret my quick and foolish temper and in defense of the lady who has told you nothing but the truth I desire to add, with every feeling of respect for her and for the Court that she has not told all of the facts."

"Why, Guerdon Cornell," exclaimed Miss Snedikor, "are you going to tell all?"

"With the permission of the Court I am," responded Cornell.

"Say, rather, with the consent of Miss Snedikor," observed the Court severely.

"He has my glad consent," was the quick answer of the school ma'am.

"Yes, and I've had it ever since the day Mrs. Galloway called on me," said Cornell. "Something over six months ago I first asked Miss Snedikor to become Mrs. Cornell; to become mother to my motherless daughter. The only obstacle to my suit, as she herself told me, was my quick temper. And after my assault on my friend Gallagher Miss Snedikor called to 'comb me down' for my brutality and did it to a finish. Then I again asked her to become my wife."

"And she consented?" asked the Judge.

"On two conditions," said Cornell. "One was that she could spell the name of Cornell without the final 'e' and the name of Sarah with the final 'h'; and the other condition was that she could take a club to me every time I lose my temper."

"And, your honor," Miss Snedikor interjected, "while I never use a club or suggested one, even, I am sure I have such an influence over the defendant that we will be perfectly happy together."

"The case is dismissed," shouted the Court, "and the Court congratulates Mr. Gallagher upon his success in bringing about amicable adjustment of School Board troubles."

"And Mr. Gallagher," shouted the complainant, "most sincerely congratulates Mr. Cornell upon his reformation and congratulates the cause of his regeneration." L. F. Rand.

A mere acquaintance is a friend for whom you have done a favor.

No horseshoe is lucky if found too close to the race track.

Refinishing Store Fixtures.

As to the best method of refinishing store fixtures and counters of oak in the natural: The quickest method of removing the old varnish is by the use of a paint and varnish remover, which can be obtained from any supply house. The directions for use will be found on the package, also how to neutralize any effects that might be apt to give trouble.

Varnish coats are not so difficult to remove and we have obtained good results by using liquid ammonia, to which we have added 5 per cent. of its volume of turpentine to prevent the raising of the grain of the wood.

When the varnish is softened it is best to use a stiff brush rather than the spatula to remove the softened material, in order to keep the surface intact. Around corners and moldings steel wool will take off any remaining traces of varnish without injury to the wood.

It may be necessary to refill the wood, which you can determine when you have cleaned the surface with turpentine or benzine after removing the old coats of varnish. At any rate, a coat of paste wood filler, thinned in the usual way, should be applied before varnishing as a matter of precaution.—Painters' Magazine.

Preserving Spiders' Webs.

Naturalists employ an interesting method to preserve all kinds of spiders' webs. The webs are first sprayed with an atomizer with artists' shellac, and then, should they be of the ordinary geometric form, they are pressed carefully against a glass plate, the supporting strands being at the same time severed.

After the shellac has dried, the plates carrying the webs can be stored away in a cabinet.

Even dome-shaped webs may be preserved in their original form by spraying them with shellac and then allowing them to dry before removal from their supports. Many spiders' webs are very beautiful, and all are characteristic of the species to which they belong, so that, from a scientific standpoint, their permanent preservation is very desirable.

Saws Without Teeth.

The employment of circular disks of iron, turning with great velocity, but possessing no teeth on the edge, for sawing metal has become common in many workshops. Among other places where such saws without teeth are used are the celebrated Krupp gunworks, where armor plate is sometimes cut in this manner. The process is not a newly discovered one. As long ago as 1824 Darrier and Colladone at Geneva, experimented with swiftly rotating disks of iron. They found that when a disk about seven inches in diameter turned with a peripheral velocity of ten metres per second it could be cut with a steel tool pressed against it, but that when the velocity was increased to twenty-one metres per second the iron was unaffected and the steel tool was damaged. At a velocity of sixty metres per second the iron disk even cut quartz and agate.

BISHOP P. T. ROWE.

His Work and Observations in the Land of the Midnight Sun.

The Right Reverend P. T. Rowe, D. D. Episcopal Bishop of Alaska, in his report to the Mission House, of New York, and which has just been published, is interesting and fascinating reading. His Michigan friends are especially interested, owing to their knowledge of and love for this most remarkable man and his great self sacrifice for the past fourteen years, visiting the out-posts of civilization where eternal ice and snow are monarchs. With no traveling companions, excepting his team of "huskies" and an Indian guide, the Bishop has visited every mining camp of importance in Alaska; snow-shoeing, and traveling on rafts and in canoes to reach camps situated more than 3,000 miles from his home.

The Missionary District of Alaska includes all of Alaska. It has an area of 600,000 square miles, recent boundary surveys having increased the area. The population is estimated at 80,000. This Missionary district was established in 1895 and Bishop Rowe has been in charge since that time. From the Bishop's report the following extract is taken:

"The Far North is the 'storm centre' of interest just now. This is owing to the fact that after many daring attempts by heroic men for a score of years, after splendid achievements and pitiful sacrifices, two men, Peary and Cook, have at last made their way, through almost insurmountable difficulties, to the North Pole. It is no wonder that the world is interested. It is a wonderful achievement and we worthily applaud the persistence, endurance and bravery of these epoch-marking discoveries. No one is better able to appreciate their work, say 'well done' to them, than those who are living in the North, familiar with the conditions and have some experience with the same difficulties. Naturally our interest is heightened from the fact that these brave and successful men are our own countrymen, though, I am sure, it would have been as keen and as sincere had they been men of another nation."

"But this interest in the event of such world-wide importance is in strange contrast with a work which is attended with greater benefits to humanity, although less in the public eye and esteem. For many years messengers of the Prince of Peace, the Redeemer of mankind, have lived in the North, amid the same conditions Peary and Cook faced in a dash of two years, have met Arctic storms, crossed wastes of snow and mountains that seem impassable, their one aim being to bring to all men the message of glad tidings, the ministry of salvation for soul and body, regardless of popular acclaim or personal profit, satisfied that they left a trail of light, hope and redemption behind them. But of this the world has scant recognition.

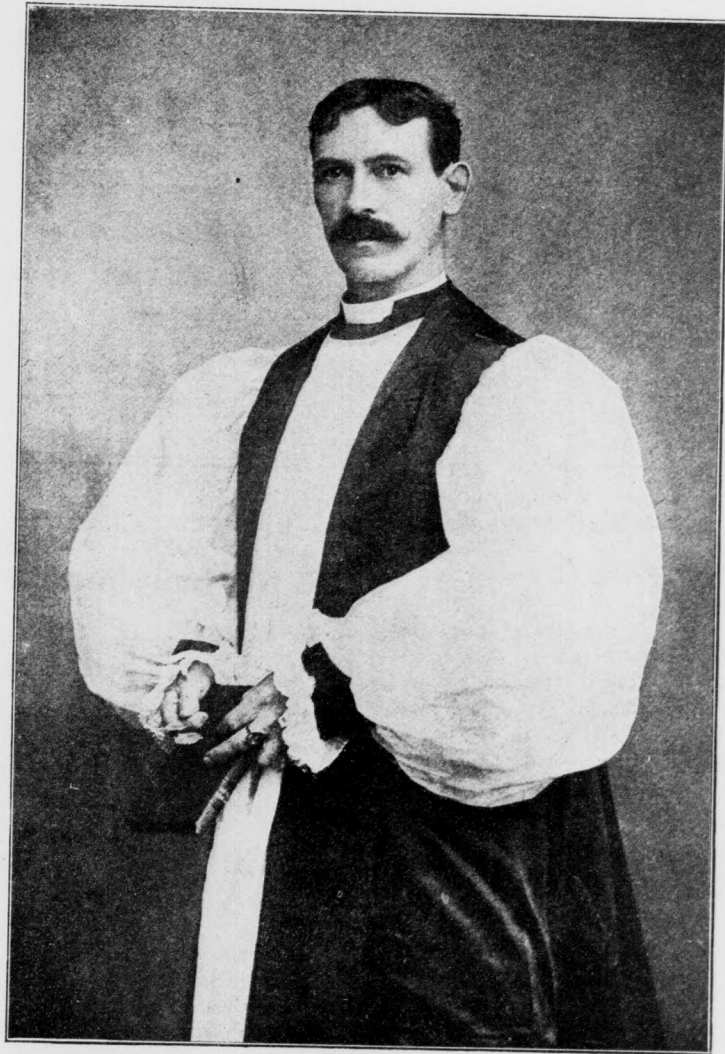
"Alaska has been described as 'The Wonderland of the North,' and it is not amiss. Poets and travelers through centuries have sung the beauties of Norse fjords and mountain glaciers and midnight sun, but the visitor to Alaska sees here the same wonders as grand and as majestic as any land can boast. Our people are learning more and more of

this fact and are becoming more appreciative of it. Alaska is a mighty country in the making—in the civilizing. Though the farthest outpost of civilization—the last frontier—yet by reason of the development, the increased facilities of travel, its charm as a frontier is rapidly passing. Humanizing influences are transforming its silences into throbbing life. Man is harnessing busily forces of nature, putting in machinery to wrest from the soil its wealth, building railroads and creating settlements of life and industry where but recently the wolves howled in winter with unsatisfied hunger.

"It is only twelve years ago that the great gold rush drew attention to Alaska—drew an army of the adventurous and the brave. Where then they faced a country seemingly impenetrable by reason of snow-covered mountains, trackless forests, mighty rivers studded with dangerous rapids

ures. They are for the individual, and while they last they mean much in the way of population and business. It is for this reason that communities, towns, fluctuate, rise or fall. I believe that new "discoveries" will be made of placer ground, from year to year, because Alaska is large and that it is a gold region has been proved. In Southern Alaska we have gold in quartz, copper and coal and this means the presence of a permanent population. The coal in the Matinska, Kyak sections, the copper in the Bonanza, Niyina sections, point to a development and permanent growth that guarantee the prosperity of Alaska. * * * * *

"From what I have said, it can be readily seen that our mission work in Alaska is face to face with many problems, difficulties and oppositions. In the first place adventurers, prospectors and men seeking sudden gain only, come to Alaska. On the whole



Right Reverend P. T. Rowe, D. D., Bishop of Alaska

and canyons, now the traveler can make the trip through Alaska on the regular routes, with all modern conveniences, and come unexpectedly at intervals to towns, mining settlements, canneries, isolated sawmills, roadhouses and the tent of the lone and venturesome prospector. Modern towns have sprung up, within the past eleven years, in the wilderness. Everything in Alaska holds interest; not only its peerless beauty but its vast spaces, its mighty mountains and rivers, its richness, its unique conditions, picturesque life, its tragedy and humor, lay a fascinating spell upon one.

"Mining is at present the principal industry in Alaska. It is the most attractive because it seems to be the readiest road to independence. This is a subject big enough for a volume. I must not dwell upon it. First, there are the "placer" mines. These have yielded millions—I can not give fig-

they represent a high average of manhood. It would be difficult to find a better manhood anywhere. But there are exceptions. And the exceptions give us no end of trouble. They are the men who are in no fear nor respect of God or man. It becomes their pastime to debauch the natives. In our efforts to defend the defenseless we, of course, arouse their anger, opposition and deadly hatred. Unhappily we have not always found much help from the officers of the government. And strange to say, even the respectable and decent people in a community are rather against us than with us in our efforts to check the deadly wrongs. No, our work is by no means easy and our workers have to make a fight for righteousness in the face of opposition, persecution and obloquy. But it has to be made—we are set to fight for the pure life—and that should not be counted against us."

Two years ago Bishop Rowe came out to go to the Lambeth conference in London, England. The Lambeth conference is a meeting of the Bishops of the Episcopal Church from all over the world, held every ten years for the purpose of discussing Church affairs. Upon his arrival the Seattle Post Intelligencer said:

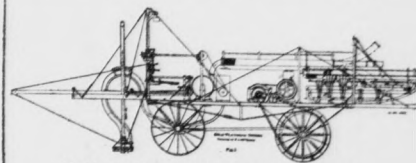
"P. T. Rowe, Bishop of the Episcopal church for the territory of Alaska, who arrived in the city yesterday from the North on the Yutican, brings the first detailed authentic information regarding the big gold strike on Nolan creek, at the head of the Koyukuk river. Bishop Rowe was in the Nolan creek camp when the strike was made and washed out \$500 on the Olson claim with his own hands and saw pans washed out that ran as high as \$1,800. Nolan creek is only about 200 miles from the Arctic ocean and there were only 125 men in the camp when Bishop Rowe left for the outside."

About \$40,000 has been washed out by crude operations and it is estimated that the clean-up at the end of this summer will reach \$1,000,000.

When asked if he had located any claims in the Koyukuk, Bishop Rowe said he never makes any mining locations, as he is unable to engage in mining and look after church affairs at the same time. He brought out some coarse nuggets taken from the Olson claim as souvenirs.

Bishop Rowe visited Sault Ste. Marie, Mich., for a week last Christmastime. He was rector of St. James church here for many years until he was made Bishop of Alaska. He talked most entertainingly of the stupendous wealth of that north country and especially of Seward Peninsula, upon which Nome is situated. He said:

"I was on the Nome beach twice last summer, and the miners and the soldiers from the garrison there are constantly washing the sands of the dry beach over and over. Every storm throws up fresh ruby sands from the sea which are rich in gold dust. The soldiers each average \$40 per month in washing these sands during the spare moments they get from doing guard and other garrison duties. There is no question of the great amount of gold lying in the shoal waters, adjoining this beach, for a distance of forty miles, which has been beyond the reach of the miners. No device has been able to take it, aside from small spots

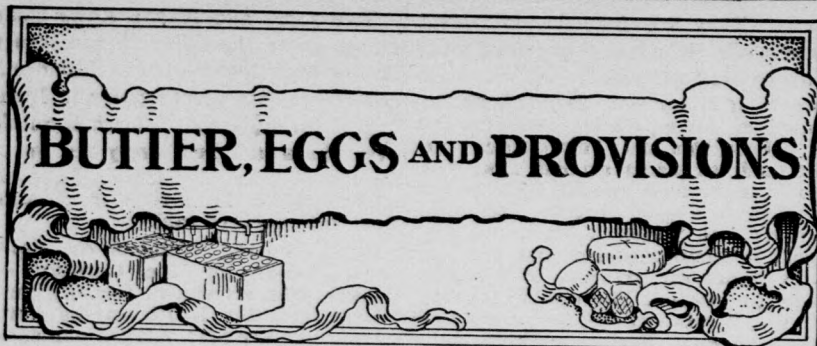


McKeone Patent Ocean Beach Dredge

through six and seven feet of ice in the winter, or when a very low tide would occur for a few hours once in many years. The McKeone dredge on high wheels is the only practical method to get this gold, in large quantities, which I have ever known of. With the small capitalization of the Company its working should make every stockholder rich."

Those who desire to become interested in this dredging company should write at once for full information to James R. Ryan, Secretary Gold-Platinum Dredge Co., No. 114 Maple St., Sault Ste. Marie, Mich.

An honest proposition stands on its merits. The Gold-Platinum Dredge Co. and all pertaining to it will stand the most thorough investigation; but the opportunity now presented will not stand open long. The serious question is not who will buy but who will be fortunate enough to procure some of the stock?



Arrested For Selling Short Weight Print Butter.

The city papers have had a good deal to say about the arrest of butter dealers in Greater New York during the past week for selling print butter that was short weight. In one case the complaint was against a large concern that retails milk and butter, the latter mostly in two pound cartons. It was claimed by the retailer that the cartons, which are made of heavy pasteboard, weighed two pounds when filled with butter, but the city weighers objected to including the cartons and the tests showed a shortage of from $2\frac{1}{2}$ to $3\frac{1}{2}$ ounces.

At several other stores operated on the chain system the pound prints were found to weigh 15 to $15\frac{3}{4}$ ounces, and the managers explained that they sold the prints just as they were furnished to them. Where the butter was cut out of tubs the little wooden dishes were weighed with the butter. These dishes varied in thickness and the weight was also affected by soaking the dishes before use.

The publicity given these cases and the certainty that the inspectors from the city weights and measures department will carry the investigation much farther brings to our attention the abuses that some unscrupulous dealers are indulging in. In the testimony recently given by a large operator in a New England city he said that he had a contract for three million pounds of prints put up to weigh $15\frac{1}{2}$ ounces. Part of this contract was tendered to the biggest handlers of fine butter in this country, and it was turned down. In order to stop this fraud some of the states are taking legislative action. Not long ago Connecticut passed a law requiring the print wrapper to be stamped 16 ounces in one-half inch bold letters and the Commissioner of the State is enforcing the law vigorously.

Here in New York a great deal of printing is being done, the dealers preferring to buy the butter in the tub and to know just what goes into the prints. I believe that most of these show honest weight, but there is reason to believe that some are made from 1 to $1\frac{1}{2}$ ounces short weight intentionally. The same is true of those that are packed at the creameries. Having studied the question of printing butter under varying conditions I know some of the difficulties of having the prints run always the same; indeed it is practically out of the question to get them absolutely uniform. The cutting machines have to be adjusted according to the character of the butter; if it is mushy or light bodied the prints

have to be larger than if the butter is dry and solid. But whatever the conditions are there should be sufficient allowance in weight to have them balance evenly when sold to the consumer. Some retailers have tried to excuse their shortcomings by saying that they merely sold the print for so much money, and that the question of weight was never spoken of by the customer, but this is purely a subterfuge that will not stand in court, as every buyer believes that he is getting a pound of butter and he would not take the print if he knew that it was underweight unless the price corresponded.

The butter print trade of the country is growing steadily. It has become a popular style of packing among a large class of consumers and there is so general belief that the best qualities are handled in that way that buyers are willing to pay the additional cost. I have called special attention to the matter of weights because I am impressed with the importance of the question. The present agitation in the daily press, and the promise of considerable investigation by the authorities will surely lead to trouble among the retail dealers and this in turn will react on the creameries or wholesale dealers who make the prints. It is just as well to build up the business on honest lines voluntarily as to be forced by legislative action which may take the form of a Federal law.

Speaking of grading it is well for shippers to remember that as we approach the summer season the range of values for eggs widens materially and there is more inducement for shippers to candle their stock, packing the various qualities separately. Buyers give a great preference to eggs of uniform quality. A buyer looking for fine fresh stock does not want them mixed with stale eggs and a buyer who can use stale eggs will pay little more for them because they may contain a small proportion of eggs of better quality. Undoubtedly the most money can be realized for eggs when they are packed in uniform grades. In grading the first grade should contain only clean eggs of good average size, full and strong bodied. Eggs that show much shrinkage or weak body or dark yolks should be kept out. The second grade should comprise clean eggs that are too weak in the body or too much shrunken to go in the first grade, but should be kept free from very small eggs. The third grade should comprise the dirty eggs of fair to good size and reasonably full and strong body. The fourth grade should

be the checked and cracked eggs and in these may be packed the very small eggs—both clean and dirty—and those that are decidedly watery or very badly shrunken. Eggs that are broken badly or which are very

inferior in quality should be thrown out altogether—it is useless to pay freight on them and their presence only reduces the value of the grade with which they are mixed.—N. Y. Produce Review.



Dairy Butter

Established
1894

I offer **22c**, delivered at Grand Rapids, for No. 1 Dairy Butter, no commission or cartage out. Shipment to be made on or before June 8.

Butter can be shipped in crocks or parchment lined sugar barrels. Crocks are returned soon as they are empty. Remittance made soon as shipment is in and inspected. If you are not getting my price list on butter, eggs, veal and poultry, a postal will bring it to you every week.

F. E. STROUP

7 No. Ionia Street

Grand Rapids, Mich.

References: Grand Rapids National Bank, any Wholesale Grocer in Grand Rapids, Commercial Agencies, Michigan Tradesman.

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.

Signments of fresh eggs and dairy butter wanted at all times.

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

Established 1873

SEEDS

If you want our regular quotations on seeds let us know and we will put you on our mailing list

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

Send orders for

Millet and Hungarian Seed

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Moseley Bros.

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

Both Phones 1217

Grand Rapids, Mich.

The Reason Michigan Could Be Walled In.

If each state in the Union were walled in against all the other states and against the outside world there are few states that would fare so well as Michigan. This State could, in fact, be marooned indefinitely and her 3,000,000 could still be happy, well fed, well housed and after a little adjustment tolerably well clothed. All this has been said before, but it is worth while once in awhile to prove up by taking inventory of the natural or acquired resources that Michigan possesses.

In the matter of building Michigan has cement, brick, lime and plaster and in quantities not merely ample for our own use but some for export. In spite of the undue early zeal of the lumbermen enough timber remains to supply the present generation and the generations to come if its use were confined to Michigan. In various parts of the State building stone of fine quality is found, and that of the Portage Lake district is famous for its rich color and durability. The iron mines of the Upper Peninsula would furnish the material for all the nails, screw and structural material that Michigan could use in a thousand years. The Upper Peninsula copper mines would furnish roofing material for those who wanted something better than shingles. We might be a little hard up for window glass at first, but Michigan has an abundance of the raw materials for the making of glass should the necessity arise for its manufacture. With this list of resources it is apparent Michigan would not worry over the housing problems.

In the matter of fuel we could draw on the wood lots or on the coal mines to supply the stoves and furnaces for heat. We have water power developed or in process of development of ample capacity to keep every wheel in the State in motion, to light every home and to charge the batteries for all the automobiles if they changed from gasoline to electric.

It is when we come to the "eats" that Michigan would shine especially strong. The Michigan beet sugar crop is estimated at \$11,000,000 and more sugar is shipped out of the State than is shipped in. The Michigan bean crop is estimated at \$12,000,000 a year and Michigan beans rank so high that in Boston they are regarded as the ideal, and there is not a market in the country that does not accept them as the standard. Michigan ranks second or third among the states as a potato state and the annual production far exceeds the home production. Michigan raises enough wheat, corn, oats and rye to supply the home demand and enough buckwheat is raised in this State to give every family full pancake rations during the winter months. The ordinary farm vegetables, onions, cabbage, turnips and beets, are of domestic raising under any circumstance, and if we want lettuce and radishes in midwinter we have them by means of the greenhouses. From early strawberry time until apples become passe Michigan would not be with-

out fruit. We might not have prunes but we could have dried apples either evaporated or strung on strings as our grandmothers prepared them.

Michigan is the home of the breakfast foods. We have breakfast foods in wheat, oats and corn and the grains are of domestic production. Michigan is not foremost but is rapidly coming to the front as a canning state and the annual production of canned fruits and vegetables, of pickles and catsups is greater than the domestic consumption. Michigan makes enough salt to give savor to the world. We may be short on coffee, but an excellent grade of chicory can be raised in this State. Enough tobacco could be raised to supply the demand, but if we had to depend on this source of supply it is possible the demand would be materially less.

Not only is the production of butter sufficient for the home demand but enough is made to spare a lot for shipment to the Eastern markets. Almost if not quite enough cheese is made to supply the home market and this includes some of the fancy brands. Few other than Michigan eggs are consumed in this State except perhaps in midwinter when the Chicago storage houses are drawn upon, and even then more eggs are shipped out of the State every year than are shipped in. Michigan is one of the chief producing states of condensed milk, and if Michigan were walled off Cuba and the Philippines and other far-away lands would grieve.

In meats Michigan could easily produce enough for all, whether of beef, mutton or pork, poultry or fish, and for variety we can have venison, bear, squirrel, rabbit, partridge or quail, and we can have the meats either fresh, salt or smoked as preferred.

When it came to clothing it is possible Michigan would not cut much of a figure at the swell social functions—at least at first. Enough wool is raised in this State, however, to supply everybody if everybody would be satisfied with such clothing as the pioneers wore. Carding and clothing-making mills were among the earliest of the Michigan industries, coming a close second to the flour mills, but this industry since the war has gone to other fields. The industry could be revived, however, if the necessity for it arose and if other states were reduced to the same necessity it is quite likely Michigan would be as well as and perhaps a little better clothed than many of the others. Some flax is raised in this State and in an amateur way some silk worms are bred, and if it were a case of must it is possible both flax and silk worms could be produced on a larger scale. With an abundance of wool, however, Michigan would not go naked and until the cloth mills could get into operation we could have our garments knit at the big plants already established. Michigan leather would shoe the people and for gloves they could use pig, sheep, goat and deer skin. Mink, badger, coon, squirrel, wolf, muskrats and bear would provide furs without sacrificing the family cat or dog.

When sickness came roots, barks, berries and leaves of Michigan's large variety of medicinal plants could be drawn upon and it is possible with better results than are now obtained with the big named products of the modern chemist. Yellow dock and dandelion properly decocted are very good for that tired feeling in the spring, but their virtues are not recognized now as in the time of our grandmothers. And then there are boneset, mandrake, rhubarb, sage, catnip, wild cherry, witch hazel and a long list of other things bad to take but good for you.

Michigan makes a lot of soap every year and under an embargo we could still keep next to godliness. If we had to there are still many of the pioneers left who could show the rising generation how to make a very efficient soap of wood ashes, lye and scraps of grease from the kitchen.

Michigan manufactures printing presses and paper, so books and newspapers could still be issued. We manufacture agricultural implements, wagons, automobiles and furniture in quantities sufficient for all and to spare. We make enough beer and wine in Michigan to give everybody a headache, and in the days before the war and excise laws used to make a lot of whisky and some brandy. Michigan is famous for peppermint and celery, and we make pianos, mandolins and band instruments.

But why try to recount all the things Michigan makes or raises? It is sufficient to say that we have all the needfuls to comfortable living, including ice. Michigan could get along without the rest of the world much better than the rest of the world could get along without us, and life in Michigan would not be a matter of trade and barter and paper money either, for enough silver is produced in the Upper Peninsular mines to supply us with money. Michigan surely is a great state.

Ground Feeds
None Better
WYKES & CO.
GRAND RAPIDS

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

BAGS New and Second Hand
For Beans, Potatoes
Grain, Flour, Feed and
Other Purposes
ROY BAKER
Wm. Alden Smith Building
Grand Rapids, Mich.

THE NEW FLAVOR
MAPLEINE
Better Than Maple
The Crescent Mfg. Co.,
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Order from your jobber or The Louis Hilfer Co., Chicago, Ill.

C. D. CRITTENDEN CO.
41-43 S. Market St.
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Wholesalers of Butter, Eggs, Fruits and Specialties

The Vinkemulder Company
Jobbers and Shippers of Everything in
FRUITS AND PRODUCE
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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

SAVED THE BRIDGE.

By So Doing He Saved Much Valuable Property.

Written for the Tradesman.

"One day during the month of August, 1875, while a high wind was blowing over the city of Grand Rapids from the west a fire occurred in the business district of West Bridge street and in a few hours following the ringing of the alarm bell every building located on the street between Broadway and Grand River was destroyed. With the exception of the buildings owned by Louis Martin and William Miller all were of wood and burned rapidly. An honest, industrious but ignorant Irishman, noted for his physical strength, was at the head of the fire department, while Charles E. Belknap and Henry Lemoin were his assistants. The two steam engines, with a number of hose and hook and ladder trucks, comprising the apparatus of the department, were brought into service and an effort was made to check the advance of the flames toward the river. Finally it became apparent to all that the buildings on the east side of Grand River would be burned down if the fire should spread to the old wooden latticed bridge spanning the stream. Fire brands were dropping on the shingled roof of the structure and the danger to property located on North Canal street and beyond was momentarily becoming imminent. Capt. Belknap decided that the only practicable way to save the bridge was to attack the fire in front and, without consulting his chief, he caused a line of hose to be hauled to the roof of the bridge where, with the help of the intrepid Charley Swain and others of Wolverine Company, No. 3, a vigorous effort was made to save the bridge. Men were stationed with pails of water on the roof of the structure and the fires started from time to time were promptly quenched. In the meantime the chief conceived the idea that the proper way to contest the advance of the fire was to get behind it. He personally stretched a line of hose across the bridge and proposed to use one of the steamers stationed on the west side of the canal to fill it. The fact that the hose would be burned with the bridge, cutting off the water supply when the flames should enter the structure did not dawn on the dull brain of the chief. The bridge was saved and to Capt. Belknap belongs the credit of its preservation. Henry Lemoin gave his attention to the work of preventing the spread of the flames north of Bridge street and experienced, probably, the hottest time of his life.

Fifty years ago members of the local fire department were paid by the city \$1 each per annum for their services. A year or two later the Common Council increased the amount to \$5 each. When the first annual pay day came, following this increase, the city treasury was empty and no funds were available for distribution in salaries to the firemen. E. M. Doubleday, a son-in-law of the late John W. Squiers, the miller, was the City Clerk that year. Realizing the dis-

appointment the firemen would feel over the failure to receive the salaries due them, Mr. Doubleday gave to each man an order for \$5 upon Mr. Squiers, payable in flour, which the latter honored. The account was paid by the city when the annual tax money was paid in. Arthur S. White.

Some First Things.

Kerosene was first used in 1826. Envelopes were first used in 1839. The first matches were made in 1829. The first iron steamship was built in 1830. A locomotive was first used in America in 1820. The first black lead pencil was sharpened in 1565. The first almanac was printed by George von Furbach in 1460. The first pocket handkerchiefs were manufactured in Scotland in 1743. The first pair of spectacles was

Three Familiar Figures of Thirty Years Ago.

Written for the Tradesman.

Three "jolly old boys," Uncle Dean, Uncle Seaman and Uncle Cutler, were familiar figures in Grand Rapids thirty years ago. All were advanced in years. Uncle Henry Dean was "not so well off" in worldly means as Uncle Seaman and Uncle Bob Cutler, but the pay he received for his services as tyler for several masonic lodges served to keep the pot boiling in his modest home, located on the northwest corner of Lagrave and Oakes streets. Uncle "Bob" and Uncle Seaman practiced economy in their youth and had accumulated the means necessary for the enjoyment of their declining years in comfort and in peace. These men were bound together by the warmest ties of friendship. In their boyhood they had learned to respect and trust each other and the pass-

dream of "good times" they would have when they would meet again on the day following. Uncle "Bob" had not cast away the cares of business entirely. A pair of "good fellows" had induced him to endorse notes for them and when, in later years, the "good fellows" failed Uncle "Bob," or "Sawlogs," as Uncle Seaman called him, was poorer in the sum of \$125,000. Finally Uncle Henry died and the loss of his friend so affected Uncle Seaman that he went in search of Uncle Henry in the Dark Valley. Existence became a burden for Uncle "Bob" and when the hour for his final departure arrived he quietly remarked: "I am going to join Uncle Henry and Uncle Seaman."

Arthur S. Waite.

Our Relations To the Ape.

Man and monkey show many points of relation. Recent investigations by Prof. W. J. Sollas, of the Geological Society, have emphasized the relation between man and the anthropoid apes, especially the gorilla and the chimpanzee. A comparison of the blood of man and the apes has shown affiliations that are not to be found in other animals.

Man probably diverged from the primates as the ape of the plains, his development beginning with emancipation from forest life. The erect attitude and the greater use of the hand followed. And as he seems early to have been a social animal this gave great stimulus to his speech. He probably had great bodily strength and formidable natural weapons of defense and offense. With the invention of weapons made by art natural weapons became unnecessary, and the teeth were gradually adapted to eating functions only. The Heidelberg jaw, the oldest human jaw known, has purely human teeth although otherwise strongly resembling the jaw of apes.

The brain has grown in size and complexity with the evolution of the use of the hand, but to a far greater extent with the development of speech and the consequent exchange of multiplication and co-ordination of ideas.

Wayside Wisdom.

It is a long head that has no thinking.

The prime of life is always years from now.

The wisdom of the garage is generally the folly of the highway.

Sometimes a man would be a better getter if he wasn't so good an asker.

A fool can make more trouble in a minute than a wise man can in a week.

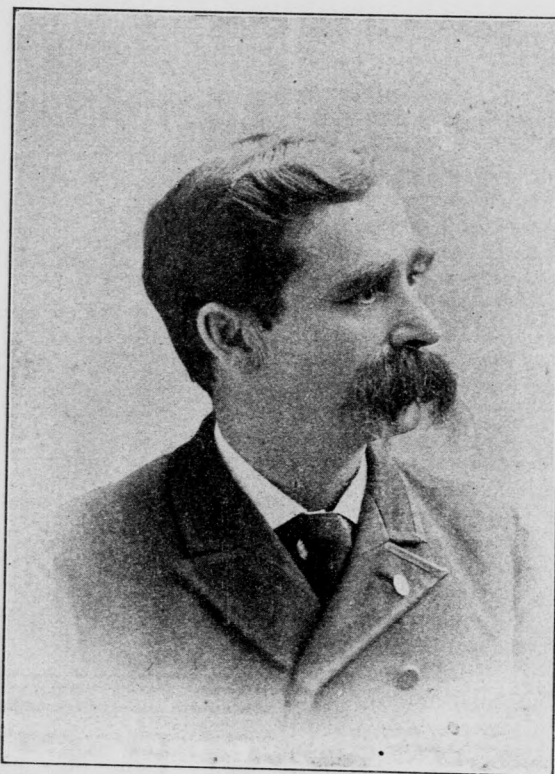
A man can be so full of information that he hasn't any room to think.

It is possible for you to love your enemies a good deal better than your friends.

Some men make us wonder if it is true that Nature abhors a vacuum.

Choosing a wife is like taking medicine in the dark. If you make a mistake in the bottle it's all over with you.

It is a wise Prodigal Son who attends to the slaughtering of his own Fatted Calf.



Hon. Chas. E. Belknap

made by Alexander del Spins in the year 1285.

The first book containing musical characters and notes was issued from the press in 1495.

The first quill pens were used A. D. 553. The first steel pens were made in 1820, when a gross of them sold for \$36.

The first daily newspaper was printed in London in 1702. The first newspaper published in America appeared in 1704.

A Private Performance.

"You are charged with stealing nine of Colonel Henry's hens last night. Have you any witnesses?" asked the Justice sternly.

"Nussah!" said Brother Jones humbly. "I 'specks I'se sawtuh peculiah dat-uh-way, but it ain't never been mah custom to take witnesses along when I goes out chicken stealin'." "Suh."

ing years served to strengthen their friendship. "The boys," as they were called by the citizens generally, met at the Morton House at 2 o'clock every day to enjoy a sip of buttermilk, after which they paraded Monroe and Canal streets on both sides, stopping from time to time to inspect the windows of the stores or to greet old friends and exchange a few words in regard to the rain, the cold or the heat, as fact or fancy dictated. A call at Sweet's Hotel was made, where they also drank a little buttermilk and where Uncle Henry loaded the old pipe he had smoked since he quit the army in the war of 1812 and where Uncle Seaman folded a fresh wad of "Hiawatha" and deposited it where it would do the most good—in his mouth. Then the trio would leave the house and when good-byes had been said each would proceed to his home to

\$20



No. 216

Detail Adder with all latest improvements
11 Keys Registering from 5c to \$1.95,
or from 1c to 99c

\$35



No. 313

Total Adder with all latest improvements
15 Keys Registering from 5c to \$1.95,
or from 1c to 59c

\$50



No. 332

Total Adder with all latest improvements
23 Keys Registering from 1c to \$3.99,
or from 5c to \$1.95

High Grade National Cash Registers At Low Prices

Every merchant wants a National Cash Register

Eventually we believe you will buy one.

That will be after we have shown you that it will **pay for itself** in your store in a short time.

After you use a National Cash Register, you will very likely say, "I wouldn't take several times the price I paid for it. I wish I had used one every day since I started in business."

We say this because it is almost the unanimous expression of every user of a National Cash Register.

Are you not willing to make an investment which requires only a small payment each month and which will pay you back the amount of the principal the first year?

Over 800,000 merchants are using National Cash Registers.

Last year we sold 104,198 new Nationals.

A National Cash Register Pays for Itself

We would never have done this enormous business if the claim, "It pays for itself," was not fully realized by our users.

No matter whether you have a large or a small store, or what kind of business you are in, there is a National Cash Register just suited to your particular needs.

Our Guarantee

We guarantee to furnish a **BETTER CASH REGISTER** for **LESS MONEY** than any other concern in the world.

We make over 200 styles and sizes, with prices as low as \$15.00.

We sell our registers on easy monthly payments, or give a liberal discount for cash payment.

Send today for illustrated catalogue showing prices.

This will not obligate you in any way.

\$75



No. 420

Total Adder with all latest improvements
27 Amount Keys Registering from 1c to \$9.99
4 Special Keys

\$80



No. 1054

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 from 5c to \$59.95
5 Special Keys

The National Cash Register Co.

Salesrooms: 16 N. Division St., Grand Rapids; 79 Woodward Ave., Detroit

Executive Offices: Broadway and 28th St., New York, N. Y.

HITTING THE MARK.

How To Make Your Advertising Sell Goods.

Did you ever notice how aimlessly some persons walk along the street, just as if they did not have any special point to reach, nor any particular direction in which to go? Much advertising has this same effect. It seems to be written merely to fill space and apparently there is no hope nor thought that it will bring replies or even make a direct appeal.

Advertising experts tell us that almost any known article may be advertised so as to create sales, provided the article has merit, and thus it would seem that in your own business you, being quite sure that it has merit, need only to find out just how to advertise it so that greater sales will result.

Some advertising, like some persons, goes directly to the point it wants to reach, and it is this kind that is sure to produce results. It is not a simple matter to write this sort of copy and yet one may make a vast improvement in his own work if he will but study the matter carefully.

Possibly your advertising takes up too many subjects at one time. Perhaps it has no opening argument and gives the prospective purchaser no possible incentive to come to your store instead of to some other rival store in your city. Of course you can not sell goods unless the customers come into your store, and unless you offer them some inducements they certainly will not continue to come simply from force of habit. We admit that after you have established a sort of prestige for good footwear, many may form the habit of further inducements, but generally speaking, it may be said that nothing short of a continual and consistent invitation keeps the trade coming to your store.

In order that we may arrive at some of the faults of the advertising proposition let us take up the average method employed by retailers to provide copy for their advertisements. The printer gets the dealer frantic over the phone, or writes an urgent note and says he must get copy by noon or thereabouts. It makes no matter what other business worries you have on your mind, or what other important details you have to attend to, that need for copy stares you in the face and you begin to work on it with a general dislike for advertising right at the start, before your brain is working.

Of course you can not produce live copy in this manner. It is not to be expected. You do not dare to repeat the advertisement of last week, for that one was a repetition of the week before because some customer or other insisted that you wait on her personally. You have not a single new idea in your head—*for*, once you admit that your mind is an absolute blank, finally, after two or three frantic efforts to get up something on the spur of the moment, you phone the printer to write your advertisement himself, or just put in your business card.

The printer does not care if you spend your money that way. It is not his money, but you ought to be ashamed to squander the money in this careless fashion which you need in developing your business. Every dollar you spend in advertising ought to bring in some proportionate return in one way or another, and when it does not you have failed to make your copy appeal to the people you want to reach.

You can not run your advertising successfully in this fashion. There must be time given to it somewhere if you expect to get returns, and if you do not get them please do not blame the newspaper or the hard times because in so doing you are simply shifting responsibility on to their shoulders which rightfully belongs to you.

The best plan we can suggest for a retailer to adopt is the "scrap-book" plan, and it is worked in the following manner: Purchase a large manila scrap-book about 12x20 and with a good, substantial binding, so as to stand continual service. Keep it on a convenient desk and have a paste pot near it. Each time you see an advertisement which strikes your fancy clip it out and paste it into this book, making mention of the date and the paper if you desire.

You need not confine yourself to shoe advertisements entirely, for the advertising of other retail branches often contains an idea which might be adapted to your own without doing more than changing the talk to shoes. It is not necessary to catalogue these clippings in any way, but simply keep them so that when you want an idea you can run through the pages quickly and find one there without having to start and write up a new one.

In the back of the book keep a set of the advertisements of your own business in regular order, starting from the back and working towards the front, until you meet the other section working from the front towards the back of the book. Inasmuch as there are usually about two hundred pages in such a book as we would suggest using, it will be seen that there is plenty of room for a multitude of ideas in this one book.

After you have tried this plan for a time you will see the great advantage of it and you will doubtless want to start another scrap-book to contain store plans and other store helps. Clippings from trade journals and from magazines arranged in this manner will be found very helpful in working up special selling plans or window trims and once you have such a set of books as these you will never be willing to part with them.

In writing your advertising do not overlook the class of people to whom you are talking. If yours is a mill town and you sell a medium priced shoe, get right down to hard facts about the extremely great wearing qualities of your work shoes and about the low cost and the splendid style of your dress shoes. On the other hand, if you are catering to higher trade, emphasize the comfort and fitting qualities, always bearing

in mind that wear and price have much to do with either class of trade. Above all else, do not neglect to put a price on all your advertised goods. This is contrary to the habits and beliefs of many retailers, but the best advertisers agree that it is the one essential that closes the selling argument. Anything that you might say about the wear, fit and style of your shoes would go strangely amiss if the price of them was not within the means of the purchaser's pocket-book. While it is true that the prospect might be led to enquire about them if no price was mentioned in the advertisement, it is also true that you are not selling enquiries, but, on the contrary, you are selling footwear, and any enquiries which do not produce sales are almost useless.

You hear quite a good bit about "returns" in magazine circles, and many are content to get enquiries for a catalogue, souvenir or sample, trusting to their follow-up service to make the actual sale. But in the retail field you have to depend more and more on the actual desire to buy that is created by your advertising.

You know there are many ways of spending your advertising appropriation, and simply because you run a small advertisement in your local paper is no reason why you should not run one or two other plans to help it along. The best results are obtained from a working force of two or more advertising plans. Suppose you run an advertisement in the paper and then trim your window with the goods you are advertising. Don't you believe that the results will be greater than if you advertise rubber boots and then trim your window with comfort shoes for elderly persons? Again, suppose you advertise a special sale in your newspaper space and then accompany it with several thousand good circulars distributed around at the homes. On the day of the sale suppose you drive a carriage through the streets with a banner announcing the sale thereon. Don't you believe people would be more interested than if you made the simple announcement in the papers?

We hope you will have gained some new ideas about preparing your copy from these little suggestions, but you must remember that anything worth doing at all is worth doing well. So, if you have found this helps in a small way, don't be dissatisfied until you have made it work its maximum for you.—Shoe Trade Journal.

Not a Fool But a Good Advertiser.

A jeweler writes to an exchange to say that his competitors are declaring him a fool because he is selling a dollar alarm clock for 65 cents, with his advertisement printed on the dial. This is not merely a name; it is a pretty fair sized advertisement. He gets these clocks, with printed dials, in 100 lots and they cost him in his store 55 cents each.

He allows 10 cents per clock for handling them and figures that he has got his money back on the clocks and his advertisement where it will be seen from one to ten years (say an average of five years) by from one to ten people each day.

He has sold several hundred of these clocks since last March and adds: "Then, again, I sell more clocks for \$1, \$1.25, \$1.35, \$1.50, \$1.75 and \$2 each than I ever sold before I started the sale of my 65 cent advertising clocks, so how much of a fool am I in this deal?—American Jeweler.

Repentance soon after green apples is no promise of a new life.

Chicago Boats Every Night

Fare \$2

Holland Interurban and
Graham and Morton
STEEL STEAMERS

Boat train leaves
Grand Rapids at 8 p. m.

Ask Us About "Sam's Success" Single Harness

We want you to know about this harness—we want you to see it IN YOUR OWN STORE—AT OUR RISK, as the "Sam's Success" Single Harness possesses more important and necessary good points than any other make of its kind we know of.

Such a harness as this "start's things" in your locality—prospective customers want it as soon as they see it, and the price is so low you can sell to everyone and still make a GOOD PROFIT.

At the same time you will be building up a big demand for Single Harness just like the "Sam's Success." This means MUCH to your future business, and it's well to plan ahead.

An Interesting Proposition!!

We've got a proposition on this harness that will make it more interesting for you when you find out what it is, so before you lay this paper aside DROP US A CARD AND SAY: "Tell me all about your proposition on the 'Sam's Success.'" This may mean more dollars to your future business.

Brown & Sehler Co., Grand Rapids, Mich.

Getting People Into the Store.

It was raining hard and the wind was blowing at such velocity that umbrellas were rendered useless and the shoppers crowded the doorways of stores in an effort to avoid being drenched. Of course, business was dull and no one felt in particularly good spirits, hence the fact that the entrance to the store filled with people was a source of special annoyance on this particular day.

The proprietor of one shop looked at the little congregation holding forth in his doorway and then instructed the errand boy to sweep the store and use his duster in such a vigorous way as to compel the people seeking temporary shelter to be forced to move. The scheme worked admirably, for the people scattered to find shelter elsewhere.

The competitive dealer, right below this store, was up against the same proposition and it worried him as much as it had the first dealer. But the second shoeman was made of different stuff and consequently employed different tactics to accomplish the same result. The proprietor himself walked to the door and in a hospitable tone invited the people to enter the store and remain until the storm subsided. They all accepted his invitation and the merchant had a better advertisement than many dollars' worth of printers' ink could have brought to him.

Some few of the people walked around and inspected various styles displayed on the showcases and others conversed with the dealer or with

one of his clerks. Thus they became familiar with the store.

After all, the battle for business is half won if a merchant can get the people into his store and make them feel comfortable.—Shoe Retailer.

The Strength of Insects.

Nothing is more wonderful to investigators than the display of strength in insects compared with that in man.

Ants will carry loads forty or fifty times as heavy as themselves. The beetle can move a weight one hundred and twelve times his own weight. The house-fly gives six hundred strokes of its wings in one second, and this enables it to go a distance of thirty-five feet.

Probably the most wonderful of all is the dragon-fly. It can speed through the air at the rate of sixty miles an hour, and, more wonderful still, can stop instantaneously in its flight or move backward or sideways without changing the position of its body.

Hundreds of bees can hang one to another without tearing away the feet of the upper one.

It has been estimated that if an elephant were as strong in proportion to its weight as a male beetle it would be able to overturn a "sky-scraper."

In leaping great distances this strength is shown in another phase. If a horse could jump as far in proportion to its weight as a flea can to his, the horse would jump about two thousand miles.

How Bull Dog Has Been Tamed.

The taming of the shrew was nothing to the taming of the bull dog which has evolved from a small mastiff used in hunting the wild cattle, or forest bulls, as they were called when they roamed over the country. When the wild bulls were exterminated the dogs used in baying them were used for baiting their domestic descendants. For this part the dog needed to be broad, muscular, compact, courageous, ferocious, with short face, powerful jaws and chest and short nose, so that the under-jaw became underhung, giving the beast a better grip and enabling it to breathe the more freely while hanging on.

The cult of the bull dog has evolved exaggerations in the greatest possible degree of the "points" of older, parent breed. The modern show bench is a monstrosity, especially as to the skull and teeth, which show all too plainly the results of high breeding. Each end of the bull dog is remarkable. The tail has a curious kink due to malformed tail bones. Just as our forebears bred the relatively diminutive bull dog from the great mastiff, so modern breeders have fashioned the toy bull from the modern bull dog.

The toy bull dog is a whimsical miniature, differing from their prototypes chiefly in weight. The bull dog of the shows weighs from forty to sixty-five pounds. The toy variety scales from fifteen to twenty pounds. Imported into France, the toy bull dog acquired new characteristics. The

most striking of these is the ears, which are carried erect and known as bat ears, or spoon ears. Although of unquestionable pluck, the old fashioned bull dog was of morose and savage disposition and apparently possessed little intelligence. The decrepit creature of the show benches, in acquiring his present dog ugliness, has lost his ferocity and much of his pluck.

A Word-of-Mouth Follow-Up.

The "musical post card" that has just made its appearance abroad presages a development similar to the phonograph and gramophone. If music may be transmitted on disks, why not spoken messages?

The new card is practically a miniature gramophone record. To the postal is affixed a thin gelatinous disk on which is impressed a musical record. The gelatine is then treated to a hardening process and a hole is punched through the center so that the card may be attached to the ordinary gramophone and "played" in the usual way.

If this form of communication extends into the field of business time may yet see gramophone appliances as common as telephone instruments and written instructions may be held up pending the receipt of the record-disk in the voice that verifies the handwriting.—System.

The deeper love's roots the less it runs to flowers of rhetoric.

Who has a favorite sin has a hard master.



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

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

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

But what is there to take its place?

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

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

CORN PRODUCTS REFINING COMPANY

NEW YORK

GIRL WITH A LEVEL HEAD.

The Exceedingly Good Use She Made Of It.

Written for the Tradesman.

Everybody wondered what the Willings were going to do. They were having a hard time of it anyway, and when in the midst of her usefulness the mother was suddenly called away the outlook, temporal and spiritual, was a gloomy one. With but little to do with and with a family of four besides himself to provide for, the man himself was necessarily cast down and his depression was all the deeper from the fact that the eldest of the children, a girl of 14, was hardly equal to the tremendous task that Fate had placed upon her young shoulders. There seemed, however, but one thing to do and when, after the saddest home coming affliction can bring, the little motherless group were for the first time alone together there was a deliberate consideration of that one thing and a conclusion as to the best method of meeting it.

"For awhile at least, Mary, you must do what you can to fill your mother's place. It will be hard at best, but if the rest of us take each his share in the work coming to us all," the father said, "and each does his best with it we shall find a way of getting along and keeping the home together, the one thing now we must strive for. I want Mary to keep on with her school if possible and whatever is to interfere with that must be grappled with first. Even Jack, if he is only 8, must learn to take care of himself and have his part, if it is only a little one, and Ethel and Carl must be ready and willing to bear a hand. One thing more—and this we must all look out for—whatever Mary wants and asks for is always to be done first and as soon as possible."

With this for an understanding the girl with a level head started in to be the homekeeper and the housekeeper of the Willings household. Undoubtedly the fact that Mary had been her mother's right hand had everything to do with the result. Unquestionably the devotion of the father to his family, his kindness and his constant care had only one result, but, after all, it was the girl with the level head who, in season and out of season, kept the home ball rolling and set the neighborhood wondering how it was done and she only a child, one might say.

It was the school work that occasioned the greatest astonishment. She was never late; she was never without her lessons; she was never absent, and what was true of her was true of the other three and when, one day when Mary untangled the knottiest snarl in the lesson and the teacher, after the task was over, asked her how she managed to accomplish so much, the answer was an explanation of everything pertaining to the family management: "Each thing to be done has its own time for the doing of it; that is all." With that thought directing everything had to come out all right and on time, only then the wonder was how this was

possible with a feminine 14-year-old.

As time went by and Mary's graduation day drew near there was a little anxiety on the part of those who were interested in the family in regard to the young lady's preparation for that important event. The school requirements were all right, but how about the graduating gown and the thousand and one things that "a girl, if she is anybody," must have to be considered worthy of her diploma. Isabel Bridge was going to have three new dresses and Dorothy Gray was going to have four, the one for the grand ball in the evening being the handsomest and the costliest gown that any Peltonville graduate so far had ever had; and so the changes on graduating wardrobes were rung until everybody wondered whether all this fuss and flurry and cost—"Great Scott! It takes a fortune to graduate the kids nowadays even from the high school"—was what it was cracked up to be. One man in particular declared that he'd be something if he was going into kid gloves and satin shoes and silk stockings and petticoats for a girl that couldn't write her name so that anybody could read it and couldn't spell any word twice alike to save her soul; but that was old Higby and everybody knew he was just a lowdown. So they all growled and kicked and the senseless flummadiddle went right on. When the bare fact was exposed, if the rest were going in, one could and so there were flowers and presents and silks and ribbons and receptions and—bills, many of which would remain a long time unpaid and, woe's me! many would never be paid at all.

In the midst of this educational agitation Mr. Willing, a little discouraged, came home for a heart to heart talk with his young homemaker. "He was sorry," he told her, "but he could not provide these things which it seemed the rest of the class were having." Only a few of the many extra could be indulged in; but he wanted Mary to understand that he simply could not without great injustice to the other children supply them. He knew that she had more than earned them and he hoped she would not think that stinginess was the real reason for his seeming injustice; and when "the maiden fair to see" gave him a hearty kiss, refused to accept the modest bill he offered and told him she was getting along all right, he looked the amazement that he did not try to express.

It is safe to infer that Mary Willing, the girl with the level head, took no part in the question of what shall we wear, which for weeks went on. With their own extravagant wishes satisfied, it began to be a matter of some concern what sort of figure the valedictorian of the class was going to make, for that place by common consent had long been assigned to Mary Willing; but the only assurance they were able to get from her was that she was "coming out all right," and this same concern began finally to be a matter of interest to the community.

It was a notion with the principal that scholarship should take precedence on such occasions and that whoever led the class intellectually should be especially recognized and honored. So when the class assembled on the stage after the rising of the curtain the valedictorian, announced by the Principal of the school, advanced and took her place in the center. The sight is too common now to need description. It had in it all the elements of beauty and

GRAND RAPIDS
FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency



Don't Write!
USE THE
LONG DISTANCE SERVICE
OF THE
MICHIGAN STATE
TELEPHONE CO.

Child, Hulswit & Company
BANKERSMunicipal and Corporation
BondsCity, County, Township, School
and Irrigation Issues

Special Department

Dealing in Bank Stocks and
Industrial Securities of Western
Michigan.Long Distance Telephones:
Citizens 4367 Bell Main 424
Ground Floor Ottawa Street EntranceMichigan Trust Building
Grand Rapids

Kent State Bank

Grand Rapids, Mich.

Capital . . . \$500,000
Surplus and Profits . . . 180,000Deposits
5½ Million DollarsHENRY IDEMA . . . President
J. A. COVODE . . . Vice President
J. A. S. VERDIER . . . Cashier3½ %
Paid on CertificatesYou can do your banking business with
us easily by mail. Write us about it if
interested.

We Make a Specialty of Accounts of Banks and Bankers

The Grand Rapids National Bank

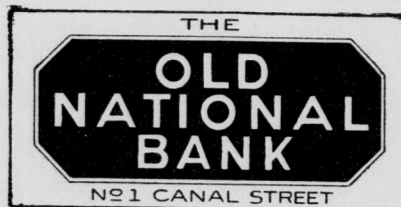
Corner Monroe and Ottawa Sts.

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

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We Solicit Accounts of Banks and Individuals

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\$800,000Surplus
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Are better than Government Bonds, because they are just as safe and give you
a larger interest return. 3½ % if left one year.THE NATIONAL
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On Your Surplus or Trust Funds If They Remain 3 Months or Longer

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it was beautiful, for after all, the brightness of youth, the hope-lighted face, the joy that is then abloom, furnishes a picture that nothing else can; and this stage scene, lightened by silken delicacy, increased now by the daintiest coloring, wanted only the coming of the valedictorian to make a picture that was a thing of beauty and a joy forever, and in she came. It was a vision of white-robed loveliness, with a rich red rose at the belt and another gleaming in her black, glossy hair. Jewels and fan and gloves—she had none, she wanted none, she needed none. She stood there a rare specimen of beautiful, unadorned, simple American womanhood and the crowded Opera House, gazing for a moment at the charming sight in breathless silence, broke into tremendous applause. It was what they all believed in; it is what the real in this country always believes in, the incomparable loveliness of the simple as an element of real beauty.

Of the rest of the programme little need be said. As is too often the case, it was touched up and padded. From topic to final word the orations and the essays were blue-penciled until not a pupil could recognize his own work nor wanted to. Only one paper in the lot could claim to be original, and that was the valedictory of the girl with a level head. "The Real Thing" was what she talked about and without knowing it she illustrated per se the simply handled theme. She found use only for the common everyday words of her mother tongue and when she finished "it seemed like the ceasing of exquisite music."

With the last lingering note of the class song the audience made a reception of the stage, and for a half hour or more the scene was a lively one; and it will occasion no surprise to learn that the little girl in white with a level head was the center of it all. The simple white dress even there was found to be the leading attraction. Where did she find it? Who designed it and who made it? Who suggested that red rose at the belt and in her hair?—questions all of them asked for the sake of asking with no expectation of answer and which, of course, received no answer in that public place. They were questions, however, which that little town in the country was especially interested in and which had much to do with following commencements. If Mary Willings could get along with one white dress and be the main attraction of the prettiest graduation had for years, there was no reason why other classes could not do the same. She didn't have any three or four costly dresses and white kid shoes and silk stockings and all the rest of the tomfoolery that was crowded into the extravagance that had got to be an intolerable burden for rich and poor alike. There was going to be a stop put to it; and there was. The membership of the Board of Education was changed, one or two of the high school teachers, known for their "high falutin'" notions, were dropped, the mothers got together and settled once and forever

the question of needless graduation expense and both Superintendent and high school Principal were informed that more sense and less show were what that community wanted, and if they could not meet the demand there were others who could meet it; so that matter was fixed.

One would naturally suppose that all these things changed matters in Peltonville. They did; but the one fact that fairly set the town afire, as one might say, was that Mary Willings' graduating dress was the work of her own dainty fingers. For days after commencement wherever she went she was met by a shower of whats and hows that bewildered her. Finally the poor girl was surrounded and answered all questions almost in a single sentence:

"Long before she died mother taught me that what we loved and wanted most cost most and to get them we must plan for them and expect to work long and hard for them. So I found my dress and bought it something like three years ago. Papa couldn't afford to pay for the making and I made it, simply because that was easiest and pleased me most and was, I thought, the most becoming to me. Mother taught me to sew and I have never had a chance to forget how. The two roses gave all the color I cared for; and that's all there was to it. To make up your mind what you want and then patiently and perseveringly work for it is the only thing to do and it makes but little difference whether it's a diploma you want or a new dress."

"I guess, after all, a level head has had something to do with it," said a motherly admirer, "and that is what my Ellen Jane hasn't got and never will have."

Richard Malcolm Strong.

Sand of Great Use to Man.

The sands of the sea are singularly useful. They are of primary importance in glassmaking. They have an important place in warfare, as a bank of sand twenty inches thick is proof against modern rifle shots. The electrical properties of sand show that it has positive electricity, although a rod of silica, the chief constituent of sand, is negative.

The singular drying effect which occurs when a stretch of wet sand is pressed by the foot is due entirely to an alteration in the piling of the sand grains. Normally the grains are close together, but abnormal piling is brought about by pressure of the foot, the space between the edges of the grains being enlarged and the water drained away. If the pressure of the foot is continued the sand becomes wetter than ever, the partial vacuum quickly bringing water from the surrounding sand.

In quicksands the moving character is thought to be due to the imprisonment between the grains of gases from organic matter. The practicability of this theory has been shown by comparing the properties of ordinary wet sand and an artificial quicksand produced by adding sodium peroxide to the sand before adding the same amount of water.

The Putting-Off Habit.

The merchant who develops the faculty of cleaning up each matter which comes before him for attention and getting it off his mind at once enjoys a big advantage over the one who has permitted himself to become accustomed to putting off matters from time to time in the belief that to-morrow he will have more time to attend to things than he has to-day. It is not always possible to take final action promptly on the various problems which arise in the life of every business man, but in the majority of cases a decision can be arrived at on most points now as well as to-morrow or next week. If you have never made any determined effort to acquire this excellent habit of taking definite and prompt action on each matter which comes up in the regular routine of business, it will be well worth your while to give some thought to the question now.

Nature's Rifle Bullets.

What man has learned by dint of thought and experiment some of the lower animals appear to know through instinct. An instance is furnished by what is called the "spiral swimming" of certain organisms, such as the spherical-shaped volvox and several elongated infusorians. As these revolve about the axis of progression in the manner of a projectile fired from a rifled gun, the consequence is that they are able to travel in a straight line, as they could not do otherwise, the revolution compensating with absolute precision for any tendency to deviate from a straight course. Without such a device many of these minute creatures would simply describe circles, making no forward progress.

Many preachers mistake pounding the people for expounding the truth.

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

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.

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

CRYSTAL DOMINO SUGAR

2 lb AND 5 lb SEALED BOXES!

2 lb BOXES-60 IN CASE (120 lbs)

5 lb BOXES-24 IN CASE (120 lbs)

BEST SUGAR FOR TEA AND COFFEE!

NEEDS A PRESS AGENT.

The Most Nutritious of All the Cereals.

While the people of the more highly civilized portions of the earth are adjusting their economic differences and seeking cheaper means of food supply they have neglected one right at their very door, and that is—

Rice.

While rice constitutes over one-half the world's food supply, yet the middle class and the well-to-do the world over have neglected it—excepting the people in the southern part of the United States.

Here in the North all we use rice for is to throw at a bride and groom, when really it would be a good deal kinder to shower them with a few recipes for cooking it.

Another thing we of the North use rice for is as a foundation to hold a few raisins in a gummy pudding—we eat the raisins and usually mull like a baby in the rice mass.

This practice is about as foolish as buying soap to get the perfume.

If you like raisins, eat them; but it is a shame to waste good rice just as an excuse.

Rice is not only the most nutritious of all cereals, but it is more easily digested, and this last is a most important element in the economy of foods, for, as Horace Fletcher has recently proven, an easily digested food requires less bodily energy—the digestive energy is conserved for other physical and mental efforts. Fletcher's entire theory is in chewing food—that is doing with the teeth what most of us do with our stomachs.

Rice contains 86.09 per cent. nutriment, while wheat contains 82.54, potatoes 23.24.

It requires but one hour to digest, that is properly boiled, while an egg raw and whipped requires one hour and thirty minutes; raw milk requires two hours and fifteen minutes; roast beef, three hours and thirty minutes.

It has been stated that rice has no food value in cold countries by its lack of heat producing elements, but Government reports indicate that it is better as a human fuel than wheat; that rice stands highest in heat production with the exception of oatmeal and cornmeal.

An old wheat miller down at Indianapolis, who had made a commercial study of grains, stated more than twenty years ago that the failure of the Northern people to use rice as a food was due to a prejudice caused by an old war-time joke, and in spite of the fact that many of the Southern foods and methods of cooking were introduced into the North by returning soldiers and refugee negroes.

The joke was this: A soldier returning from Sherman's army said that he would as soon let the moon shine down his throat as to eat rice. This was copied and recopied in the Northern papers. Like the "cofferdam head off," the "Rotterdam teeth out" and other inane jokes, it is read. The war-time generation did not pre-

pare rice and the children and grandchildren in this generation have neglected it.

Obviously there are a number of commercial grades of rice, but any of these represent the cheapest of any cereal. One grocer in Cleveland the other day advertised seven pounds for a quarter.

The entire neglect of this splendid and cheap food is due entirely to ignorance as to how to prepare it.

Any material, whether a building stone or a food product, is worthless until the proper amount of efficient effort has been bestowed upon it.

There is nothing more worthless and indigestible than badly made bread or improperly cooked oatmeal, and the same is true of rice.

Many Northern people use rice incidentally as a filling for soup or meat stews by throwing raw rice into the kettle, or even in preparing it separately it is usually under or over cooked. This renders it indigestible by reason in any of these cases that the juices of the stomach can not penetrate it and it is not assimilated.

In all cases rice should be prepared separately by mixing one cup of rice to three cups of water, a teaspoonful of salt and one teaspoonful of butter. The water should be allowed to come to a boil, then add the butter and salt and finally the raw rice. It should boil hard in order to keep the rice in motion as single grains; then drain off the water in a colander and set on the back of the stove or in a warm oven to dry. In this way all the grains are whole and it is not cooked into a gummy mass.

In this separately prepared form rice can be placed in soups, meat gravies or stews, or eaten hot with milk or cream. In the South it is served by pouring bacon or ham gravy over it and seasoning with garlic.

Medical authorities say that the kidneys of the American people are over worked by the over eating of meals which contain large percentages of potash salts, which is an irritant to these organs. There is less of these salts in rice than in any other article of food.

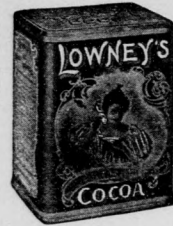
The Southern people, that is, the well-to-do classes, are heavy eaters of rich foods, and the reason they stand it is they eat large quantities of rice with all their foods. Rice is their doctor. Any ill effects from the over eating of other foods can be eliminated by a few days of rice diet.

The Orientals—the Chinese and Japanese—are the greatest epicures in the world, that is, the better class, and their rich foods have no ill consequences by reason of the fact that they are always eaten with quantities of rice.

It must be remembered that the Russian-Japanese war was won by the Japs on a rice diet.

The only element that is lacking in rice is one that the food chemists have not found—and that is advertising.

The American people should be educated to its full value by advertising



LOWNEY'S COCOA and CHOCOLATE

For Drinking and Baking



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

The Walter M. Lowney Company
BOSTON

FIREWORKS

We are Headquarters as usual

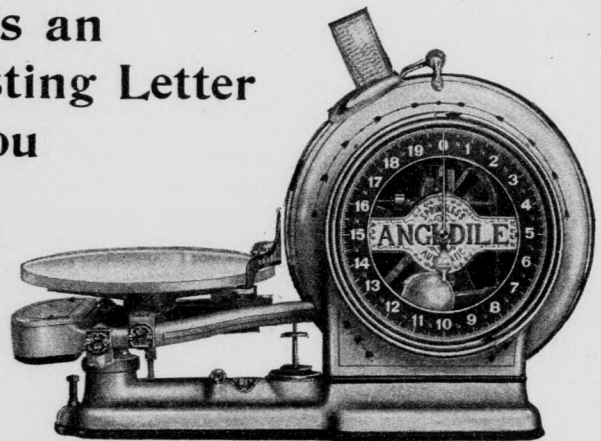
Our stock this year is unusually well assorted and we have specialized on Sane Fireworks

TOWN DISPLAYS FURNISHED

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

Here Is an Interesting Letter For You

(Cut shows
customer's
dial—12
inches in
diameter)



Angldile Computing Scale Co.,
Elkhart, Ind.

Indianapolis, Ind., May 7, 1910.

Gentlemen:—We have given your Mr. C. F. Harms, of Indianapolis, an order for a system of eight of your Angldile Computing Scales (SPRINGLESS) for our Indianapolis store. Your chart of plain figures is more satisfactory to the clerks, and the customer's dial promotes confidence in the purchaser.

We consider the Angldile to be perfection in every detail and the height of mechanical skill. The most accurate, most sensitive and absolutely frictionless.

At any time it will be our pleasure to give any prospective purchaser of scales more reasons why.

Yours truly, PETER SMITH & SONS.

The house of Peter Smith & Sons, of Detroit and Indianapolis, is one of the oldest and best known in the Middle West.

Ask us to send you some Angldile literature, in order that you may judge for yourself those features possessed only by this scale which appealed so strongly to this firm.

Angldile Computing Scale Co.

111 Franklin St.

Elkhart, Ind.

on the part of the people who produce rice.

All this will be for perfect, scientifically selfish reasons on the part of the people who have it for sale, but in the end the people who buy it and eat it will get the greatest benefit in an economical food.

Very frequently the people who buy a thing get more out of it than the people who sell it and even the seller has made a satisfactory profit.

It is a good deal like buying an efficient, well built machine that is installed and runs for years with little or no repairs. In the years of its use it makes a good deal more money in economy of labor for the people who operate it than its original cost.

To show what advertising will do Elbert Hubbard, that most excellent writer, tells a story about Wyondott Cave, Indiana. For years people have been traveling afar to see such natural wonders as Yellowstone Park and to enjoy the climate and scenery of California, when Wyondott Cave or Mammoth Cave, Kentucky, are both nearer home and fully equal to any other of the natural wonders of America.

People know about Yellowstone Park and the scenery of California because the railroad press agent has been getting in his work.

Mammoth Cave and Wyondott Cave have no press agent and the public know nothing about them.

Down in Indiana every bridal couple visits Niagara Falls—"and other Eastern watering places," as the country papers say in giving an account of a wedding. Go to Buffalo any time during the summer months and you will find a drove of rubes in the station all being herded on their way to the Falls. Some of these are from Southern Indiana and the Hill Country of Kentucky and they have these two caves with a good deal more natural wonders very near their homes. The difference is that the railroads have advertised the Falls.

There is a Niagara Falls excursion advertised somewhere every day and the only publicity these two caves ever had was an illustrated geographical report issued by the State of Indiana in 1880.

The Rice Association of America, Crowley, Louisiana, has issued a cook book for the preparation of rice in various forms, and it should be a part of every kitchen library.

All the while the people of the North are looking for a cheap food there is one waiting for them in a bin down at the corner grocery.

The only thing lacking is a knowledge of the fact.

Rice needs a press agent.

David Gibson.

Startling Engagement.

"Was Amelia's father encouraging when you went to ask him for her hand?"

"Not very. He asked me to put the proposal in writing, so I couldn't back out as all the others did."

The saints will never convert sinners outside as long as they cover up sinners inside.

Some Seasonable Don'ts for Grocers.

Don't let your credits get so large that they make you hard up or perhaps cause you to lose your discounts.

Don't misrepresent your goods or tell your customers that they are of a higher quality than they really are.

Don't let a poor account get larger with the hope that you will get it after a while, for if you can not collect it now it is a sure thing that you can not collect it when it gets larger.

Don't neglect to keep your stock insured all the time, for you have heard of grocers who perhaps had carried insurance for years and when it expired neglected to renew it until it was too late.

Don't try to live in your store, as some grocers are guilty of doing, that is, putting in too many hours, for neither you nor your clerks can do as well or sell as many goods as though you put in just fair hours.

Don't stock up so heavy that you get tied up to any one wholesale house. Let capital be your boss and guide your buying by it at all times. In many cases this will save you from being hard up and also save you discounts and interest, which are big items during the year.

Don't watch some other grocers' advertisements or window displays and then try to copy them. Be original; have some new thing that no one else has used, as it may have better drawing power. Try at all times to think up some new way to advertise, display or arrange your goods.

Don't be like some merchants who say, if you ask them if they are watching their collections, "Well, the spring is a bad time to collect, for the farmers as a rule do not have much money and there is no use trying to collect." And in the fall the same merchants, if asked the same question, will say they are too busy to collect. Then who is to blame if they do lose money on bad accounts?

Don't sell or advertise your goods at a cut price too often, for if you do your customers will begin to think that they can not buy unless special or cut prices are made. It also gives your trade the idea that your regular price must be very high, for you advertise cut prices so often. The one great thing to be remembered is to make a profit, for even if you do sell goods at cost the trade does not know it, and it does not benefit you as much as you think.

Don't do as a Twin City grocer did the other morning, unless you have too much trade and wish to get rid of some: A woman stepped into his store and asked if she might use the telephone. The clerk said she might and as she was looking for the number the proprietor came up to her and said, "Madam, will you be as brief as possible, as our telephones are very busy at this time in the morning?" The woman looked up and said, "I will, thank you," and left the store, not waiting to find the telephone number. How much better it would have been for the grocer to have waited until she had used the telephone and found out whether she was going to hold it very long and in case she did asked her in a nice

way to be brief for by so doing a customer might have been gained instead of being driven away.—Twin City Commercial Bulletin.

If a man would be himself he must cease to think of himself.

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.

A perfect food, preserves
health, prolongs life

Walter Baker & Co. Ltd.

Established 1780 DORCHESTER, MASS.

52

HIGHEST
AWARDS
IN
EUROPE
AND
AMERICA



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.

Our Slogan, "Quality Tells"

Grand Rapids Broom Company

Grand Rapids, Michigan

The Diamond Match Company

PRICE LIST

BIRD'S-EYE.

Safety Heads. Protected Tips.

5 size—5 boxes in package, 20 packages in case, per case 20 gr. lots.....\$3.35
Lesser quantities.....\$3.50

BLACK DIAMOND.

5 size—5 boxes in package, 20 packages in case, per case 20 gr. lots.....\$3.35
Lesser quantities.....\$3.50

BULL'S-EYE.

1 size—10 boxes in package, 36 packages (360 boxes) in 2½ gr. case, per case 20 gr. lots.....\$2.35
Lesser quantities.....\$2.50

SWIFT & COURTNEY.

5 size—Black and white heads, double dip, 12 boxes in package, 12 packages (144 boxes) in 5 gross case, per case 20 gr. lots.....\$3.75
Lesser quantities.....\$4.00

BARBER'S RED DIAMOND.

2 size—In slide box, 1 doz boxes in package, 144 boxes in 2 gr. case, per case in 20 gr. lots.....\$1.60
Lesser quantities.....\$1.70

BLACK AND WHITE.

2 size—1 doz boxes in package, 12 packages in 2 gr case, per case in 20 gr. lots.....\$1.80
Lesser quantities.....\$1.90

THE GROCER'S MATCH.

2 size—Grocers 6 gr. 8 boxes in package, 54 packages in 6 gross case, per case in 20 gr. lots.....\$5.00
Lesser quantities.....\$5.25
Grocers 4 1-6 gr. 3 box package, 100 packages in 4 1-6 gr. case, per case in 20 gr. lots.....\$3.50
Lesser quantities.....\$3.65

ANCHOR PARLOR MATCHES.

2 size—In slide box, 1 doz in package, 144 boxes in two gross case in 20 gr. lots.....\$1.40
Lesser quantities.....\$1.50

BEST AND CHEAPEST PARLOR MATCHES.

2 size—In slide box, 1 doz. inpackage, 144 boxes in 2 gr. case, in 20 gr. lots.....\$1.60
Lesser quantities.....\$1.70
3 size—In slide box, 1 doz. in package, 144 boxes in 3 gr. case, in 20 gr. lots.....\$2.40
Lesser quantities.....\$2.55

SEARCH-LIGHT PARLOR MATCH.

5 size—In slide box, 1 doz in package, 12 packages in 5 gr. case, in 20 gr. lots.....\$4.20
Lesser quantities.....\$4.50

UNCLE SAM.

2 size—Parlor Matches, handsome box and package; red, white and blue heads, 3 boxes in flat packages, 100 packages (300 boxes) in 4 1-6 gr. case, per case in 20 gr. lots.....\$3.35
Lesser quantities.....\$3.60

SAFETY MATCHES.

Light only on box.

Red Top Safety—5 size—1 doz. boxes in package 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots.....\$2.50
Lesser quantities.....\$2.75
Aluminum Safety, Aluminum Size—1 doz. boxes in package, 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots.....\$1.90
Lesser quantities.....\$2.00



IRISH LINEN.

How the Industry Originated and Has Developed.

Paris, France, May 6—Earliest records of history name linen as the first textile fabric produced by the labor of man. Centuries before the Christian era its production was brought to great perfection in Egypt, where fine linen and fine twilled linen were alike employed to beautify the temple of God and to enfold and strive to immortalize the tenant of the tomb.

To those Old World navigators and merchants, the Phoenicians, is supposed to be due the introduction of the industry into Ireland. Much of what occurred in those early days is lost in the mazes of time, and such knowledge as may have come down to us is more traditional than historical. It is on record, however, that at the despoiling of a monastery at Bangor, Ireland, in the ninth or tenth century, and later the pillaging of some towns by the English, toward the end of the twelfth century, part of the spoils of the victors at both places consisted of much fine linen, of which material the robes and vestments of the higher clergy were then composed. At this period, also, the custom of wrapping the bodies of the dead in linen had already come into vogue in Ireland. The Norman settlers, who occupied it in the twelfth century, are credited with having been the first to encourage the cultivation of flax in the country. According to MacPherson the industry was in a flourishing condition early in the thirteenth century, and we read that the Irish chieftains who appeared at the court of Queen Elizabeth were clothed in vestures of yellow linen. This makes it quite likely that the material and color were similar to the Egyptian linen which is preserved and known as mummy cloth. The perfect white now given to the fabric can not date further back than a couple of centuries from the present time.

It is probable that little improvement in the manufacture took place until the Earl of Strafford became Lord Deputy in Ireland in the reign of Charles I. This able and wise administrator imported superior seed to improve the quality of the flax fiber and also brought over skilled workers in the craft from France and Flanders. During the reign of William III. certain enactments were made that tended to discourage the woolen manufacture of Ireland in the interests of England; and so, as an offset to this, the King pledged himself to encourage the linen trade.

Carrying out this promise, the Government of that day brought over from France a colony of about seventy persons, under the guidance of one Crommelin, who was acquainted with the process of the growth, preparation and manufacture of flax. These people came from the neighborhood of St. Quentin, in Picardy, and settled in Lisburn. They materially improved the manufacture of damask and fine linen and were aided by many Huguenot families who came over because of troubles in their own country. As these intelligent foreigners brought, not merely their knowledge but also their capital to aid the enterprise, it may be safely said that the event was the most important in the history of the trade; and it is from this juncture that the trade dates as being on a real business basis.

During the eighteenth century the Linen Board, as it was termed in Belfast, sought through Patrick and Arthur Smyth to extend the industry to the south of Ireland, and a number of weavers and hand spinners and various improved looms and spinning wheels were sent out and the manufacture of linen was soon placed on a more extensive scale than formerly. This extended to other districts and by the middle of this century every county in Ireland was engaged in the industry. The Linen Board continued its operations down to the year 1828, when, after one hundred and sixteen years of existence, it was dissolved. With this came a shrinkage in the manufacturing in the south and west so that the industry soon became extinct outside of the county of Ulster.

It is noteworthy that these facts synchronize with the introduction into the country of the wet spinning process by machinery, which caused the trade to spring into a new and vigorous existence and made Belfast the center.

In modern times Irish linens have long held first place in the market and their manufacture has centered in this district. Although interesting, it is unnecessary to trace the history of the trade throughout the earlier part of the nineteenth century. During that period all the yarn used was spun by hand and was woven by manual labor, both operations being pursued by the peasantry in their own homes, the women spinning and the men working at the looms. All the brown linens so produced were sold in the country market towns, the bleachers and merchants riding on horseback from market to market to buy them and riding in company for protection mu-

tually, as owing to the absence of banking facilities they were obliged to carry their money with them. An exhibition of flax and its products was made in 1849, which was visited by Queen Victoria and her husband, Prince Albert, and the impression created in the mind of the latter by this exhibition was such as to influence him in the organization of the first great London Exhibition in 1851.

The evolution of the industry as it exists to-day from the more primitive methods mentioned is due to three causes: The introduction of spinning by machinery and the subsequent introduction of wet spinning; second, the application of the power loom to linen weaving; third, to improvements in bleaching. Previous to the year 1828 most of the

Costs Little—Saves You Much

Protect your business against worthless accounts by using

COMMERCIAL CREDIT CO., LTD., Reports

MICHIGAN OFFICES: Murray Building, Grand Rapids; Majestic Building, Detroit; Mason Block, Muskegon.

We are manufacturers of

Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

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

Grand Rapids, Mich.

GRADUATION

Graduation time is nearly here and you will have a demand for nice white fans. We have them to retail at 25c, 50c, 75c, \$1 and better. These are good sellers and pay you a good profit. Mail us your order for sample lots.

We also have everything for graduates' wear; a splendid line of sheer white goods in cotton, mercerized and silk, hosiery, gloves, etc.

All best makes of calicos reduced ½c per yard.

Shirting calicos reduced ¼c per yard.

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

P. S.—We close Saturdays at 1 P. M.

Grand Rapids Dry Goods Co.

Exclusively Wholesale Dry Goods

SPECIAL "Magnolia Silk"

A 26 inch plain colored Silk for Summer Dresses and Evening Gowns. Fast colors. Durable and very brilliant. We have in stock the following shades: Copenhagen, Pink, Cream, White, Lilac, Old Rose, Silver, Champagne, Onion, Golden Brown, Reseda, Mulberry, Cardinal, Garnet, Jasper, Navy, Black, Mode, Light Yellow.

Price 19c

N. B.—We close at 1 P. M. Saturdays

yarn was spun by hand on the old spinning wheel. Many years before that time the spinning of flax by machinery had been invented and permission had been given by the Linen Board to persons who introduced it to produce the product. Under the system of premiums fourteen mills, with about 6,000 spindles, were established. They were arranged for spinning the coarse yarns only and were not long worked at a profit. Power looms, introduced in 1841, have gradually displaced the hand looms. In some processes in the modern spinning mills there were formerly much dust and in others much moisture (the latter inseparable from wet spinning—that is, drawing the prepared and partially twisted flax through troughs containing hot water prior to the spinning of it into yarns fit for the loom), but these evils have been mitigated by improved ventilation, brought about by the use of fans for the expulsion of the foul air and the introduction of fresh air, so that the health of the workers is greatly improved and the mortality is not above the general average of the entire population. Spinners have greatly improved the method of treating flax and they have economized further by supplying the yarn to the weaver in a form in which it can be manipulated with considerable saving of labor. One of the latest developments in invention is an exceedingly ingenious mechanism which, applied to a hackling machine, acts automatically and enables one boy working at his ease to perform the work formerly done by four boys working at high pressure, while at the same time the efficiency of the machine itself is materially increased.

Bleaching has always been an important part of the industry and Ireland possesses the best climate in the world for linen bleaching, it is said, and this gift of Nature has given her an advantage in this industry she would not otherwise enjoy.

Owing to the admitted superiority of Irish bleach a considerable quantity of linen is annually sent from certain parts of the continent to be bleached on these Emerald Isle greens. The length of time now required for bleaching varies from about three to eight weeks. All fine linens are still spread on the grass during the bleaching process to improve the color and to purge them completely from any trace of the chemicals used in the earlier stage of the work.

The substitution of sulphuric acid for buttermilk formerly used and other equally drastic changes has become a matter of ancient history, while a completely new system is now successfully in operation. After the application of steam power to the spinning branch of the industry (about 1830) improvements followed very rapidly, so that in 1850 as fine yarns were produced as are spun at the present day for ordinary mercantile purposes.

The count known as 300s may be taken as the limit, but in this, as in many other branches of industry, the finest machinery is still far behind the delicacy to which the trained hu-

man hand can attain. In Irish markets hand spun yarns disappeared altogether by the middle of the last century as a regular article of commerce.

In the weaving branch of the industry the power loom has not made nearly such rapid advances as the steam-driven spindle in the spinning department. At first it was considered suitable only for very coarse and heavy goods, but it has been gradually improved until now nearly every description of linens in ordinary use can be woven by it. In some branches, however, the hand woven goods continue to hold their own. This branch of the industry still retains its primitive characteristics. The yarns are usually given out in some local center of the manufacture—light linen bleaching going to one place, fine cambrics and damasks to another and the heavy shirting linen to still another center. Among table damasks Irish hand woven goods retain the pride of place above all others, but it can not be said that the industry is at all a growing one. Power loom manufacturing is slowly but surely cutting into it and the latest development, that of the application of electricity to a Jacquard loom, which does away with the old cumbersome system of cards, seems likely to strike a definite blow at this ancient craft.

The light shirting linens for which the Ballymena district was so long celebrated have been almost entirely displaced by the improved power loom makes and it looks now as if in a few years only the very finest and lightest of handkerchief cambric will continue to be made by hand.

The displacement of hand labor by the greater speed, with consequently cheaper products, of the power loom has revolutionized the industry in more ways than one. The range and variety of goods now made by power are immensely greater than were ever contemplated even thirty or forty years ago. This is very noticeable in the varied assortment of dress goods which are now made here, some from pure linen, both warp and weft, but many with a mercerized cotton warp and a linen weft. It is interesting, also, to notice what this industry employs in the way of capital. It is estimated that the amount invested in the various branches of the Irish linen industry aggregates quite close to \$100,000,000, just about one-half of the entire railway system of Ireland.

The spindles in operation here in 1850 were 326,008, while in 1908 the figures were 920,000. Power looms in operation in 1850 were only 88 and in 1908 had grown to 36,200. The number of operatives employed in working in flax were 60,000; in hemp, 2,500, and in cotton, 2,000.

The strangest thing connected with the above is that this vast industry of Ireland is dependent upon the raw material being imported, scarcely any being grown on the Island.

In the year 1907 there were received from Russia alone 80,000,000 pounds of flax, this item being the main one that supports a local company running a line of boats to the Baltic ports. Considerable quantities

are also shipped in from Belgium and other countries.

The exports of linen manufacturers will be shown by the following table, which gives the total business done from the port of Belfast for the year 1909 to all countries on the item of linen yarn, which reached 15,532,900 pounds, valued at \$4,907,287, of which the United States received \$438,347.

In linen piece goods the total reached \$29,389,110, of which the United States took \$17,181,584.

The following are the items, with amounts in value, that were sent to us for 1909 from this port:

Bacon	\$ 1,193 65
Bellick pottery	945 32
Boxwood	1,997 22
Cotton canvas	26,416 52
Cotton damask	86,122.15
Cotton handkerchiefs ..	160,397 15
Cotton harness twine ..	2,820 95
Cotton plain	288,489 82
Cotton spindle binding ..	250 02
Cotton toweling	58,338 99
Cotton miscellaneous ..	142,924 28
Cured fish	3,596 35
Cutlery	146 49
Felt	29,801 97
Flax	529,473 51
Fusil oil	3,006 38
Ginger ale	88,316 57
Glazers window decorations	1,470 87
Grass seed	20,459 99
Hosiery	439 92
Household effects	1,638 69
Laces	56,014 64
Linen canvas	1,163,464 95
Linen damask	3,002,589 15
Linen handkerchiefs ..	1,487,549 93
Linen plain	5,025,374 52
Linen thread	117,073 60
Linen toweling	1,142,414 44
Linen yarn	170,237 59
Linen miscellaneous ..	572,391 92
Machinery	20,081 04
Nails	311 70
Nursery stock	1,441 41
Packing paper	394 06
Paper stock	69,973 04
Photographs	206 04
Potatoes	208,820 29
Preserves	4,831 05
Printed matter	2,726 42

Ribbons and tape	1,104 75
Ship models	486 65
Silk	474 35
Stationery	517 25
Tea	225 35
Tickets	1,955 76
Tobacco	1,443 25
Tow	5,076 84
Turnips	7,176 30
Union canvas	51,191 68
Union damask	24,464 72
Union handkerchiefs ..	270,048 38
Union plain	1,237,117 48
Union toweling	248,333 22
Union miscellaneous ...	10,141 07
Whisky	145,004 57
Woolens	152 17
Sundries	2,056 25

Total\$17,291,366 41
Chas. M. Smith.

When the preacher's imagination runs away with him it never starts uphill.

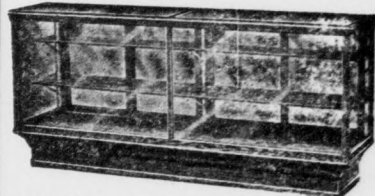
You can not make live saints by denouncing the ways of dead sinners.

Henry Smith
FLORIST
139-141 Monroe St.
Both Phones
GRAND RAPIDS, MICH.

For Show Cases Write

Wilmarth
THE CASE WITH A CONSCIENCE

936 Jefferson Ave., Grand Rapids, Mich.

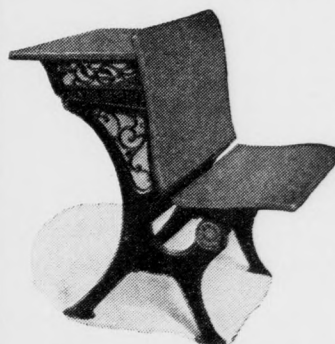


Our prices will interest you, the quality of our work will satisfy you and we can fill your orders promptly. Complete catalog and prices on request.

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

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

More School Desks?



We can fill your order now, and give you the benefit of the lowest market prices.

We are anxious to make new friends everywhere by right treatment.

We can also ship immediately:

Teachers' Desks and Chairs
Office Desks and Tables
Bookcases Blackboards
Globes Maps

Our Prices Are the Lowest

We keep up the quality and guarantee satisfaction.

If you need the goods, why not write us for prices and descriptive catalogues—Series G-10. Mention this journal.

American Seating Company

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA

BUYING SERVICE.

Point on Which the World Is Not Educated.

The commercial world as yet has not been educated up to buying service.

It is a good deal easier to sell a commodity than it is a service.

The other day in Philadelphia an advertising writer made a price to an industrial concern of \$100 for preparing the matter for a booklet the concern proposed to issue for their possible patrons.

The price was too high in the eyes of the concern and they refused to accept it.

The advertising writer went to a printer, got a price on producing the booklet complete, added \$240 to this, submitted it to the concern and they accepted it. In other words, he made \$140 more than he asked for a service simply by supplying it in the form of a commodity.

Most of us lack the imagination to see the absolute value of a thing unless it is delivered to us in some concrete form.

The medical profession is about the only class rendering service that is protected by law. The lawyer, the engineer and the architect are in a degree, but not to the extent of the doctor.

If you consult a physician, even although he merely renders his service in the form of advice rather than an operation or a pill, we thoroughly understand that we must pay him a regulation fee—the fact that there is a law on the subject has been impressed on our minds by the publicity that accrued from a case or two where the well-to-do patient did not pay his medical bill.

A manufacturer might consult a professional who makes a profession of laying out selling campaigns and in the course of the talk he might get a vital point and which he could use to large profit without feeling he was under the least obligation.

You can question an architect or a structural engineer for an hour or two on a building project. During the consultation you may get the solution of certain problems vital to your proposition and thousands of dollars' worth of general marketable information, and you can walk out, give the work to a cheaper man together with the information you obtained from its original source. Yes, and some of us would spend the value of the information in a defense if we were sued.

A mechanical engineer casually dropped an idea one day to a manufacturer for a gas engine carburetor which finally became the basis of a large industry and a large fortune. A few weeks later the mechanical engineer came around to find his idea in model form. He asked to be in on the deal and the manufacturer calmly told him that an idea was worth nothing unless it was developed, that he, the mechanical engineer, had no manufacturing or marketing facilities. A little later, after the device was being produced, the engineer wanted a carburetor for a home-made motor boat he was building and the

manufacturer charged him retail price.

The inability to see the real money value of service is one of the original causes for the dissatisfaction and lack of co-operation among the employed. The employer is slow to recognize the qualities of efficiency of one man over another, for labor is in the nature of service.

At this last statement anyone might come back and say that the trades unions do not allow discrimination in compensation, but there were labor troubles long before unions were formed—that is what caused them to be formed. The virtuous employer is to-day suffering for the sins of employers in the past.

About all the litigation there is left in the average business institution is over service and not the buying of commodity.

By the way, a lawyer is not about a business institution as much as in former years. Men are not only able to adjust their own differences but they have fewer differences.

Things are getting better. Some years ago when a man had a few thousand dollars' worth of supplies to buy he rushed down to a lawyer to draw up a contract and usually a few sleepers were worked in that finally landed it in court.

To-day men buy hundreds of thousands of dollars' worth of material over a telephone and confirm it on a half sheet of letter paper.

Men do not like to be around a lawyer's office. They do not object to the lawyer or his profession, but they dislike being even suspected of having a difficulty.

The average business man doesn't like to be observed talking alone to a lawyer in his club. You can usually tell what kind of trouble a man is in by the lawyer he consults.

Professional service to the business institution is growing. The men who are rendering it are having a hard time, as in the case of any pioneer effort, but selling a service is a question of educating the market for it and is largely up to the people who render it.

To-day nearly any deficiency in the production or administration of a business institution can be supplied by a professional service, even to welfare work.

All the service on the market is not competent service; for some of the men rendering it have made failures of their own business in the past in the very particulars in which they are now posing as experts.

It is a good deal like someone said: "He that can does and he that can't teaches."

But every pioneer effort has to go through a certain era of dishonesty and incompetency. Men who pioneer become weakened by their efforts and pursue the line of least resistance—it takes time to find out that honesty is the only policy.

Success seems to prefer to pass over a road paved with the bones of failure.

The failure to see the value of service is conspicuously illustrated around newspaper offices very frequently. About ten years ago it became the

fashion of rich men who had made conspicuous successes in other fields of endeavor to undertake to revive a defunct newspaper property by billboard advertising, voting contests for the most popular white-wings and guessing contests for the possession of houses and lots then they would pay advertising solicitors high salaries and commissions for going out and hypnotizing merchants into giving them advertising contracts. They would spend thousands of dollars in this way and all the while wouldn't allow the editorial department money enough to hire men to get out a paper—the city editor would not have men enough to cover the runs. The same money spent on a few good news and feature writers, a good cartoonist and a paragrapher and competent men at the head of the news departments would have produced a paper that would have advertised itself. The elements that advertise a newspaper are the exclusive features that people talk about.

A newspaper, or any publication for that matter, never fails through the business office, but rather through the editorial policy.

It is all right to call the public's attention to a thing, but not before it has become an efficient thing. The time to advertise is when you have the goods. Advertising previous to this point is but superficial—it is like oxygen and has no nourishment.

Advertising a deficient thing is simply calling attention to its deficiency. We are not all grafters.

Those who produce and produce in an effort to give value received are in very conspicuous majority.

If you do not believe it go along the streets of the downtown district of one of these big cities. Observe the show windows and the stores and traffic along the ways and you will see a veritable world's fair of industry, craftsmanship and the fine arts.

The show window exhibits are perfect symphonies in arrangement of color and textures. The modern window trimmer is not only an artist, but a salesman and a psychologist. It makes very little difference whether these men arrange paint or textiles. They deal in form and color and are artists.

They are salesmen in the fact that they present their goods visually rather than verbally.

They are psychologists, for by harmony and arrangement they appeal to the suppressed functions of the passersby.

Each new store that is opened seems to be better in physical features, decorations and quality of goods exhibited than the preceding one.

The elaboration and beauty of these stores seem to indicate that it is more a case of pride than profit on the part of their owners.

Yes, and when a new store is opened have you ever noticed that all the competing merchants for blocks around send in flowers and well wishing letters?

Who says there is no sentiment in business?

One of these modern stores is an educational institution without being intended as such. It is not only an education for the child but for the adult. The store is where we learn of the new things, of the better things, of the utensils of life.

An efficient kitchen tool has a tendency to make one who uses it more efficient. A beautiful rug or a beautiful bit of pottery has a harmonizing effect on those who live near it.

People have more clothes and better clothes than a few years ago and for less money considering the improvements. Everybody nowadays, even although their income be ever so small, has a semblance of style and individuality in their dress.

It has been the pride of the manufacturer to give people better style. A well dressed exterior makes a well feeling interior.

Then go into the toy department of one of these big stores and see the efficiency of things displayed for the amusement of children—these have the tendency to instill efficiency into the child at an impressionable age.

Childish impressions are lasting impressions.

These toy departments are primary scientific schools. No sooner is the discovery made in mechanical, electrical or physical science than it is at once duplicated in toy form for the child.

You will see flying machines in all forms—bi planes, mono planes and dirigible balloons.

There are X-ray apparatus, wireless telegraphs, even down to the simple engine and latest electric locomotive.

To pass these counters is enough to make some of us oldsters desire to be children again that we might buy some of these without fear of ridicule.

Nowadays merchants all over the country are leaving their show window curtains up on Sundays. These are public benefactors to the working class for they add interest to a generally uninteresting day. In many cases the windows are dressed Saturday nights so there will be a new exhibition for the Sunday afternoon throng.

James Gordon Bennett was a philanthropist when he arranged the presses of the New York Herald so that they could be seen by the passersby.

The exhibition of anything harmonious, whether it be in form or color movement or the sympathetic operation of any natural law, has an effect in harmonizing the people who see it one to another.

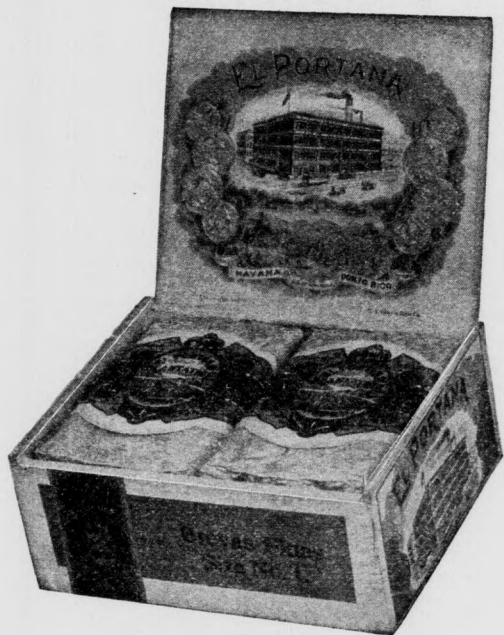
One of these Herald presses is a greater poem than Faust and as you pass there each day you see the same people standing there watching them just as people read and reread their literary favorites.

We are in the springtime of a new era; let us all be joyous.

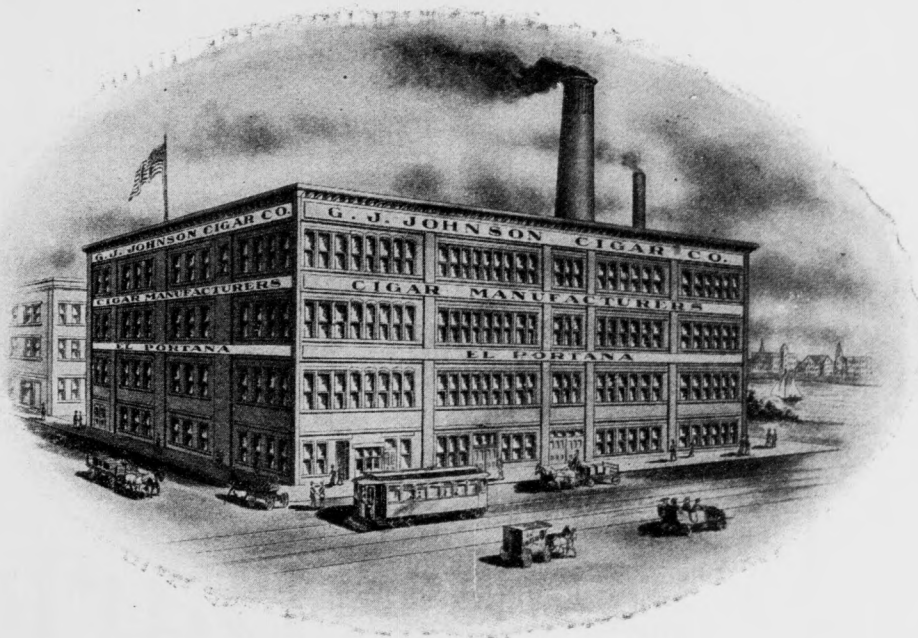
David Gibson.

Some good men fear the world will forget they are shining if their lamps do not smoke.

EL PORTANA 5c CIGAR



"In a
Class by
Itself"



Manufactured
Under
Sanitary
Conditions

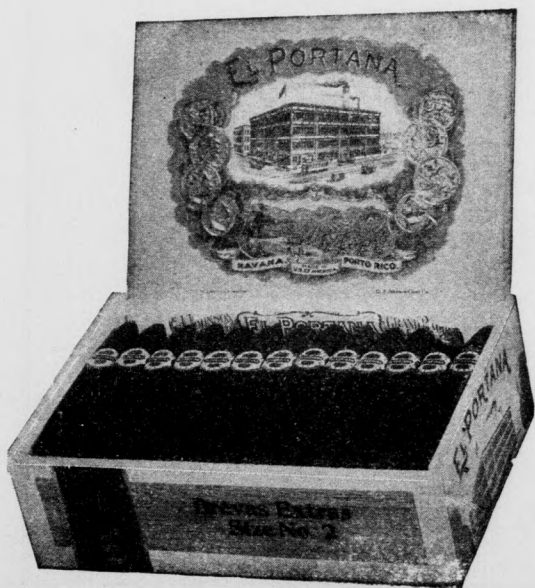
Made in

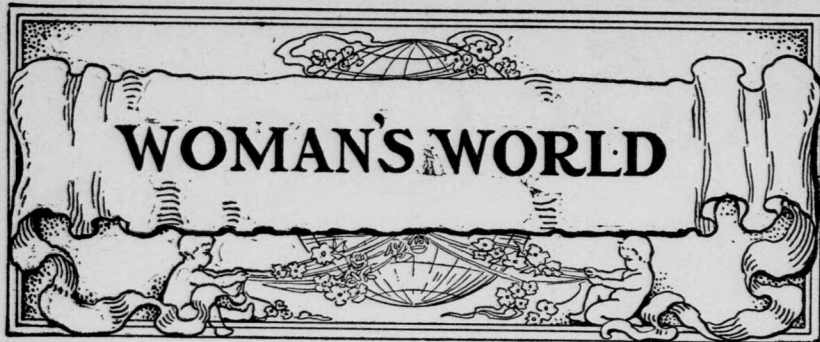
Five Sizes

G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.





THE WIFE'S INFLUENCE.

It Should Be Exerted Toward Raising Man's Standards.

Written for the Tradesman.

Every man ought to have a good stiff moral backbone that is entirely his own, so that he can keep upright under any and all circumstances, even if he is urged to deviate from the path of rectitude by those who are nearest and dearest to him. To be sure he had.

Every man should keep a clean conscience at whatever cost, and be better content with a small amount of money honestly earned than with ten times as much that is in the slightest degree tainted. Certainly he should. Every man should have such inflexible honesty and such dauntless courage that he can retain his dignity and self respect, even if he remains poor, while his comrades and associates become rich. There is no doubt about it.

Every man should live within his income, and should promptly and firmly repress any tendencies toward extravagance on the part of his family. This is incontrovertible.

Every man should pursue the straight and narrow pathway of high endeavor, even if Fortune frowns blackly, cherished plans miscarry and losses fall thick and heavy. If his daughters complain that they can not dress as well as do the other girls in their set; if his sons murmur because they can not attend all the swellest functions and their allowance of pocket money seems to them a meager pittance; if his wife throws it up to him that he can never be anything but a hopeless plodder, while other men are making rapid strides toward success and wealth, he should still possess his soul in patience and go on his way with blithe heart and serene mind. All the great ethical authorities are agreed that this is just what he ought to do. And yet, and yet—most men are only human, with human frailty and weakness, and it makes a difference—often a vast difference—how the home folks regard "dad's" adherence to his cherished principles.

Particularly does it vitally concern a man's moral welfare whether his wife upholds him in his efforts to maintain a high standard of honor or ridicules his scruples of conscience and openly dubs him overhonest and fussy. The children take their cue in such matters from the mother and will respect and admire or mock and deride as does she.

A woman who occupies a sheltered position and is comfortably supported has very little temptation to even the

slightest dishonesty in money matters. Her dealings are mainly plain and simple, involving only small amounts, and it would be extremely foolish, as well as wrong, for her to attempt to do anyone up. All the odds, all the pressure of opinion, are overwhelmingly in favor of her always doing the right and square thing.

So, her experience being what it is, unless she is a woman of unusual penetration, it is hard for her to realize in what a different moral atmosphere her husband lives and works. Before him there are likely to arise daily, perhaps hourly, opportunities when a slight deflection from the course of uprightness—something which, owing to attending circumstances, no one ever could discover—might result in pecuniary gain or other advantage. In the life of the average man it is not the few occasions when he has a chance to commit some big rank swindle that test his moral fiber, but the multitudinous instances when there is temptation to swerve slightly from the true line of conduct.

It has been wisely said that every scruple of conscience, every principle of right, that a man observes deprives him of a weapon which some of his competitors are using. While he has some weapons they do not possess, the panoply of honor is destined to receive many a heavy blow in the fierce fray of modern business life.

A man whose wife is never satisfied with his utmost efforts, but always is clamoring for "more," is placed under special stress. He feels bound to do all he can for his family, to give them the same comforts and luxuries that other families of his acquaintance are enjoying. Sometimes, alas! he tarnishes his good name in order that he may gratify the pride and ambition of his wife and children.

A lawyer with not a very lucrative practice was speaking half jocosely of taking up some form of gambling.

"My wife always is much down on everything of the kind," he went on, "still, if I could win a few hundred dollars that way, her objections would disappear like snow under a June sun."

Another man in the same town was speaking of his wife. "She is so perfectly straightforward that she can not bear even the least bit of deceit. I know I'm a more honest man than I was when I married her."

How the first mentioned of these two women would resent any slightest insinuation that she is not utterly and entirely honest as vigorously as would the second, yet these

offhand speeches of the two husbands show plainly the difference in the moral atmosphere of the two homes.

A man is always, consciously or unconsciously, disappointed in his wife, if her influence does not tend to raise his standards. She is, indeed, a sorry failure if she undertakes to lower them. It is the high privilege of an intelligent and sympathetic wife to hold a man to his best. If he is a money maker, she may, by almost imperceptible restraint, keep his financial activities within legitimate channels and inspire him to make his success in accumulating wealth a blessing to his fellow men. On the other hand, for the man who hasn't it in him to make money on a large scale, who must always work for someone else or be content with a small business of his own—for such a one it is rare good fortune if he has a wife who can accept his limitations cheerfully and refrain from chiding and nagging because he never can mount higher on the ladder of business success.

It would be unfair to make a sweeping generalization that wives are alone responsible for the dishonesty and frauds which largely prevail, but it is not too much to say that in very many specific instances honor would not have been trailed in the dust, reputation would not have been sullied, even crime never would have been committed, if the influence of the home folk, wife and sons and daughters, had been what it ought to have been. It makes a vast difference.

Quillo.



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.



Barlow's Fancy Cake Flour

Barlow's
Old Tyme
Graham

Barlow's
Indian
Corn Meal

Barlow's Best Flour

All Choice
Michigan Product

JUDSON GROCER CO.

Exclusive Distributors

GRAND RAPIDS, MICH.

BUILDING AND LOAN.

How the Idea Is Growing in Grand Rapids.

The annual report of the Secretary of State, showing the condition of the Building and Loan Association at the close of business June 30, 1909, has just been issued. The statistics given are nearly a year old, but they are nevertheless interesting as showing the large volume of thrift that finds expression in this form. According to this report there are fifty-nine building and loan associations in the State, an increase of one during the year. These associations had a total of \$16,304,383.86 in resources, an increase of \$1,247,890.14 for the year. The largest item in the assets was \$13,694,051 in real estate loans. The receipts for the year were \$9,783,873.78, and of these receipts \$3,594,022.27 was from due on stock and \$2,955,292.43 from loans repaid. The total number of investing members was 26,678 and of borrowing members 14,510. The expenses for the management of a business that aggregated nearly \$10,000,000 was for salaries, \$105,364.62, and other expenses, \$75,576.77, or a total of less than 2 per cent., which, it may be remarked, is a wonderfully low average—lower than any bank can show. There have been no failures and so conservatively are the associations managed that in a total of \$13,694,051.03 mortgages outstanding, in number probably about 15,000, there were only fifty-one foreclosures during the year.

The largest association in the State as measured by assets is the National Loan and Investment of Detroit, with a total of \$2,723,328, and Detroit also claims the second largest, the Standard, with a total of \$1,885,787. To find the third largest it is necessary to go to the Far North, to the mining town of Hancock, in the Upper Peninsula, where the Northern Michigan has a total of \$1,731,873. Another Upper Peninsular town, Sault Ste. Marie, has an Association with assets exceeding a round million, and the Grand Rapids Mutual and the Mutual Home and Savings are both just below the million mark. This city has six associations, and as a matter of local interest the following figures are given, showing assets and receipts for the year:

	Assets	Receipts
Mutual Home and Savings	\$ 967,640.43	\$ 638,879.95
G. R. Mutual	961,856.91	560,907.88
West Side B. & L.	105,628.82	55,585.97
Valley City B. & L.	82,213.02	58,750.07
G. R. Loan & Building	76,034.83	40,244.13
Peninsular B. & L.	20,545.15	10,765.74
Total	\$2,213,919.16	\$1,365,133.74

The receipts include \$44,251.44 cash brought forward, which reduces the actual receipts to \$1,320,882.30, and a very large proportion of this was paid in by members in weekly or monthly installments.

The salaries paid by all the companies amounted to \$8,677.55 and all other expenses, including rent, were \$6,509.37. The total expenses were a little more than 1 per cent. of the total receipts. The six companies have 57,596 $\frac{3}{8}$ shares outstanding,

3,233 investing and 1,809 borrowing members, the loans made aggregated \$760,010.37, the loans repaid were \$489,505.09 and the loans still in force were \$2,057,905.82. The highest loan made by any of the associations was one for \$10,500, and the smallest was \$25 and the average ranged from \$700 for the West Side Association to \$1,629.10 for the Grand Rapids Mutual.

The membership shows the extent to which the building and loan associations are used as a medium to saving. The total membership is 4,042, of whom 3,233 make payments from their weekly or monthly pay envelopes with a view to getting ahead in the world. They could as well make their deposits in the savings banks, but the building and loan has a gentle prod for the delinquent and this helps to fix the saving habit, and many need this help. Beside the investing members there are 1,809 members who have made loans to buy or build homes and are paying in weekly or monthly installments.

The building and loan associations undoubtedly draw much money and many loans which otherwise would go to the banks, but nevertheless the banks are all good friends of the associations and say kind words for them. While they may draw business and deposits from the banks yet they encourage thrift and the saving habit, and many of those who begin with the association in time reach the banks, and in the end the banks get their share of the benefit.

The report for the current year ending June 30, next, will, it is probable, show a large increase over the previous year both in this city and in the State. For the year covered by the State report the six local associations showed an increase of assets of \$276,107.91. For this year it is believed the increase will be considerably larger, and the returns will show also a substantial increase both in investing and borrowing members.

The Colonel's Retort.

A grizzled old colonel, who is a veteran of the civil war and who has since seen active service in the Philippine Islands, did not view with pleasure the promotions of younger and almost unknown officers who were jumped over his head not so long ago. Strolling about his garrison in

the Philippines one day, he came upon one of his officers fondling a monkey. "Colonel," said the officer, "this is the most remarkable monkey I ever saw. Why, he can take a stick and go through the manual of arms almost as well as one of the soldiers." "Sh!" cautioned the colonel, glancing about in great alarm. "Don't tell anybody. Supposing the War Department heard of it? They'd make him a brigadier-general."

How Old Are Spectacles?

The invention of spectacles is usually assigned to the end of the thirteenth century, but the French Society of Anthropology is on the way to carry the date back to a far earlier year. Two scientists have presented to the Society a pair of spectacles which they claim to have found in the excavations at Smyrna. According to the description of the drawing submitted these spectacles are of peculiar form. Each glass is mounted separately and the two mountings are connected by a movable joint so that one can be folded upon the other. Each mounting is circular and is provided with a groove for the reception of the edge of the circular lens.

One of the lenses, greatly corroded, is still in place. It is a double convex about one and a fourth inches in diameter. The ring of metal which forms the mounting is not complete, but leaves about three-fourths of an inch of the glass exposed and acts like a spring. It can be opened for the insertion of the lens and its elasticity then holds the lens in place. It is uncertain whether the glasses belong to the Greek or the Byzantine period, but in any event they are unquestionably ancient.

The easier the phrases come to the preacher the emptier they are to the pew.

Turn your face to the sun and you will never fear the shadows.

Hot Graham Muffins

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

Wizard Graham Flour

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

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

H. LEONARD & SONS

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

Hart Brand Canned Goods

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

Michigan People Want Michigan Products

IF YOU CAN GET
Better Light

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



The G.E. Tungsten
is a masterpiece of invention, genius
and manufacturing skill. We can
supply it at a price which will enable
you to make an important saving in
the cost of your lighting.

Grand Rapids-Muskegon
Power Co.
Grand Rapids, Mich.

City Phone 4261 Bell Main 4277

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.

BEHIND THE COUNTER

Getting All You Can Out of Your Vacation.

Make your vacation worth while this year. Do something that will count for your personal benefit rather than something that will kill time and pass for a means of spending a couple of weeks in mere idleness.

That does not mean that you must needs do something that has a bearing on business, although the clerk from the country can find recreation and profitable expenditure of time and money by going to the city to see how things are done there, and the clerk from the city can profitably investigate the doings of business in the big country stores where they sell everything, know all about merchandise all over the store and can talk harrows and coffins as easily as they can discuss clothes and shoes.

It is not the something to do to spend a couple of weeks, or whatever may be the vacation time, but it is the something to do that will bring a maximum of pleasure and profit. If you can not combine business and pleasure and get recreation out of the combination, then drop the one or the other and get all the recreation you can, for that is the thing you need. But do it with an eye to benefit and not to being simply lazy.

In my days of clerking I worked four years for a man who had exalted ideas of vacation giving. He boasted that he had never had a vacation and thought his hundred clerks could get along as well as he without one, but he couldn't keep the store going without the concession, so he grudgingly had a fixed schedule of vacation periods. He also had a trick which worked sometimes:

No sooner would a clerk get nicely placed for his vacation than a telegram would come to the effect that a rush was on and the clerk was needed. Couldn't he come back? After that had been tried on us once we failed to leave an address behind or lied about it when we left it. We simply lost ourselves to the store for our vacation period. That is what I want you to do. Lose yourselves to your stores for your vacation period.

It matters less what you do or where you go than that you will get a change out of it that will mean a rest. One of my old-time retailer friends took a vacation at the Louisiana Purchase Exposition and I knew nothing about it until he was back home. I asked him why on earth he didn't let me know what he was going to do, so I could pilot him about the great business places and show him some things that would be new and interesting to him in a business way. He replied that it was exactly

what he wanted to avoid. He wanted to get out of the sight and hearing of stores of all kinds for three weeks and did not want to see a soul who might mention shop to him. He went back home refreshed and brightened.

The thing for you to do is to contemplate the same sort of a vacation. If the store life for a year has been wearing on you, just lose yourselves to it and go off somewhere to rest out of the way of people and excitement. If you are keyed up to business, get off to the city or the country where you want to know how they do things and see for yourself. In either case you will come back prepared to do business with more swiftness and more life.

A man who had clerked for many years spent his vacations always in the deep woods where he left everything behind him and camped primitively. He came back refreshed and full of the enthusiasm of being ready for the hard work ahead. Another spent his two weeks, and more if he could get it, on a little island in the bay, never so much as going to the boat landing or receiving a letter or newspaper. A third spent his in the excitement of watching the crowds and the operations in the great department stores of New York. A fourth always found a farmer acquaintance who would allow him to work in the harvest fields. All these came back to the store ready for business because they had been doing something congenial and something that counted for renewed vitality.

Another spent his two weeks in a hammock under a tree in the back yard at home, where everything he saw and heard was familiar and where he failed to see or hear anything that really interested him or stirred his activity, mental or physical. Still another would go fishing in the morning and in the evening would come into the store to spend a couple of hours visiting with the clerks. Another spent her every minute bending over a sewing machine at home making fine clothes to wear after she got back to the store to work. All these had a false idea of the value and necessity of a vacation. They simply blew the time as a wealthy youth may blow his money, without a thought of what it was worth. They came back to work no better in spirits or intentions than when they started for their vacations and not at all improved for the store work.

It does not matter so much what you do as that you do it with some idea of resting of body and mind through something that is pleasant

and congenial and active and does not resolve itself into a dead task rather than a fair pleasure. You can not blow your money and necessarily find recreation and pleasure, and you can not obtain those things for the price you may be able to pay alone. The clerk who goes on a vacation and comes back with a bright eye and quicker tread is the clerk who gets a benefit from his time and money spent.

You can not come back to the store and be any better for the store, or in fact be as good for the store, if you have been riotous or played the fool during your vacation, to say nothing of the value to yourself, or of the loss to yourself of the time wasted. Plan what you want to do and then carry out the plan as closely as possible.

But in all this planning for the fun ahead do not lose sight of the fact that the business of the store is the thing you are expected to attend to now. When you get excited over the coming prospect to the extent of forgetting that your business at present is the business of the store you are placing the vacation problem harder for the boss to solve. It does not matter how well-intentioned he may be and how willing to accord to you the privileges of vacation, if you so abuse those privileges as to neglect work of the store in order to prepare for it, you are doing your best to kill his good will toward vacations and pleasures and to lower your own value as a clerk.

The whole vacation idea is founded on the possibility of a rest that shall make the work of the coming year go easier and shall make the clerk more valuable for the store and more valuable to himself. It is not a thing for pleasure alone but for a combination of pleasure with the practical side of store work and the necessity of having a body of employees that are as near up to physical and mental efficiency necessary as it is possible to get them. There is as much of business in the giving of vacations as there is of the idea of affording pleasure to the vacationer, and the latter must not lose sight of it all.

At the bottom of your whole store employment is the business idea. You are hired because your work is needed, you are paid because you do that work properly, you are advanced when you prove yourselves worth the advance, you are accorded privileges as you prove yourselves worthy of them, you are accorded vacation periods because you are expected to get enough of change and recreation to make you more efficient as a result. Out of it all you are expected to increase in value to the store and to yourselves. It isn't fun nor pleasure at all that is at the bottom of it for either you or the boss. Figure it out on that basis and you ought to have a profitable vacation.—Shoe and Leather Gazette.

The Ultimate Consumer.

"Pop?"

"Yes, my son."

"What is an ultimate consumer?"

"Oh, the ultimate consumer, my boy, is the one that gets the hash."

The Lights That Sell Goods.

Broadway in New York is now threatened with a competitor. Staid, respectable Fifth avenue is waking up and taking notice. For years Fifth avenue at night has been as dark and lonely as a suburban side street. The ultra-fashionable shops adhered to the conservative traditions of the thoroughfare and closed their shutters and put out their lights at 6. So the crowds, mothlike, sought the flames of Broadway.

But that may be changed now. First, an electric lighting corporation showed the Fifth avenue stores (beg pardon, "firms") that they were losing trade. Then it persuaded the Fifth Avenue Association to make the experiment of lighting a single block as Broadway is lighted and watch results. So each window on the specified block was affixed with from four to eighteen lamps, costing slightly more than three cents a light per evening of five hours. Then a record was kept of the increased purchasing powers of the windows.

The night before the experiment began 429 persons passed the block in a specified hour.

A week later, during the same hour, 1,263 persons passed the same point—and stopped and had a look.

And now placards about town and advertisements in the papers are proclaiming the fact, and the public is beginning to come. The lights are paying.—System.

Cure For Gossip.

One knocker can tear down more than three boosters can build up in your town. People are always more willing to circulate a damaging story than to tell something good—so when we get clear down to the bottom of the thing, boosting your business or your town is pretty largely a personal matter.

If you know something real mean about your competitor just sit down and write it all out just as though you were writing a letter, fold up the paper, place it in an envelope and do not look at it again for a week—then take it out and read it all over carefully and see how little and mean and scrawny it makes you feel to think that you wrote that thing. Then just use the same principle when talking about people; if you know certain people would delight in hearing and telling, just keep it to yourself, it will do you a lot of good.—Merchants' Trade Journal.

They Were Not Apples.

An old Irish woman, who kept a fruit stall, had some melons given to her, which she exposed for sale. A smart Yankee, wishing to take a rise out of the old lady, took up one of the melons and said:

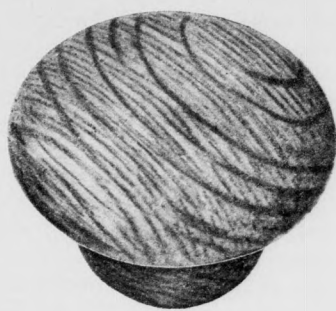
"These are small apples you grow over here. In America we have them twice the size."

The woman slowly removed the pipe she was smoking from between her lips and in a tone of pity exclaimed:

"Be jabbers, sorr, ye must be a stranger in Ireland and know very little about the fruit uv our country whin ye can't tell apples from gooseberries!"



MAPLE



OAK



CIRCASSIAN WALNUT



MAHOGANY

THE ABOVE HALFTONES were made direct from the wood. This gives a crisp, sharp detail that is lost by the indirect method. If you want cuts which will show the goods let us make them by this method, which is peculiar to our shop. ❖ ❖

Halftones Etchings, Wood-cuts Electrotypes



Illustration for all Purposes



Booklets and Catalogues

Tradesman Company, Grand Rapids, Mich.



From the Raw Material to the Finished Garment.

All reports emanating from manufacturers of clothing are to the effect that salesmen are meeting with very satisfactory receptions, many claiming that a comparison of the same period of time this year with last shows an increase. The report that many merchants are withholding a per cent. of their contemplated order, intending to place it later, can not be confirmed in the various markets, many saying that the reverse is true, further vouchsafing the statement that if the per cent. of business that is claimed to be withheld is given later, it will bring the total up to a point higher than could reasonably be expected.

In the branch of the industry specializing in young men's clothes, it is admitted that there may be a degree of conservatism exercised with reference to the more extreme novelties, of which there are few, however. They, too, anticipate a satisfactory business. Among retailers, while a few express themselves as being favorable to a greater degree of precaution than ever before, most take an optimistic view of the situation, which finds expression in the liberal orders they are giving.

Worsteds are meeting with only a moderate demand for fall, partly because few lines are shown, but principally because fashion has ordained that cassimeres, cheviots and soft-faced fabrics are more stylish, which fact partially offsets the service argument, admittedly, in favor of worsteds. Then, too, the clothing manufacturer and the clothing retailer are inclined to believe that the worsted manufacturers have arbitrarily made the price higher in order to derive greater profits, which attitude they believe deserves a rebuke. They, on the other hand, claim that the combined cost of raw materials and production has made them the real sufferers. Nevertheless, it is believed that the demand for soft-finished fabrics is of more than a transitory nature. The wearer wants them because of the combinations and effects that can only be produced in this class of goods. The danger of too great a demand for the wool goods is that there may be difficulty in supplying it. It is said in the markets now that some of the larger buyers are buying worsteds—they say to protect themselves in the event of a shortage which they anticipate.

There are two fields in which worsteds are still in quite strong demand—one is in the cheaper grades where adulterations are expected and therefore condoned, and the other is in the extremely high grades where there is no effort to make the cost of the goods fit the cost of the completed suit. It is in the great middle class, where reliable goods at a cost consistent with the price at which

the completed suit to be sold is necessary, that worsteds have been practically prohibited by virtue of the facts as they exist. The opinion is expressed, though, with reference to this, that worsteds are more strictly summer goods, while woolen goods are more adapted to winter wear. Of two fabrics of the same weight, one from each class, the worsted appears lighter. Worsteds will probably form a more prominent part of the next season's line, and those who have stocks of them now need feel no apprehension. As a retail buyer in the market says, "Worsteds will move as soon as the sun shines."

There have recently been advances in several lines of woollens. There is a prospect that another season will witness a reduction in worsteds, it being rumored that some orders are now being taken at ridiculously low prices, indicating a desire to keep the mills going. This will affect prices on all lines another season.

Nothing more need be said about the styles of the present and the approaching season. There is no present noticeable waning of popularity of the single-breasted sack, that being about the only style, with a few variations; but looking into the dim future one may see some changes that may realize or may disappear like a mirage.

The leaning toward the English natural shoulder effect—a narrower shoulder—seems to be apparent, and a little in advance of it comes the narrower, though not extremely narrow, trousers. Both the wide athletic shoulder and the peg-top or semi-peg-top trousers originated with the college youth, and were affected by the younger element, and ultimately in a measure by all men. Now the more dignified are requiring the regular cut trousers that prevailed before the peg-top came into use. The cutaway is coming in for a hopeful share of commendation. It is said to be the logical medium between the frock and the sack, and as such will gain favor with professional men who require something different from the commonly used sack, but for whom the frock is impracticable.

The braided edge coat is meeting with a measure of favor.

The latest application of the name "chantecler" is to a cloth which has some very pronounced colorings, such as red, green or brown.

The report that the clothing specialty business is better than it has been for some seasons past is supported by manufacturers. While it is admitted that fancy waistcoats for a few seasons have not sold as well as formerly, it is asserted that this particular line is creating new interest. All lines of clothing specialties are said to be selling well, and particularly noticeable is the sale of the rubberized coats. One manufacturer expressed the opinion that a great many more men are wearing striped worsted trousers and fancy waistcoats with either black or blue coats than for some time past.

In all, the clothing business can be said to be satisfactory.—Apparel Gazette.

The Way It Works.

Money invested by the merchant in advertising is money well invested. The testimony of merchants who have persistently used space in newspapers is that the money paid for that space has brought good returns. If you could get 4 per cent. for your money in one bank and only 3½ per cent. in another—both banks of equal dependability—you'd deposit in the one which offered you the 4 per cent.—wouldn't you? Even if your balance were small you'd feel that the principle involved was the same.

Well, that is the way "bargain hunters" feel about the money they spend. They proceed on the theory that if store competition means anything at all it means that the advertisement reader can save money—far more than the difference between rates of interest paid on investments.

And this theory of the advertisement-reading bargain hunters is perfectly sound! The merchant who reaches the advertisement-readers is the merchant who prospers.—Brains.

It is better to be born a fool than to attain to this height by an expensive education.

There is no naturalization for heaven without good citizenship here.

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

Made in Chicago by
BECKER, MAYER & CO.

Ideal Shirts

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

Chambrays
Drills
Sateens
Silkeline
Percales
Bedford Cords
Madras
Pajama Cloth

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

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

Write us for samples.

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

Communion Suits

In Long Pants And Knicker Pants

Now Is the Time
To Place Your Order

H. A. SEINSHEIMER & Co.

Manufacturers
PERFECTION

CINCINNATI

ESSENTIAL FACTORS

In the Successful Handling of Advertising.

Written for the Tradesman.

Every advertising proposition is peculiar. Not only can you not fit the same plan to two different articles, but not even to two different articles of the same class. No two soaps, for example, are being advertised in the same manner to-day. The methods that are being used for Colgate's will not do for Ivory because the character of the advertising must correspond with the character of the article.

In dealing with the important factors in a publicity campaign it is necessary to remember that advertising is an appeal to the public to buy some article of general use. The first factor is, of course, the character or quality of the goods. It is worse than folly to spend a large sum of money upon advertising goods which have not inherent qualities nor characteristics to recommend them. If the public palate is not pleased, if the public pocketbook is not fairly treated, no amount of advertising will save a scheme from failure, for the obvious reason that it is by the creation of a preference in favor of the advertised article, so that it is automatically and unconsciously asked for, that the advertising process is made a success. Goods that are to be widely advertised must possess distinction, as in novelty, quality, price or special advantages, and these must form the selling points in the advertising scheme. If there are fifty brands of coffee sold in cans on the market it is clear that a newcomer must furnish some good reason for soliciting the public preference, and while superior quality in the article itself is the best of all grounds upon which to make an appeal, novelty in the package, convenience in delivery and saving in cost form other and suitable bases for advertising. Obviously the greater the competition the greater the need for some distinguishing feature. The public acquires the habit of asking for certain goods by name, when once it has by advertising been convinced of their advantage over others. Certain commodities, like Quaker Oats and Grape Nuts, are advertised broadcast in general publicity copy to keep their names before the public in view of the tremendous competition to which they are subjected; but if these articles were inferior in quality no amount of advertising would induce the public to buy them in immense quantities year after year. It is the inherent quality of goods first of all that determines the benefit of the publicity.

Another essential factor is trade conditions. An advertiser must know exactly what goods his own will have to compete with. He must know everything that his rivals are doing, such as the sources of supply of raw material, facilities for its manufacture available to other firms, manufacturing cost and distribution cost, and he must know these facts as they affect the entire territory over which he intends to operate. Particularly must he know the methods of dis-

tribution and the terms of sale of all his competitors' goods to retailers in order that he may see his way to make to them as attractive an offer as to the public at large.

The question of distribution is perhaps the most important of all questions in the consideration of an advertising scheme. It is correct to say that the advertising will create the demand by the public independent of the retailer, for cases have occurred in which manufacturers, by widespread advertising, have felt so secure that they cut retailers' profits to almost nothing. Experience has shown, however, that this is very bad policy. Not only in the case of the launching of a new article but in maintaining the business of established goods, the help of the retailer is indispensable in operating at a low cost. Distribution of goods to retailers must precede publicity or much of the effect of the advertising is wasted. When the advertising stimulates the public into enquiring for the goods the retailer ought to be able to supply them. To induce retailers to buy new commodities or newly-advertised commodities is not easy; it is, indeed, more difficult than to persuade the public to ask for them. There are always half a dozen arguments in favor of an article which are likely to appeal to the public, but only one which is certain to appeal to the retailer, and that is self-interest. It has often been found necessary, and it will become increasingly necessary as the number of advertised goods increases, to cultivate the goodwill of the retailer, who is almost always in a negative condition of mind when asked to buy. He points with justice to the crowded condition of his shelves, and it is in vain that the traveling man tells him that he is going to sell these particular goods for him by means of advertising. It has been found wise, therefore, in many instances to offer the retailer exceptional terms, often taking the form of a gift of an extra quantity of goods rather than a cash discount. He should be shown copies of the actual advertisement that will be printed in the newspapers and he should be informed of the whole plan of campaign. It is a good plan to offer prizes to retailers for window displays, and they should be given every kind of assistance, in addition to the financial profit, to sell the goods. All this adds to the cost of advertising, and it frequently becomes a question with manufacturers as to whether they should cut out the jobber and any other middlemen there may be and sell direct to the retailer. In the great majority of advertising schemes, outside the mail order business, the retailer must be considered, but it is not always necessary to consider either the wholesale house or the jobber. The cost of "cultivating" the retailer, in addition to the consumer, is such that a saving must be effected somewhere or else the consumers will be compelled to pay more for the goods. If the proposed article is to compete with others, raising the price to the consumers will be impossible and the manufacturer will find himself com-

pelled to reduce the cost of production or to eliminate the wholesaler. The extent of the competition and the general condition of the manufacturer's business will determine which of these two courses ought to be adopted. Finally, in addition to the personal calls of traveling men on the trade, also in addition to showcards and leaflets, a long and expensive series of "follow-up" letters is often necessary.

The selection of media is a matter of first-class importance, and if they are selected with due regard to the people the advertiser wishes to reach the result can not very well be in doubt. This is where the high grade advertising agent is most useful. Long experience and much practice have furnished him with the knowledge as to which publications and what kind of copy are best suited for reaching the desired portion of the public. A superficial study of these matters is apt to be misleading; experience is the only reliable guide. He would be a bold man who, without actual experience, would accept his own judgment as to which of two spaces alike in price but differing in size in accord with circulation in two different newspapers of the same class would prove the better medium.

It is not practicable to give any hard and fast rule as to selection of media. A whole page costing \$600 has actually been known to "pull" fewer orders than half a page at \$150. A series of advertisements in a monthly may bring more business than spaces of the same cost in weeklies. If an article like household soap is to be advertised practically all journals that appeal to women are suitable, because the great majority of women make some use of laundry soap or soap for other household purposes. A wise choice of daily newspapers can be made to cover "every one," to include women in addition to the retailer.

If advertising in the daily newspapers is compared with that in the weeklies and monthlies it will be found that the tendency is to advertise goods sold through retailers in the former and those sold direct by mail in the latter. But no absolute rule can be drawn; but this at least is the tendency and some advertisers invariably use daily newspapers when arguments and descriptions of new

or previously unadvertised goods must be employed, because they believe that the daily offers better scope for bolder display than any other class of journal. Lawrence Irwell.

MOTOR DELIVERY

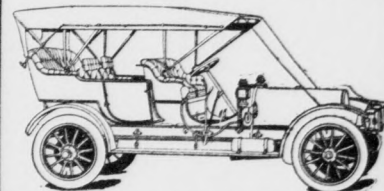


Catalog 182

Auburn, Ind.

BUICKS LEAD
CARS \$1 000 AND UPBUICK MOTOR COMPANY
Louis and Ottawa Sts. Grand Rapids Branch

THE 1910 FRANKLIN CARS

Are More Beautiful, Simple
and Sensible than Ever Before
AirCooled. Light Weight, Easy RidingModel 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.

Klingman's

Summer and Cottage Furniture: An Inviting Exposition

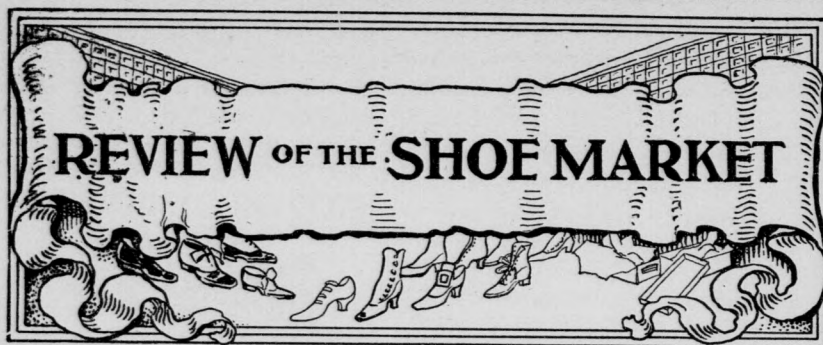
It is none too soon to begin thinking about toning up the Cottage and Porch. Our present display exceeds all previous efforts in these lines. All the well known makes show a great improvement this season and several very attractive new designs have been added.

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.



Expert Suggestions on Selling Men's Oxfords.

A cordial greeting is a prime introduction to a sale. A cheery, "Yes, sir," alert and attentive, makes the customer feel the better for entering. The whole gamut of introductory phrases has been used, but the single "Yes, sir," with a rising inflection is the best one. It implies neither flattery or patronage and it does well with prince or peasant. Once your customer steps over the door mat he is your guest and respect and attention are his. An alertness to his first needs shows business-like methods, so conduct him to the seat and pull up your fitting stool to a point approximately 12 inches from the seat, varying according to the comfort of your customer. This is a little incidental, but it is one of the elements in a sale. Too far away gives discomfort and too near gives the wrong elevation. There is an angle midway that allows the customer a comfortable rest for his foot and also a viewing distance to gauge the merits of the shoe.

The element of sound sense and good judgment, if developed along the right lines, will give the clerk an intuition of the style, quality and price of a shoe desired by a customer. This knowledge he can only gain by close application to the business of selling shoes.

Retail salesmanship is not achieved in a day. It takes months and years to become a successful seller. By a successful seller the idea is conveyed by the proportion of customers that leave the store after the consummation of a sale. No matter how many visitors enter the retail shoe store to purchase, the test of salesmanship is "how many leave the store without purchasing."

But to go back to the customer: The best method to pursue is to unlace the shoe and place it alongside or under the chair in which the customer is sitting. I have found this the best way to keep the shoe from being displaced and it is unobtrusive and does not obstruct the small space which the customer usually utilizes in standing up and trying on the shoe. In most cases the customer will tell you about what style of shoe he wants, and with this knowledge and your own judgment you have a good start. If you have what he wants show it to him—and by showing it to him I mean putting it on his foot. Usually the customer elevates the left foot to the fitting stool, but occasionally one will present the right foot to be fitted. It is very poor policy to dictate to a customer as to which foot the shoe should be

placed upon; so select the shoe to fit the foot that is on the fitting stool.

It is well on the first selection to allow the customer to use his own judgment as to the proper shoe for him. Too few clerks give patrons the benefit of any knowledge that they might possess as to the style that would best suit them. When you have examined the size of the customer's old shoe, take a glance at his foot and see if the sizes correspond. The training of a year or more will give a clerk an immediate idea of the proper size by a glance at a foot. I personally have been able to judge the size of a foot simply by seeing it placed on the fitting stool at the proper angle as stated above. Feet vary in size a full degree between the resting foot and the standing foot. The pressure of a standing customer on his foot can vary the size by two degrees. Often a customer will stand upon one foot, the one with a new shoe upon it, and expect comfort. The unequal pressure flattens the soft foot until it spreads a size or two more than it should. The relative differences of the standing and resting foot should be understood in your fitting. Retail salesmen sometimes to save a sale force a shoe one or two sizes too small upon a customer, because he does not stand up in the shoe to see how it fits in action. Never take this advantage of a customer's ignorance of the fit of his shoes, for it always reflects in returns, split vamps, pain and the end of that customer's patronage.

To resume: Go to the stock shelves and find the last similar to that which the customer desires and see if you have the size in stock. If you have not, try the last that is nearest to the style desired. Never substitute a wrong style on first selection. If a customer judges his selection by a style in the window, endeavor to give him that style. Every clerk knows that 7½ D is relatively 8 B or C and, if either is in stock, he can be fitted with fair possibility of a successful sale.

First selections in the majority of cases in fitting men's shoes result in sales if the elements of style, price and fit coincide with the customer's wants. A complete knowledge of the stock on hand is absolutely necessary. A knowledge of whether it is on the racks, in the basement or in surplus should be acquired by each clerk and daily he should know just exactly the condition of each and every line. This information is easy to acquire and is the result of concentration on your work of selling and fitting shoes. Pull the carton from the shelf and bring

If You Want To Hear the Cash Register Jingle

Stock Up Right on

Gloris Oxfords For Women

Some dealers play the high priced Oxfords to a finish—sort of forgetting there are a lot of women that are going to want Oxfords—good snappy ones, too—that can only manage to pay \$2.50 per pair for them, and if you haven't seen the Gloris Oxfords let us have a postal for samples today.

HEROLD-BERTSCH SHOE CO.

Makers of the Famous

H B Hard Pan and

The Bertsch Shoe Lines

Grand Rapids, Michigan



Pentagons Sell Well and Wear Well

Pentagons are strictly high grade men's welts that retail at \$3.50 and \$4. They are made for you out of the best grades of Velour, Gun Metal, Box Calf, Vici Kid and genuine Kangaroo over fashionable but foot fitting lasts, are absolutely correct in style and excel in service.

Pentagons give your patrons that sure shoe satisfaction that makes your business better.

It will be a pleasure to show you the samples. Write us where you live.

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



it in front of your station and extract the left or right as needs be and remember to put the cover on the carton. This is one of the essentials in a neat and orderly store and must be observed. It is a little matter and yet no other element in the appearance of the busy store is so important. Twenty cartons pulled out and on the shelf look orderly if each cover has been replaced after a shoe has been taken from it. If, however, the covers are not replaced the appearance of the shelf is very disorderly, the tissue and covers are in a jumble of deranged boxes, and each salesman spends minutes of valuable time in getting to the bottom of the pile to get the mate to the shoe which he has placed upon the customer's foot.

In fitting oxfords one rule should always be uppermost in your mind: An oxford is only as comfortable as it is first fitted. Slip the shoe horn into the heel socket, slide the foot in and extract the horn carefully. This is easy when you say it, yet it takes practice to make it perfect. I have found a very thin shoe horn is a great service. Many shoes built on modern lasts have peculiarities in themselves. I have found it good policy to fit on myself sizes in every style in the store. This gives me an idea of just the properties of each and every last, especially so in oxfords. An oxford that gaps on the sides, slips at the heel, is full at the vamp and snarls in lacing is wrong in its fitting properties. The foot and the last do not come together. Oxfords are harder to fit than high shoes and if they are fitted correctly your customer is completely pleased. A snug fit in the instep and waist is sure to produce a sale. Call the fitting properties of the shoe to your customer's attention by endeavoring to insert your finger between the leather and the foot. If the customer falls to the argument, which can be stated in one or two words, part one of the sale is consummated.

If the oxford slips in the heel it shows that a tighter or possibly shorter shoe can be substituted. Beware of fitting short. If a customer demands a short shoe give it to him, but be sure to mark the shoe "S. S." to prevent claims and returns. If the counter is tight and hurts the heel cushion of the foot, flex it a little on the fitting stool. A little pressure is sure to bring it to fit all right.

If the vamp is full or loose, change the size. If it is tight and all other properties are in correct fitting proportion, suggest a little stretching. Good vamp leather gives. It is bound to and a simple stretch will cause it to give enough to satisfy the customer. The most obstinate vamp can be stretched by first pouring in a little water and dashing it out. Then apply the stretcher and pound the vamp a little with a hand iron or hammer. This process stretches the fibers. The stretcher should be left in the shoe several hours. If the bone of the ball of the foot is prominent, a very excellent way to give comfort is to pound and depress the sole. If you have not a caulking and

sole stretching machine, get one at once. It is the medium whereby you correctly fit many shoes which would not be fitted through hand stretching. Impress upon the mind of the customer that these little aids to a proper fit are in the nature of custom service. Every foot in the world has its individuality and no last will positively fit all feet.

The stretching or compressing of the sole of a shoe is an easy operation, and is nothing more than the successive pounding on a certain place to depress the sole to allow the foot additional room. Many times the channel under the tip of the shoe will cause a slight ridge on the innersole, which, if not pounded down through the medium of a sole stretching machine, makes a poor fit. No shoe manufacturer has absolutely conquered this tendency of the innersole to swell up over the channel and stitching. It is the result of selling shoes that have been made on a last without leaving a companion last in the shoe up to the minute of sale. Oftentimes when a customer objects to a stretching of the vamp, explain to him the merits of stretching or compressing of the sole of a shoe. In this way you can make a sale and also stretch the shoe materially. Whole sole stretching is not permanent, but it is a means of effecting a sale and by the time the shoe has been worn a day the vamp has given enough to offset the return of the sole to its old condition. This is in case the entire sole is being stretched. A single part of a few inches square is usually stretched permanently.

The prominent bone on the outer side of the foot comes in for its share of attention by the real salesman. Many oxfords sold nowadays make a specialty of a bone-fitting last to care for this particular joint. The last swells out and over this point and comes in tight over the top, giving two qualities, a comfortable bone fit and a snug upper. The foxing in most shoes comes directly over this joint and at times a ball and socket stretcher will build a place that will be a comfort to this bone. Every part of the foot has its own peculiarities, for instance many people have a deformed toe, one that slides over or under the adjoining toe and is practically of no service as a propelling part of the foot. An elevation of the cap and vamp by means of a box stretcher will remedy the oxford to suit the foot in question. The sooner one gets away from the fact that all that is necessary to properly fit a shoe is to put on the correct size the sooner one is competent to treat the customer as a specialist. The custom shoemaker can accomplish this if he is schooled in the art of foot fitting and charges a price for it, but it is well within the province of a retail salesman to be able to show just where a remedy can be applied and just where a wrong can be righted to suit a certain individual foot.

The sum and substance of fitting can not be told in written words, but must be achieved by practice. It takes a long time to tell of these various

operations that take but a minute to correct and do in actual shoe selling. Stretching and inserting innersoles are subterfuges used in many sales, not maliciously wrong, but tolerated to get the customer's money. A proper fit and a proper style usually result in a sale without any of the previously mentioned remedies, yet it is always well to know just what to do in case an emergency comes between a prospective sale or failure. The wisdom of these is placed upon the retail salesman to do as he sees fit in his treatment of individual cases.

The American people are impatient and want to be waited upon and waited upon quickly. Time in a shoe store seems to some customers time wasted if they have to sit even a minute or two until the clerk is ready

to fit them. If they took as much time with the outlaying of their money as they do with the gathering of it and were patient enough to sit until their turn they would find that in the long run they would get better satisfaction, better shoes and better permanent comfort. To mention impatience I instinctively think of a shoe store and clerks and customers.

Know the goods you are selling and learn by handling. Each new style should be critically examined

The Best Work Shoes Bear
The MAYER Trade Mark

MICHIGAN SHOE COMPANY

STYLE
SERVICE
SATISFACTION

You get them in the
MISHOCO SHOE

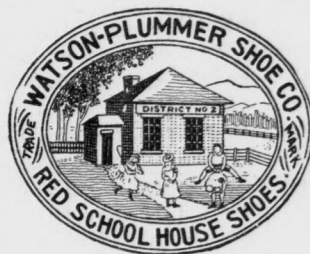
Made in all leathers for
MEN, WOMEN AND BOYS

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

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.

by you so that every variation of one last from another last is first hand knowledge to you. The study of a stock should bring the knowledge of just in what way this oxford differs from another number and just what substitute can be used in case that particular style does not suit. A shade more pointed, a tip more blunt, a heel low and flat or high and narrow, a welt extension or cut flush, blind eyelets or not, tie or regular, short forepart and high toe or vice versa, and a hundred and one points that come up in the course of a day's work in fitting should be immediate knowledge. They all count, the public want all shades of difference in their footwear and it is up to you to sell them the shoes you have on the shelves. Never tell them you haven't that style in so many words, and never say you have something just as good. Rather say, "We would like to show you this excellent style to see how you like it" or some other evasive phrase—then hustle the shoe onto the foot before there is time to say, "No, not to-day, I will come in some other time." Of all the statements made by customers this is the most discouraging to the half-fledged clerk. To the live one it is an incentive to "get him at any cost," if the customer must see every shoe in the store. Nothing is more demoralizing to a store full of customers than to see a man get up and go out without a pair of shoes, it invariably leads to more desertions and cranky fitting.

There is a courtesy in finishing a sale to make the customer remember patronage. The shoes being satisfactory you replace them in the carton and wait for the customer's money—not rushing this operation, for it sometimes is hard for the customer to part with what he has so dearly earned. Make out your cash slip and present the box, money and slip to the cashier, if all the clerical duties are done by that person, or call off the number, length, width and price, also the extra incidentals, such as shoe paste, polish, lasts, or silk laces. Be positive that the shoes are not mismates. Then tie up the bundle; sometimes men desire a small parcel and if so, discard the box. Insert a shoe horn, extra laces and store catalogue, if you have them. Be sure to count the change before and after the cashier verifies your sale.

In the closing of the transaction do not do it hastily. Give the customer the parting that you would give a guest, and especially a guest that has transacted his business with you. Hand him his bundle if he is to carry it himself, or take his address if he is to have it sent. Preferably the sending method should be used, because it gives you an addition to your mailing list and the expense is slight if the customer lives within walking distance.

The same measure of kindness and courtesy with which you began your transaction should be used in its close. See the customer to the door if possible, and bid him good-day, with a "Call again, sir." At any rate make the finale businesslike, and in such a manner that the customer will be pleased with attention you have

given him. It is the best salesman who can take a personal interest in the customer from start to finish.—*Boot and Shoe Recorder.*

Some Suggestions for the Care of the Stock.

We have often been surprised at the accumulations of shop worn goods in some shoe stores that otherwise were first class in every particular. This has led to a closer view into some of the causes for shop worn shoes. Here are some of the reasons and the remedy:

In some stores shoes are exposed more than in others to dirt and dust. Dust is one of the greatest destroyers of freshness. "A little dust does not hurt a shoe," said an old shoemaker once; "see," puff, and blew the offending dust from the shoe into the air, and said, "Who should object to a little dust like that?" And he meant it, too.

There are still some merchants who hold to the opinion expressed by the old shoemaker, and they will be recognized when it is stated that the shoes he so "tenderly" relieved of their dusty coats were then several years out-of-date.

When a store shows goods on ledges or in windows some precaution should be taken to keep them from being damaged. Those shown on the ledge should be carefully dusted and put under cover each night and not brought out until after the dust raised while sweeping has settled. Goods should never be allowed to remain in the window more than a week and should be protected from the rays of the sun. Shoes not so protected not only become faded and unsalable when exposed for too long a time, but they lose life and will not give service.

Not having the rugs and carpets thoroughly cleaned is another way in which shoes become shop worn. While being tried on the customer takes a step or two and the grit in the rug or carpet acts like sandpaper and the delicate finish of the sole is marred and the shoe loses some of its former selling value.

Rough handling is another means by which a shoe becomes shop worn. It may be a trifle too small and be pulled and yanked by a customer who does not know any better. Clerks can avoid this by being more careful and by personally fitting all shoes instead of allowing customers to do so.

When French chalk or foot powder is used in a shoe there is no necessity for shaking into it enough to half fill the shoe. Also, the powder should be carefully shaken out of the shoe before it is put away in the carton.

All buttoned shoes should be carefully buttoned, and lace shoes should be systematically laced and tied and the ends of the laces tucked inside before the shoes are returned to the stock. If this is always done the salesmen need not fear opening a carton before a customer and finding one shoe rolled up as if it had been "shot out of a cannon," with the ends of the laces hanging, quarter wrinkled, etc.

Broken covers and cartons allow dust to enter and disfigure the shoes. There are always plenty of good car-

tons to be had from goods sold. Use these instead of throwing them away.

Use old cartons when sending out goods on approval, keeping the proper ones in safe keeping, so that when the goods are returned they will not have to be placed in a broken carton.

Use fine judgment in handling the goods and take pride in keeping the stock looking well. If salesmen and merchants really valued their goods more they would take better care of them.—*Shoe Retailer.*

He Must Hustle Just the Same.

An important point with a clerk in a shoe store, or, for that matter, any other store, is the matter of getting enthusiastic in his work—trimming windows, keeping stock in order and selling shoes. Enthusiasm prompts one's best interests.

Enthusiasm is useful as a motive power. It is said that enthusiasm needs only direction to turn it into success.

Enthusiasm! That's the thing that builds bridges and tunnels through mountains. One enthusiastic employe in an organization is worth an army of wishers for 6 o'clock and Saturday afternoon.

The difference between enthusiasm and half-heartedness is the difference between a fat envelope on pay day and a salary that gets smaller in the eyes of the man who is always looking for, but never working for, a raise.

Resolve, enthuse—strive to make yourself more valuable, the regard is there for the man who goes after it.—*Shoe Trade Journal.*

Teach Him How.

When you find a clerk in your store who has pretty badly mixed things up for you in making a sale or handling a complaint do not get mad and bluster around. Keep cool. Get the clerk into your private office or take him out for a walk and talk it over with him. Tell him how it ought to have been handled and then give him a chance to do it again. If he continues to show lack of judgment he is hopeless and you may as well let someone else train him. But in the majority of cases you will be able to make a grandstand finish out of a bum start. Of course, there are a lot of clerks who will not be shown, but still there are those who would appreciate and profit by a kindly word of advice. Clerks brought up in this manner will become your most trusted and best men, and this is the route for those who wish to build their organizations from the inside out. A clerk is not supposed to know everything about selling or store management and simply because he claims to be a clerk he can not be held responsible for all the details of a clerkship. If he were as capable as you he would likely become a manager or proprietor. Have a little patience and show him how.

The Hardest Wood.

The hardest wood in the world is not ebony, but cocus, which is much used for making flutes and similar musical instruments.

Some spend minutes in charity and months in advertising it.

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

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, May 29—Nothing new in the coffee market can be picked up. Jobbers continue to report a very light movement from roasters who are taking only sufficient to meet the daily runs. Some profess confidence in the future, but no one looks for anything like a great movement. The best that can be said of the present market is that quotations are steady, although possibly some reduction might be made if necessary to effect sales. The price of No. 7 in an invoice way is 8¼c. In store and afloat there are 3,004,785 bags, against 3,484,664 bags at the same time last season. Milds are about as dull as Brazilian grades, although holders are generally firm in their views. Good Cucutas, 10¼c.

Refined sugar is very quiet, although the change to warmer weather will, undoubtedly, stimulate trade within a very short time. In fact, the week shows improvement over its predecessors, although most of the trading is in withdrawals under previous contract. The general rate for granulated is 5.25c.

Teas are slowly but steadily showing a better position. Japans and Pingsueys are showing some scarcity and are firm. Prices tend to a slightly higher level all around, but any substantial advance has not occurred.

Rice is not as active as last week. Dealers are probably pretty well stocked and orders are only for small quantities. Good to prime domestic, 45¢@50c; choice, 55¢.

The two firmest articles in spices are pepper and ginger. The market generally lacks animation, but this is natural at this time of year. Singa-

pore black pepper, 77½c; Zanzibar cloves, 10¾@11c.

Only an every-day trade has existed for molasses. The supply is not especially large, but there is no scarcity. Good to prime domestic, 26@30c. Syrups are steady and in light supply. Fancy, 27@30c.

Canned goods as a whole are, perhaps, in a better position and every week shows a little improvement. Packers are determined not to sell strictly standard 3s tomatoes at less than 65c and the chances are that they will secure this if not more. Of course, buyers claim to have no trouble in finding all the goods they want at 62½c, but such stock will not stand the test necessary for top grades. Peas are steady, with 70c about the prevailing rate. Other goods are steady and about unchanged. New York State packs are now busy with rhubarb and private letters from up-State report a most excellent outlook for every sort of vegetable and fruit except white cherries, which are two-thirds short.

Butter is dull. Creamery special, 29c; extras, 28½c; firsts, 28c; imitation creamery, 24@25c; Western factory, firsts, 23½c; seconds, 22½@23c.

Cheese is steady, with New York State full cream, 15@15½c.

Eggs are in abundant supply and tending lower. Western fresh gathered, selected extras, 23½c; storage, 21@22½c; regular pack, 21@21½c.

That's Enough.

"How often does your road kill a man?" asked a facetious traveling salesman of a Central Branch conductor the other day.

"Just once," replied the conductor sourly.

The only person interested in your troubles is the man who hopes to profit by them.

More Zeal and Enthusiasm Than Judgment.

At a recent meeting of the Grand Rapids Advertisers' Club a resolution was adopted to raise \$20,000 to be expended in advertising the city and promoting its growth. This action shows zeal and enthusiasm but not much judgment except, perhaps, for advertising purposes. Some of the members of the Club might contribute some money to such a fund, but \$20,000—such a fund is out of the question in Grand Rapids. A few members of the Club might chip in a ten or if caught right might even go a twenty, but \$200 apiece—pulling teeth would be recreation compared to getting it. The adoption of the resolution was a good thing, however. It served to advertise the town and the advertising will not have cost a cent. But, seriously, if it were possible to raise \$20,000 for publicity purposes would it be advisable for such an organization as the Advertisers' Club to inaugurate a campaign to make Grand Rapids better known? Would it not be infinitely better and would not the results be greater and more tangible if the fund were placed at the disposal of the Board of Trade to help carry on the work that the Board is now doing? The Board represents organized effort of the highest type. It has done much and is constantly doing things to make Grand Rapids bigger and better and more widely known. And yet the Board of Trade is constantly hampered by a lack of resources. It has no money to bring new industries to the city, none to encourage industries already here to remain. If funds are needed for a special purpose instead of having a bank account to draw upon it is necessary to pass the hat. If the Advertisers' Club will raise \$20,000 and turn it

over to the Board of Trade good and lasting results will follow, but the same money expended by some other organization, no matter how carefully, will represent little more than a splash.

Assignee's Sale.

Notice is hereby given that in pursuance of an order of the Circuit Court for the county of Muskegon, in chancery, made on May 23, 1910, in the matter of the assignment of Atlas Parlor Furniture Company, a corporation, for the benefit of its creditors, I will sell at public auction to the highest bidder at the factory of said Atlas Parlor Furniture Company, in the city of Muskegon, on the 15th day of June, 1910, at 10 o'clock in the forenoon, all of the remaining assets of said corporation, including the lumber still on hand and the manufacturing plant, machinery and tools, but not including the manufactured product or the goods in course of manufacture, it being understood that I shall reserve the right to occupy such portions of the factory building, as may be necessary, for a period of sixty (60) days after said sale to enable me to complete goods in course of manufacture and make delivery thereof.

Dated May 26, 1910.

John W. Wilson, Assignee.
Cross, Vanderwerp, Foote & Ross,
Solicitors for said Assignee.

Well Supplied.

Benevolent Lady (to showgirl)—And, dear child, have you no home? Showgirl—Yes, indeed. My father and mother have both married again and I am welcome at either place.

Nobody else really knows how it feels to be the czar, unless it is a dog with a bunch of firecrackers tied to his tail.

35,000 JUST LIKE THIS



When we began making Baking Powder seventeen years ago, we little dreamed that our business would ever reach its present extent. One aim, however, was always ours: to make

The Best Baking Powder

that could be made. We've learned that quality first means quantity later.

We've started thousands of merchants on our Baking Powder who will tell you that there's money in handling

Your Own Private Brand

To those merchants we are now sending 35,000 packages of Baking Powder daily. Our offer on the other side of

THIS DOTTED LINE

is proof of our confidence in this Baking Powder to please you.

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 6¼ 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.

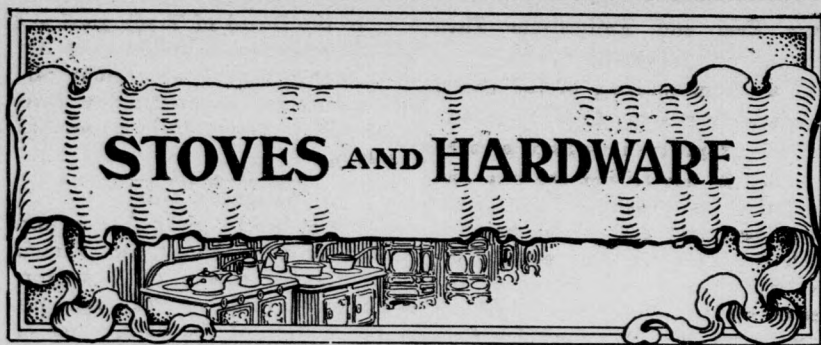
Yours truly,

Name _____

Town _____

State _____

WABASH BAKING POWDER CO., WABASH, IND.



Do You Figure Your Profits Correctly?*

The old way of conducting a business was to take the cost of the goods as per invoice and mark them with all the profit added that the judgment of the merchant thought the articles would stand. But in the retail hardware business of to-day, with lower percentages of profit, he must figure more accurately, in order that at the close of inventory the books show a profit and not a loss.

Some merchants figure that the cost of the goods is the invoiced price with the freight added. Some figure freight by a per cent. of the invoiced cost compared with freight bill; while others figure freight cost by the pound and the rate per hundred. Others figure in addition to invoice cost and freight cost also a house cost, representing the cost of doing business, such as salaries, rents, taxes, fuel, etc., and so mark their goods.

When I first started in the hardware business as a clerk my instructions were, "Never let a guilty cuss escape." The translation of which was that when I had a customer for a stove or range or a bill of hardware sell him. If I could not sell him the goods at the price they were marked in private selling mark, sell him anyhow at some price; if not a profit, any profit so the sale was made.

All my employers seemed to have a dread of the straight and narrow path and insisted upon marking goods with private selling marks for fear their competitors would take advantage of them if they marked their goods in plain figures.

Upon assuming the management of the hardware department of our present firm and believing that my competitor was just as honest a man as myself, I at once adopted the system of marking the selling price on all goods in plain figures and making that price to one and all and adhering strictly to the same. This policy eliminates the desire of the customer to haggle for better price and creates a confidence in your customers that you are naming a price that is consistent with the cost of the goods with a fair profit added.

There are several ways of figuring profit. First, you must have a base representing cost. Most merchants, I think, figure this base as representing the invoice cost with freight added, making the cost of goods delivered in the house. After this is done you must classify the different articles. Those staples that turn themselves several times a year are placed

on one percentage, another line of articles on another, and so on throughout the entire stock.

As an illustration take the staple line that you expect to make pay a net profit of, say, 10 per cent. and get the selling price. Now, you must consider house or selling cost. This, of course, varies with each business house, but for our convenience we will assume that the average is 15 per cent. Then, if you take the 15 per cent. house cost and 10 per cent. profit and mark your goods with 25 per cent. of cost, added to the cost of goods, can you have a net profit of 10 per cent. added to your profit account? As an illustration, when an article costs you \$1 and you sell it for \$1.25, with 15 per cent. house cost, on gross sales you have a net profit of only 6 1/4 per cent. Figure it out for yourself.

Most merchants figure the house cost on the basis of total sales and the expense of doing business for the year. If so, using the above illustration, in order to secure a 10 per cent. net profit with a 15 per cent. house cost you should add 33 1/3 per cent. to the cost of the goods in order to obtain the desired result.

There is a division of opinion as to whether the percentage of profit should be figured from the cost or the selling price of the goods. You will note that it makes a material difference. For instance, 100 per cent. of the cost price equals only 50 per cent. of the selling price and 50 per cent. of the cost price equals 33 1/3 per cent. of the selling price.

It is my opinion that the base should be the cost of the goods delivered in the house. In order to obtain the desired profit you should change the ratio and not the base. For instance, if you desire a profit including house cost of 10 per cent., add 11 per cent.; if 15 per cent., add 25 per cent.; if 25 per cent., add 33 1/3 per cent., and so on, always changing your ratio but retaining the same base. In this way you estimate your profit from the selling price of the goods, on which you have based your percentage of cost to carry on your business, or the house cost.

You desire to close your stock in order to change your location and you employ an auctioneer. Do you pay him a percentage of the cost of the goods as invoiced by you? No, you pay him a per cent. of the total sales. So we, in the conduct of our business, should figure our profit, from the total sales or selling price, by using the cost of goods as a base and changing the ratio of percentage to secure the proper amount of net profit.

Retailers' Stock Systems.

The subject of stock-keeping for the retailer is beset with many vexing complications, and the question of how far such a system can be profitably operated arises in every discussion of the subject. Perhaps the main difficulty is in obtaining an accurate record of the items taken from stock, without too great an expenditure of clerical labor, and for this reason most retailers, when they make an attempt at stock-keeping, confine their efforts to reserve stock, charging the store for goods placed on the shelves. There are, however, some lines in which stock-keeping systems which account for every article are operated successfully.

A jeweler in Chicago attaches a small price tag to every article in stock. On the back of the tag is the stock number, and the tag must accompany the sales ticket to the office. From these tags the stock records are written up.

One of the specialty shoe manufacturers, with stores in all the principal cities, maintains a duplicate record for each store. In the box, with each pair of shoes, there is a stock ticket from which the stock record in the branch store is made. These tags are sent to the home office daily and there a duplicate record is kept. At each visit of the traveling auditor the records are checked and discrepancies rectified.

A Detroit grocer has found the increase in package goods an aid to stock-keeping. A test showed that only about a dozen different sizes of packages are used, and it was a simple matter to so arrange his shelving that each compartment would hold a certain number of packages of a given size. The result was that a monthly inventory of shelf goods could be taken quickly and he now inventories the entire stock once in

thirty days in preference to attempting to keep a daily stock record.

Similar schemes are used, for at least a part of their stocks, by clothiers, furnishers, hardware dealers and dry goods men.

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.



DON'T FAIL
To send for catalog showing our line of

**PEANUT ROASTERS,
CORN POPPERS, &c.**

LIBERAL TERMS.

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

Columbia Batteries, Spark Plugs Gas Engine Accessories and Electrical Toys

C. J. LITSCHER ELECTRIC CO.

Grand Rapids, Mich.

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.

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.

*Address delivered before the Nebraska Retail Hardware Association by G. R. Wycoff, of Madison.

With All of His Faults He Was a Man.

Written for the Tradesman.

"Ah, so Andrew is gone!" and the old schoolmaster laid aside his newspaper with a sigh, the light of dull reminiscence flooding his honest eyes.

"What is that, Mr. Tanner?"

A woman came out on the porch and stood at the old man's side. She picked up the fallen paper and smoothed the open page across her apron.

"You, Aunt Turner!" exclaimed the old man. "I thought you had gone."

"It's not so easy to get rid of rubbish, sir," and the little old maid laughed heartily. "Helena and I have enjoyed a good visit, recalling some of the early days when she was a store clerk and I a backwoods school ma'am. Those were the days—"

"Ah, I had forgotten!" ejaculated Tanner. "Why, you are older than I thought, Silene Turner. Let me see—"

"Now, sir, you must not!" exclaimed the woman protestingly. "A woman's age is sacred, you know."

"And there's Colonel Foster! I clean forgot. Forgive an old man so many slips, Aunt Turner; I'm full of 'em when I get to day-dreaming."

"Pardon me for suggesting that you are no longer young, Mr. Tanner."

"And therefore an unfit subject for daydreams and air castle building. Sure that is true; but this obituary in the paper fetched up the old times forcibly all the same. You were one of us woods folk in the fifties, Aunt Turner. You must remember Captain Andrew J. Newcomb?"

"Newcomb—Nemcomb—the name sounds familiar, and yet—"

"Why, the fellow who saved old Simon Savage's mill-dam at the risk of his life; the chap who set all the old gossips guessing when he took Nancy Darker to that State Road dance and didn't get back for a week. They had them married, you know, and also—"

"Why, yes, of course," and the old maid brushed the cobwebs from her brain with her slim, wrinkled hand. "You mean Andy Jack, as we all called him. He was named after Old Hickory, although his father was a stiff Whig. That boy was a terror to the neighborhood, getting into more scrapes than an honest boy should. Nevertheless I always liked Andrew."

"So did almost everybody but tightwads. He was a liberal, good-natured boy, the fiercest little defender of girls in trouble ever one saw. He thrashed big Jake Shaw for making faces at Emma Harris. Afterward he nearly drowned Hod Sweeny for rocking the boat and frightening the new school ma'am into hysterics. Oh, Andrew was nothing if not strenuous. He would have made another Teddy Roosevelt had he turned his attention to politics."

"I shouldn't wonder. He was smart if he was a drone at school."

"Were you his teacher?"

"The ideal!"

"Oh, excuse me. I forgot that you must have been a real small girl when Andy Newcomb was doing his

stunts in the Muskegon woods. Yes, to be sure, he was much your senior. You remember the time he put the frog in the teacher's desk?"

"Yes, and the young man let out a yell that would have done credit to a Comanche Indian."

"The teacher being of the sterner sex Andy had no compunctions. He was very chary of doing anything to hurt the feelings of the girls. I remember how chivalrous he was; and yet he was up to so many capers one could never tell what was coming next."

Aunt Turner sat down on the porch step at Tanner's feet and scanned the paper thoughtfully.

"Dead in California," she murmured, a faint tinge of color dying her wrinkled cheek. "It seems so strange. We lost track of Andrew so many, many years ago. He must have been quite an old man."

"About my age, Silene."

"Oh, la, he must be heaps older. Why, you—"

"Am no chicken more, Miss Turner," and the schoolmaster laughed until the tears started. He picked up the paper as his companion laid it down and read again the death notice. "Ginger, but Andy was the boy. He loved manly sport of all sorts; I think he would have made a second Ketchel had his talents turned that way."

"Sometimes he was a little too rough," said Aunt Turner. "I call to mind the time he attached two cats by the tail, turned them loose in the school grounds, then set his dog Castor after them. That was about the liveliest scrimmage I ever heard—it was heard, not seen, you know, for the animals got tangled up in the bushes and made a terrific racket."

"Why, yes, of course. Wasn't that what broke up Dutchtown school?"

"I believe so."

"How was it? I have almost forgotten?"

"Why, as I remember it, the schoolmaster went after the boy who set the animals fighting and attempted to chastise him."

"Exactly, and he failed to make good. He might have known better than to have attempted to lick Andy Jack. Now it comes to my mind that the boy apologized to the teacher for his little misdemeanor."

"No, but he offered to do so."

"The teacher, Hiram Goodloe, refused to accept any explanation. I was right by when he took Andrew by the arm and shook him good, telling him that he ought to be expelled from the school."

"Yes," his old eyes sparkling; "and then what followed?"

"Naturally Andrew retorted that the teacher couldn't expel him. 'I can thrash a little sense into you at least,' declared Goodloe. 'No, you can't even do that,' retorted Andrew. After that they had it out right before the whole school."

"True, and it was the talk of the whole settlement, that fight at the schoolhouse where Andy Jack Newcomb thrashed the master. I heard all about it. That was Andy's last day at school. He went away soon after and I did not see him until

years later up in the Wisconsin pines. He never referred to that incident in his life; felt a trifle ashamed of it, I imagine."

"And that broke up the school. Goodloe felt the disgrace so keenly that he quit and never came back. I never heard a great deal about Newcomb after he left the Muskegon country. I did hear, however, that he made money in several lumber deals and was prospering."

"You heard aright," said Tanner. "Andy prospered. He was a born land-cruiser, a good judge of timber. From being a five dollar a day estimator he launched into a land speculator, made his fortune and went West to grow up with the country."

"Indeed. Andrew was smart—"

"As a steel trap."

"About his family relations—"

"Yes, that is the best part of old Andy's history. You remember Louise Everland?"

"The widow's little helper in those washings and ironings for the mill hands at Dorland! I am not likely to forget her ever. She was a meek little body, as true as steel, but not very brilliant. How could she be, drudging among the tubs and pots of a backwoods shanty? I've often wondered what became of the little lady—she was every inch a lady when she went to the Sunday school each week as regular as clockwork. Her mother died and Louise drifted out of my remembrance until you recall her to mind."

"Louise had her niche to fill in this big world, Aunt Turner, and she filled it very acceptably to the man whose wife she became when he was only a wage earner among the Wisconsin pines."

"What? Do you mean to say—"

"I mean to say that Andrew Jackson Newcomb fell into the hands of Louise Everland that time when he was laid up with a broken leg in the Wisconsin woods. She was Jenny on the spot, you may be sure. He married her and she went West with him. To-day she is his widow and his legatee to the tune of something over a million!"

The old maid held up her hands with a little gasp of dismay.

"To think," she said, "that a poor little washerwoman should fall into such clover. Why, it's like a romance."

"Even the most sober life has its romance, Silene," said the schoolmaster solemnly. "With all his roughness and prankishness as a boy, Andrew Jackson Newcomb grew into a manly man, and this girl, this washerwoman of the backwoods, shone as a gem among her sex as the wife of this man, the mother of his children. I have known her well and she was as true a wife as ever breathed."

"Ah, how good to hear it in this day of divorces and wretched scandals."

"Good! I guess yes," assented Tanner. "That was where Andrew Newcomb shone; he was never ashamed of his low-born wife after prosperity came, as are so many of the wealthy men who have sprung from nothing. Whatever else he may have been, Andrew Jack was a prince of honor in his own household." Old Timer.

Singing Kettles.

The Japanese manufacture in a great variety of forms iron teakettles which break into song when the water boils. The song may not be a perfect melody, but it is perhaps as agreeable as the notes produced by some of the insects that the Japanese also treasure for their music.

The harmonious sounds of the teakettles are produced by steam bubbles escaping from beneath thin sheets of iron fastened closely together nearly at the bottom. To get the best effects some skill is required in regulating the fire. The character of the sounds varies with the form of the kettle. These singing kettles have been used for many centuries.

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.

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.

CASH VS. CREDIT.**Radical Change in Retail System and Methods.**

When one considers the clerical machinery of the larger houses which conduct a credit as well as a cash business, the thought must come to those of an observing nature that all this additional clerical force must be expensive, and if expensive it must figure largely in the selling cost. Let us consider the extra slips which must be made out, the extra book-keeping involved, the extra time which these credit sales necessitate and we certainly must realize that it costs more to make the sale and carry the account than it does to make a cash purchase. Not only that, but we must provide material, room and time for all this extra labor involved. In the large stores we find a very large area given over to the credit or charge department, and this floor space all costs money which must produce equally as great results as does any department.

Shrewd business men realized this additional expense and thus we find certain of them doing nothing but a strictly "cash" business. Not only do they sell for cash, but they buy that way also, and thus they are able to give their customers a part of the saving and keep a part for themselves. It is not to be supposed that these firms are blind to the great clerical saving or to the much less floor space which need be occupied for purely book-keeping purposes, and this saving probably represents a large saving in the course of a year.

In the smaller stores we find fewer who can buy and sell for cash because so many of them find it possible to get into or remain in business unless they can get liberal credit. Oftentimes a dealer has little money to do more than to get his store rent paid and equipped, and the matter of buying ahead of his actual needs or for cash is entirely out of his range. But those retailers who are well capitalized and who want to develop their business to the maximum point are realizing more keenly each year that "spot cash" has a wonderful effect upon the salesman. Many times they can make an excellent "buy" from a concern which needs money to meet pressing bills, whereas this same firm would not consider a time purchase of the goods because they would have to sacrifice some part of the price and, moreover, they would not have any real money to meet their obligations.

We find a substantial argument in favor of credit business for the large department stores in the so-called "coin accounts." In this instance the customer goes to the department store head and asks for a line of credit to cover a period of thirty days. References are given and if satisfactory the customer may buy the same as for cash and pay for the goods monthly, but no credits will be allowed in excess of the original credit asked for. Presentation of a certain pocket piece or "coin" establishes the identity of the purchaser and the charge is passed through without delay or inconvenience. The

departments claim that the purchasers buy much more merchandise in this manner than they would if they were forced to pay cash for each article.

While it is a great convenience to customers, we believe there is hardly a possessor of a "coin" who will not admit that she or he has bought many articles from time to time that would have been done without had the cash system been in vogue. The department stores are not to blame, for it is their business to increase purchases, but it is an expensive luxury for the family when the coin is placed in the hands of inexperienced shoppers. We remember the story of the woman who had nearly everything which goes to make a home comfortable. She saw some handsome banquet lamps marked down and, although she had a beautiful one at home, she could not resist the bargain and, knowing that it would be easy to have it charged, she ordered one sent home. When it arrived her husband asked her why she bought another lamp when they were already plentifully supplied, to which she replied that "she had had it charged and it was so cheap she could not resist it." Argument proved the absolute needlessness of the purchase and finally she consented to return the lamp and did so. Arriving at the store, she saw that they had been again reduced and under the spell of the salesman and the lower price she bought two of them instead of one. You may imagine the remainder of the story and the feelings when they arrived at the home. There is no great moral to this anecdote, but it does illustrate the point by showing how easy it is to overbuy when all you have to do for the time being is to show a coin.

The greatest value of buying and selling for cash comes in the fact

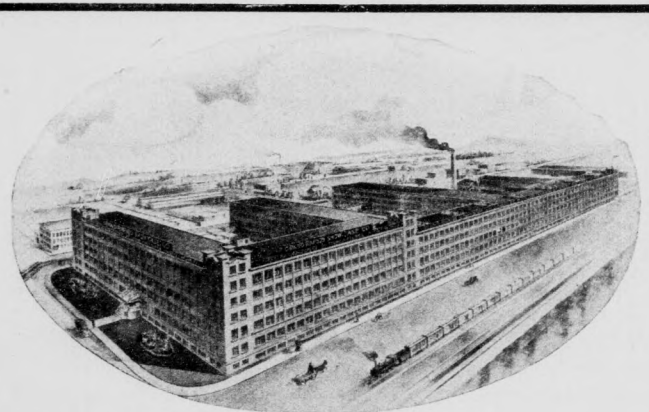
that at all times you know exactly just where your business stands. You can figure up each hour, each day or each week and know just how much of the business belongs to you. You do not have that constant fear of creditors, and if business takes a slight slump you are secure in the fact that you owe no money and that your creditors can not pounce on you in a moment of enthusiasm or business mortification. This feeling of itself is worth a great deal, and many dealers consider this secure feeling better than the interest on the money.

Many manufacturing and jobbing shoe houses have established a policy which means nearly the same as cash by allowing customers to pay for all goods ordered during the month on the 15th of the following month. It will thus be seen that goods bought on the first of the month may be

paid for forty-five days later, which about evens up with goods bought on the last of the month and which must also be paid for by the 15th. If the bills run over the specified time the dealer loses his 2 or 3 per cent. discount. This rule makes it nearly the same as considering thirty days "cash," which many other houses do, and gives the dealer the benefit of having goods in the store fifteen additional days if he will buy them on the first of the month.

This enables the manufacturing and jobbing houses to keep a close watch on their credits and also enables them to gauge their deliveries and demands more accurately. There is no criticism of this plan, as it so closely resembles a strictly cash policy and, moreover, it meets the practical needs of the dealers to a nicety.

The great mercantile organizations will tell you that more dealers fail

**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

The Trade can Trust any promise made in the name of SAPOLIO; and, therefore, there need be no hesitation about stocking

HAND SAPOLIO

It is boldly advertised, and will both sell and satisfy.

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

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

through lack of capital and knowledge of the business than from any other cause. This, then, would argue that the trade must be very careful of their credits. With a volume of book accounts which are badly in arrears the manufacturer and jobber are handicapped in their business, no matter how heavily they may be capitalized.

It is true that we shall never be able to have a thorough cash system generally in effect, but the dealers who can sell for cash will find that they can handle their own bills more promptly and that they can do more business on less capital and stock. When you adopt a cash selling policy you watch your sales more closely; you do not have to carry a lot of dead accounts on your books and you watch your purchasing more closely. A dealer will not buy nearly so many "chance lots" if he realizes that he must pay for them on a certain day, and it is already proven that cash stocks are in much better condition than those of the credit buyers.

Our sympathies go out to those who are scurrying along on a credit basis, because we know of instances where this matter of credit is like a millstone around their neck. We know the burden of credit buying, and we know that tired feeling which comes at the end of each month when these same dealers can not see the way to cancel their obligations. Retailing under these conditions presents difficulties which the cash buyer knows nothing about, and it is best so. Careful accounting methods will do much to lessen credit accounts, and you should get your books into such a condition that you know every month just how much you owe and how much is owed you. This seems like a simple statement to make, but there are many firms who can not or do not obtain these figures from their own books.—Shoe Trade Journal.

The Family Pair.

The wriggly stillness of the study period was broken by a clanging door, and a thin boy in dirty, ragged clothes slouched across the room. Halfway to the teacher's desk he drawled: "Pa wants that you should let Jim go home right now." As Miss Davis looked a little doubtful, he added: "He kin come back right away."

The permission given the two badly soiled, half-starved sons of the most shiftless family in the district shuffled down the stairs. Very shortly Jim returned, wearing a pleased and important smile on his pathetic little face.

"I come as soon's I could. Pa's brother's dying to Poplar," he announced cheerfully. "That's why pa wanted me."

"But you weren't gone long—you didn't stay home. I can't see why you went at all," answered the bewildered Miss Davis.

"Why, pa's goin'," explained Jim. "Yes, but what has that to do with you?" asked the teacher.

"Pa had to have his suspenders," was Jim's matter-of-fact reply.

The Right and Wrong of Selling.

There is a right way and a wrong way to sell goods and there are definite lines laid down which must result in definite sales. It is not generally considered that selling is an exact science, yet it is approaching it more and more closely. It is possible for posted men to say just what methods will sell certain classes of goods and it is even possible for expert and trained men to tell just what kind of men can sell certain lines of goods. Formerly considerable attention has been given to the buying of goods and the belief existed that the selling success rested primarily upon this point. Later training has developed the fact that while the matter of buying rightly is a most important one, the question of selling does not in any dangerous degree depend upon this point.

If, then, there is a definite knowledge of selling methods to be had, why do we have so many failing and nervous wrecks in our mercantile life? The answer is as simple as the question—simply because there will always be people who will not mind and study their own business, believing that they can employ their time more profitably by watching the other fellows' matters. Of course, there are some dealers who could never grasp the problem entire, no matter how long they struggled with it. They are not built for that kind of a success. Others could but will not for various reasons. There is the dealer who prides himself upon the fact that he will not advertise. Another who does not believe in clearance sales. And a third who can not be made to see the effectiveness of the P. M.

Now, all these different methods have a direct bearing upon the selling of merchandise. Some goods will have to be sold by some one of these methods entirely, while others may require a combined treatment of all methods. It is not possible for one to buy a line of women's shoes and say, "Advertise this line at such a price and it will sell." One must study the particular class of trade to which this shoe would appeal and then get as close to them as it is possible. There are some things, however, that must be observed before any real progress may be made in selling.

First, you must have a well-written advertisement in good space in good circulating mediums among the class of trade you cater to. It should have a good cut aptly displaying the shoes you offer.

Second, you must have your window bear you out in your advertising by tastefully displaying the goods you advertise. Then you must back up both advertisement and display by having the goods in stock just as represented.

Third, you must have your selling force back of you in every move you make. They must sell shoes according to the plan you have laid out and keep in active touch with your every move.

Many store managers are forced to do things the way the "boss" wants it, and at the same time they

are held responsible for results. It is almost impossible for one to get them under these working conditions and the sooner you and the "boss" talk the matter over in a kindly manner the better you will both be and the greater value to each other. I am not one of those fellows who believe the "boss" to be all-powerful. He makes just as many mistakes as anyone, only he has an opportunity to cover them up better. Then, of course, there are managers who are in need of careful watching to see that they do not jump over the traces. Some of them are enthusiastic to a fault, others know but do not know how. However, there is all kinds of opportunity for a man to train himself if he will. Books galore are to be had for a small sum and the trade journals are full of just the kind of stuff you need. You call it "dope" now, but if you took a little more "dope" you might have a firmer grip on your job to-day.—Shoe Trade Journal.

A Friend of the Cause.

By mistake a farmer had got aboard a car reserved for a party of college graduates who were returning to their alma mater for some special event. There was a large quantity of refreshments on the car and the farmer was allowed to join the others. Finally some one asked him: "Are you an alumnus?"

"No," said the farmer earnestly; "but I believe in it."

It takes more courage to defy convention than to defy morality.

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,
Gableville, Mich.

Post Toasties

Any time, anywhere, a
delightful food—
"The Taste Lingers."

Postum Cereal Co., Ltd.
Battle Creek, Mich.



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

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 1/4, 1 and 5 gallon cans.

STANDARD OIL CO.
GRAND RAPIDS, MICH.

Are You In Earnest

about wanting to lay your business propositions before the retail merchants of Michigan, Ohio and Indiana? If you really are, here is your opportunity. The

Michigan Tradesman

devotes all its time and efforts to catering to the wants of that class. It doesn't go everywhere, because there are not merchants at every crossroads. It has a bona fide paid circulation—has just what it claims, and claims just what it has. It is a good advertising medium for the general advertiser. Sample and rates on request.

Grand Rapids, Michigan



SCIENCE OF SELLING GOODS.

Tactics and Personal Development Required.

(Continued from last week)

PART II.

This is the second of two articles dealing with salesmanship. The first instalment outlined right qualities which are essential for success and revealed how the important item is the personality—the development of the individual. Salesmanship makes a demand on all the faculties of character and these must be correctly and intelligently trained.

It is easy to employ men and easy to drill into their minds a certain amount of knowledge about a particular line of business, but it is not easy to develop in them the other qualities—the qualities of their own character and personality which are the real essentials of success.

You can take two men equal in appearance and you can teach them both the same thing about the business or a line of goods. Then you can send them into equally good territories. One of them will make a record, the other will make a failure. Knowledge of the business is the least important of the ten requisites. I have proved it to my own satisfaction hundreds of times that salesmanship is nine-tenths man and one-tenth territory, or nine-tenths man and one-tenth business, however you wish to put it.

When I was selling goods and a man would not buy what I had to sell, I always put forth a determined effort to get at the real reason. Excuses are not reasons. Men will find all kinds of excuses for not purchasing, and it is often difficult to know the reason. You can never make a sale under these conditions until you get at the real objections in the mind of the customer. You can not answer the objection and get it out of the way until you find out just what it is.

The "Hard Customers."

Sometimes by a little bit of daring a salesman can make a short cut and get an order signed which otherwise he could not get. I was once sent to sell a high-priced article to a big business man who was known as a typical "hard customer." I got along with him pretty well for some time, and had, in fact, finished my main selling talk when he suddenly got nervous and cut me off with, "Well, your proposition is all right, but it costs too much money," and he got up as though to end the interview.

I looked at him squarely and said: "Mr. Jones, that is an objection we often hear. You are well enough

acquainted with the selling methods of my company to know that its salesmen have been supplied with more than fifty different answers to that one objection, and you have heard me long enough to know that I am acquainted with every one of these answers, and that I can use them all. These answers contain arguments so forceful that they will convince you or any other man, and I know if I use these arguments here I can get your order. I know I can do this because I never have failed to do so under similar circumstances, but it will take me two hours to make these arguments. It is just a question of whether you sign this order now or two hours from now. Your time is worth a good deal of money. Here is an order blank."

He signed it.

Another rule which I always found to be a good one was "never leave business to look for business." When we are in the woods and want to rest we find what looks like a nice spot, but we are no sooner sitting down than another place a little way off looks greener and more inviting. We go over there, but only to find that it is no different from the place we left. The same thing is true, generally speaking, in business. Business where you are is as good as business where you are going.

A Profitable Schedule.

A salesman needs some kind of a schedule to help keep himself hard at work. There is a tendency in every man that sometimes tempts him to let down. When I was on the road I had slips printed showing the days of the month from the 1st to the 31st. I estimated my expenses for the month and made up my mind that I must make my expenses by the 12th of the month. Every dollar up to the 12th of the month went for expenses. Every dollar after the 12th of the month was for profits. Thus, you see, I was always working against my schedule—against myself. There is nothing like competition and the spirit of a contest to bring out the best a man has in him. Before the 12th of the month it kept me going to make expenses, and after the 12th, you may be sure, I worked to the limit to build up profits, because that money was going in the bank as capital. When I got to the 31st of the month I held on to a prospective buyer like grim death, because I knew if I made a sale on that day I could write the commission in my profit column, whereas if I let it go until the next day the commissions had to go against expenses on the next month.

The Need for a Training School.

Salesmen need systematic training. Of course the day is past when men are employed in the morning, given their samples in the afternoon and sent out at night into their territory. But even so in many quarters there is a willful want of the proper kind of training for salespeople. The greatest need of most retail establishments, especially to-day, is a training school for sales persons; I do not mean an elaborate school of any kind. Any gathering of ten, twenty or fifty persons where any kind of instruction is carried on is a school. No business with which I am connected with in an executive capacity ever shall be conducted without the proper training of employees.

I think a man should always carry his samples right with him and have them all ready for display. Some salesmen I have known go into a town and leave their samples at the station because it is a good deal of trouble to get them unpacked and properly displayed. With their samples at the station they go around making calls ostensibly for the purpose of trying to get some merchant to say he would like to see the samples. Under these conditions, of course, the salesman is working half-heartedly. All the time he is talking to a man trying to interest him in the samples, in his heart he is hoping the prospect won't say yes, because that would mean so much extra work for him. Many salesmen find it especially hard in very hot weather to get their samples unpacked the first thing after they get into a town. A salesman should make it an absolute rule to set his samples up properly the very first thing. Then, if the weather is hot, he will certainly see to it that somebody looks at those samples after all the hard work and trouble he has been to getting them unpacked.

You have been in stores where the salespeople acted as if they were doing you a favor to sell you anything and you have been in other stores where they were so nice to you that you felt you simply couldn't go without buying something. That marks the difference between failure and success in retailing. What a fine thing it would be for the merchant and for the public if salespeople were taught nothing more than to always be courteous.

As an employer of the salesmen I have found that the traveling expenses of a poor man are just as heavy as those of a good man. Hotels charge as much per day for the poor man as for the good; railroad fare is the same; Uncle Sam and the express company charge as much for postage and express. Since the expenses are the same for weak and strong salesmen, what are a few extra dollars in compensation or in training to make the difference between a good man and one of inferior ability?

In managing salesmen I always made it a rule never to send a man out until he had sold two people. First, he had to sell me; second, he had to sell himself.

A Factor of Distribution.

The art of salesmanship is sancti-

fied by difficulties. It is difficulty that makes all art sacred. Anybody can do the easy things; it takes good men to accomplish the difficult. Proficiency in the art of salesmanship is as admirable as proficiency in law or medicine or engineering. Some day, if it does not now, the world at large will recognize the fact. Even now it practically admits it, because it pays its salesmen just as well as it pays its good men in other professions. The world pay for services rendered, and its sense of value is not warped by any twaddle about "the learned professions."

There is no work in the world better for the man who is doing it than salesmanship, because it calls for the application of knowledge to specific cases. We evolve through contact. It is the polishing surfaces that make the diamond marketable.

A salesman is one who takes things from where they are to where they ought to be. Helping to distribute things is the salesman's greatest service. Distribution has come to be the

Hotel Cody

Grand Rapids, Mich.

A. B. GARDNER, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan.

All meals 50c.

The Breslin

Absolutely Fireproof

Broadway, Corner of 29th Street

Most convenient hotel to all Subways and Depots. Rooms \$1.50 per day and upwards with use of baths. Rooms \$2.50 per day and upwards with private bath. Best Restaurant in New York City with Club Breakfast and the world famous

"CAFE ELYSEE"

NEW YORK

The Servant Question Solved

There is a solution you may not have thought of in the excellent menu and homelike cooking at

Hotel Livingston

Grand Rapids, Mich.

world's greatest problem. In the solution of this problem the salesman, backed by advertising, is the most perfect factor. In a primitive state of society we find each family going it alone to a very large extent. Each little group is sufficient unto itself, making all that it needs to supply its wants. There production is the greatest problem. But now the problems of production have been largely solved; it is easier to make than to sell, easier to supply the demand than to create a want. Glance over the classified wants of a newspaper day after day. You will find them crowded with advertisements for men who can sell goods. Men are wanted to distribute the things the fields and the factories are pouring out.

Have you ever stopped to think how much good salesmen do in individual cases? A salesman is a man with the courage of his convictions; he is one who will not take "No" for an answer. How many men are there who owe their success to some salesman's refusal to take "No" for an answer?

Showing a Man What He Needs.

Across the street is a prosperous-looking store that was on the verge of bankruptcy a couple of years ago. That store literally was going to seed when a salesman came along and sold the proprietor a machine that takes care, automatically, of all his cash and credit transactions and puts his whole business on a clean-cut system. The man said he didn't want the machine, but the salesman would not heed. Once I had occasion to collect some first-hand statistics and I found that one-third of the total number of storekeepers in the State of Ohio did not use cash registers. I found also that three-fourths of all the failures in the State in one year occurred among the one-third mentioned. And yet cash registers almost always have been sold—they are seldom bought.

Over there is a young man who is making good. A year ago he was in a rut that led nowhere in particular. He was tired, discouraged—his chance for success looked slim. Why his present happiness? A salesman found him and sold him a course of correspondence instruction. Study livened his dormant faculties, showed him his possibilities and now he will surely win. He told the salesman he didn't want the course, that he wouldn't take it, couldn't afford it, didn't have time to study and made a dozen other objections. But the salesman didn't believe him—he substitutes right beliefs for false ones.

Whatever you really need you pay for whether you ever buy or not. The man who needs an adding machine pays for it many times over by the time and mistakes it would save. The merchant who needs advertising pays for it many times over in the trade that passes by his door; the salesman who doesn't believe in advertising pays for his wrong opinion in the "almost sales" that advertising would have helped him close; the family of the man who didn't believe in life insurance pays the premium in suffering after he is gone.

The Service of Salesmen.

And this brings us to where we can see that in every good sale the salesman renders a service to the buyer which is not compensated for by the price of the article sold. Does the price of the life insurance represent the value received by the family of the insured? Does the cost of a good book in any way measure the value of the book to the buyer who intelligently studies it? Suppose all clothing houses and tailors would refuse to sell you an overcoat next winter? Would you save the price? Even if you put the money in the bank? No, you would pay the price many times over in discomfort and ill health.

It is a realization of this service which is not covered in the purchase price that must ever afford to salesmen a great pleasure in their work. There is many a man sitting back to-day complacent over his success and entirely satisfied that he did it all himself who owes that same success entirely to the fact that a good salesman couldn't hear him one time when he said "No" and stayed and made him say "Yes."

To be a good salesman is to be something very much worth while, for salesmen serve. And those who serve most prosper most—they win even when they seem to lose.—Hugh Chalmers in Collier's.

A Patient Priscilla.

Katie, of Pennsylvania Dutch descent, had served for ten years in a wealthy Virginia family.

For more than half of this term of service one Jacob, of her own people, had at intervals come a-calling. He had sat in the kitchen and watched the deft and skilful movements of Katie with marked respect and ponderous admiration, but he had never "spoken." At length toward the end of the seventh year she took the reins of destiny in her own hands and addressed her admirer thus:

"Vell, Zhakob, if yer wants me yer can zhust haf me."

A light dawned in the mild blue eyes of Jacob. Bringing his hand down gently on his knee, he replied: "I vas zhust about to mention it."

The Pere Marquette will inaugurate the plan of selling 500 mile books for \$10 on July 1, which may be used either by the holder or by those traveling with him. At present, 1,000 mile books are the smallest amount sold by most of the roads, and they are good only for the individual, who has to sign for each trip, and a constant checking system is necessary to prevent advantage being taken and the book transferred. Interviews with credit men of some of the large institutions give the idea that the innovation will prove particularly advantageous to them, for use with their traveling men.

The board of directors of the Michigan Knights of the Grip will hold a meeting Saturday, June 4, at Lansing, at the office of Secretary S. M. Ackerman. Several death claims will be acted upon, as well as business of a general nature.

Indiana Travelers To Be Entertained At Indianapolis.

Indianapolis, May 31—The chief topic of interest among the commercial travelers of Indianapolis is the arrangement of a Commercial Travelers' Day on which will be held a monster celebration, in which all the traveling men of Indiana will be invited to take part.

The celebration will be held some time in the latter part of July, and, according to the plans of the committee in charge of the affair, every knight of the grip who represents an Indiana firm or travels the State for any foreign house will be forced to be present or show good cause.

The plans of the committee as to the manner of entertainment are as yet in a crude form, but there will be speaking, plenty of music, a barbecue at one of the parks of Indianapolis, and a parade through the streets that will be worth while.

According to the committee, there are more than 10,000 men in the State that will be here on that day, and with the assistance of the Trade Association it is expected that the affair will be the biggest thing the drummers ever pulled off in Indiana.

Beginning next week, the committee will place in the hands of every salesman working out of Indianapolis literature about the big traveling men's day and a sort of missionary campaign will be begun with the men over the state.

"There are nearly 5,000 men working out of Indianapolis," said Peter Trone, "and when these men get busy it won't be long until every traveling man in the state will hear the rumblings. The commercial men of the state have heard of the affair given by the Trade Association and are anxious to come to Indianapolis for a celebration. All last week the men over the state were talking of the big celebration of the Trade Association."

"The drummers are the fellows that do things, and I am sure that the monster celebration of July will be one of the biggest affairs ever seen in Indianapolis. The parade will be a feature, and in all probability there will be floats and freak innovations and other cities of the state will be represented by delegations from the travelers' organization. Several of the larger cities of the state could send from 200 to 400 men, and these fellows will be left to their own devices to plan what sort of features will be made in the parade. It will be a great time, and after taking the visitors over the city we will wind up the affair with a big barbecue at one of the parks."

Alexander Lawrence, national director of the T. P. A., visited Post B Sunday en route from St. Louis to his home in Philadelphia. Mr. Lawrence was taken in tow by the local committee and shown the principal places of interest about the city. The "boys" also impressed upon the visitor that Indiana had a candidate before the national convention which meets June 13 at Chattanooga, Tenn.

Peter Trone, chairman of the membership committee of Post B, T. P. A., is planning a campaign for new members to begin in a few days. The movement on foot to secure new quarters is meeting with favor and Mr. Trone says that when a larger home is obtained there should be an increase in membership.

Indiana Division, T. P. A., according to National Director Lawrence, is recognized as one of the greatest bunch of hustlers of the national organization. Among the most prominent workers is C. M. Zink, who is at the head of the state delegation to the national convention. J. J. Shuttleworth of Terre Haute is counted on to bring things to pass. "Post B of Indianapolis," says Mr. Lawrence, "can get almost anything it wants at the national convention and the election of T. Schuyler Loga as national secretary is assured."

According to members of Post B, there is a movement on foot among the members of the T. P. A. over the state to make Indianapolis the future convention city. Members from all over the state express themselves as being anxious to hold all future state conventions in the capital city.

The Spinning Ant of Ceylon.

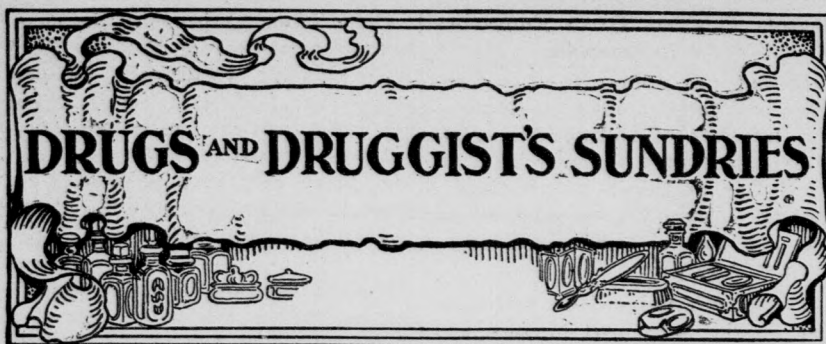
The spinning ant is found in India, in Ceylon, in the Islands of Malacca and in Australia. This ant weaves its nest between two leaves of a tree, preferably the mango. It begins to build, or to weave, by drawing two leaves together. To do this it runs a line of its working material—material similar to the spider's thread—the length of the leaf and around it. While at work it clings to the leaf with its nails and, at the same time, draws on the leaf nearest to it with its mandibles. Sometimes the two leaves suitable for nest-building are too far apart. Then the builder calls in its fellow ants and they help it to form a chain. Each ant clings to the waist of its neighbor by its mandibles. Thus enchained they work to build the nest of their comrade.

Personality in Retailing.

Quality, service, display, price, advertising, all of these enter into a retail success; but there is a sixth element besides, which must always be considered—that of personality. All merchants know the magnetic power of human nature too well to be told again. The sales clerks know it also, or if they don't they are not sales clerks.

The merchant who realizes this power of personality fully enough makes himself a public figure in his town, a personage almost as well known as the mayor himself. He instills the truth of the philosophy of personality into his associates as a practical means of bettering business. The merchant who realizes does these things as a matter of policy, but nearly always in a general way only.—Playthings.

The boss has his troubles even if he does rest his feet on a Turkish rug.



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.

Invitation and Programme For M. S. P. A. Convention.

Ann Arbor, June 1—Why pay dues every year to the State Pharmaceutical Association? Why employ a Secretary to edit and publish proceedings, collect dues, answer all letters that people may feel like writing to him and arrange for annual meeting? Why have an annual convention? Why spend money for railroad and hotel bills to attend it? What's the use any how? Shall I go to Detroit or shall I not?

Some who read this have answered these questions for themselves long ago and have attended every meeting during the past twenty-five years, when it was possible for them to do so; but some are asking the questions this year. I do not believe that any man who expects to follow the drug business can afford not to go to Detroit this year. A new pure drug law will take effect July 1. A representative from the food and drug laboratories at Lansing will be present to explain it and to tell us what to expect in the way of enforcement. Practical papers from retailers who do things will be read and discussed and those who are present will get the benefit. Changes in the laws which affect pharmacy will be proposed and discussed, like the Itinerant Vender's bill and others of that kind. In some states before a man can become a registered pharmacist graduation is required. Shall that be the law in Michigan? This will be discussed. Section 18 of our pharmacy law gives to others than druggists permission to sell drugs. Should it be changed and, if so, how? If those changes are to be made who shall bring it about unless it be an association of druggists?

The easiest way for individuals to do is to stay at home and wait for

other men to do the work and then find fault if those men are not as successful as they hoped to be. But by far the most satisfactory way is to attend the meeting, take part in the discussions, make necessary suggestions, get the views of others and then stick by the Committee that goes to the Legislature.

Aside from this a druggist who attends the meeting at Detroit will meet many of the brightest, brainiest and most successful retailers in the State. In conversations with them many practical suggestions will be received which will be worth dollars to any man in his business. Aside from all that the Committee on Entertainment has given us there is the opportunity to buy and to visit many of the interesting things in Detroit. Any druggist can if he will get good dividends on the money which he invests for carfare and for hotel bills. Over three hundred and fifty druggists registered at Detroit last year. Indications are that a larger number will be present this year and you can not afford to miss it.

E. E. Calkins, Sec'y.

Programme.

All delegates and city druggists are requested to register with the Committee which will hold forth at the Tuller Hotel. It will be necessary for everyone to register in order to obtain a complimentary to the boat ride and a badge which will admit them to all sessions.

First Session—Tuesday, 2 p. m.

Address of Welcome—Mayor Breitmeyer.

Annual Address—President Ed. J. Rodgers.

Reports.

Secretary—E. E. Calkins.

Treasurer—W. Leisenring.

Executive Committee—M. A. Jones.
Committee on Pharmacy and Queries—C. A. Weaver.

Committee on Trade Interests—Geo. J. Billings.

Secretary of State Board of Pharmacy—Wm. A. Dohany.

Secretary of M. P. T. A.—A. E. Kent.

Delegates to A. Ph. A.—Harry B. Mason.

Delegates to N. A. R. D.—D. A. Hagans.

Delegates to Pharmacopoeial Convention—L. A. Seltzer.

Paper, Pushing Own Remedies—M. H. Goodale.

Paper, The Pure Drug Laws from the Wholesalers' and Retailers' Viewpoint—James E. Davis.

Tuesday p. m.

During the afternoon session the Reception Committee will arrange to

receive and entertain the visiting ladies on the Roof Garden of the hotel.

Tuesday Evening.

The Committee has provided no entertainment for this evening as in former years, giving the visitors a chance to visit friends or acquaintances.

Second Session—Wednesday 9 a. m.

Report of Legislative Committee.
Report of Conference Committee—A. L. Walker.

Report of State Analyst—F. W. Robinson.

The Legislative Programme of the M. A. R. D.—H. R. Macdonald, Secretary.

Papers.

Prerequisite Laws—Professor J. O. Schlatterbeck.

Local Option and the Drug Store—E. C. Varnum.

Report of Trustees of the Prescott Memorial Scholarship Fund—Chas. F. Mann.

Wednesday Morning.

The ladies in attendance at the convention will be the guests of the travelers on Wednesday, June 8.

A trolley ride about the city in the special car Yolande will convey them from the Tuller Hotel for a two hours' ride about the city sight-seeing.

Returning to the hotel in time for luncheon.

Wednesday Afternoon.

Wednesday afternoon at 2 o'clock sharp the steamer Herpicide will leave the foot of Woodward avenue for the sight-seeing pleasure trip, guests of the Travelers' Auxiliary.

This trip may be outlined as follows: On leaving the dock the steamer will move slowly down the River as far as Fort Wayne, returning up the Canadian side past Windsor, then crossing over, going up through the draw bridge on the American side of Belle Isle, affording a panoramic view of the whole water front of the city. Then proceeding up into and across Lake St. Clair to the Flats, leaving the Star Island House at 8 p. m. for the return trip, where the balance of the evening will be spent in a moonlight ride across the Lake and the time given to dancing and other entertainments provided by the Committee, landing at the foot of Woodward avenue about 11 p. m.

For this outing we have secured the services of Finney's Orchestra, Detroit's best musicians.

The objective point of our up-river trip will be the Star Island House, situated in the center of the Venice of America, where we will spend three hours.

During our stay at the Island dinner will be served. The first meal to our guests, the druggists, at 5 p. m. The second meal at 6:30 p. m. for the travelers and their friends.

A first-class bowling alley will be at the disposal of those wishing to enjoy this pastime.

Pleasure launches will also be on hand to take any who wish for a spin up the river at 25 cents per person.

Ample room is provided for those who wish to enjoy outdoor sports of

any kind on the grounds adjoining the hotel.

Speeches will be made from the balcony of the hotel at 7 p. m. by members of the State Association.

Third Session—Thursday 9 a. m.

Unfinished business.

Paper on An International System of Weights and Measures—Professor A. B. Stevens.

Report of Committee on Nominations.

Report of Committee on Resolutions.

The N. A. R. D. and Our Obligations To It.

Miscellaneous business.
Adjournment.

Special Voting Contest.

Everyone who attended last year's convention will remember the christening services of that trip. How as the boat slipped away from her moorings the young lady from Escanaba broke the bottle of wine over the side of the boat and named her the Herpicide.

As we go to press a lively contest is going on for the selection of a Captain for this year's trip. The entire charge of the boat during the trip will be in the hands of the most popular druggist's daughter in Michigan.

In this day of the Suffragette who can deny the right of a woman to command our boat?

Get out and vote for your candidate.

Camphor Cream.

White wax 2¼ ozs.
Spermaceti 2¼ ozs.
Expressed oil of almonds 2 lbs.
Camphor 4½ ozs.
Oil of rosemary 90 min.
Oil of peppermint 45 min.
Rose water 2 pts.

Melt the waxes in the oil of almonds on a water bath; remove from the heat; add the camphor, previously broken up, and stir until it is dissolved; add the rose water all at once, and beat the cream with an egg-whisker while it cools. Add the aromatic oils a little while before the cream has cooled.

Displaying Fountain Syringes.

Fountain syringes, bulb-syringes, and hot water bags can be nicely displayed by taking the shelves out of a glass front patent medicine closet. These wares can be hung up on hooks and may be inspected by customers without so much handling as is usually done. Another advantage in displaying goods this way, is that all parts can be connected in the display.

G. W. Hague.

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.

WHOLESALE DRUG PRICE CURRENT

Aceticum	60@	8	Copaiba	1 75@	1 85	Scilla	50@	50	Magnesia, Sulph.	3@	5	Salagin	4 50@	4 75	Oils	bbl. gal.
Benzolcum, Ger.	70@	75	Cubebae	4 80@	5 00	Scilla Co.	50@	50	Mannia S. F.	75@	85	Sapo, G	40@	50	Lard, extra	35@ 90
Boracie	12@	12	Erigeron	2 35@	2 50	Tolutan	50@	50	Menthol	3 15@	3 35	Sapo, M	10@	12	Lard, No. 1	60@ 65
Carbolicum	16@	20	Evechthitos	1 00@	1 10	Prunus virg	50@	50	Morphia, SP&W	3 55@	3 80	Sapo, W	13 1/2@	16	Linseed, pure raw	80@ 85
Citricum	45@	50	Gaultheria	4 80@	5 00	Zingiber	50@	50	Morphia, SNYQ	3 55@	3 80	Seidlitz Mixture	20@	22	Linseed, boiled	81@ 86
Hydrochlor	3@	5	Geranium	oz	75				Morphia, Mal.	3 55@	3 80	Sinapis	20@	18	Neat's-foot, w str	65@ 70
Nitrosum	8@	10	Gossypii Sem gal	70@	75				Moschus Canton	40@	40	Sinapis, opt.	30@	30	Turpentine, less	67
Oxalicum	14@	15	Hedeoma	2 50@	2 75	Aloes	60	60	Myristica, No. 1	25@	40	Snuff, Maccaboy	51@	51	Turpentine, bbl.	70@ 76
Phosphorium, dil.	44@	47	Junipera	40@	1 20	Aloes & Myrrh.	60	60	Nux Vomica po 15	10@	10	De Voes	51@	51	Whale, winter	70@ 76
Salicylicum	13@	15	Lavendula	90@	3 60	Anconitum Nap'sF	50	50	Os Sepia	35@	40	Snuff, S'h DeVos	51@	51	Paints	bbl. L.
Sulphuricum	75@	85	Lemons	1 15@	1 25	Anconitum Nap'sR	60	60	Pepsin Saac, H & P D Co.	1 00@	1 00	Soda, Boras	5 1/2@	10	Green, Paris	21@ 26
Tartaricum	38@	40	Mentha Piper	2 25@	2 50	Arnica	50	50	Pisic Liq N N 1/2 gal. doz.	2 00@	2 00	Soda, Boras, po	5 1/2@	10	Green, Peninsular	13@ 16
			Mentha Verid	2 75@	3 00	Asafoetida	50	50	Pisic Liq qts	1 00@	1 00	Soda, et Pot's Tart	25@	28	Lead, red	7 1/2@ 8
			Morrhuae, gal.	2 00@	2 75	Atrope Belladonna	50	50	Pisic Liq pints	60@	60	Soda, Carb	1 1/2@	2	Lead, white	7 1/2@ 8
			Myrica	3 00@	3 50	Auranti Cortex	50	50	Pil Hydrarg po 30	30@	30	Soda, Bi-Carb	3 1/2@	5	Ochre, yel Ber	1 1/2 @ 2 1/2
			Olive	1 00@	3 00	Barosma	50	50	Piper Alba po 35	30@	30	Soda, Ash	3 1/2@	4	Ochre, yel Mars	1 1/2 @ 2 1/2
			Pisic Liquida	16@	12	Benzoin	50	50	Piper Nigra po 22	13@	13	Soda, Sulphas	2@	2	Putty, commer'l	2 1/2 @ 2 1/2
			Pisic Liquida gal.	@	40	Benzoin Co.	50	50	Pix Burgum	3@	3	Spts. Cologne	2@	2	Putty, strict pr	2 1/2 @ 2 1/2
			Richna	94@	1 00	Cantharides	75	75	Plumbi Acet	12@	15	Spts. Ether Co.	50@	55	Red Venetian	1 1/2 @ 2 1/2
			Rosae oz.	6 50@	7 00	Capsicum	50	50	Pulvis Ip'cet Opil 1 30@	1 50@	1 50	Spts. Myrcia	2 50@	2 50	Shaker Prep'd	1 25@ 1 35
			Rosmarini	@	1 00	Cardamon	75	75	Pyrenthrum, bxs. H & P D Co. doz.	20@	25	Spts. Vini Rect bbl	@	@	Vermillion, Eng.	75@ 80
			Sabina	90@	1 00	Cardamon Co.	75	75	Quassia	8@	10	Spts. V'i R't 1/2 b	@	@	Vermillion Prime	
			Santal	@	4 50	Cassia Acutifol	50	50	Quina, N. Y.	17@	27	Spts. V'i R't 10 gl	@	@	American	13@ 15
			Sassafras	35@	40	Cassia Acutifol Co	50	50	Quina, S. Ger.	17@	27	Spts. V'i R't 5 gl	@	@	Whiting Gilders'	@ 95
			Sinapis, ess. oz.	@	65	Castor	1 00@	1 00	Quina, S P & W	17@	27	Strychnia, Crysl	1 10@	1 30	Whit'g Paris Am'r	@ 1 25
			Succini	40@	45	Catechu	50	50				Sulphur Subl	2 1/2@	3 1/2	Whit'g Paris Eng.	@ 1 40
			Thyme	40@	50	Cinchona	50	50				Sulphur, Roll	2 1/2@	3 1/2	cliff	@ 1 40
			Thyme, opt.	@	1 60	Cinchona Co.	50	50				Tamarinds	8@	10	Whiting, white S'n	@
			Theobromas	15@	20	Columbia	50	50				Terebenth Venice	28@	30	Varnishes	
			Tigilil	90@	1 00	Cubebae	50	50				Thebromae	40@	45	Extra Turp	1 60@ 1 70
						Digitalis	50	50							No. 1 Turp Coach	1 10@ 1 20
						Ergot	50	50								
						Ferri Chloridum	35	35								
						Gentian	50	50								
						Gentian Co.	60	60								
						Gulaca	50	50								
						Gulaca ammon	60	60								
						Hyoscyamus	50	50								
						Iodine	75	75								
						Iodine, colorless	75	75								
						Kino	50	50								
						Lobelia	50	50								
						Myrrh	50	50								
						Nux Vomica	50	50								
						Opil	1 25@	1 25								
						Opil, camphorated	1 00@	1 00								
						Opil, deodorized	2 00@	2 00								
						Quassia	50	50								
						Rhatany	50	50								
						Rhei	50	50								
						Sanguinaria	50	50								
						Serpentaria	50	50								
						Stromonium	50	50								
						Tolutan	60	60								
						Valerian	50	50								
						Veratrum Veride	50	50								
						Zingiber	60	60								
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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

Column	Item	Price
A	Ammonia	1
B	Baked Beans	1
C	Canned Goods	1
D	Dried Fruits	4
E	Farinaceous Goods	5
F	Feed	6
G	Gelatine	5
H	Herbs	6
J	Jelly	6
L	Licorice	6
M	Matches	6
N	Nuts	11
O	Olives	6
P	Pipes	6
R	Rice	7
T	Tobacco	9
V	Vinegar	1
W	Wicking	9
Y	Yeast Cake	10

Column	Item	Price
1	ARCTIC AMMONIA	Doz.
2	AXLE GREASE	Doz.
3	BAKED BEANS	Doz.
4	BATH BRICK	Doz.
5	BLUING	Doz.
6	BROOMS	Doz.
7	BUTTER COLOR	Doz.
8	CANDLES	Doz.
9	CANNED GOODS	Doz.
10	CHEESE	Doz.
11	COFFEE	Doz.
12	COCONUT	Doz.
13	COFFEE	Doz.
14	CRACKERS	Doz.
15	CEREALS	Doz.
16	CHEESE	Doz.
17	CATSUP	Doz.
18	CHEESE	Doz.
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100	CHEESE	Doz.

Column	Item	Price
1	CHEWING GUM	55
2	CHICORY	5
3	CHOCOLATE	22
4	COCOA	37
5	COFFEE	10
6	CRACKERS	16
7	CEREALS	15
8	CHEESE	15
9	CATSUP	15
10	CHEESE	15
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68	CHEESE	15
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96	CHEESE	15
97	CHEESE	15
98	CHEESE	15
99	CHEESE	15
100	CHEESE	15

6	7	8	9	10	11
Kansas Hard Wheat Flour Judson Grocer Co. Fanchon, 1/8 cloth 30 Lemon & Wheeler Co. White Star, 1/8 cloth 5 75 White Star, 1/8 cloth 5 65 White Star, 1/8 cloth 5 55 Worden Grocer Co. American Eagle 1/8 ch 6 10 Grand Rapids Grain & Milling Co. Brands. Purity, Patent 5 25 Seal of Minnesota 5 60 Wizard Flour 4 85 Wizard, Graham 4 85 Wizard, Gran. Meal 3 60 Wizard, Buckwheat 5 25 Rye 4 80 Spring Wheat Flour Roy Baker's Brand Golden Horn, family 5 60 Golden Horn, bakers 5 50 Duluth Imperial 5 60 Wisconsin Rye 4 40 Judson Grocer Co.'s Brand Ceresota, 1/8 6 40 Ceresota, 1/4 6 30 Ceresota, 1/2 6 20 Lemon & Wheeler's Brand Wingold, 1/8 6 00 Wingold, 1/4 5 09 Wingold, 1/2 5 87 Worden Grocer Co.'s Brand Laurel, 1/8 cloth 6 00 Laurel, 1/4 cloth 6 15 Laurel, 1/2 cloth 6 05 Laurel, 1/8 cloth 6 05 Voigt Milling Co.'s Brand Voigt's Crescent 5 25 Voigt's Flourist (whole wheat flour) 5 25 Voigt's Hygienic Graham 4 40 Voigt's Royal 5 60 Wykes & Co. Sleepy Eye, 1/8 cloth 6 00 Sleepy Eye, 1/4 cloth 5 90 Sleepy Eye, 1/2 cloth 5 80 Sleepy Eye, 1/8 paper 5 80 Sleepy Eye, 1/4 paper 5 80 Meal Bolted 3 40 Golden Granulated 3 60 St. Car Feed screened 26 00 No. 1 Corn and Oats 26 00 Corn, cracked 25 00 Corn Meal, coarse 25 00 Winter Wheat Bran 24 00 Middlings 26 00 Buffalo Gluten Feed 32 00 Dairy Feeds Wykes & Co. O P Linsed Meal 36 00 O P Laxo-Cake-Meal 34 00 Cottonseed Meal 34 00 Gluten Feed 29 50 Brewers' Grains 28 00 Hammond Dairy Feed 24 00 Alfalfa Meal 25 00 Oats Michigan carlots 43 Less than carlots 45 Corn Carlots 63 Less than carlots 65 Hay Carlots 16 Less than carlots 17 HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25 HORSE RADISH Per doz. 90 JELLY 5 lb. pails, per doz. 2 25 15 lb. pails, per doz. 50 30 lb. pails, per doz. 90 MAPLEINE 1 oz. bottles, per doz 3 00 MATCHES C. D. Crittenden Co. Noiseless Tip 4 50 @ 4 75 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Good 22 Fair 20 Half barrels 2c extra MINCE MEAT Per case 2 90 MUSTARD 1/2 lb. 6 lb. box 18 OLIVES Bulk, 1 gal. kegs 1 10 @ 1 20 Bulk, 2 gal. kegs 95 @ 1 05 Bulk, 5 gal. kegs 90 @ 1 00 Manzanilla, 3 oz. 75 Queen, pints 2 50 Queen, 19 oz. 4 50 Queen, 28 oz. 7 00 Stuffed, 5 oz. 90 Stuffed, 3 oz. 1 45 PIPES Clay, No. 216, per box 1 75 Clay, T. D., full count 60 Cob 90 PICKLES Medium Barrels, 1,200 count 6 25 Half bbls., 600 count 3 65 Small Half bbls., 1,200 count 4 50 PLAYING CARDS. No. 90 Steamboat 85 No. 15, Rival, assorted 1 75 No. 20, Rover, enam'd 2 00 No. 672, Special 1 75 No. 98 Golf, sat'n fin. 2 00 No. 808 Bicycle 2 00 No. 632 Tourist whist 2 25 POTASH Babbitt's 4 00	PROVISIONS Barreled Pork Clear Back 27 50 Short Cut 26 00 Short Cut Clear 26 00 Bean 25 00 Brisket, Clear 25 00 Pig 25 00 Clear Family 26 00 Dry Salt Meats S P Bellies 16 Lard Pure in tierces 15 Compound Lard 11 1/2 80 lb. tubs, advance 1 1/2 50 lb. tubs, advance 1 1/2 50 lb. tins, advance 1 1/2 20 lb. pails, advance 1 1/2 10 lb. pails, advance 1 1/2 5 lb. pails, advance 1 1/2 5 lb. pails, advance 1 1/2 Smoked Meats Hams, 12 lb. average 18 1/2 Hams, 14 lb. average 18 1/2 Hams, 16 lb. average 18 1/2 Hams, 18 lb. average 18 1/2 Skinned Hams 20 Ham, dried beef sets 16 1/2 California Hams 11 1/2 Picnic Boiled Hams 15 Boiled Ham 22 Berlin Ham, pressed 11 Minced Ham 11 Bacon 21 Sausages Bologna 9 Liver 5 Frankfort 10 1/2 Pork 11 Veal 11 Tongue 11 Headcheese 9 Beef Boneless 14 00 Rump, new 14 00 Pig's Feet 1/2 bbls., 40 lbs. 1 00 1/2 bbls., 40 lbs. 2 00 1/2 bbls., 40 lbs. 4 00 1 bbl. 9 00 Tripe Kits, 15 lbs. 80 1/2 bbls., 40 lbs. 1 60 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 32 Beef, rounds, set 25 Beef, middles, set 80 Sheep, per bundle 90 Uncolored Butterine Solid dairy 10 @ 12 Country Rolls 10 @ 16 1/2 Canned Meats Corned beef, 2 lb. 3 20 Corned beef, 1 lb. 1 80 Roast beef, 2 lb. 3 20 Roast beef, 1 lb. 1 80 Potted ham, 1/4 50 Potted ham, 1/2 90 Deviled Ham, 1/4 50 Deviled Ham, 1/2 90 Potted tongue, 1/4 50 Potted tongue, 1/2 90 RICE Fancy 7 @ 7 1/2 Japan 5 1/2 @ 6 1/2 Broken 2 1/2 @ 3 1/2 SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box. Arm and Hammer 3 00 Deland's 3 00 Dwight's Cow 3 00 L. P. 3 00 Standard 1 80 Wyandotte, 100 1/2 3 00 SAL SODA Granulated, bbls. 80 Granulated, 100 lbs. cs. 80 Lump, bbls. 80 Lump, 145 lb. kegs 9 SALT Common Grades 100 3 lb. sacks 2 40 60 5 lb. sacks 2 25 28 10 lb. sacks 2 10 56 lb. sacks 32 28 lb. sacks 17 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 24 Common 80 Granulated, fine 85 Medium, fine 80 SALT FISH Cod Large whole @ 7 Small whole @ 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock @ 5 Hallbut Strips 15 Chunks 16 Holland Herring White Hp. bbls. White Hp. 1/2 bbls. bbls. 5 25 @ 5 75 White Hoop mchs. 68 @ 80 Norwegian Round, 100 lbs. 3 75 Round, 40 lbs. 1 90 Sealed 14 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75 Mackerel Mess, 100 lbs. 15 00	Mess, 40 lbs. 6 00 Mess, 10 lbs. 1 75 No. 1, 100 lbs. 14 00 No. 1, 40 lbs. 6 00 No. 1, 10 lbs. 1 60 No. 1, 8 lbs. 1 30 Whitefish No. 1, No. 2 Fam. 100 lbs. 9 75 3 50 50 lbs. 5 25 1 90 10 lbs. 1 12 50 8 lbs. 92 48 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8oz 2 80 Dusky D'nd 100 6 oz 3 80 Jap Rose, 50 bars 3 60 Savon Imperial 3 00 White Russian 3 60 Dome, oval bars 3 00 Satinet, oval 2 70 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 3 50 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 50 Lautz Bros. & Co. Acme, 30 bars, 75 lbs. 4 00 Acme, 25 bars, 75 lbs. 4 00 Acme, 25 bars, 70 lbs. 3 80 Acme, 100 cakes 3 60 Big Master, 70 bars 2 85 German Mottled 3 35 German Mottled, 5 bxs 3 30 German Mottled, 10 bxs 3 25 German Mottled, 25 bxs 3 20 Marseilles, 100 cakes 6 00 Marseilles, 100 cks 5c 4 00 Marseilles, 100 cks toll 4 00 Marseilles, 1/2 bx toilet 2 10 A. B. Wisley Good Cheer 4 00 Old Country 3 40 Soap Powders Snow Boy, 24 lbs. 4 00 Snow Boy, 60 5c 2 40 Snow Boy, 30 10c 2 40 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 00 Kirkoline, 24 lbs. 3 80 Pearline 3 75 Soapine 4 10 Babbitt's 1776 3 75 Roseine 3 50 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 30 Rub-No-More 3 85 Scouring Enoch Morgans Sons. Sapolio, gross lots 9 00 Sapolio, half gro. lots 4 50 Sapolio, single boxes 2 25 Sapolio, hand 2 25 Scourine Manufacturing Co. Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes, English 5 1/2 Kegs, English 4 1/2 SPICES Whole Spices Allspice, Jamaica 13 Allspice large Garden 11 Cloves, Zanzibar 16 Cassia, Canton 14 Cassia, 5c pkg. doz. 25 Ginger, African 9 1/2 Ginger, Cochlin 14 1/2 Mace, Penang 50 Mixed, No. 1 16 1/2 Mixed, No. 2 10 Mixed, 5c pkgs. doz. 45 Nutmegs, 75-80 25 Nutmegs, 105-110 20 Pepper, Black 14 Pepper, White 25 Pepper, Cayenne 22 Paprika, Hungarian 38 Pure Ground in Bulk Allspice, Jamaica 12 Cloves, Zanzibar 22 Cassia, Canton 12 Ginger, African 12 Mace, Penang 55 Nutmegs, 75-80 35 Pepper, Black 11 1/2 Pepper, White 18 Pepper, Cayenne 16 Paprika, Hungarian 38 STARCH Corn Kingsford, 40 lbs. 7 1/4 Muzzy, 20 lb. pkgs. 5 1/4 Muzzy, 40 lb. pkgs. 5 Gloss Kingsford Silver Gloss, 40 lbs. 7 1/4 Silver Gloss, 16 3lbs. 6 1/4 Silver Gloss, 12 6lbs. 8 1/4 Muzzy 48 lb. packages 5 16 5lb. packages 4 1/2 12 6lb. packages 6 50lb. boxes 2 1/2 SYRUPS Corn Barrels 27 Half barrels 29 20lb. cans 1/2 dz. in cs. 1 65 10lb. cans, 1/2 dz. in cs. 1 60 5lb. cans, 2 dz. in cs. 1 70	1 1/2 lb. cans, 2 dz. in cs. 1 75 Pure Cane Fair 16 Good 20 Choice 25 TEA Japan Sundried, medium 24 @ 26 Sundried, choice 30 @ 33 Sundried, fancy 36 @ 40 Regular, medium 24 @ 26 Regular, choice 30 @ 33 Regular, fancy 36 @ 40 Basket-fired, medium 30 Basket-fired, choice 35 @ 37 Basket-fired, fancy 40 @ 43 Nibs 26 @ 30 Siftings 10 @ 12 Fannings 14 @ 15 Gunpowder Moyune, medium 22 Moyune, choice 32 Moyune, fancy 40 @ 45 Pingsuey, medium 25 @ 28 Pingsuey, choice 30 Pingsuey, fancy 40 @ 45 Young Hyson Choice 30 Fancy 40 @ 50 Oolong Formosa, fancy 45 @ 60 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 25 Choice 30 Fancy 40 @ 45 India Ceylon, choice 30 @ 35 Fancy 45 @ 50 TOBACCO Fine Cut Cadillac 54 Sweet Loma 34 Hiawatha, 5lb. pails 56 Telegram 31 Pay Car Prairie Rose 33 Protection 49 Sweet Burley 41 Tiger 41 Plug Red Cross 30 Palo 35 Kylo 35 Battle Ax 37 American Eagle 37 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 14 1/2 oz. 44 Nobby Twist 55 Jolly Tar 39 Old Honesty 43 Toddy 34 J. T. 35 Piper Heldsick 69 Boot Jack 86 Honey Dip Twist 43 Black Standard 40 Cadillac 40 Forge 34 Nickel Twist 52 Mill 32 Great Navy 36 Smoking Sweet Core 34 Flat Car 32 Warpath 26 Bamboo, 16 oz. 25 I X L, 5lb. 27 I X L, 16 oz. pails 31 Honey Dew 40 Gold Block 40 Flagman 40 Chips 33 Kiln Dried 21 Duke's Mixture 40 Duke's Cameo 43 Myrtle Navy 44 Yum Yum, 1 1/2 oz. 39 Yum, Yum, 1lb. pails 39 Cream 38 Corn Cake, 2 1/2 oz. 26 Corn Cake, 1lb. 21 Flow Boy, 1 1/2 oz. 39 Flow Boy, 3 1/2 oz. 39 Peerless, 1 1/2 oz. 35 Peerless, 3 1/2 oz. 39 Air Brake 36 Cant Hook 36 Country Club 32-34 Forex-XXXX 30 Good Indian 26 Self Binder, 16oz. box 20-22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 TWINE Cotton, 3 ply 24 Cotton, 4 ply 24 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium N 24 Wool, 1 lb. balls 8 VINEGAR State Seal 12 Oakland apple cider 14 Morgan's Old Process 14 Barrels free. WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels 1 00 Bushels, wide band 1 15 Market 40 Splint, large 3 50 Splint, medium 3 00 Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, me'm 7 25 Willow, Clothes, small 6 25	Butter Plates Wire End or Ovals. 1/2 lb., 250 in crate 30 1 lb., 250 in crate 30 2 lb., 250 in crate 35 3 lb., 250 in crate 40 5 lb., 250 in crate 50 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 Clothes Pins Round Head. 4 inch, 5 gross 50 4 1/2 inch, 5 gross 55 Cartons, 20 2 1/2 doz. bxs. 60 Egg Crates and Fillers Humpty Dumpty, 12 Jx. 20 No. 1 complete 40 No. 2 complete 28 Case No. 2 fillers 15 sets 1 35 Case, mediums, 12 sets 1 15 Faucets Cork, line, 8 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90 Mop Sticks Trojan spring 90 Eclipse patent spring 85 No. 1 common 90 No. 2 pat. brush holder 85 12lb. cotton mop heads 40 Ideal No. 7 25 Pails 2-hoop Standard 2 00 3-hoop Standard 2 45 2-wire Cable 2 10 3-wire Cable 2 30 Cedar, all red, brass 1 25 Paper, Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes 22 Mouse, wood, 4 holes 45 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 65 Rat, wood 80 Rat, spring 75 Tubs 20-in. Standard, No. 1 7 50 18-in. Standard, No. 2 6 50 16-in. Standard, No. 3 5 50 20-in. Cable, No. 1 8 00 18-in. Cable, No. 2 7 00 16-in. Cable, No. 3 6 00 No. 1 Fibre 10 25 No. 2 Fibre 9 25 No. 3 Fibre 8 25 Washboards Bronze Globe 2 50 Dewey 1 75 Double Acme 3 75 Single Acme 3 15 Double Peerless 3 75 Single Peerless 3 25 Northern Queen 3 25 Double Duplex 3 00 Good Luck 2 75 Universal 3 00 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 20 Wood Bowls 13 in. Butter 1 50 15 in. Butter 2 25 17 in. Butter 4 00 19 in. Butter 5 90 Assorted, 13-15-17 3 00 Assorted, 15-17-19 4 25 WRAPPING PAPER Common straw 2 Fibre Manila, white 3 Fibre Manila, colored 4 No. 1 Manila 4 Cream Manila 4 Butcher's Manila 2 1/2 Wax Butter, short cut 15 Wax Butter, full count 20 Wax Butter, rolls 19 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Yeast Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 55 FRESH FISH Per lb. Whitefish, Jumbo 16 Whitefish, No. 1 12 Trout 11 1/2 Halibut 10 Herring 7 Bluefish 14 1/2 Live Lobster 29 Boiled Lobster 29 Cod 10 Haddock 8 Pickled 12 Pike 9 Perch 8 Smoked, White 12 1/2 Chinook Salmon 15 Mackerel Finnish Haddie Roe Shad Shad Roe, each 8 Speckled Bass 8 1/2 HIDES AND PELTS Hides Green No. 1 11 Green No. 2 10 Cured No. 1 13 Cured No. 2 12 Calfskin, green, No. 1 13 Calfskin, green, No. 2 11 Calfskin, cured, No. 1 14 Calfskin, cured, No. 2 13 1/2 Pelts Old Wool 20 Lambs 50 @ 75 Shearings 40 @ 65 Tallow No. 1 5 No. 2 4 Wool Unwashed, med. 25 Unwashed, fine 23 Standard Twist 3 Cases Jumbo, 32 lb. 7 1/2 Extra H H 10 Boston Cream 13 Big stick, 30 lb. case 8 Mixed Candy Grocers 6 1/2 Competition 7 Special 8 Conserve 7 1/2 Royal 13 Ribbon 13 Broken 10 Cut Leaf 8 Leader 3 1/2 Kindergarten 8 French Cream 9 Star 11 Hand Made Cream 14 Premio Cream mixed 16 Paris Cream Bon Bons 10 Fancy-In Pails Gypsy Hearts 14 Coco Bon Bons 14 Fudge Squares 13 Peanut Squares 9 Sugared Peanuts 13 Salted Peanuts 13 Starlight Kisses 11 San Blas Goodies 12 Lozenges, plain 10 Lozenges, printed 10 Champion Chocolate 12 Eclipse Chocolate 14 Eureka Chocolate 14 Quintette Chocolate 14 Champion Gum Drops 9 Moss Drops 10 Lemon Sours 10 Imperial 1 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 Golden Waffles 12 Red Rose Gum Drops 16 Auto Bubbles 13 Fancy-In 5lb. Boxes Old Fashioned Molasses 10lb. bx 1 30 Orange Jellies 50 Lemon Sours 40 Old Fashioned Hor- hound drops 40 Peppermint Drops 40 Champion Choc. Drops 40 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 12 1 10 Bitter Sweets, as'd 1 10 Brilliant Gums, Crs. 60 A. A. Licorice Drops 90 Lozenges, printed 85 Lozenges, plain 85 Imperial 85 Mottos 85 Cream Bar 85 G. M. Peanut Bar 85 Hand Made Crms 80 @ 80 Cream Wafers 85 String Rock 85 Wintergreen Berries 85 Old Time Assorted 2 75 Buster Brown Good 2 75 Up-to-date Assort'm 2 75 Ten Strike No. 1 6 50 Ten Strike No. 2 6 00 Ten Strike, Summer as- sortment 6 75 Scientific Ass't. 12 00 Pop Corn Cracker Jack 3 25 Giggles, 5c pkg. on 3 50 Pop Corn Balls 200s 1 35 Azulikit 100s 3 25 Oh My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS-Whole Almonds, Tarragona 16 Almonds, Drake 15 Almonds, California sft. shell 12 @ 13 Brazil 12 @ 13 Filberts 12 @ 13 Cal. No. 1 12 Walnuts, soft shell 15 @ 16 Walnuts, Marbot 12 Table nuts, fancy 12 @ 13 1/2 Pecans, Med. 12 Pecans, ex. large 14 Pecans, Jumbos 16 Hickory Nuts per bu. Ohio, new 12 Cocoanuts Chestnuts, New York State, per bu. 12 Shelled Spanish Peanuts 9 Peanut Halves 45 Walnut Halves 30 @ 32 Filbert Meats 27 Alcantara Almonds 42 Jordan Almonds 47 Peanuts Fancy H. P. Suns 7 1/2 Roasted 7 1/2 Choice, H. P. Jum- bo 9	

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon .55 6 00

BAKING POWDER



Royal
10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

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



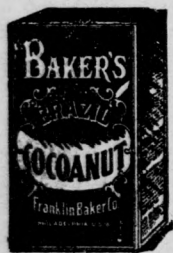
S. C. W., 1,000 lots 31
El Portana 33
Evening Press 32
Exemplar 32

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 Brasil Shredded



70 5c pkgs, per case .. 2 60
86 10c pkgs, per case .. 2 60
16 10c and 86 5c pkgs, per case 2 60

FRESH MEATS

Beef

Carcass 6 1/2 @ 9 1/2
Hindquarters 8 @ 10 1/2
Loins 9 @ 14
Rounds 7 1/2 @ 9
Chucks 7 @ 7 1/2
Plates 6 @ 5
Livers 6 @ 5

Pork
Loins @ 16
Dressed @ 11
Boston Butts @ 15
Shoulders @ 12 1/2
Leaf Lard @ 13
Pork Trimmings @ 11

Mutton
Carcass @ 10
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 30
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.....
Excelstor, M & J, 1lb.....
Excelstor, M & J, 2lb.....
Tip Top, M & J, 1lb.....
Royal Java
Royal Java and Mocha.....
Java and Mocha Blend....
Boston Combination.....

Distributed by Judson Grocer Co., Grand Rapids; Lee, Cady & Smart, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

FISHING TACKLE

1/4 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 to 2 in. 11
2 in. 15
3 in. 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 25
Large 34

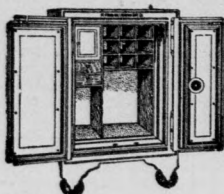
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large .. 1 80
Cox's, 1 doz. Small .. 1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's 1 50
Knox's Acidu'd. doz. .. 1 25
Oxford 75
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 05
50 cakes, small size.. 4 05

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

See that Top

Blue.

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.

What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

Tradesman Company
Grand Rapids

Use

Tradesman

Coupon

Books

Made by

Tradesman Company
Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—An old-established art pottery; would sell formulas, molds; in fact, everything connected with the pottery; owing to physical inability to carry on the business, would sell at a bargain. Address Pauline Jacobus, Edgerton, Wis. 661

Glove Dies—Set new boy's and lady's glove cutting dies cheap. No use for them. Address E. H. T., care Tradesman. 670

\$200 per month easy money. Intelligence for stamp. Mercantile Agency, Arthur, Iowa. 669



Mr. Merchant, Are You Satisfied With Your Business?

Don't play a waiting game. Don't wait for something to turn up. Act now. A special sale conducted on the square will put money in your business. Stocks reduced or closed out. Write me to-day.

B. H. Comstock, Merchandise Sale Specialist, 907 Ohio Bldg., Toledo, O.

Hundreds of retail merchants would be glad to sell out their business if they only knew how to do so without too great a loss. If you wish to take advantage of our proposition, write for full particulars. Give estimate of size of stock. All correspondence held confidential. C. N. Harper & Company, 218 La Salle St., Chicago, Ill. 668

For Sale—Todd & Co., Protectograph Check Protectors. Late \$30 machines. My price \$15 each, on approval. N. Payne, Marietta, Ohio. 667

Shoe Stocks Wanted—Will purchase for cash shoe stocks in Middle West. Give all details first letter. Top prices. Lock Box 963, Portland, Ind. 666

For Sale—Stock of dry goods, groceries, ladies wear, shoes, etc. Will invoice about \$15,000. Sales \$45,000 to \$50,000 per annum and a money-maker. Located in one of the best towns in Southern Michigan, size considered. Finest farming country in State surrounding it. Rent cheap. Stock new. Opportunity excellent. Address V. B. N., c/o Wolverine Curtain Co., Ann Arbor, Mich. 665

For Rent—Two warehouses, centrally located on Lake Shore and Pere Marquette tracks. Large one has two floors and basement, about 15,000 square feet of floor space and is equipped with electric light and freight elevator. Small one is iron clad and has about 6,000 square feet of floor space. The Michigan Trust Company, Trustee, Grand Rapids, Mich. 664

\$5,000 stock general merchandise, doing fine business. All good clean stock. No trade. Box 117, Broadlands, Ill. 662

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 2,300 feet. Price with growing crop \$3,200. Jas. W. Thompson, Winslow, Ark. 663

For Sale—Drug store, in hustling mining town of 4,000, state of Pennsylvania, on main line of P. R. R. Sell cheap for cash. Good reasons for selling. Enquire Portage Pharmacy, Portage, Pa. 663

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

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—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

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

A TRIAL PROVES THE WORTH

Increase your business from 50 to 100 per cent. at a cost of 2 1/2 per cent. It will only cost you 2c for a postage stamp to find out how to do it, or one cent for a postal card if you cannot afford to send a letter. If you want to close out we still conduct auction sales. G. B. Johns, Auctioneer and Sale Specialist, 1341 Warren Ave. West, Detroit, Mich. 641

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

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

Stock of general merchandise wanted. Ralph W. Johnson, Minneapolis, Minn. 624

For Sale—Staple stock groceries and shoes. Doing nice business. All town 2,500. Will discount. Come quick. Address 621, care Tradesman. 621

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

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. Taroli, Flint, Mich. 612

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.

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

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—\$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, Calif. 562

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 inventorying about \$7,000 doing a business exceeding \$40,000 per year. Also own half interest and operate telephone exchange of 60 farmer subscribers. Postoffice. Warehouse on track and established produce business. Will rent or sell store building and residence property. Business long established and always profitable. Refer to bankers at Howard City. Address No. 413, care Michigan Tradesman. 413

HELP WANTED.

Wanted—Registered pharmacist to begin work July 18, 1910. Steady position. Address Fox & Tyler, Coldwater, Mich. 671

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—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.

COUPON BOOKS

SUPERCEDE

BOOK-KEEPING

DISPUTED ACCOUNTS

ACCURACY

BAD DEBTS

ASSURE PROFIT

CONTENTMENT

We make four grades of books in the different denominations.

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GRAND RAPIDS, MICH



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.

LARGELY ATTENDED.

Convention Retail Grocers and General Merchants' Association.

The annual convention of the Retail Grocers and General Merchants' Association, which was held at Detroit on Tuesday, Wednesday and Thursday of last week, was largely attended. The convention is the first one to be held in the new hall on the thirteenth floor of the Hotel Tuller, and the visitors found themselves in a room that is bright and airy with a fine view of the city and river from its windows.

The opening session was called to order by George T. Stapleton, President of the Detroit Association. Mayor Breitmeyer told them he was glad they had come and hoped they would have a good time here, and in responding Fred W. Fuller, of Grand Rapids, assured him that they would try.

In his annual report as President, J. C. Currie told the members of the Retail Grocers' and General Merchants' Association of Michigan that the Legislature was partly to blame for the high cost of living.

"On April 7, 1909, Senator McKay introduced a bill," said Mr. Currie, "to prohibit the sale of fruits, vegetables, berries or nuts in baskets, boxes, cases, drawers or other receptacles less than the legal measure in the State of Michigan. It was a just bill, and if it became a law would favor the consuming public, which would have a tendency to reduce the high cost of living, but it did not pass. The argument was that it would work an injustice to the commission merchants of this State."

Mr. Currie recommended that when the Legislature is again in session the Association take the proper steps to draft a bill to regulate the buying and selling of bulk goods, usually sold by measure, to be sold by weight only.

Also he thinks no time should be lost among the various local secretaries in giving credit reports and removals.

Mr. Currie thinks there should be a Michigan Day when all the stores shall close and the time be given up to recreation and pleasure. The annual meeting of the Association should fix the day and every grocer and general merchant in the State should observe it.

Two Greens were on deck with speeches—John A. Green, of Cleveland, Secretary of the National Association of Retail Grocers, and George E. Green, of Peoria, Secretary of the Illinois Retail Merchants' Association. The last named Green told them what had been accomplished in Illinois, how the Association had secured a 20 per cent. reduction in freight rates among other things. This shows what can be done by co-operation. Business is done largely by example and business conditions should be studied, he said.

E. G. Ashley, of Toledo, spoke on loyalty to the Association and what it meant for the members.

Mr. Currie appointed the following special committees:

Credentials—A. R. Bliss, Muske-

gon; F. S. Birdsall, Traverse City; A. C. Nelson, West Branch.

Ways and Means—Charles Wellman, Port Huron; Fred Fuller, Grand Rapids; F. J. Warner, Jackson.

Resolutions—C. A. Day, Detroit; Claude Cady, Lansing; P. F. Treanor, Saginaw.

Auditing—B. F. Peckham, Parma; J. H. Primeau, Bay City; L. P. Strong, Vicksburg.

Constitution—William Blessed, Detroit; A. N. Walsh, Kalamazoo; J. C. Royce, Sault Ste. Marie.

Question Box—George Stapleton, Detroit; F. C. Wood, Port Huron; Mr. Smith, Grand Rapids.

The report of Secretary J. T. Percival, of Port Huron, showed that there are now about 1,000 members of the Association and that 204 of the delegates were on hand.

Reports of the local associations consumed most of Wednesday. M. L. De Bats, of Bay City, said they had 5,000 names enrolled on their credit rating list and that the retail merchants had been saved much money by its operation. Turkey and chicken raffles had been eliminated from the list of indoor sports and a Merchants' Day is observed annually.

M. J. Maloney, for the Detroit Association, said there are 220 members, a gain of sixty in the year. A credit rating system is being prepared so as to furnish a line on the dead beats. Honest men who are unfortunate will not be hurt by its workings.

Flint has grown from forty to sixty members in a year, according to C. W. Grobe, and at the rate the city is advancing it will be but a short time when that city will be a bidder for the annual convention of the State organization. The Association has accomplished Sunday closing and put trading stamps out of business, also knocked out a few gift schemes.

Glen E. De Nise said that Grand Rapids had nineteen delegates at the meeting, is doing finely and profits by a credit system.

H. A. Schaberg, of Kalamazoo, told of the excursion given by the Association, attended by 1,200 people. Stores close all but two nights and a dead beat list is the only thing needed to make happiness complete.

Claude Cady, of Lansing, advised against cut-rate business. He believes the merchants are entitled to their profit and should hold to it. Those who refuse to pay are not getting fat in Muskegon, according to A. R. Bliss, as the credit system has them numbered.

Port Huron displays cards with the words "No Balances" for the benefit of those who do not want to pay up. "It fixes them," said F. C. Wood. The stores in Port Huron were closed all day Wednesday and roo of the grocers and general merchants were in attendance on the convention to make their bid for the next convention.

P. F. Treanor, of Saginaw, argued in favor of good goods, and said the grocer should not take the word of the agent as gospel. Several others told of the working of their local associations and some of them suggested that organizers visit the towns

where there are no locals and stir up some enthusiasm.

Election of officers resulted as follows:

President—M. L. De Bats.

First Vice-President—Chas. Christenson, Saginaw.

Second Vice-President—Glen E. DeNise, Grand Rapids.

Treasurer—George E. Lewis, Jackson.

Secretary—J. T. Percival, Port Huron.

Board of Directors—Charles Wellman, Port Huron; J. C. Currie, Detroit; S. B. Nichols, Ann Arbor; A. R. Bliss, Muskegon; L. P. Strong, Vicksburg.

At the concluding session Thursday morning Port Huron won the next convention of the Association. Committees for the year were appointed as follows:

Legislative—Claude E. Cady, Lansing; C. W. Grobe, Flint; C. G. Hill, Jackson; Frederick W. Fuller, Grand Rapids; J. C. Currie, Detroit.

Pure Food—W. W. Blessed, Detroit; Joseph Sleder, Traverse City; J. C. Royce, Sault Ste. Marie; A. C. Miller, West Branch; Frank Toonder, Kalamazoo.

The Committee on Resolutions made a lengthy report. It favored an amendment to the National bankruptcy act by which a discharge will not bar the recovery of debts for the necessities of life and to prevent the discharge of a voluntary bankrupt whose debts do not total \$750. The report disapproved of the parcels post law and favored the buying and selling of bulk goods by weight, with 100 pounds as the unit. It asked the Legislative Committee to introduce into the next Legislature a bill to prevent the sale of fruit, etc., excepting in boxes and packages which conform to standard measures.

The Committee was strong for good roads because of the benefits to the merchants throughout the State.

The secretaries were asked to get their heads together and take up the matter of a grocers' day, on which a monster picnic can be held at some central point.

Does the Sun Change Shape?

One scientist, as the result of much study on his part of heliometer measurements, said to be confirmed by solar photographs, has made the remarkable suggestion that the sun periodically changes its figure, being sometimes an oblate spheroid, like the earth, with its equatorial diameter exceeding the polar, and sometimes a prolate spheroid, having a greater polar than equatorial diameter.

His idea is that the solar globe is to be regarded as a vibrating body, having an equatorial diameter on the average slightly in excess of the polar, but changing at certain times so that the ratio of the two diameters is temporarily reversed. The period of variability, it is thought, is the same as the sunspot period. The changes of figure, if they really occur, are so small that only the most delicate observations can make them manifest.

You can not live for people without living with them.

INDIANA ITEMS.

Some Recent Changes in the Hoosier State.

Ft. Wayne—Henry J. Reed has been admitted to partnership with his father in the grocery business on East Columbia street, and the firm will be Reed & Son.

Shelbyville—The merchants of this city have organized an association with Charles Forrest as President and a constitution and by-laws have been adopted. The membership fee will be \$1 and dues will be \$1 each month. The initiation fee will continue at this rate until July 1, when it will be placed at \$10.

Ft. Wayne—George Taylor, sales manager for the D. & H. Supply Co., has resigned his position to go to Indianapolis to accept a similar position with the Indiana Supply Co. He has been with the local company since the purchase of the Baltes Supply Co. by the Fort Wayne Oil and Supply Co.

Bluffton—John B. Anderson has purchased the John Lichtenberger grocery stock at bankruptcy sale. The purchase price was \$2,100.

Indianapolis—The thirty-fourth annual meeting of the Indiana Pharmaceutical Association will be held at the Claypool Hotel, June 14, 15 and 16. These are the days when the retail merchants of Indiana are to be entertained by the Indianapolis Trade Association, and the Pharmaceutical Association set its convention for the same dates in order that its members might take advantage of the special entertainment offered. The Indianapolis drug jobbers always assist in entertaining the visiting druggists, and as the jobbers are all members of the Trade Association it was felt that all interests involved would find it advantageous to combine the meeting dates. The first business session will be held on Tuesday morning, June 14. On the afternoon of that day the Association will attend the baseball game at Washington park as the guest of the Indianapolis jobbers and the Indianapolis Trade Association. In the evening a reception and dance will be given at the Claypool Hotel. A business session will be held on Wednesday morning, June 15, and in the afternoon the visitors will go on special cars to the motor speedway to attend the aeroplane races as guests of the jobbers. The final business will be held on Thursday morning, June 16, and that evening the Association will be the guests of the Indianapolis Trade Association at a smoker and vaudeville entertainment at the German House.

Couldn't Possibly.

Sunday-School Teacher—Tell me who it was lived to be nearly one thousand years old.

Jimming Jones—King Solomon! Sammy Smith—Naw, it wasn't! It was another guy with a long name!

Teacher (amused)—What makes you so sure, Sammy, that it wasn't King Solomon who lived so long?

Sammy Smith—Why, that feller had about seven hundred wives!

Praying is a wasteful act when it stops at wishing.

DELAY MEANS LOSS



† Every day you delay installing THE McCASKEY ONE WRITING SYSTEM OF HANDLING CREDIT ACCOUNTS YOU ARE LOSING MONEY.

† These are some of the ways in which the money is lost without your knowledge:

Forgotten charges—goods sold—never charged.

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Loss of accounts—THE McCASKEY IS AN AUTOMATIC CREDIT LIMIT.

And in a hundred other ways.

† Let us tell you about it, we'll do so gladly if you will drop us a line and say you are interested.

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THE REASON



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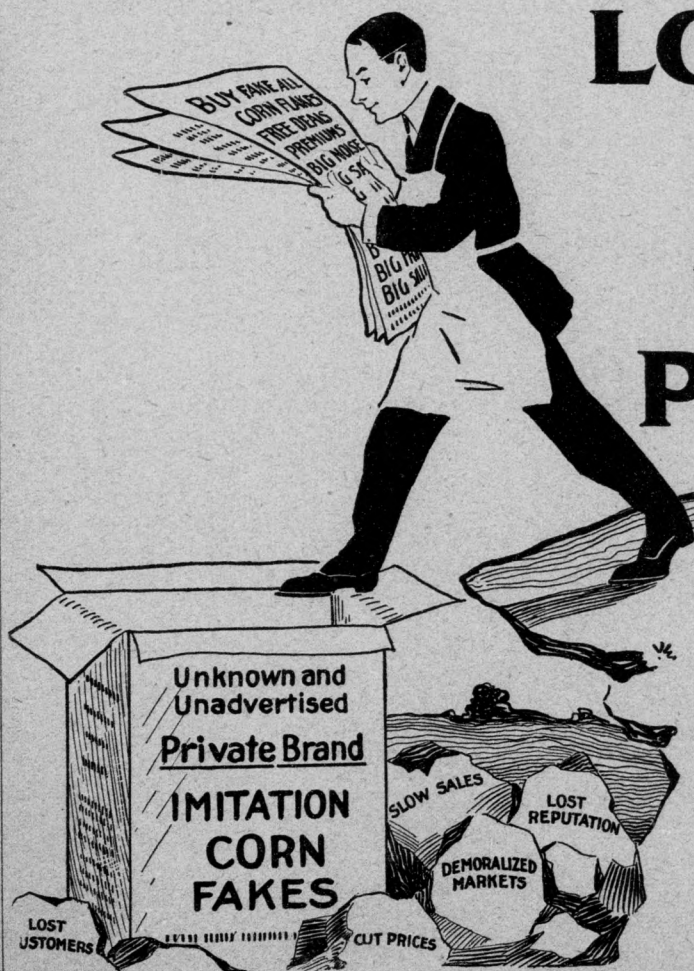
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SAGINAW

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.

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The NEW Stimpson-Automatic 100-pound Scale

Cheapest and Best

Cheapest because it weighs and computes to 100 pounds, and is therefore the *only automatic Scale capable of handling all your business.*

Best because it is the *only perfect automatic scale built—absolutely accurate* and as sensitive as a drug scale.

The No. 75 is fitted with Total Adding Device, Bevel Plate Housing Glasses throughout, Improved Platform Guard and Paper Fender and equipped with *electric light* if desired.

Write today for full particulars to

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Detroit, Michigan



Account Books Burned Stock Fully Insured But There Will Be a Big Loss on Accounts

You have noticed these daily paper headlines frequently, haven't you? Of course you have, but you always said:

"It Will Never Happen to Me"

Well, we hope it won't, but it's liable to just the same. If you haven't a safe, or if it's old and furnishes no protection, don't delay a minute.

Order a Safe Today

Or at least get the business under way by writing us for prices. We can give you what you need, save you money and do you good.

Grand Rapids Safe Co. Tradesman Building Grand Rapids, Mich.