

Advice to a Young Man

REMEMBER, my son, you have to work. Whether you handle a pick or a pen, a wheelbarrow or a set of books, dig ditches or edit a paper, ring an auction bell or write funny things, you must work. If you look around, you will see the men who are the most able to live the rest of their days without work are the men who work the hardest. Don't be afraid of killing yourself with overwork. It is beyond your power to do that on the sunny side of thirty. They die sometimes, but it is because they quit work at six p. m. and don't get home till two a. m. It is the interval that kills, my son. The work gives you an appetite for your meals; it lends solidity to your slumbers; it gives you a perfect and grateful appreciation of a holiday. There are young men who do not work, but the world is not proud of them. It does not know their names even; it simply speaks of them as "old So-and-So's boys." Nobody likes them; the great, busy world doesn't know that they are there. So find out what you want to be and do, and take off your coat and make a dust in the world. The busier you are the less harm you will be apt to get into, the sweeter will be your sleep, the brighter and happier your holidays and the better satisfied the world will be with you.—*Bob Burdette.*

Matrimony==Before and After



He was a woman hater, and she was a bachelor maid,
And they lived in a pair of studios, where the mice undaunted strayed;
And while she was painting Madonnas, 'neath a skylight, dim and drear,
He wrote on the "Marriage Question"—to pay for his buns and beer.

Now, it chanced, on a day in April, that they met on the rickety stair;
She noticed the rent in his jacket, he noticed the rose in her hair;
And 'twas only a natural sequence that she should borrow his pen,
And that he should borrow her frying pan—and bring it back again.

Then, of course, they exchanged opinions on "Art" and "Work" and "Fate,"
And the thing that they most hated—the matrimonial state!
And over their studio rarebits they thrashed the subject out,
Oh, how they laughed and scoffed and jeered and juggled it round about.

For they scorned the cold conventions that make men what they are,
And hitched their proverbial wagons to the tail of the topmost star.
They vowed they would never marry! No, never—and yet that June
They marched up the aisle together to Mendelssohn's foolish tune!

Oh, alas, for the sweet Madonnas! She never paints them now;
And to write on the burning question, he has really forgotten how,
For he hasn't a clear idea on that wonderful topic, marriage,
And the wagon she hitched to the topmost star has turned out a baby carriage!

She sighs as she peels potatoes for the touch of a palette knife,
And he, as he writes pot-boilers, for the peace of the lonely life;
And the only thing under heaven on which they've agreed to date,
Is their old unchanged opinion of the matrimonial state!



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Pure Cider Vinegar

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and free from all artificial color-
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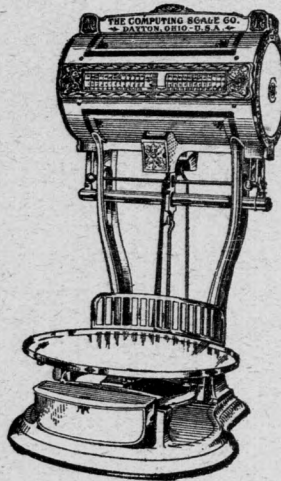
Picklers and Preservers

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And the Yeast
Is the Same

Fleischmann's



Eureka! Perfection!

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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.

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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 8, 1910

Number 1394

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AUTOMOBILE ACCIDENTS.

Practically every morning there are accounts of automobile accidents in the paper and sometimes there are several. They are reported from all sections of the country, because all sections have the whiz wagons and the method of using them is practically the same everywhere. Of course all the accidents which occur are not handled by the Associated Press. It is only those as a result of which there came one or more deaths or very serious injury. Without this explanation it would appear that every time there is an automobile accident there is a fatality. That is true as to those reported from a distance, because such are the only ones counted of sufficient importance to put on the wire. Doubtless there are a great many other accidents every day which never get into print, either because they are too far away from newspaper centers or because a broken arm or leg is not thought of sufficient importance to warrant a place in the paper the next morning.

It is noticeable that a great majority of the accidents connected with automobiles inflict injury or death upon the occupants of the motor car. It is comparatively seldom that an automobile hurts anybody but its occupants. Now and then a person is struck by a gas wagon and injured, but that is a very small percentage of the aggregate of mishaps. Where the machine brings injury to others than its occupants the driver should be held strictly accountable if he has been negligent or reckless. The mishaps which thus occur are caused by inattention rather than by speed. The speed accidents injure the occupants of the car. When others are hurt it is usually when the machine is proceeding slowly. These facts are an argument in favor of holding chauffeurs responsible for proceeding with care and caution at all times rather than by making a fixed speed limit of ten or twelve miles an hour within certain limits. There are times when

ten miles in one place is more dangerous than twenty or thirty miles in another.

BE NEIGHBORLY.

It is one of the factors in the Divine plan that we need the help of neighbors during at least certain crises in our life. Man was not made to dwell alone. The hermit lacks not only much of the happiness of this world, but through his isolation he is necessarily cut out from many ways for doing good. Human intercourse and human sympathy are a part of the highest human existence.

There is no more certain index to the character of a man than is known by his neighbors. True, there are instances where jealousy and other personal motives render a just tribute difficult to obtain, yet, as a rule, true greatness is recognized in the community in which one lives. No more beautiful picture has appeared of Bryan than that showing his relation to his neighbors; and it is a noteworthy fact that while they may differ radically in their views from Bryan the politician, Bryan the neighbor and friend is eulogized to the highest notch. Says Dan Beard in a current magazine: "Whether Mark Twain was greeting the guests at one of the lawn parties given for the benefit of the library by the ladies of the neighborhood or talking to the plumber, the mail-carrier or the groceryman, he always succeeded in injecting a feeling of good-will and neighborly interest, entirely devoid of condescension, which endeared the old gentleman to all who came in contact with him. The Redding people are content to allow the big world to mourn the loss of the great humorist, while they mourn the departure of an ideal neighbor and old-fashioned, hospitable courtly gentleman, whose democracy was so much a part of his character that it was perfectly natural and unconscious."

We can not all be great or gifted, but we can all be neighborly; it pays from a business point of view; it pays many fold from the higher and more lasting regard.

GRADUATING PRESENTS.

From now until the end of June, the time varying in different localities, the "sweet girl graduate" and her brother occupy a prominent place in trade. The stock which is especially timely for the occasion may lose its highest value if not pressed promptly. We smile to see the sign, "Graduating Presents For Sale Here," a month after the last commencement; and yet it has been seen. Strive to keep out of the error of having stock left over; but when this occurs at least remodel your adver-

tisement to one that is appropriate.

Now is the very best time to press the subject of wearing apparel, not only among the prospective graduates but among their kin. If they intend to make any purchases of finery within the next few weeks you may be sure that it will be now. And they will be more than ever fastidious regarding its appearance.

The prime feature with all except those most directly concerned is the present. It should be as costly as the purse can afford, but at least devoid of sham. Do not create at this, of all times, a desire in the heart of the youthful recipient to strive for an impression which can not be honestly approximated. If gold can not be purchased, do not encourage the purchase of washed goods.

Make a specialty of some goods along your line and press them to the front. If possible let it be something of permanent value. It is always regarded as easier to select for a girl than for a boy. The variety is greater. Try to render your line of stock so complete that the boy as well as the girl can be remembered. Specialize. Study the probable taste of the friends of the graduates in your own town; get down to the preparation of real, honest advice to any who may seem desirous of it. Build up for yourself a reputation for having appropriate commencement presents.

HIS OWN RECOMMENDATION.

At this season especially there is a flood of recommendation being poured out along the avenues of employment. The young man or woman, fresh from school, imagines that the world is waiting with eager arms to receive them, no matter how much those who are pioneers in the field have explained to the contrary. They feel their own power and imagine that others must have a similar feeling. They are armed with documents certifying that they have done their school work effectively. The highest words of praise are often gathered together in these little papers. Yet when there is not room at once for the new aspirant he feels not only disappointed but aggrieved.

The words of Emerson come with a peculiar emphasis at this time: "My young friend, do you know that there is but one person who can recommend you?" "Who is that sir?" "Yourself." The work which you have done has secured the recommendation. Yet it is the work which you do in future that recommends you in a new field. Former work may count on a term of probation; but no farther. If you do not prove faithful to the new trust the merchant does not care a fig what your class standing may have been. The past is

gone. It is the present and future with which you have to deal.

Carnegie says that "One great cause of failure of young men in business is the lack of concentration." The mind that has been properly trained has learned to develop this power of concentration. It remains for him to persistently keep up the application; to remember that neither his diploma nor the best of recommendations will retain for him a position unless he puts his own efforts, zeal and personality into the work. He must be continually his own recommendation.

POTATO MEAL.

With condensed milk, corn flakes and banana meal, with the Chinese teaching us how to dry eggs, any other device for prolonging the life or increasing the convenience in shipment of common products is not likely to excite material surprise. When the word comes that a Prussian firm have turned out potato flakes which occupy one-fourth of the space taken by the fresh tuber, we simply wonder why some one did not think of it before.

A late consular report gives an interesting process which may revolutionize the potato industry, both at home and in Europe. Where the consumption for animal food is large, as in many parts of Europe, the advantage is even greater than where they are used for human consumption alone, saving a large freight bill in the importation of fodder, while the protection when rot is prevalent is an item of the utmost importance. Its use thus far seems to be restricted to stock.

The plant is described as simple. After the potatoes are washed they are mashed and the pulp deprived of all possible moisture by mechanical and atmospheric pressure. It then goes to the drier, a cylindrical chamber in which there is a revolving drum divided horizontally into ten sections. The upper seven are heated by steam pipes and the last three are cooled by water passing through them. The pulp is fed in at the top, gradually passing through openings into the lower sections, while prongs attached to the revolving axis constantly stir and crumble the drying product so that when finished it is in coarse grains.

It is said to have the odor and taste of fresh bread. The estimated cost of reducing 3.8 tons of potatoes, the amount required for a ton of the finished product, is \$2.13, the freight rates saved as well as the assured permanency of the keeping qualities rendering the process of value.

You will never get people in the church as long as you are speculating on what you can get out of them.

THE PURE DRUG LAWS

From the Wholesaler's and Retailer's Viewpoint.*

The subject assigned to me is such a large and varied one that it is practically impossible in the short time that is allotted for this paper to give little more than a resume of the pure food and drug laws.

The data that I have gathered together is in the line of what I thought would interest the retail drug trade, particularly at the present time.

Although foreign to the subject in question, before reading the paper, I desire to call your special attention to the act which was passed to prevent fraud in the manufacture and sale of insecticides. Although this is not a pure food or drug question, it is in a sense applicable to the retail drug trade because it is the large operator in the sale of insecticides.

This act states explicitly the requirements which relate to all insecticides and materials used for spraying substances in original packages. This covers sulphur in barrels or sacks, blue vitriol in barrels, Paris green and arsenic, also insect powder and powdered white hellebore. So far as sulphur, blue vitriol, arsenic, etc., are concerned, to comply with the law, if the original packages show the guaranteed per cent. of purity and the net weight, together with the name and address of the manufacturer, that is all that is required, whether they are sold by you in the original packages or taken out and put up in smaller ones. Of course, there would be an exception to this rule in cases where the jobber would perhaps purchase Paris green in larger packages and put it up in small cans or boxes to go out under his name and sold by him to retailers in such small packages.

Each and every package of spraying substances sold within the State of Michigan must bear a label. The size and character of the printing thereon must be approved by the Director of the Experimental Station, showing, first, the brands; second, the number of pounds or other weight or measure in each package; third, the name and address of the manufacturer; fourth, the percentages and chemical combinations of all essential substances in said commodities. In the case of Paris green it must contain not less than 50 per cent. of arsenic oxide and not more than 4 per cent. shall be soluble.

Manufacturers and dealers who have filed such statements and whose labels have been approved will receive certificates which will authorize them to deal in spraying substances, and dealers who do not have such certificates will be subject to prosecution, except that when a manufacturer of a certain brand has a certificate any dealer may handle it without taking out a certificate in his own name.

In this connection I call attention to information given me by one of our customers in the State, whom I had posted regarding this law. He states: "I would have gotten into

trouble with the State authorities sooner or later but for being posted on this insecticide law. I was handling a so-called Bordeaux Mixture and Paris Green Compound, made by a firm in Illinois, which proved to be a rank fraud on examination by the State Chemist, to whom I submitted a sample."

Now, referring to the subject in question, I believe every dealer will agree with me when I say that the Federal pure food and drug laws and the State pure food and drug laws which have been passed are of the greatest benefit to the trade and consuming public that have ever happened to this country. Immediately upon the passage of the laws it was astonishing to see what an improvement in quality many of the so-called honest manufacturers and dealers made in the goods which they were sending out, and it has been a continuous proposition of improvement in quality ever since the adoption of the laws. To the honest wholesale dealer they were a boon because they did away with dishonest competition. It was not an unusual circumstance prior to the passage of the Federal law that the honest wholesale druggist could not compete on many articles in the drug line on account of the fact that there was no standard of quality. To-day that is all done away with.

Perhaps no departments of the general drug business have improved more noticeably than the liquor end, spices, essential oils and powdered drugs. Take the liquor side of the question: It was a well known fact that prior to the Federal law going into effect many liquor houses would sell any old whisky and label it "Rye" or "Bourbon" or "Malt" or whatever the case might be to suit the idiosyncrasies of the retail dealer. At the present time any dealer who sends out a Bourbon whisky branded "Rye" does so at his peril.

The same thing applied to spices. It was a well known fact that it was almost impossible to buy a pure spice of a grocery house. To-day impure spices are the exception. Prior to the law going into effect an article like grocers' cream tartar, sold by the drug trade, had a big sale. This was nothing but a mixture. To-day that cheap article is eliminated from the market. And so I might go on ad infinitum.

As you probably all know, we now have a Michigan pure drug law, which goes into effect July 1. This practically parallels the Federal law. There are, however, some differences, one in particular being the addition of anti-pyrine and codeine to the list of habit-forming articles, but the balance is very close to the Federal law.

I believe that Michigan is to be congratulated in taking this forward step, and I consider it very important legislation and a great benefit to the consuming public. It will encourage honesty in business and will certainly prevent deception, which is one of the evils of the past in not only the drug business but also the grocery business.

The Federal law has up to recently been enforced more particularly

in the line of foods and edibles, but latterly the drug end has been taken up and new inspectors hired, and it is anticipated that there will be more prosecutions in our particular line of business.

The Federal Pure Food Department is vigorously prosecuting what appear to be infringements of the pure food law. The reports give a large number of cases each month, most of which disclose a character of impure mislabeled food covering largely a variety of what we eat and drink rather than drugs.

Some peculiar cases come to light. For instance, the Government decided that custard can not be made without eggs. Two hundred eighty packages of instantaneous custard preparation analyzed show that the product consisted chiefly of corn starch and no eggs. The owners of this product claimed at the hearing that custard could be prepared without the use of eggs, but the Department ruled to the contrary.

Another case was 200 sacks of horse feed containing 15 per cent. of rice hulls. The court declared the same dangerous for horses and ordered it to be destroyed.

Another case more in the drug line was an advertisement of a Chicago pneumonia cure, which was labeled: "Entirely different from any other remedy." The Government failed to find anything new about it and the company paid a fine of \$200.

Another case was that of 116 sacks of cotton seed feed meal, made up of 50 per cent. of hulls, and a fine of \$250 was imposed.

Macaroni from Long Island was labeled "Italian." This was taxed a fine of \$18 for deception.

There is a great deal of adulterating of flavoring extracts, which causes the Department an unusual amount of trouble; vanilla extracts, almond extracts, strawberry extracts and others containing everything except the essence of the particular fruit.

Many drugs in everyday use are imported and the pure food and drugs act proposes to keep out all which do not meet with the requirements of purity, but of course everything depends upon the inspection at the port of entry, and this should be both faithful and efficient. This, however, is not always the case, because it is not unusual that certain articles that have been denied en-

trance at one port are returned, re-shipped and admitted through another port, and in that way adulterated articles slip in. For instance, a shipment of ground olive pits was admitted as a filler for chicken feed and was afterwards discovered to be used as an adulterant for five different powdered drugs.

The worst feature of the matter is that physicians' prescriptions, upon which patients depend to turn the scale from death to recovery, are weakened, as the doctor can not get the results from his prescriptions nor the patient justly judge the skill of the physician.

In the majority of cases the retail druggist is not to be blamed, but the importers, grinders and manufacturers are the persons upon whom the stigma of fraud rests. The consumer is practically helpless, and the object of the pure food and drug law is to protect by law this class of persons and to have such a law that will eliminate from the market drugs that are cheap, because they are not pure.

Among the troublesome drugs may be mentioned in part the following:

Asafoetida, especially the powdered, which is practically impossible to obtain of proper solubility and ash. The enormous advance in this article has been caused by the rigid inspection. It only goes to show what miserable stuff came into the market prior to the law going into effect. This will apply to many articles on which the standard has been materially raised, which is decidedly to the benefit of the retail dealer and particularly to the consumer.

Balsam copaiba: The cheaper Central American balsams pass the tests more readily than the more expensive para.

Aloes: The solubility tests of the U. S. P. exclude the great majority of samples. These tests evidently need revision.

Cochineal: Hard to find any with 6 per cent. ash, the U. S. P. requirement.

Cantharides: Microscopical examination often shows presence of various kinds of beetles and bugs.

Ammonia, peroxide of hydrogen, spirits of nitre and similar goods present the difficulty of losing strength through evaporation or decomposition. This, however, is not a valid defense for selling goods below standard. Keep your surplus

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

*Paper read by James E. Davis, of Detroit at annual meeting Michigan State Pharmaceutical Association.

stock in a cool, dark place and buy moderately.

Flaxseed meal presents a different sort of difficulty. The U. S. P. requires 30 per cent. oil. We usually find from 36 to 44 per cent. in pure goods. This allows the dishonest dealer to mix in a considerable amount of oil cake and still pass the U. S. P. test, thus having a considerable advantage over the dealer selling the pure meal.

Another very important article, or rather three articles, are the pure oil gaultheria, or wintergreen, oil sweet birch or betula and methyl salicylate. The oil betula is worth three times what methyl salicylate is, and oil gaultheria is worth over double the price of oil betula, and yet all three of these articles test practically alike except that oil gaultheria always shows a slight rotation to the left (of 1 degree or less).

At a meeting of an Association of which I am a member and which was held in New York about a year ago our Association had the pleasure of listening to short talk from Professor Remington, and I took the opportunity at that time to enquire of the Professor if there were any known test to distinguish oil of gaultheria, or wintergreen, and his answer was quite lengthy, but in substance he said:

"In regard to this question, we are confronted with one of the peculiar conditions common to Nature's laboratory, from the reason that a large part of true oil of wintergreen is composed of methyl salicylate, as in

the case of oil of sweet birch, methyl salicylate is a constituent naturally in oil of wintergreen and in oil of sweet birch, but chemists have been able to make methyl salicylate by synthetic processes, artificially, and it happens to be the same thing chemically which is found in the other two oils. Practically so far as the value of the oil is concerned there is very little difference between the oil of gaultheria and betula and methyl salicylate, but the difference comes in some particular constituent, which is in oil of gaultheria, which is so infinitesimal as to give it a very slight turn one way or the other. I admit that I could not tell the difference between these three articles; it is impossible to decide by any chemical test."

I refer to this talk of Professor Remington's because it is an important factor in showing the difficulties under which we labor in securing pure and reliable goods. It is an unfortunate fact that there is a tendency among some dealers and manufacturers to take advantage of a situation like this, make mixtures of sweet oil of birch and methyl salicylate and label them "Oil of Gaultheria," taking the chance and risk that on account of the inability to test same they can not be prosecuted according to law. My advice would be in purchasing articles of this kind to buy only of reliable houses, who give you a positive guaranty.

"It is a long lane that does not have a turn," and the dishonest dealer or manufacturer who attempts to

fool the trade will some day get found out and, again, we should remember that it is a dangerous thing to attempt to defraud the Government, and anyone who tries it generally ends up either with a heavy fine or in the toils.

Lac sulphur also requires watching. It often contains large amounts of lime salts and sometimes powdered talc.

Beeswax: Often found adulterated with paraffine and ceresine and also artificially colored.

Insect powder is another article that should be watched closely. There is a difference of almost 15 to 20 cents a pound between the price of insect powders and under the present spraying law of the State it means that the retail dealer must buy insect powder that is powdered from the insect flower and not from stalks.

Bay rum is also an article in which there is danger, as it is not unusual on the part of certain dishonest people to put out a bay rum of which the basis is methyl alcohol. I have found this to be the case by absolute test. This is dangerous, as every pharmacist knows, and although bay rum is not taken internally it is used as an external remedy in enormous quantities.

Practically all of the oil cassia sent out of China is adulterated. It must be redistilled or rectified before it can be sold as U. S. P.

Ground spices also cause considerable trouble and should be bought only from reliable houses who will give a guaranty. Those interested

in this subject should obtain circular No.19, "The Standard of Purity for Food Products," which gives the requirements for all flavoring extracts, flavoring oils, spices and other food products. This can be obtained from the Secretary of Agriculture at Washington.

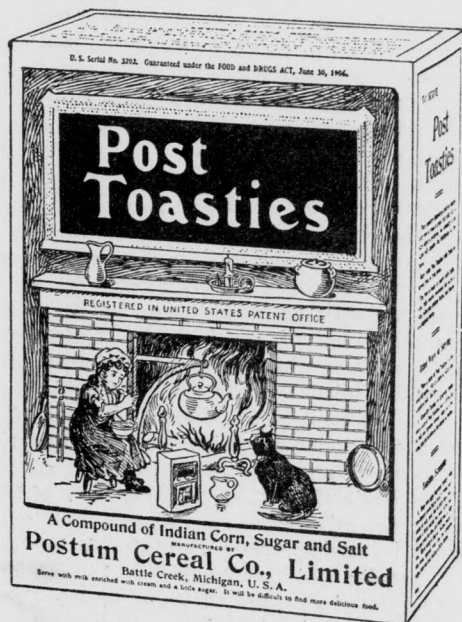
Geographical Names.

The use of a geographical name is not permitted in connection with a food or drug product not manufactured or produced in that place, when such name indicates that the article was manufactured or produced in that place. Also the use of a geographical name in connection with a food or drug product will not be deemed a misbranding, when by reason of long usage it has come to represent a generic term and is used to indicate a style, type or brand, but in all such cases the state or territory wherein such article is manufactured or produced shall be stated upon the principal label.

I understand that many cases have been considered by the Board of Pure Food and Drug Inspection, in which it has been necessary to decide whether or not, in its opinion, certain geographical names have been sufficiently generic to indicate a style, type or brand, and in consequence might be used without offending any of the provisions of the food and drugs act. A single instance will explain. We all know that there is a melon under the name of the "Rocky Ford" which is grown in Rocky Ford, Colo., and it has attained particular

(Continued on page six)

Sells Quick, Tastes Good and Folks Want More



POST TOASTIES

This means steady profits to the grocer. Persistent, heavy advertising, and the distinctive, delicious flavour of Post Toasties keeps them moving.

The sale of every package is guaranteed.

We will send, prepaid, a splendid Window Display to any retail grocer, upon request.

Postum Cereal Company, Ltd., Battle Creek, Mich.



Movements of Merchants.

Honor—Jacob Esch succeeds J. R. Hunt in the harness business.

Marine City—O. J. McDonald will open a grocery store here about June 15.

Sault Ste. Marie—C. Albon succeeds D. Cameron in the meat business.

Dowagiac—Loren Eckert has opened a bakery at 113 South Front street.

Luther—Bert Bashore, recently of White Cloud, has opened a jewelry store here.

Alma—Mrs. S. B. Cook and daughter, Laura, have opened a millinery store here.

Big Rapids—Mrs. Edna Stickney succeeds Stickney & Taylor in the fruit and confectionery business.

Holland—John Westveld & Co. have engaged in the manufacture of furniture, screens, etc., on East 24th street.

Fennville—Henry Lamb has sold his stock of hardware to Claude Hutchinson, who took immediate possession.

Lapeer—Arthur R. Wadsworth and Thomas Haug have formed a copartnership and engaged in the meat business here.

Eaton Rapids—John D. Birney has added a line of physicians' supplies, kodaks and kodak supplies to his drug stock.

Mt. Clemens—Mrs. Minnie Lefevre has purchased the grocery stock of William Masten and taken immediate possession.

Honor—B. E. Bennett has purchased the furniture stock of R. Brundage & Son and will consolidate it with his own.

Traverse City—Claude Owen has sold his cigar and tobacco stock to Andrew Newcomb, who has taken immediate possession.

Saginaw—Williams Bros., formerly of Owosso, have opened a wholesale and retail confectionery store at 412 Genesee avenue.

Charlevoix—Meyer Cohen will engage in the clothing and men's furnishing business under the style of the Palace Clothing Store.

South Range—Sakris Seppala and Matt Taurinen have formed a copartnership and purchased the lumber business of John Moriarty.

Battle Creek—The Brownlee Park Co. has purchased the grocery stock and fixtures of N. H. Butler and will conduct the store in the future.

Petoskey—Miss Jessie Gilmore has sold her millinery stock to Miss Van Helen and Miss Tien, of Grand Rapids, who took immediate possession.

Bellevue—J. L. Flower has sold his drug stock to John A. McIntyre, re-

cently of Battle Creek, who will continue the business at the same location.

Grawn—D. W. Reynolds has sold his stock of general merchandise to Stafford Bros., recently of Beaver Island, who took immediate possession.

Boyer City—H. E. Millsbaugh has sold a half interest in his furniture stock to J. E. Miller and the business will be continued under the same style.

Traverse City—The A. Casabianca Co., of Grand Rapids, have opened a branch wholesale store here, under the management of Fred Guisti and Fred Jeffrey.

Detroit—The Jefferson Electric Co. has engaged in business with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,500 paid in in cash.

Greenville—Joseph Netzorg has sold his interest in the clothing and men's furnishing stock of Netzorg & Son to Morris Radin, who took immediate possession.

Ganet—Benjamin F. Hudson, who has been connected with the Hudson Lumber Co., has accepted an important position with the Grosse Pointe Lumber Co., Detroit.

Birmingham—Jacob Erb, who has been continuously in business here since 1880, has sold his stock of general merchandise to A. D. Kidder, who will continue the business at the same location.

Lamont—John Gunstra, formerly engaged in trade at Zeeland, has purchased the M. V. Walling drug stock and will continue the business at the same location, adding a line of dry goods and shoes.

Alma—Merrill Stuckey, who has been manager of Seegmiller Bros.' grocery store, has purchased the stock and will continue the business under the style of Stuckey's Independent Cash Grocery.

Eaton Rapids—Goodrich & Waggoner, dealers in poultry and eggs, have dissolved partnership, H. A. Goodrich taking over the interest of his partner and continuing the business under his own name.

Detroit—The Pickard Hardware Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$12,500, all of which has been subscribed and paid in in property.

Detroit—Rothschild & Bro., wholesale dealers in leaf tobacco, have merged their business into a stock company under the same style with an authorized capital stock of \$200,000, of which \$150,000 has been subscribed and \$51,000 paid in in property.

Kalamazoo—Edward L. Yaple and C. B. Cone have formed a copartnership and purchased the stock of the Ihling-Cone Furniture Co. and will continue the business at the same location under the style of the Quality House.

Rudyard—E. D. Loomis, of the lumber firm of Hayward & Loomis, and E. D. Turner have formed a copartnership and purchased the hardware and furniture stock of Charles Bretz, the new firm taking over the building as well.

Detroit—E. C. Blake & Co., dealers in raw furs, have merged their business into a stock company under the same style, with an authorized capital stock of \$50,000, all of which has been subscribed, \$8,000 being paid in in cash and \$42,000 in property.

Manufacturing Matters.

Sherwood—The Sherwood Heading Manufacturing Co. has gone out of business.

Detroit—A seven-story factory building, 60x100 feet, is to be erected by the American Cigar Co.

Detroit—The capital stock of the Vulcan Gear Works has been increased from \$25,000 to \$100,000.

Saginaw—The capital stock of the Marquette Motor Co. has been increased from \$300,00 to \$800,000.

Detroit—The Acme Brass Foundry Co. has changed its name to the Hensley Trolley & Manufacturing Co.

Baraga—The Baraga Lumber Co. has a big number of men at work peeling hemlock logs west of Assimis. The market price of the bark is now \$10.

Detroit—The Michigan Engine Valve Co. has been incorporated with an authorized capital stock of \$100,000, all of which has been subscribed and paid in in property.

Detroit—The Eagle Brass Manufacturing Co. has engaged in business with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

St. Ignace—The A. B. Klise Lumber Co., of Sturgeon Bay, has bought extensive holdings of the Wisconsin Chair Co., near this place and is negotiating for other property.

South Branch—The Robinson Lumber Co.'s sawmill is cutting 50,000 feet of mixed lumber daily, considerable of which is for the S. L. Eastman Flooring Company, of Saginaw.

Battle Creek—The Johnson Automatic Sealer Co., Ltd., has been incorporated with an authorized capital stock of \$25,000, of which \$12,520 has been subscribed and paid in in cash.

Marlette—A new company has been organized under the style of the Holmes Grain Co., with an authorized capital stock of \$24,000, of which \$18,000 has been subscribed and paid in in cash.

Wells—The I. Stephenson Company's new lumber mill is now completed and will be put in operation next week. It is 90 feet wide and 265 feet long, the largest mill east of the Rocky Mountains. It is equipped with four band saws, a gang saw and two horizontal resaws and will have an average daily capacity of 200,000 feet.

Iron Mountain—The first work on the Von Platen hardwood plant was performed last week under the direction of Manager Fox. It is expected that the sawmill plant will be in operation this fall.

Detroit—The Detroit Steel Products Co. has plans prepared for further additions to its new plant. The original estimates did not provide for the unexpected rate of increase in the volume of the company's business.

Battle Creek—A new company has been organized under the style of the Wolverine Feed Co., with an authorized capital stock of \$2,000, all of which has been subscribed, \$1,000 being paid in in cash and \$666.66 in property.

Marlette—The Mathews Milling & Elevator Co. has merged its business into a stock company under the style of the Mathews Elevator Co., with an authorized capital stock of \$16,800, of which \$8,400 has been subscribed and paid in in cash.

Detroit—The Detroit Airless Tire & Rubber Co. has engaged in business with an authorized capital stock of \$1,000,000 common and \$500,000 preferred, of which \$1,200,000 has been subscribed, \$1,415.75 being paid in in cash and \$1,198,584.25 in property.

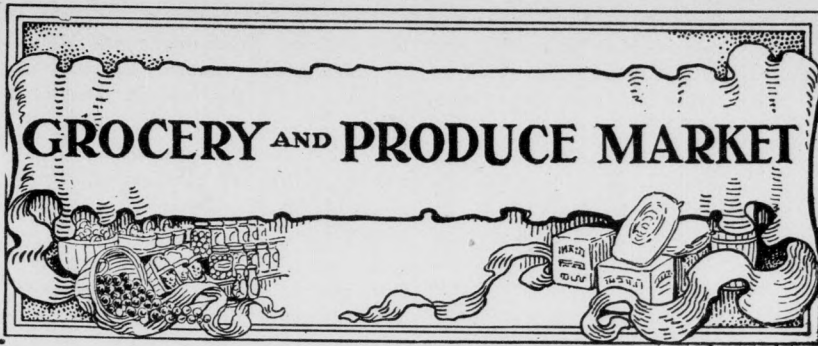
Detroit—A new company has been organized under the style of the Michigan Magneto Co., to manufacture and sell magnetos, ignition devices, autos, engines, etc., with an authorized capital stock of \$25,000, all of which has been subscribed and \$2,500 paid in in cash.

Au Sable—The band sawmill of the H. M. Loud's Sons' Co., which has been shut down ten days for repairs, has resumed operations with the addition of a new sorting room and other improvements. The company is shipping out a lot of lumber, considerable of which goes to Cleveland.

Bay City—The new sawmill which the Ward people are contemplating erecting on the old Kern Manufacturing Co.'s site, is independent of the wood alcohol and charcoal iron plant to be erected on the same premises, although the sawmill will supply a large quantity of raw material for the other plant.

Detroit—John J. Bagley & Co. have filed articles increasing their capital stock from \$200,000 to \$500,000. The advance in the business of the tobacco manufacturers has warranted this increase in capitalization, \$200,000 of which is in stock dividends. The remainder probably will be subscribed by the stockholders.

Detroit—The Thomas Forman Co. is receiving lumber in large quantities from the sawmill of the Forman-Earle Co., at Heidelberg, Ky., which recently began operations. The mill is sawing 30,000 feet of oak lumber daily and this lumber is being converted into oak flooring in the Forman Co.'s plant here. Thomas Forman states that the supply of timber at Heidelberg is sufficient to keep the mill going fifteen years. Dr. George Earle, of Hermanville, is largely interested in the Forman-Earle Co. Otherwise the personnel of the concern is identical with that of the Thomas-Forman Co.



The Grocery Market.

Tea—Nothing of special interest has developed aside from a steady demand in small lots. A firm tone pervades the local markets in sympathy with cables from primary countries, especially Japan and China, noting advanced prices for the new crops, and active buying for both American and European account. Formosas have been in active demand at steady prices. Ceylons of the better grades are firm. Some low grades are being offered at slightly reduced quotations. Altogether the market is in a healthy condition and no surplus stocks on hand to sacrifice, as has usually been customary at this season.

Coffee—There are some changes in the option market, but they have had no influence on the spot market as yet, or, at least, not enough to change prices any. The buying is just routine and for actual needs. All grades of Santos are held at about previous levels and the stock is firmly held, with more than a month before any shipment can be made. Mild grades are also holding quite firm, but the demand is light.

Canned Goods—The market on canned vegetables is quite firm on most of the line. Corn is causing the most trouble, as it is hard for the wholesalers to get the grades they want, as well as quantity to fill orders. Tomatoes are also firming up some in price and the demand is very good. There seems to be no shortage in the supply as yet. The opening price on the 1910 pea pack is still withheld. The spot supply of peas is moving well and prices remain about the same, but some grades are quite scarce. The situation in canned fruits is about the same as for some time past. Opening prices on California canned fruits were a little last week and on some of the line they are higher than the opening prices last season, but the advance is small. Prices on spot goods are unchanged but very firm. Gallon apples are selling well now, as the stock of green apples is very small. Pineapple is not selling as well as some time ago, as the market is well supplied with fresh pineapples, which are preferred by most consumers. The supply of salmon is gradually getting smaller and prices are very firm on what is left. The demand continues good and it is hard to tell just where the supply is going to come from to meet it until the new goods arrive. The sardine market is much firmer than for some time past and reports from the Eastern coast are to the effect that the catch so far this season is very small.

Lobsters and shrimp are in small supply and firmly held.

Dried Fruits—Peaches, both spot and future, are unchanged and in light demand. Spot apricots are quiet and unchanged; futures continue high and show an advancing tendency. Raisins are in better demand locally, but apparently nowhere else. Currants are quiet at ruling prices. Other dried fruits are dull and unchanged in price. Spot prunes are higher and the market averages about on a 3c basis, which is an advance all told of about 1/2c. The demand is fair for the season. Future prunes are very high and nobody is taking any interest at the price, which is at least a 4c basis. Some packers whose opinions are worth consideration believe prices will be lower.

Rice—There is quite a little looking around to match grades at previous prices, which are steady to firm on all grades. The lower grades that have been neglected for some time are not being sought after.

Cheese—The quality of the stock arriving is very good. Some lots are showing full grass and the market is quite high for the season. No change in price seems in sight. Undergrades are also meeting with ready sale and the market throughout is in good condition.

Starch—Best Gloss, both bulk and package, has declined 5c per 100. Muzzy bulk also declined 5c per 100.

Syrups and Molasses—Glucose declined 10c per 100 lbs. on June 3. Compound syrup declined 1c on four groups. Sugar syrup is active at full prices, strictly fancy grades being scarce. Molasses quiet and unchanged.

Fish—Cod, hake and haddock are dull at ruling prices. Domestic sardines are nominally unchanged at \$2.75 for quarter oils f. o. b., but some sales are reported to have been made at \$2.50. This refers to the new pack. Imported sardines are unchanged and in light demand. Spot salmon is scarce, high and in fair request. No price yet on new salmon. Mackerel is quiet and about unchanged in price.

Provisions—The supply of hams is still short and owing to the persistent high cost of hogs there seems no bright chance of lower prices at this time. The consumptive demand is fair for the season. Pure lard is steady and unchanged. Compound lard is very dull, but owing to high cost of cotton oil the market holds up as to price. The outlook is steady and unchanged. Barrel pork, dried beef and canned meats are unchanged.

The Produce Market.

Asparagus—\$1.65 per crate for Illinois.

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

Beets—50c per doz. bunches for new.

Butter—The market is firm and unchanged in price. There is a very good demand both for storing and consumption. The make is about normal for the season, but is larger than the consumptive demand alone would take. The surplus is going into storage. The quality of the current receipts is fine and the outlook is for good demand and steady market. Local handlers quote creamery at 28c for tubs and 28 1/2c for prints; dairy ranges from 18@19c for packing stock to 21@22c for No. 1; process, 25@26c.

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

Cabbage—Mississippi stock commands \$2.25 per crate; Tennessee stock, \$1.25 per crate.

Cantaloups—California stock commands \$4 for 54s and \$5 for 45s.

Cauliflower—\$1.25 per doz. for California.

Carrots—New from Texas, \$1.25 per bu. box.

Celery—Choice has been a scarce article for some time, but the stringency is felt more than ever now, the trade having at last come to realize that it will be very difficult to obtain for a few weeks. Bermuda has been furnishing the only good celery during the past month or so, but shippers wired yesterday that the crop is now in its last stage. Prices were advanced to \$10 per crate on the strength of this, a gain of \$2 over last week's figure. Offerings from local growers should be in at this time, but the cold weather has put that crop back three weeks, and buyers will have difficulty in filling their orders until receipts of home grown commence to show up. California, \$1.50 per doz. stalks.

Eggs—The market is steady and unchanged. The quality of the receipts is showing well and some eggs are still getting in good enough for storage. There is an excellent consumptive demand and a healthy outlook. As soon as the weather becomes so warm that the loss on eggs becomes heavy, however, prices on fancy stock will probably show a slight advance. Local dealers are paying 18 1/2@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—\$2.75 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 California and \$3.50@4 for Messina.

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.

Peaches—California Elbertas, \$1.50 per 4 basket crate.

Pieplant—75c for 40 lb. box.

Pineapples—Cuban are now held at \$2.65 for 24s; \$2.50 for 30s; \$2.40 for 36s; \$2.25 for 42s.

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

Pop Corn—90c per bu. for ear; 3/4@3 1/2c per lb. for shelled.

Potatoes—Texas Triumphs now fetch \$1.25 per bu. Old stock is without change.

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

Radishes—15c for long and 10c for round.

Strawberries—Michigan stock commands \$2@2.25 per 16 qt. case. Tennessee, Arkansas and Illinois stock fetches \$2.50@3 per 24 qt. case.

Spinach—65c per bu. for home grown.

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.

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

Ed. M. Smith Sells His General Stock.

Cedar Springs, June 6—I have this day sold my business at Cedar Springs to A. S. Mitchell, of Grand Rapids, formerly a merchant at Nashville, Mich. I engaged in business here on my own account in 1888, when but 19 years of age. I have taken but three vacations during this entire time and they were spent with my family in traveling, having visited nearly all the large cities and places of attraction from ocean to ocean.

As you know, I have been a subscriber to the Michigan Tradesman during this entire period, and have carefully read every issue, and I give due credit for a reasonable portion of my success to the various editorials and other articles of interest read therein.

The disclosure of swindlers, as so many times made in advance by your paper, if heeded by the merchants and shippers of this State would save them thousands of dollars annually.

Any notice of this firm change you wish to include will be duly appreciated.

I wish you continued success and extend you my personal regards.

Ed. M. Smith.

The Cochran Broom Machinery Co. has been organized with an authorized capital stock of \$30,000, all of which has been subscribed and \$10,000 paid in in property.

Paul M. Blake & Son have engaged in the grocery business at Hastings, R. F. D. The Worden Grocer Co. furnished the stock.

The J. B. Stone Co. has increased its capital stock from \$12,000 to \$20,000.

THE PURE DRUG LAWS

(Continued from page three)

excellence in quality, being also a large sized melon and expensive. It is a well known fact, however, that since the reputation of the Rocky Ford melon has become known that nearly all of the better class of melons are now termed—"Rocky Ford." A recent decision of the Board of Pure Food and Drug Inspection holds that the terms "Rocky Ford" and "Indian River" have not become sufficiently generic to indicate styles, types or brands of melons and oranges, respectively, but that these geographical names are only particularly applied to the product of the restricted area for the melons which are grown in or near Rocky Ford, and for the oranges grown in or near the Indian River. Inasmuch as the term "Rocky Ford" has thus become associated with a melon of peculiar excellence from a certain geographical locality the Board holds that it is unlawful to sell in inter-state commerce melons not grown in the Rocky Ford district as Rocky Ford seed melons. The terms are nearly alike. The intent is to deceive and the law provides that a label should not be false or deceptive in any particular.

The Inspection Bureau has made a number of decisions in the use of geographical names. For instance, an olive oil made in Italy or France can not be branded "California" or vice versa. A whisky manufactured in Kentucky can be called "Kentucky whisky," but a Kentucky whisky can not be branded "Tennessee" or "Ohio." This practically applies to any geographical name. It is the intent of the Government to protect the consuming public against any attempt to deceive and the trade should encourage the labeling and branding of goods correctly and should not handle an article that shows any intent to deceive.

There is a probability of a proposed change in the pure food and drugs act. It has recently come to light from Washington that there is likely to be a change bearing upon the standardization of drugs, as it is well known that the present act has been the means of raising the standard of nearly all articles brought into and sold in this country for medicinal purposes, but it has been very expensive to always find out if the said drugs are up to the standard prescribed by the United States Pharmacopoeia and National Formulary. Frequently they do not, but as the law is explicit the United States pure food officials must be bound by the standard of the Pharmacopoeia and Formulary. The result is that, although there will be a great benefit to the consumer eventually, yet there is a tremendous expense and monetary loss, and much inconvenience on the part of importers, dealers and drug millers.

The result of all this is that goods coming into this country at the present time must stand up to the test of the above mentioned standard. If they do not they then are rejected and returned to the original place of shipment.

There is no doubt but what the standard of many articles is too rigid and is unnecessary, and undoubtedly unwise, so that when the new Pharmacopoeia is issued it will show a radical change in many articles in the drug market.

In making the proposed change, on account of the fact that the Pure Food Inspection Bureau has no leeway or authority, by a new wording it would give a little more power to the Government authorities in that if they are not satisfied that the standard prescribed in the United States Pharmacopoeia or National Formulary is sufficiently high they may fix a standard of their own. The bill which is proposed seeks to make the Government supreme and independent of the text books and undoubtedly the Government officials would be largely guided by the recognized standards but would not be bound by them.

The third paragraph of the proposed change makes it unlawful to make use of wood or methyl alcohol in the compounding of any drug or preparation for medicinal purposes. There is no question but what this would be a most wise provision.

Druggists should carefully go over the labels of goods of their own manufacture to see that they conform to the law, particularly now that the Michigan State law requires a statement of the presence of antipyrine and codeine in addition to the list mentioned in the Federal law. The Michigan law, however, exempts U. S. P. and National Formulary preparations from the labeling clause, provided they are sold under the U. S. P. and National Formulary titles.

It would be well to note the labeling of all goods bought for medicinal purposes, especially those purchased outside of the State, and when such goods are transferred to other containers mark them as on the original package. Many prosecutions and fines have been caused by low value flavoring extracts. This applies more especially to the bottled goods sold by grocers, but serves also as a warning to druggists.

In going over the experience of the short time that the Federal pure food and drugs act has been in effect and in talking the matter over with experts who have given this subject a very careful study, I believe the following suggestions are in order:

1. Original packages: The law should define distinctly what is meant by original package. The regulations issued by the Department attempt to do this, but, unfortunately, I understand these regulations are diametrically opposed to the definition adopted by the United States Supreme Court, and it is evident that in the case of controversy the decision of the Court will prevail over that of the Department.

2. Publication: Section 4 provides that after judgment of the Court in any case, notice shall be given by publication of the Court's decision. As the law now stands it is possible for the Department to publish a decision of the lower court and thus greatly damage the party whose goods have been condemned, although

the case may be pending on appeal. The law should plainly specify that publication of the decision shall not be made until the case has finally been disposed of.

3. Section 7 provides that no drugs found in the U. S. P. or National Formulary shall be deemed to be adulterated if the quality, strength and purity be plainly stated upon the container. As between jobber and retailer, this provision may be satisfactory, since the retailer is presumed to know what the U. S. P. or National Formulary standard is. As regards the general public, however, the provision fails to give proper protection. A mere statement that tincture of ginger contains a certain per cent. of alcohol means but little to the consumer, since he does not know how much it should contain. The law would be strengthened by changing the provision so as to require a statement on the label to show to what extent or how the proportion differs from that named in the official standard.

4. In Section 8, under "Misbranding," it is stated that a food shall be deemed to be misbranded if it failed to bear a statement on the label of the quantity or proportion of morphine, opium, cocaine, eucaine, chloroform, cannabis indica, chloral hydrate, or acetanilid contained therein, but does not require the percentage of alcohol to be stated. In other words, in the case of drugs the quantity or proportion of alcohol must be stated. In the case of foods it need not be stated. Foods rarely or never include the drugs specified. They very frequently contain alcohol, since drinks are included under the term "food." It follows, therefore, that the only requirement that would be of any service has been omitted from the law.

5. The law makes the U. S. Pharmacopoeia or National Formulary official at the time of the investigation the standard of the act. The law should be changed so as to specify the particular issue or revision of these two books. Neither of these are revised by Congress, and if the law should be held to be constitutional as it stands, it follows that it is within the power of the Revision Committee to make every manufacturer and dealer a criminal by simply changing the standards. It is a well grounded principle of constitutional law that acts can only be made criminal when they are expressly declared to be so by competent legislative authority.

The Dairy and Food Department of the State of Michigan has issued an abstract of the law, which is short and to the point, and I believe that I can not end this short talk in a better way than to give the following brief synopsis:

"No person shall within this State manufacture for sale, have in his possession with intent to sell, offer or expose for sale, or sell, any article of food or drink which is adulterated.

"The taking of orders or the making of agreements or contracts by any person, firm or corporation, or by any agent or representative there-

of, for the future delivery of any of the articles, products, goods, wares or merchandise embraced within the provisions of the act is deemed a sale.

"Under the statute a dealer is liable for selling an adulterated article, although he may have no knowledge that the same is adulterated.

"A guaranty of purity received from the manufacturer or jobber does not relieve a person handling adulterated goods from liability.

"An article shall be deemed to be adulterated:

"1. If any substance or substances have been mixed with it so as to lower or depreciate or injuriously affect its quality, strength or purity.

"2. If any inferior or cheaper substance or substances have been substituted wholly or in part for it.

"3. If any valuable or necessary constituent or ingredient has been wholly or in part abstracted from it.

"4. If it is in imitation of or is sold under the name of another article.

"5. If it consists wholly or in part of a diseased, decomposed, putrid, infected, tainted or rotten animal or vegetable substance or article, whether manufactured or not, or, in the case of milk, if it is the product of a diseased animal.

"6. If it is colored, coated, polished or powdered whereby damage or inferiority is concealed, or if by any means it is made to appear better or of greater value than it really is, except in the case of pure butter, which may be colored.

"7. If it contains any added substance or ingredient which is poisonous or injurious to health.

"Mixtures or compounds recognized as ordinary articles or ingredients of articles of food may be sold under the following restrictions:

"1. All packages containing same must bear the name and address of the manufacturer or compounder thereof.

"2. They must contain nothing injurious to health.

"3. They must not be sold in imitation of or under the name of another article.

"4. They must be distinctly labeled under their own distinctive name and in a manner so as to plainly and correctly show that they are a mixture or compound.

"5. A mixture or compound can not be sold under the name of any ingredient contained therein, even although the words mixture or compound be used in connection therewith. It must be sold under an original or coined name.

"Exceptions under the law are: Buckwheat flour, coffee and lard, which may be mixed with other substances under certain restrictions and sold as buckwheat flour compound, coffee compound and lard compound.

Another Good Reason.

Talkative Passenger — When the rats desert a ship before it sails, it is a sure sign that the ship is unseaworthy, isn't it?

Able Seaman—Not always; they might discover that a Chinese cook had shipped!

Yes, Dad, You Work Hard

And you ought to have good, nourishing food carefully prepared.

You're a good, faithful old engine working for your family every day and you're entitled to the best "steam" producing fuel or food there is.

And the wise women know this and study the subject closely because they realize that when your "steam" gives out the family income stops.

Besides the incentives of love and duty we **must** feed a man properly to make him earn more money.

And we are trying to help the women solve the problem by producing

LILY WHITE

"The Flour the Best Cooks Use"

It's better than some people think flour needs to be and it costs a little more than some brands, but it pays **big** in **results**.

You can stuff a man full of bread made of cheaper flour, but what kind of flesh, muscle and brain will it make?

You can also buy soft coal instead of hard for your stove or furnace, but would you do it because it costs less?

If you care for **results** buy **Lily White**.

Valley City Milling Company

Grand Rapids, Mich.

MICHIGAN TRADESMAN

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OF BUSINESS MEN.

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E. A. STOWE, Editor.

June 8, 1910

THE AMERICAN LANGUAGE.

The English language is a wonderful mingling of the various tongues of entirely different races.

The British Isles, in the beginning of their history, were inhabited by Celtic races, remains of which survive in the Welsh, Cornish, the Irish and Scotch Highlander peoples, who all had a kindred speech and understood each the others. So it was with the people of Britany, or Bretagne, across the Channel in France. Britain was invaded by Julius Caesar in the year 55 B. C., and was held by the Romans for 400 years. After being abandoned by the Romans Britain was invaded by the Anglo-Saxons, and they held the country until the year 1066, when England was conquered by the Norman French, and so conditions have remained to the present day.

It is not easy to imagine that hotch-potch of languages that have combined to make what is known as English, but despite the wonderful mixture Anglo-Saxon predominates, while the masses of the people, so far from inheriting a knowledge of the French tongue that was injected by the force of war and conquest into their speech, no race is farther from knowing French, notwithstanding the great number of French words incorporated in the English language, which has a force and directness of expression unknown to almost any other language. As an evidence of the striking difference between the French and English, some examples have been drawn from a French translation of Shakespeare's "Macbeth," by Maurice Maeterlinck, the Belgian poet and playwright.

Endeavoring as he did to change the English into French as vigorously and literally as possible, Maeterlinck renders, according to a critic in the New York Sun, "A drum, a drum! Macbeth doth come," in French: "Le tambour! Le tambour! Macbeth arrive ici!" while "eteinstoi, eteinstoi, court flambeau!" becomes "Out, out, brief candle!" "Frappe donc, Macduff, et damne soit celui qui crierà le premier: 'Arrete! c'est assez!'" retains some of the primal rhythmic vigor and assonance of

"Lay on, Macduff; and damned be he that first cries 'Hold, enough!'" "Hang out your banners on the outward walls" is rendered: "Deployez vos bannieres sur les remparts extérieurs," a faithful transcription.

But each language has its own spirit and peculiarities of expression, and they are so different that one can not be converted into the other and they can only be paraphrased. Prof. McGillivray, in an article in the Sewanee Review, gives some examples of French words that have been taken bodily, stripped of their proper forms and converted into English, the only effort at accuracy being to preserve to some extent the original sounds. Thus: "Causeway" is old French "causey," a highway, and is equivalent to the modern French "causee." Runagate was once renegado, "one who denies," particularly one who denies his faith, an apostate. The popular mind conceived the word as meaning "a runaway from a good cause," and so converted renegade into runagate, as though from run, and gate, an old dialect word meaning "way." The word demijohn is ultimately from the Persian town-name Demaghana, where, it is said, demijohns were first manufactured. The form demijohn is entirely senseless, as many popular etymologies are, and merely indicates the desperate lengths to which the vulgar mind will go in its attempt to make the foreign thing native. Even the "ignoble vulgus" seems to have found but small satisfaction in this work of its hands, for has it not since produced and presented to the world the unapproachable masterpiece jimmyjohn? Boots and saddles is the cavalryman's translation of the French military command "Boutez selles!" saddle the horses. Charter House is a middle English corruption of old French Chartrous—i. e., the monastery of the Carthusian monks in London. Rotten Row is a Cockney rendering of Route du Roy, the King's Way.

Languages are spread by conquest. Alexander the Great spread the Greek tongue through the ancient conquests carried their language through Europe and Asia Minor and North Africa. After Rome, the Spaniards spread their language through Central and South America and the East Indian Archipelago. Last of all, Great Britain has carried the English language around the entire globe and planted English-speaking colonies in every land and every clime. What is to come afterwards can not be said, but even if the British Isles should lose control of their world-wide empire, the North American Republic, which is being transformed into an empire, will be powerful enough to uphold and propagate among the nations English speech, which in time will be known as the American language.

THE FRUITS OF UNIONISM.

Newspaper readers all over the country are familiar with the story of the street car strike in Philadelphia, which was one of the longest and most fiercely fought for many years. It was finally settled and the other day the book-keepers finished their

calculations as to the cost, which in round numbers was fourteen million dollars. Of this the loss to general business all over the city is figured at eight million dollars. This fell wholly upon people who had no direct interest in the railroad or its men other than as their customers. The sympathetic strikers lost \$2,200,000 and their employers \$2,000,000. They were concerned only as the word suggests and stopped work with an idea that by bringing more trouble to people who were in no way at fault they could make the situation so bad that in some way the strikers would be benefited. The railroad lost more than a million dollars in traffic and the strikers lost about half a million dollars in wages. This, of course, takes no account of the bodily injuries and bloodshed.

It is quite possible that some of these estimates are high, particularly that referring to the loss in general business. The estimate as to the railroad and its strikers appears to be very conservative, but cut the whole of it in two and call the entire loss seven million dollars and find if you can where any man got his money's worth out of any part of the proceeding. Those who suffered most in many instances had no connection with the affair whatever and were not responsible in any way, neither helping nor hindering either side. If there is any sense or reason in an industrial war carried to that extent the public would be glad to have it pointed out and explained. The whole affair could easily have been avoided and averted without the loss of a dollar or a day's work to anybody, provided the laws of the State were enforced, as they should have been, and the striking mob had been mowed down like grass by the proper officers. There never ought to be any chance for a strike of this kind connected with any public utility corporation. As the above quoted figures show, the heaviest money loss fell upon the public, which was not at fault, to say nothing of the inconvenience suffered.

SLEEPLESSNESS.

There is scarcely a more painful situation than an aggravated form of sleeplessness, and the victim of insomnia becomes sooner or later a physical and mental wreck unless relief is afforded. We all know how completely used up we are after losing even a single night's rest. Pity the man for whom this situation is prolonged into years.

When you can not sleep nights something is radically wrong and it is your first duty to set that wrong aright; to hunt out the source of the trouble and ward against it. If you find that by humoring yourself in some particular way you can overcome the trouble do not hesitate to do so; but remember that you must at the same time build up the system and strengthen the nerves or in time the alleviating device will fail.

One prominent business man sought relief in the village that was his childhood home, but found that while there was rest during the day, he required the hustle and bustle over the paved streets of the city to put him

to sleep, although this was not until a late hour. But did he battle with his weakened constitution and say, "I will lie down in quiet and sleep?" Not a bit of it. He got all the fresh air possible during the day and enjoyed the familiar fields, but at evening he boarded the train and sought relief for the night in a neighboring city, where conditions were more nearly like those to which he was accustomed. By persistent treatment and rest he won; but to battle with the freaks of a disordered system would have only increased his trouble.

Fresh air and an abundance of it night and day is one of the greatest enemies to insomnia. Live out of doors, sleep out of doors if agreeable. Very often a cold compress at the back of the neck will relieve. But if you can not sleep take this as a warning that you need and must eventually have rest.

JOLLY THE CHILDREN.

In many places children are expected to do many of the errands. They are shrewd and astute readers of human nature and their likes and dislikes are quickly formed and usually most pronounced. More, the parent is in a measure influenced by the likes and dislikes of the child. He may regard them as mere whims, but more likely he relies upon Johnny's judgment as past criticism; and if the lad decides that Brown is a better man to trade with than Jones he is allowed to trade with his favorite.

Now, if Jones is a stern man with too much dignity to smile, one who waits upon a child with a condescension that is apparent, is it any wonder that this child prefers Brown, who treats him as a rollicking good fellow?

No matter how badly you may be rushed it takes no longer to smile at the child than to scowl at him—probably not quite so long—for if the latter course is indulged in he is pretty certain, either through embarrassment or some other cause, to upset a candy jar or do some other act which will prove annoying if not damaging. We have in mind one man who always has a bright word for the little folks, and if not busy is very apt to have something else. Here is a sample: Two brothers by the name of Booth entered the store, bright little chaps, sent on business. After this was transacted he introduced the one to another customer formally as "Mr. Booth, the great actor;" the other was presented as "Mr. Barrett, also an actor." Of course the lad protested. But a few minutes later, when presenting each with a stick of candy, he made the same mistake(?) in nomenclature. Children like to be noticed, even to the point of teasing. And when they are accustomed to being jollied in a certain store they return, attracted by wondering what funny thing Mr. L. will do next.

The saddest case in this world is when one thinks the Almighty has destined him to be happy at the price of another's misery.

Often the man who prays for peace is only protesting against punishment.

MEN OF MARK.

Frank E. Miner, Treasurer of Tradesman Company.

That there is much work to be done in the world for the uplifting of the community, for the promotion of public morals and for the betterment of conditions under which we live no one will deny, yet this work is resting on comparatively few shoulders. It is not that the public at large does not realize that this work is to be done or that people in general are not anxious that it should be done. There is some salient weakness in human character that is responsible for this lack of aggressiveness that causes many to stand idle while the few are busy.

There are not many men who are lacking in good impulses, but there are many who fail to follow them. They feel a certain self-satisfaction that their own standards are correct but they fail utterly to assist in making their standards general. But in the business of life it is not enough for a man to mean well or think well—he must also do well. The times require not only principle but performance and the true man is the one who, having discovered for himself what he believes to be right, sets actively to work to assist as far as he is able in bringing about right conditions.

This slowness to engage in labor for the public good may be attributed to many causes, chief of all, most of us are so busy with our own affairs and our own welfare that we have little time to give to the welfare of others. To labor for the public is something that we purpose to do in the future; to labor for ourselves is something that we feel we must do now. The result is that much good that we might accomplish is indefinitely postponed and never becomes a fact. Our intentions are good, but nothing ever is accomplished by the mere intention.

It sometimes happens, however, that slowness to combat evil is due to lack of courage. We fear criticism, although we know that criticism will be undeserved. There are even times when work in behalf of public morals requires physical courage and there are few men who are ready to step into the breach and take part in an altruistic warfare in behalf of others. Under those conditions the good we may accomplish for the public seems very small when weighed in comparison with the harm we may do ourselves.

Occasionally, however, arises the figure of a man who dares to do right—who not only desires the enforcement of the laws, but who is willing to assist in that enforcement—a man who respects the rights of others in his own conduct and demands that others respect his rights in their conduct. Such a man courageously sets about this business of making the world better and endeavors to correct the evils that exist and to remove from the paths of others the temptation to future evil.

Frank E. Miner was born in Columbia City, Indiana, February 24, 1871.

He was the second child of a family of two sons, his brother being six years his senior. His father died when he was four years old. He received a common school education. His first "business deal" was to go in partnership with a little chum in gathering bones for the "junk man." A hard day's work resulted in the sale of their entire stock for 3 cents. They solved the problem of an equal dividend by each taking a cent and then buying a stick of candy with the other cent. This stick of candy was broken in two, which made the division equal. His mother kept her two sons and herself for awhile on a weekly income of \$2.50. In referring to this period in their lives, Mr. Miner insists that if he has any financial

of three months. This occurred at the "smart aleck age," when he thought he knew more than the boss and was worth twice as much as he was receiving. He was glad to resume his old job at the old price. He learned his lesson about three minutes after he had "quit the job," but it required three months to muster up enough courage to ask for it back again.

When Mr. Miner left Mr. Baker for good, he was city editor of the Daily Commercial. He quit to accept a position on the road selling an advertising proposition, which proved to be a good business training, but not much of a moneymaker. After nine months of hard work talking merchants into buying something they

company with a capital stock of \$50,000. The business soon outgrew the building he started in and had to move into a larger building. One addition after another was made until the plant contained nearly 50,000 square feet of floor space, with a capacity of 300,000 thirty-two page books every 24 hours. Almost from the beginning it was necessary to run day and night in order to take care of the orders and this condition has always prevailed. The patronage was received from all parts of the United States. The business was confined to large edition pamphlet printing and among the customers were some of the leading National advertisers such as:

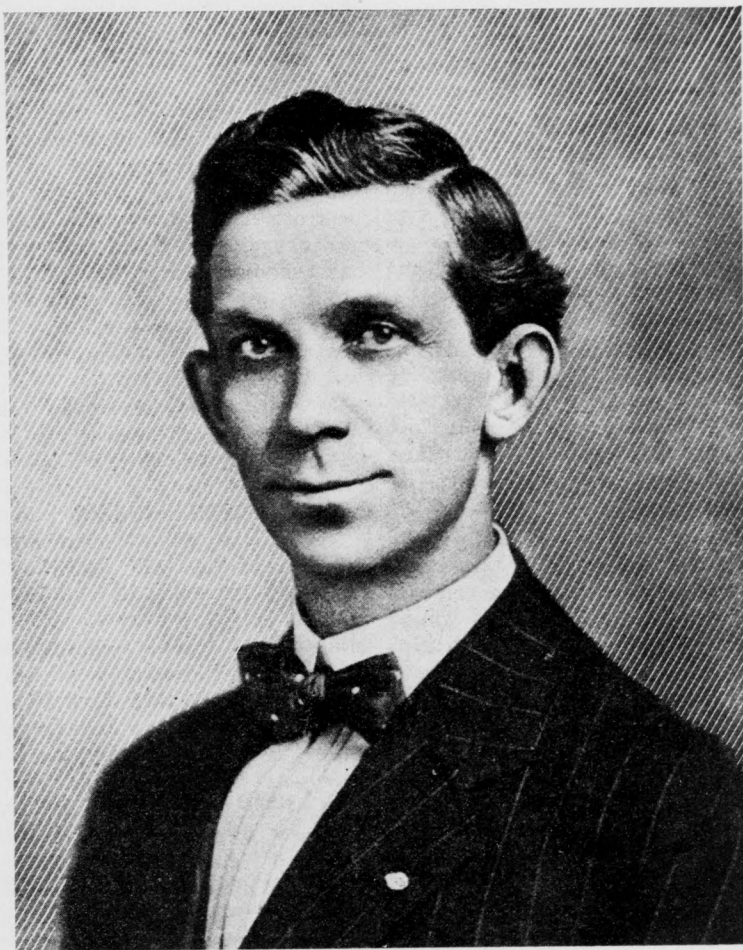
United Cigar Stores Co.
Studebaker Bros. Manufacturing Co.

Cascarets Company.
Corn Products Refining Co.
Lydia Pinkham Co.
Kerr Glass Co.
E. C. DeWitt & Co.

Several large mailing contracts were handled, which were instrumental in making the South Whitley postoffice the smallest first-class office in the United States.

Feeling that he had about reached the limits of expansion in a small town, Mr. Miner began looking around for a larger field which would be more in keeping with his ability, experience and ambition. It so happened that the Tradesman Company was looking for a business builder at the same time and, by a fortunate combination of circumstances, the two parties were brought together, resulting in the reaching of an agreement at the close of the first day's negotiations. Mr. Miner has acquired a substantial interest in the Tradesman Company, has been elected a director and Treasurer of the corporation and assumes the general management of its various manufacturing departments. He will bring with him from South Whitley such of his former employes as he can use to advantage in his new relation, without supplanting any old employe of the Tradesman Company or making any material change in the duties and responsibilities of those heretofore connected with the business. Mr. Miner's position is unique in that he really creates new positions for himself and associates which are rendered necessary by the enlargement of the business and the expansion of its activities in several directions. As an up-to-date business man, naturally systematic in method, original in ideas and energetic in action, Mr. Miner brings to his new connection an atmosphere which can not fail to result to his own advantage and to the satisfaction and benefit of everyone connected with the establishment or dependent upon it as a stockholder, employe or patron.

Mr. Miner is a gentleman of most pleasing personality, with whom the Tradesman's customers will find it a delight to do business. He has already taken up the duties of his new position and will be pleased to meet the friends and customers of the Tradesman Company at any time.



Frank E. Miner

ability, he, undoubtedly, inherited it from his mother.

Necessity caused him to start early in life to be a "bread winner." His first day's work was for J. W. Baker, editor of the Columbia City Commercial. He was about eight years old. He was offered 25c to help move the editorial office. He did his work so well that he was paid 45c for his day's service and further rewarded by the assurance that when he grew up he could have a job in the printing office. At the age of 14 he went to work for Mr. Baker, working nights as operator in the telephone office and in the day time in the printing office. By so doing, he was able to earn \$3 a week. During the second year of his apprenticeship the foreman of the office quit and he acted as foreman and "devil" at the same time. He continued working for Mr. Baker for nine years with only one intermission

did not want, he returned to Columbia City and accepted a position as city editor of the Daily Post, which paper he helped to launch in the summer of 1895.

On August 1, 1896, he purchased the South Whitley News and started to build a business of his own. Two years previous to this time he had married Miss Mary Beeson, of Columbia City, and, with the assistance of his wife, who worked in the office with him, he began to reach out after business. In 1897 he closed a contract with a Chicago firm for the printing of one million books. This was the beginning of a rapid shifting of the scenes. Business came fast and it was necessary to keep adding new machinery. About this time he formed an alliance with Hibbard Bros., of Chicago, under the style of the Atoz Printing Co. The business was subsequently merged into a stock

Within a week or so, his family will be located in Grand Rapids and he will become a permanent resident of the city in which he has decided to cast his future. When the President of the Tradesman Company visited South Whitley to inspect the wonder-

"We should all live for the present, that by the present we may make our future better. The past can well be forgotten. Even though we are judged by the past it must be remembered that we advance by the records of the present. As your em-

fewest in number. They are the people who originate. They do things. They set the pace. They are initiative. Without them this prosperous land of ours would still be a wilderness.

"Everyone should want to be a leader. Ask yourself the question, 'Am I in the leader class?' If you find yourself wanting, then take an inventory of your qualifications and find out if you are a good follower. We can not all be leaders, but we can be followers if we but try, and to be a good follower is a guarantee of success. The man who can imitate, who can copy, who can impersonate, is a good follower and, as it is said 'there is nothing new under the sun,' we must agree that the most of us are followers.

"The quitter is an unsuccessful leader or follower. He is the individual who does not finish the race. He gets cold feet. He has a yellow streak. He is the person who can't smile when things go wrong. He is easily influenced, quickly discouraged and lacks the staying qualities. He thrives on imaginary wrongs, looks for trouble, predicts failure, courts misery and is a friend of unhappiness and discontent.

"What are you? To which of the three classes do you belong? Ask yourself the question and then answer it conscientiously.

"I am pleased to say that my personal knowledge of most of you justifies me in saying there are but very few quitters, many good followers and some able leaders among you, and I feel safe in guaranteeing success for everyone who will keep the boat headed up stream and continue to pull.

"A more faithful, conscientious, honest set of workers can not be found. It is true that the best of us allow our energies to lag at times, but I have always found that when there was work to be done there were willing hands to do it. There has been very few instances in the history of this institution that the help have failed to respond willingly

and her part to get that job out on time and even though Mr. Van Dyne asked us to do what he considered the impossible, we 'delivered the goods.' There has been many such cases and the reputation the Atoz Printing Co. has among its customers for prompt service is proof of the saying, 'The fulfillment of promises makes lasting friends.'

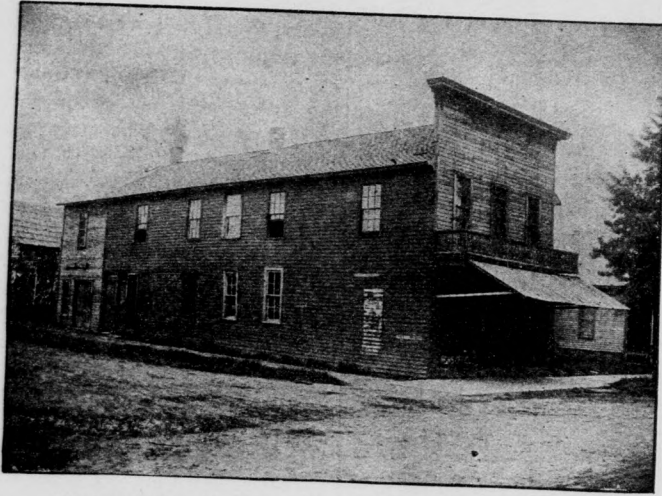
"No one realizes better than I that it would have been impossible for me to establish such a reputation alone. It has been brought about by the united effort of each and everyone of you.

"You are entitled to your share of the credit and, now that I am soon to leave you, it is my earnest desire that you guard this reputation and never allow it to ever be stained by even the smallest semblance of a failure.

"The leadership of this institution will soon be in new hands. Its destiny rests with others than myself. But in leaving you here I feel that the principles I have taught and the standard I have raised will show their effect through the entire institution so long as one of you remains with the company. You will, therefore, not only have your own reputation to keep up, but mine as well. If I have been a success as a leader and as an instructor my successor will find it easy to continue to build upon the foundation I have laid.

"I want to impress upon you the importance of doing your part in bringing about this change with as little friction as possible. You must remember that every man who is a success as a leader must have ways of his own and you must, therefore, expect to learn new ways. Bear in mind that it shall be to your interest to get new ideas and new ways of doing things. Don't ever say, 'Mr. Miner would not have done that,' or 'That was not the way we used to do it,' but go ahead and do it the new way with the same enthusiasm and the same earnestness as you have heretofore done your work.

"I am going to ask you for your



First Building Occupied by the Atoz Printing Company.

ful business built up by Mr. Miner within fourteen years, he was greeted on every side by remarks showing the esteem in which Mr. Miner is held by his neighbors and townsmen. Later on, when the printing establishment was visited during working hours, the love and respect with which the former manager was regarded was plainly manifested on every side. The reason for this is very clearly disclosed in Mr. Miner's farewell address to his former associates and employes, as follows:

"It is not my intention to make this a farewell talk; in fact, I am not going to bid any of you a lasting farewell. There usually comes a time in every family when the parent and child must separate. In most cases the child grows up and leaves the old home in search of better things. Occasionally the parent and the child find it to their best interests to continue through life together. Time has cemented us into one large family. It has been my most cherished hope that we might go through life together, but fate, Providence, circumstances, or good luck—let us hope it is the latter—has made it impossible. In a few more days the parent of this organization and the foster father of this faithful band of workers is going to leave you. It is not of the parting that I want to talk or especially of my future, although I will touch upon that subject a little later.

"During the past fourteen years I have devoted hours of my time to the individual interests of those around me. I have had from one to many heart to heart talks with most of the employes here to-night. If these talks have made your work easier or more pleasant, or if they have shown you the way toward a better and more useful life, then every minute thus spent represents the golden moments of my life.

"Now that I am about to leave you and for fear I shall not be able to have a confidential talk with each of you I want to take this occasion to say a few words to you all.

ployer I have valued you for what you are to-day, not what you were when you made application for a position several years ago. This being true your first ambition should always be to make yourself more valuable each succeeding day. To do this it is necessary for you to be in close touch with yourself. As I have said before, 'Know thyself.' Be not afraid to meet yourself face to face. Pick out your own shortcomings instead of those of your friends.

"Do not be self-satisfied. Ambition is the fountain head that raises men above the level of the common laborer. The person who is willing to let 'well enough' alone is drifting down stream. It is true it takes a strong arm, a clear brain and a keen perception of right and wrong for anyone to pull up stream against the current and avoid the snags and boulders that are in the way, but you will find the stream growing smaller, the current weaker, the sailing smoother as you advance and the re-

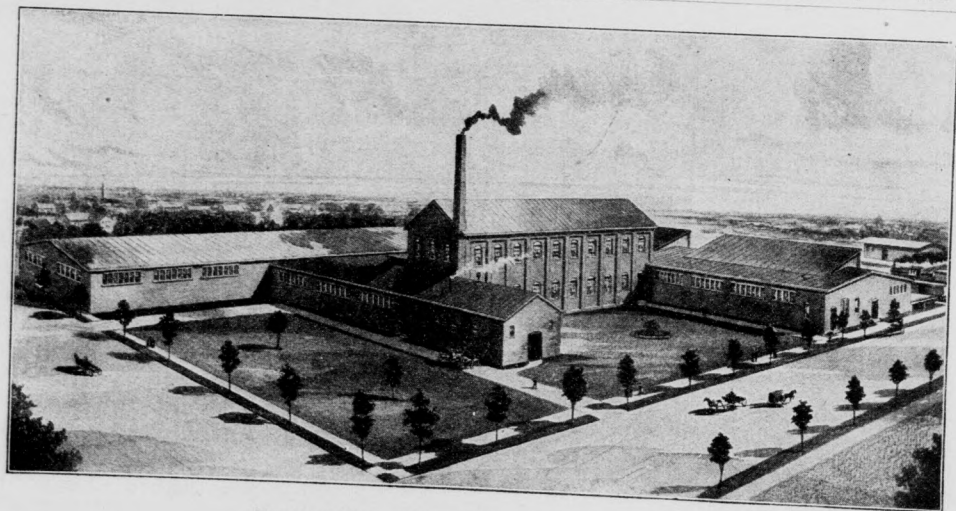
sults worth the effort. So keep your boat headed up stream and keep on pulling.

"There are three classes of people: The leaders, the followers and the quitters. The leaders are, of course, the most essential and naturally the

to a call for an extra effort in order to do some unusual 'stunt' and we have had several opportunities to try the loyalty of the force.

"I recall, for instance, the first time we mailed the Bennett catalogue; how everyone along the line did his

own sake and as a token of appreciation for the interest I have taken in you that each and every one of you give to my successor the same loyal support, honest service and faithfulness that you have given me. 'In return, I felt that I can prom-



Present Plant of the Atoz Printing Company.

ise you fair treatment and steady employment so long as there is a place in the institution for you.

"I wish to take the liberty of saying here that should any of you ever desire to make a change for any cause, and I am in position to do so, I shall be glad to assist you to secure other employment. I trust, however, you will not make any hasty moves and should you ever decide to leave your present employment you will give due notice before doing so.

"Now just a few words about myself. I feel that you are anxious to know something about my plans and I had hoped to be able at this time to give you a definite idea as to what I am going to do, but several propositions have come up during the past few days and at present I am very much undecided, except along one line. You all know that my chief desire is to be able to do some good for my fellow man, so that when I finish this life I can look back and feel that life has been worth living. So in taking up new work I expect to keep this one desire constantly before me, that I may be able to select some position that will give me the greatest opportunity to do the most good.

"While I am on this subject, let me say that if I have helped any of you to live better lives—if I have shown you how to get more real happiness out of life—I sincerely hope you will not only continue to live as you have started, but that you will constantly improve your own lives and at the same time look for opportunities to help others.

"Remember, there is nothing so grand and noble in one's character as to have a desire to always say a good word for the fallen, lend a helping hand to the weak and assist the poor and distressed; and nothing so vile and degrading as to push the unfortunate farther down by unkind words or acts.

"In closing, I want to say that James L. Kibbee has been chosen my successor. Mr. Kibbee comes to this institution well qualified. He is a gentleman of wide experience in the printing business. His broad knowledge of the business can not help but be a great benefit to the company and a help to you. In talking to Mr. Kibbee I am led to believe that he is a fair minded man and has a keen perception of the relations that should exist between manager and employes. I shall be with Mr. Kibbee as much as possible until June 1 to give him all the assistance I can in getting established and during that time I shall give him the individual record of each of you. You can depend upon me giving him the very best recommendation you are entitled to and I hope you will all try to prove yourselves worthy of the good things I shall say about you.

"It will be impossible for me to ever express in words my appreciation for the loyal support I have received from you, but I hope that as time passes I shall in some way or some how be able to show you in a substantial manner that your faithful service and your true friendship always has and always will be most highly appreciated by me."

Will Throw Out Feelers in the New Styles.

The fall furniture season will open on June 24. The samples of the outside manufacturers, to be shown in the various exposition buildings, are beginning to arrive. The home manufacturers have their arrangements well advanced and will have their show rooms in order on the appointed day.

The display the coming season promises to be the greatest in the history of furniture expositions. More furniture and of a wider variety will be assembled than has ever been seen at one time before. This is not an exaggeration. If all the samples, home and outside, could be arranged on a single floor the space occupied would be as large as John Ball Park, and in all this great aggregation there would be no duplicates.

The fall season is the big season now. For the spring trade the manufacturers "sort up" their lines, bringing out just enough new patterns to keep the interest of the buyers alive. For the fall season there are many new patterns, new ideas, novelties and special prices, for the folks will soon be coming home from the country or the resorts and will want nice things for their homes, and besides this there is the holiday trade to be considered. The lines this season will be larger than in any former season, and there will be more of them displayed, as a number of manufacturers will be here who have never been here before.

The manufacturers just now are closely guarding the secrets of their designing departments. Not until the season actually opens and the buyers are on the ground will they tell of the new things they will offer. In a general way, however, it may be said the predominating style will be in the so-called Early English design. The old favorites, Colonial, Sheraton, Chippendale, Louis XIV. and Louis XV. will not by any means be out of fashion, but the Flanders, Elizabethan, Jacobean and others of the Early English period will lead.

These styles may lack the grace and beauty of the old favorites, but they have character, dignity and comparative simplicity, and will make any home attractive. These Early English patterns, to be true to type, should be in oak, which was the cabinet wood most used in the Early English period, but the goods will also be shown in mahogany.

It is possible this season will see the start of some new fancy in furniture styles, but who will do it and what direction it will take can not be foretold. The furniture trade has no arbitrator of styles, none to dictate what shall or shall not "go" except the people who buy. When styles change it is when and because the people want something different. To meet this constant demand the high grade manufacturers every season bring out a few pieces experimentally. If the idea "takes" then the next season it is elaborated upon and the third season, if it proves to be a success, other manufacturers bring out something similar, and about the fourth season no line is complete without some of it. Then it is up to the high grade manufacturer to

develop another new idea. The Early English styles now so popular started with the Flanders three years ago and now so permeate the trade that something different will certainly be called for soon. It is probable that two or three of the manufacturers will throw out feelers this season, and how they are taken by the trade will determine whether or not the ideas will be further developed.

Whoever worries over the affairs of life robs himself of its joys.

The see-me-suffer saint is a twisted sign on the Zion road.

\$100 REMINGTON TYPEWRITER



\$18.75 Readers of the Michigan Tradesman are given an opportunity to buy the above bargain because we want to introduce our goods in new localities. Only 20 Remington Typewriters at this low price.

We want live agents everywhere. Send us an order for one of these beautiful machines and sell it to any business man in your locality for \$35. We guarantee every machine sold. Our special proposition enables you to secure a high-grade typewriter FREE.

STANDARD TYPEWRITER EXCHANGE
23 Park Row New York City

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

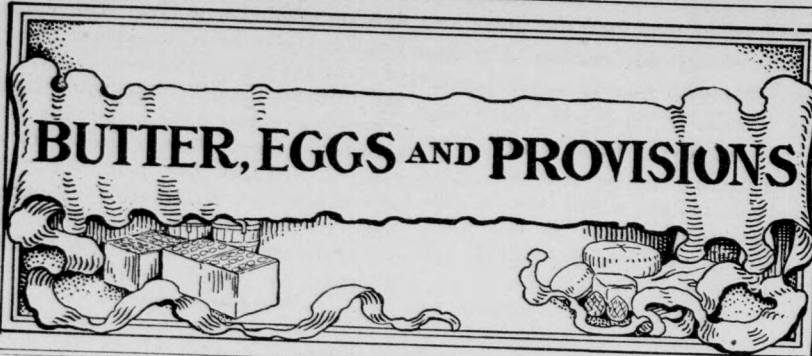
FINE FIXTURES

For the Millinery and Suit Departments are our Specialty

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

Our trade mark **Wilmarth** is your guarantee
THE CASE WITH A CONSCIENCE
of honest workmanship, excellence of design and moderate price.

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



BUTTER, EGGS AND PROVISIONS

Resolutions Affecting Sale of Spots, Canned and Frozen Eggs.

At a meeting of the Board of Health of the Department of Health, City of New York, held May 18, 1910, the following resolution was adopted:

Resolved—That the following additional section to the Sanitary Code of the Department of Health, to be known as section 48a, be and the same is hereby adopted:

Sec. 48a. No person shall break out eggs for sale or conduct the business of breaking out eggs to be canned, frozen, dried or used in any other manner in the City of New York, and no eggs broken from the shell, whether canned, frozen, dried or treated in any other manner, shall be received, kept, sold, offered for sale or delivered in the City of New York without a permit from the Board of Health and subject to the conditions thereof, and subject also to the rules and regulations adopted by the said Board of Health.

(a) No person shall receive, hold, keep, sell or offer for sale or deliver, as or for food, or to be used in food, in the City of New York, any canned, frozen, or dried eggs or eggs broken from the shell which are adulterated or to which has been added any poisonous ingredient or any ingredient which may render such eggs injurious to health, or to which has been added any antiseptic, preservative or foreign substance not evident and not known to the purchaser or consumer, or which shall contain filthy, decomposed or putrid animal matter.

(b) No person shall receive, hold, keep, sell or offer for sale or deliver in the City of New York any eggs known as "spots," except in cases which shall be plainly and indelibly labeled at both ends with the printed words "spot eggs," with block letters at least two inches high and one and one-half inches wide, with no intervening marks or lettering between the words or the letters composing the words, and a record of such eggs and the disposition thereof shall be kept as required by the rules and regulations of the said Board of Health.

The term "spots" and "spot eggs" when used herein means all unsound eggs, including those affected by moulds, partly decomposed, broken yolked, blood ringed or veined, partially hatched, sour, or eggs the shells of which are broken or the contents are leaking therefrom.

For the purpose of this section a case of eggs shall be deemed to be a case of spot eggs if 50 per cent. or more of the eggs in the case are "spots" as defined herein.

At a later meeting of the Board held May 25 the following additional resolutions were adopted:

Resolved—That the following rules and regulations governing the breaking out of eggs for sale and governing the business of breaking out eggs to be canned, frozen, dried or used in any other manner, and the willful cracking or checking of eggs intended for sale in the shell; and in relation to keeping, selling or offering for sale of "spots" and "spot eggs," be and the same are hereby adopted, said rules to be immediately published in the City Record, and to take effect throughout the City of New York on the first day of June, 1910:

Eggs broken from the shell intended for food purposes shall be promptly cooled to a temperature not to exceed 50 degrees Fahrenheit and shall be deemed adulterated for the purpose of this section if the temperature at the time of delivery to the consumer be above said temperature.

No person conducting the business of trucking or draying, or engaged in the transportation of goods or merchandise, or conducting the business of storing food or other products in cold storage buildings, shall be required to have a permit for receiving, holding, transporting or keeping eggs opened from the shell, whether canned, frozen, dried or treated in any other manner, provided, that such person shall show to said Board, when required, satisfactory proof of the ownership of such eggs.

No person shall receive, have, hold, sell or offer for sale, or deliver, in the City of New York any eggs broken from the shell, designed for use in manufacturing processes or for tanning, unless the same shall have been denaturized with some denaturant approved by the Board of Health. The cans or receptacles containing eggs broken from the shell designed for use in manufacturing processes or for tanning shall be plainly and indelibly labeled with the words "for manufacturing purposes—denaturized with," to which shall be added the name of the denaturant.

The term "denaturized" where used herein as applied to eggs, means eggs that are broken into receptacles into which has previously been placed a denaturant or denaturants approved by the Board of Health in proportions as may be prescribed and the mixture thus made thoroughly stirred, or which are transferred to receptacles promptly after breaking and on the premises where broken to receptacles into which has previously been placed a denaturant or denaturants approved by the said

G. J. Johnson Cigar Co.

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Evening Press Exemplar
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Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color, and one that complies with the pure food laws of every State and of the United States.
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We want your shipments of poultry, both live and dressed. Heavy demand at high prices for choice fowls, chickens, ducks and turkeys, and we can get highest prices.

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

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

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

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Grand Rapids, Mich.

Established 1894

DAIRY BUTTER

I offer 22c, delivered at Grand Rapids, for No. 1 Dairy Butter, no commission or cartage out. Shipments to be made on or before June 15. 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 use on butter, eggs, veal and poultry, a postal will bring it to you every week.

7 No. Ionia Street

F. E. STROUP

Grand Rapids, Mich.

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

PRINTING

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Letter Heads, Bill Heads, Business Cards

Envelopes, Statements

Shipping Tags, Order Blanks

In fact, everything that a produce dealer would use, at prices consistent with good service. * * * * *

TRADESMAN COMPANY

GRAND RAPIDS, MICH.

Board in proportions as may be prescribed and the mixture thus made thoroughly stirred.

No person shall willfully or intentionally crack or check eggs intended for sale in the shell, the shells of which are whole and sound, with intent to make any false representation in respect to the quality thereof or as being what the same are not, as respects wholesomeness, soundness, or safety for food. Willful cracking or checking of eggs to be sold in the shell shall be prima facie evidence of intent to deceive.

Every person who shall receive, hold, keep, sell or offer for sale or deliver in the City of New York any eggs known as "spots" shall keep a record in a manner approved by the Board of Health, of all such "spot eggs" received or held by him and the disposition of such eggs.

Every person who conducts the business of breaking out eggs for canning, freezing, drying or other purposes or for preparing eggs for tanners or manufacturing usages shall keep a record in a manner approved by the Board of Health of all eggs received or held by him and the disposition of such eggs.

Must Be Above Passing Mark To Hold License.

A new ordinance has gone into effect at Minneapolis, Minn. By the provisions of this ordinance the retail meat dealers must take out a license before they are allowed to engage in the business. The license fee is \$5 a year. In addition to this the City Meat Inspector is required to inspect the several markets frequently and give them a rating based on his observations covering the appearance, general cleanliness, sanitary equipment, quality of meats and any other point which has a bearing on the conduct of the business. The perfect rating is 100 per cent. and in order to pass muster every butcher is obliged to get a rating of 75 per cent. or over if he does not want to lose his license. There are at present 304 markets in the city and the Meat Inspector figures that he will be able to visit each one at intervals of at least once in two months, while those which border along the danger mark of 75 per cent. will be honored by more frequent visits. Some of the butchers opposed the measure when it was brought up for consideration by the city authorities and expressed the opinion that it placed too much power in the hands of the Meat Inspector, but many of them are now said to be in favor of the ordinance. An idea of how the Inspector goes about his work may be gained from the following instances. As he drives up in front of a market he looks at the windows and doors to see whether there is proper ventilation and light. Walking into a shop, he wades into his work without ceremony.

At one market he found the proprietor ready for suggestions.

"Glad to see you have hardwood floors, because I couldn't stand for pine," said the Inspector. "Floors must either be hardwood, cement or tile.

"Walls and ceilings look good," he

continued. "What about your basement?"

"That's all right, I guess," replied the dealer.

"Well, I'll see for myself, anyway," and the Inspector climbed down through a trap door. "Cement floor, all right," continued the Inspector, "good sewerage and your basement is adapted to cleanliness. But you must clean out that pile of wood and shavings in the corner. Also you must never keep chickens in the basement. Keep that sink scoured, too, because if you don't I'll have to mark you down. Your basement is in first-class shape except for that pile of wood. Get that out."

And he went to the meat box. "Box in good shape," said he. "The top does not leak and you seem to have tried to keep everything as clean as possible."

The Inspector picked up a hunk of sausage meat and smelled it. "Can not stand for poor sausage now," said he. "Your sausage is good. Keep it up."

Going into the front part of the market the Inspector quickly examined cleavers, knives and other utensils, blocks and showcases.

"You are all right except for one thing," said the Inspector.

"What's that?" exclaimed the dealer, who imagined he was perfect.

"You and your man do not wear white suits."

"We've got them."

"That doesn't make any difference. You haven't then on and I'll have to mark you down for it."

The shop scored 97 out of a possible 100.

In all of his investigation the inspector pays particular attention to showcases. Under the new scoring ordinance, glassed-in cases are required. A dealer won't be scored unless he has one. Cases prevent purchasers from handling meats, as has been their habit for years.

At another shop the Inspector found peculiar conditions. The front part of the shop was scrupulously clean; hardwood floors, metal ceilings, marble slabs and other modern meat market equipments.

"But," said the inspector, "your back room and basement are disgraceful. You must clean them up and in a hurry. This finery in front and filth behind won't go with me."

A third market, although in an old building, was kept to the satisfaction of the Inspector.

Another market would have had a perfect store if it had not lacked out-buildings, which are part of the scoring system. As it was, the firm got a score of 98.

One proprietor got almost a perfect score. "Shop in the rear as clean as in front," said the Inspector. "People are often fooled by seeing a clean front when if they could but look behind they would change their minds."

Fresh Milk.

Francis Wilson, the comedian, apropos of certain curios whereon he believed he had been duped, said, with a little laugh:

"The collector, as he pursues his hobby, grows in knowledge. Then, viewing his collection, he sadly finds many an instance where he has been duped.

"The one drawback to knowledge is that it reveals so many dupes and swindles to us. One summer, for instance, I was doing Switzerland.

"In the neighborhood of Geneva, where the Swiss talk French, I climbed a little peak one morning and on my arrival at the chalet at the top I heard the pretty handmaiden call into the kitchen in excellent French: "Quick, mother, quick! There's a tourist! Put some milk on the fire. You know they always like it warm from the cow!"

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Gasoline Stoves, Refrigerators
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Coffee Ranch

Lansing, Mich.

Mr. Grocer: I sell the finest coffees that grow and roast them the day I get your order. I believe in volume for cash and small profits. Get your last invoice and compare my prices

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- 25c Coffee, a Great Repeater, at 16c
- 30c Coffee, Sweet as Honey, at 18c
- 35c Coffee, Nothing Better, at 23c

Draft or cheque must accompany order. No losses, no dividends to pay. you get the benefit. 1/2c extra in one pound packages.

J. T. Watkins.

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Feeds
None Better

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CONSIGN YOUR
EGGS
TO
GEORGE E. CUTLER
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OUR
OUTLET UNEXCELLED
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New and
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For Beans, Potatoes
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THE NEW FLAVOR

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Order from your jobber or The Louis
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Wholesalers of Butter, Eggs, Fruits and Specialties

INDIANA ITEMS.

Some Recent Changes in the Hoosier State.

Mishawaka—F. H. Allen has sold the Williams & Myers shoe store that was purchased by him at public auction to Calvin Bros., of Niles, Mich., who will continue the business. The new proprietors are the owners of one of the largest shoe houses in Niles and have been in the business for several years.

Newcastle—This place has landed another large manufacturing industry in the Universal Motor Truck Co., of Denver. A proposition was made local people to subscribe for \$30,000 in stock and this was done in a short time. The company will combine with the Safety Shredder Co. here and the latter company's buildings will be doubled in size.

Elwood—The McBeth-Evans Glass Co. has begun the erection of a large brick building, 150x250 feet, in which it will install a potmaking industry. The new factory will employ fifty additional men and the concern will turn out all the pots to be used by the Elwood, Marion and Toledo plants. Other substantial improvements are being made at the local glass house, assuring its permanency here, the latest being the installation of a \$5,000 blowing engine. The plant is now operating at its full capacity, and is unable to keep up with its orders for chimney ware.

Monroe—Lichty Bros. & Company have commenced the erection of a new addition to their hardware store.

South Whitley—Jud West, for fifteen years a clerk in the store, and Mr. Flynn, formerly traveling salesman for Farlow & Co., of Chicago, have purchased the Clugston & Co. general store here.

Fort Wayne—The Meyer Brothers' Co. has just purchased the drug store of W. H. Spiegel on Broadway near Taylor street, but two doors from the location at which the Meyer Brothers' Co. will in a few days open its fourth drug store here. The Spiegel stock will be removed and with the fixtures will be sold. Otto Gitsch, for some time manager of the South Calhoun street store of the Meyer Brothers' Co., will be in charge of the new store at Broadway and Taylor streets, which will be ready for business in about ten days.

Columbus—George J. Lewis, Inspector of Weights and Measures here, found a remarkable state of affair when he began his first inspection of the smaller scales in grocery stores and meat markets here. He found that many scales were weighing "too heavy" and were cheating their owners. As a general thing he found the scales accurate and he advised the men being cheated to have their weighing apparatus repaired.

Portland—F. O. Wood will open a novelty store. Mr. Wood recently came from Petrolia, Texas, where he was engaged in the newspaper business.

Indianapolis—The first trade extension trip of the Indianapolis Trade Association last week was a great success. Another trip is to be taken within about sixty days, and the stops at the various towns and cities will

be longer. Experience showed that the schedule was too rapid to get as well acquainted as the boosters desired. All points will be carefully considered to make the next journey still more effective. An echo meeting will be held in a few days. In spite of the fact that it has been frequently announced that the Indianapolis Trade Association consists only of jobbers, manufacturers and financial men and not retailers, some places near this city got the impression that the boosters were trying to get their retail trade away from them. This was particularly true at Marion, where Mayor Willson explained the impression at a reception to the boosters and ex-Mayor Bookwalter, of Indianapolis, made it clear that the sole purpose was to induce retailers of Indiana to buy their stocks from Indianapolis and not to compete with them. After the heavy rain at Peru the boosters met somewhat better weather conditions at Wabash, where the sky cleared some time after their arrival. Half an hour was spent at Wabash, and there was a ten-minute stop at Lafontaine before arrival at Marion, where there was a parade around the Court House. The arrival at Marion was nearly an hour behind time and the schedule for the rest of the day was disarranged so that it was considerably after 6 o'clock when the boosters reached Elwood, where they had meant to remain two hours and where automobiles furnished by the citizens of Elwood had long been waiting to show the visitors about. A large number of the boosters were, however, taken on a rapid trip to the great tin plate plant, where the night forces were at work. Others of the party were entertained at the Elks Club. It was a tired but happy crowd that left for the final traction journey from Elwood to Indianapolis, and the team spirit developed in the three days of close association poured forth in much ringing song. On this final trip the only fatal accident occurring was when car No. 2 struck a cow which thrust its head across the right of way at exactly the wrong moment.

Indiana Salesmen Opposed Pullman Rates and Tipping.

Indianapolis, June 6—The traveling men of Indiana are taking an active interest in the bill before Congress to regulate Pullman rates all over the country. The salesmen were the first to call the attention of the public to the alleged abuses and lack of uniform charges and sought to have Congress pass a measure that would give the Inter-state Commerce Commission supervision over the adjusting of rates. The various organizations of the State are sending resolutions to their representatives in Congress and private individuals are making appeals by letter. The Indianapolis organizations are in the forefront of the fight and requests will be made to both Senators and Representatives to support the bill providing for regulation.

A hard fight is being made also to do away with the upper berth. The traveling men allege that the Pullman rates are sufficiently high to en-

able the company to provide an entire section for each passenger. The organizations assert that the rate is sufficient to serve the public in the same style any first-class hotel does. Influences are at work all over the country, and many of the State conventions have appointed committees to take charge of the fight. An effort is being made to interest other societies in creating public sentiment in favor of the legislation.

The tipping evil is also being discussed at the State meetings of the traveling men's organizations and it is the purpose of the societies to see to it that the nuisance is abandoned. Some time ago, at a meeting of the T. P. A. convention at Norfolk, Va., a strong resolution was passed condemning the tipping of railway and hotel employes. Other State meetings are taking up the question, and before the summer is over it is expected that all the organizations of the different states will join in the crusade.

The Norfolk convention constructed a new symbol from the letters "T. P. A.," "Tips Positively Abolished," and sent out circulars not only to the various posts of the Society but to all other traveling organizations of the country.

At the various clubs yesterday the chief topic of conversation was ways and means to get the question before Congress in the strongest manner possible. Early in the week it is expected that committees will be appointed to take up the active campaign and an attempt will be made to interest the commercial organizations of the city and State both on the question of Pullman rates and the tipping nuisance.

The membership of the T. P. A. in Indiana on April 1 was 5,566 and that of Missouri 5,783, but during the month of April Indiana sent in many more new members than did Missouri, so that the difference in the membership of these two States is now less than 100. Illinois comes third with 3,504, Virginia fourth with 2,452, Pennsylvania fifth with 2,239 and Texas sixth with 2,023.

The big traveling men's celebration planned to take place some time early in July, in which every traveling man of the State will be interested, is taking on the nature of a homecoming affair for the "drummers." Hundreds of men who are native Hoosiers and are now traveling in other territory have written their friends that they will be on hand to celebrate. The Committee in charge of the affair will soon have literature ready for distribution, and invitations will be sent to every man whose name can be found on any of the rosters of traveling organizations in the State.

The Commercial Travelers' Association at its Board meeting last Saturday appointed a committee to arrange for its annual outing to take place some time in the latter part of June. The Association has been giving a picnic each year, and the Committee in charge promise that the next celebration will be far superior to any yet given by the Association. All the traveling men of the city are invited to attend and enjoy the programme. The picnic will be held on

Saturday in one of the city parks. John T. Gardner, chairman of the Arrangement Committee, will call a meeting of the Committee this week and outline a programme and fix the date.

Plans For the Buyers' Week in Indianapolis.

Indianapolis, June 6—The calendar of the Indianapolis Trade Association for this week indicates that the activity recently displayed in the Trade Extension trip was merely preliminary to what is yet to come. All of the divisions will hold meetings this week, as well as several of the special committee's and clubs divisions.

During the next two weeks much effort will be put forth in preparing for Buyers' Week, when the merchants of Indiana will be entertained by the members of the Trade Association. The Entertainment Committee already has the programme well in hand, but it will find it necessary to hold frequent meetings in order to work out the various details. The programme as agreed upon is as follows.

Tuesday Afternoon, June 14—Baseball game at Washington Park.

Wednesday Afternoon, June 15—Aeroplane races at the Indianapolis Motor Speedway.

Thursday Evening, June 16—Smoker and vaudeville at the German House.

Special admission tickets will be furnished to all visiting merchants for these events, and in addition tickets will be given for a visit to the Soldiers' and Sailors' Monument and for a plunge at the Broad Ripple bathing beach. It is the plan to have books of coupons issued by the various members of the Indianapolis Trade Association to their patrons.

In a number of the cities of the State arrangements are already being made among the merchants to come to Indianapolis in a body. Peru is organizing a "300 Club" to make the trip, and South Bend is contemplating sending at least 100 men in a special interurban car. It is probable that a number of the cities will adopt the Club idea in organizing parties to come to Indianapolis during aviation week, June 13 to 18, and to accept the hospitality of the Indianapolis Trade Association. Local committees will meet all such clubs at the railroad or interurban stations and will show them special courtesy.

The Trade Association will establish special information booths at various points for the benefit of the visitors during the special days, June 14, 15 and 16. In conjunction with the Speedway management lists of hotels and private boarding and rooming houses are being compiled.

The trip into Northern Indiana, which was completed Thursday night, did much to advertise the "Buyers' Week." In addition to the personal invitations which were extended to every man visited, a great quantity of printed matter was distributed. The merchants in many of the cities and towns gave assurance that they will visit Indianapolis and accept the invitation of the Trade Association members to be their guests at the several entertainments.

A SOUND INVESTMENT.

Mineral Dredging Brings Large Returns.

The business of gold dredging is not a speculation, but a safe and sound investment. In the case of quartz mining for gold, especially in the prospective stage, it is impossible to figure the profits with any degree of accuracy; for there is always the risk that the rich pockets may suddenly play out or that the deep underground workings become filled with water. But gold dredging is an entirely different matter. The extent of the placer fields can be accurately measured; the depth of the mineralized gravels can be determined by exact measurement; and the values made known by washing, and the average value multiplied by the number of cubic yards of gravel will show to a close approximation the aggregate value of the field. Moreover, the cost of the dredging operations is known to a certainty beforehand; and the market price of the product is fixed by law, and is never affected by competition, war or panic. Here, then, are all the conditions requisite for a safe and sound investment. The profits can be accurately determined months and years in advance, and all the speculative risks of ordinary mining investments are practically speaking, eliminated.

This is no theory but the record of experience, and demonstrated by the history of successful dredging companies in all parts of the world. Among the most profitable placer lands ever worked have been those of California and Alaska, where vast fields of auriferous gravel, carrying values from five to thirty cents per cubic yard have been made to yield enormous profits by hydraulic and dredging operations. The Oroville Dredging Company of Oroville, California, with a capital stock of \$3,500,000 is paying its stockholders 20 per cent. dividends on ground that runs only 15 cents per cubic yard in value, while much of the same on the dry beach at Nome have produced from \$8.00 to \$27.00 and even much higher per cubic yard. The sands in the waters adjoining this beach are known to be very much richer. In Butler county, California, within a radius of eight miles from Oroville, over \$100,000,000 in gold has been obtained from placers, largely by means of the dredge, while the State of California has produced over \$2,000,000,000 worth of gold bullion since 1848 from placers. It had produced \$880,000,000 up to 1878.

"The gold of antiquity all came from placers. The great additions to the world's stock in modern times also was derived mainly from this source," says the Director of the Mint. That the gold of the future will come largely from placers, produced by the gold dredge, there is no doubt. Gold will be so cheaply produced by this means that quartz gold mining will become unprofitable except in very rich veins running well into the hundreds of dollars per ton. We base this assertion on no less an authority than the Director of the Mint in his 1904 report on page 51:

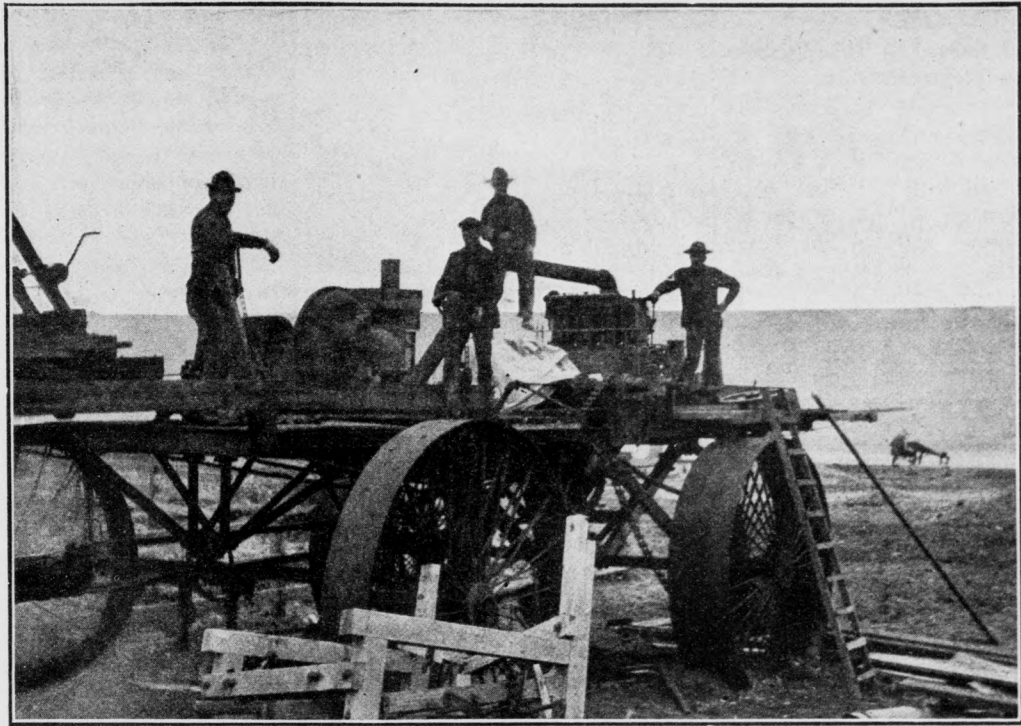
"There has been invented and introduced a new method of mining

placer ground, which threatens to flood the world with gold. I refer to the gold dredge. I believe there would have been no gold beyond the needs of the world, were it not for this new method of working old deposits. If we directly forecast the future, it will lessen the value of every gold producing mine in this section, and will eventually close many if not all of them. One by one, if left to natural causes all these lode mines would fall below the promoters' power to float, or the leasers' power to work. Thus, if it were not for the new invention now to be considered, we would have no flood of gold, but this very invention will shorten the life of local mines, by lessening the purchasing power of gold."

This prediction was made five years ago when very little, if any, dredging was being done on this continent, outside of the old placer fields of California, where values run 15 to 20 cents per cubic yard. Now that dredging of auriferous gravel in Alaska and South American states, running as high as \$1.00, \$2.00, \$3.00, and even \$27.00 per cubic yard, is being worked by gold dredges, the next ten years will witness an output of gold that will multiply millionaires as never before in the world's history.

As the railroads have driven out the stage coach; as the cotton gin took the place of thousands of operatives; and made possible one of the world's greatest industries; as the woolen mills have abolished the old spinning wheel and household loom, as modern machinery in all lines of industry has driven out hand labor—so will the gold dredge produce the world's supply of gold in such quantities as will make most of the lode mines with their expensive mills and smelters, unprofitable.

Placer mining is extremely profitable on account of the cheapness, or low cost of production. There are no shafts to sink, no tunnels to dig; no cross-cutting, no stoping, no extensive timbering to prevent cave-ins—and with the introduction of mammoth dredges dirt can be handled at a cost of from 3 to 7 cents per cubic yard. As each cubic yard weighs more than a ton, and each dredge is



Assembling Parts of the Gold-Platinum Dredge

Table Showing Possible Earnings.

The following table has been prepared along the most conservative lines. It is based upon the full capitalization of \$100,000, and the daily running expense of a single dredge is placed at \$100, and shows the possible earnings for 100 days' work on a range of investments of from \$10 to \$1,000 for one dredge working in sand ranging in gold product of from 50 cents to \$100 to the cubic yard:

No. of Shares	AMOUNT OF GOLD PER CUBIC YARD					
	50 Cents	\$2.00	\$5.00	\$25.00	\$40.00	\$100.00
10	\$ 9.00	\$ 39.00	\$ 97.50	\$ 490.00	\$ 799.00	\$ 1,999.00
26	22.50	97.50	243.75	1,225.00	1,998.50	4,997.50
50	45.00	195.00	487.50	2,450.00	3,997.00	9,995.00
100	90.00	390.00	975.00	4,900.00	7,994.00	19,900.00
500	450.00	1,950.00	4,875.00	9,800.00	39,970.00	99,950.00
1000	900.00	3,900.00	9,750.00	19,600.00	79,940.00	199,900.00

capable of handling from 1,500 to 2,000 cubic yards a day it is easily understood that gravel containing a very small amount of gold can be handled at a profit. Indeed dredging placer grounds is not a new gold industry.

During 1901 twelve companies were engaged in the active operation of dredging for gold in Butte county, California, while in different parts of the state 25 companies were working 26 dredges. At this time New Zealand had long been successfully dredging—one company showing a dividend distribution of 862 per cent. in two years.

As no stock is for sale in any dredging company which is now in active operation, the value of such mining can readily be understood.

In the Feather River country, California, immense olive orchards worth thousands of dollars per acre have been dug up and turned over by mammoth dredges to get the gold. Considering all the present successes, the future prospects of dredging companies in general seems to be not a matter of generous profits, but "how much." No man—not even the most experienced of mining men—can hope to hazard even a guess as the possibilities are too enormous to contemplate.

The dredging companies of California and other places have had to purchase the gold bearing lands at a cost of from one thousand to five thousand dollars per acre before beginning operations. The Gold-Platinum Dredge will work upon lands

which are declared by the U. S. government to be a part of the public domain. The lands can not be purchased or staked. They are free for anyone to work without interference from any source.

Owing to the small cost of construction, from 25 to 30 of the McKeone patent mineral dredges on high wheels can be put in operation for the amount it costs to build one of the large floating dredges, and the capacity of each of the McKeone dredges is nearly equal to those of the floating type.

The booklet issued by this company sets forth the enterprise in part and speaks more especially of first placing the dredges in operation near Nome, Alaska. This place was first selected for operation on account of its known and established richness in gold bearing sands which would return quick and active dividends of large proportions and also permit the setting aside of sufficient capital to speedily increase the plant and place more dredges in operation along the Pacific coast and in other waters where the U. S. Geological survey reports the black sands very rich in platinum and other valuable minerals and where these dredges can be operated every working day in the year.

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

THE PASSION PLAY.

Some Facts Regarding This Interesting Representation.

Brussels, Belgium, May 15—The village of Oberammergau, with its less than 1,000 inhabitants, is like unto a river bed with but little water running through it; but when the mountain snows melt or the heavy rains come it at once becomes swelled and sometimes a mighty torrent—a thing to be reckoned with for all with whom it comes in contact. So it is with Oberammergau, the usually small and peaceful village, located in the tranquil valley of the Ammer, twixt the range of Bayerische Alpen Mountains, about seventy-five miles southwest of Munich, where one must go to reach it by rail.

This village, as is well known, is where the justly celebrated Passion Play is staged, and the crowds that are drawn here to see it performed swell the population in a day's time from four to eight times its normal size and can only be cared for through throwing open wide the doors of the homes of its residents. When it reaches over the four thousand mark—the seating capacity of the theater—those who come must be cared for by neighboring villagers, who kindly assist in the task. The day of the Play all is hustle and animation and about the theater, as one can imagine, is a surging mass of humanity; but the day following brings a reversal of things and the village resumes its former tranquility. Two hundred and seventy-three years ago a plague broke out in the villages and valleys of this Bavarian province and a number of them were said to have been wiped out, and of Oberammergau and Unterammergau (only two miles apart) less than twenty persons were left out of the awful devastation wrought by this dreadful plague.

Naturally situated so they could be quarantined these villages drew a cordon about and supposed they were to be exempt, for no inhabitant was allowed to pass from the happy valley into the perilous outside, nor was any outsider permitted to come within; but with all this caution they forgot to reckon on one fellow who was a former resident and became homesick, for he came into town by night on foot, coming from a village where the plague was raging furiously. Three days after his arrival his death occurred and others followed in quick succession. In their agony it occurred to this extremely good people that a pious vow would atone for the cause and turn away the vengeance being wrought. Then was the resolve made that was as a vow and which has been sacredly kept, that once in ten years the death of Christ would be represented by them. From that time, it is said, the plague was stayed in its ravages among them and decennially they have fulfilled their vow, save only as the fresh start was made to have it come in a year ending with a cipehr, which was in 1680. There has been two or three extra representations between the interval of ten years, the notable ones being those of 1815, for the purpose of cel-

brating the Peace and in 1871 in order to conclude the series of performances which were interrupted by the Franco-German war.

It is a well-known fact that the representation of our Lord's death and passion in drama did not begin at Oberammergau. It had its origin in very early days, in the desire of the faithful to learn better to know and to follow the sufferings of our Redeemer.

It is related by Mary, the Mother of Christ, that she, after the ascension, either alone or in company with the other holy women, went through the path of her Son's suffering from the Mount of Olives to Calvary, and refreshed again in her memory and in her loving heart all the sorrows which had been accomplished at the different places of the journey to the Cross. Thus did pilgrims, as Christendom extended, hasten from distant parts to Palestine, that they might strengthen and increase their love to their dear Lord by visiting the scenes of His passion.

All could not visit the Holy Land, therefore everything that could be done at home to set forth the sacred sufferings was brought before the earnest followers of the Redeemer.

Thus arose the devotional services of the Passion Play, which enabled the faithful to visit in spirit those scenes which their bodily eyes might not behold. Thus, also, did writers compose dramas that the Passion might be shown; so that the faithful, as far away as England, are known to have produced it, at first within the church, in close connection with the divine service, but afterwards it was removed to church yards or to other open spaces reserved for them. There exists yet evidence in Cornwall, known as Plan in Guairs, that points plainly to the fact that the Welch people followed this custom up to two centuries ago, but there came a time when there was a decadence of living faith, and with it religious art, in all its branches and the Passion Play degenerated so much that its production is said to have been forbidden, and only after that time was it continued by this peculiar people, living at Oberammergau.

This village, sheltered in by the Alps, keeps its people quite free from contamination with the outside world. One has only to pay a visit to the village, when by their appearance and speech they reveal the fact that they are led by and instructed with the Holy Spirit's teaching. They seemed to be united to their treasure by a two-fold object: First, they were trained in it from early childhood by their priests, and so it had become endeared to them; and, second, the work in which they were instructed for a life occupation and which still forms the chief one, that of wood carving, includes the carving of our Lord upon the Cross as their best selling piece. Thus did their daily toil continually recall the scenes they acted and the story was ever on their minds. We are told that the performers in the present Passion Play do not think their acting worthy its subject and so strive to perfect themselves in their several parts by con-

stantly making it a study and to live the life; however, the simple minded players have never cared for the world's admiration or wonder, but their acting seems to be devotion to make their work improved, and as an ablution poured out of all that was best in their lives in gratitude for Divine mercy.

While their work on the Passion Play is never laid aside or forgotten, special practice has been going on for the 1910 play since last October. It takes eight hours to play it and it commences at 8 o'clock in the morning, running through until 6 o'clock p. m., with an intermission of two hours for lunch. A theater was erected for the 1900 play that was capable of seating 4,000 people comfortably. It is constructed of iron chiefly, its roof being supported by arched iron girders, over 50 feet high in the center. This replaced the old wooden play house of former years and is now quite in harmony with the pretty homes of the peasants here, all being painted in a unique manner. The Passion Play consists of eighteen acts or scenes, together with a prologue or introduction. Just before the playing of the splendid orchestra commences forty-two singers (twenty-four ladies and eighteen men) march in, one-half from each side and take their places in line at the front of the very large stage and stand out in the open air, for the theater is not enclosed at this end. This perils of having the mountains and natural scenery in making the background and really adds to the illusion. The leader, or prolog, as he is termed, points out the first meditation suggested by the sacred drama, after which the orchestra plays an accompaniment for some of these beautifully robed singers to lead and at times the whole chorus sing words that help the spectators to understand the series of tableaux put on the stage. These are Old Testament scenes and help to make plain the Play as it progresses by a parallel scene portrayed. The Play itself commences with Christ's entry into

Jerusalem and the tableaux, gorgeously put on, shows our first parents being driven from the Garden of Eden.

The five hundred actors undertake to depict the death, resurrection and ascension of Christ. Many, although drawn to Oberammergau to see it, are somewhat doubtful of the effect of the drama on their devotional feelings, but, having heard and witnessed it, come away conscious that by it their spiritual life has been deepened and their faith strengthened. The Play has a mystical moving power which arouses emotions never to be forgotten.

There are thirty-one performances billed for this season—May 11 to Sept. 25, but extras will be added as found necessary to accommodate the crowds that come. For the first entertainment every seat was taken and some were standing, and for the next play already 7,000 had purchased tickets, showing that a special or overflow performance would be given on the day following at same hours and by same actors.

Salaries paid the actors, we were told, run from \$45 for the season of five months for boys to \$500 for Anton Lang, who takes the part of our Lord. Each play requires this fine actor to hang on the Cross, with hands extended, for a period of twenty-four minutes—a very difficult task to perform, but how well he does his part may best be told in these words—he does it perfectly. Another powerful character is that of Judas Is-

Chicago Boats Every Night

Fare \$2

Holland Interurban and
Graham and Morton
STEEL STEAMERS

Boat train leaves
Grand Rapids at 8 p. m.

Why Not Let Us Show You How You Can Increase Your Harness Sales?

Just try it once, Mr. Dealer!

One of our harness will do it for you.

The result just can't help but surprise you.

The season is now on when you will want many Single Harness.

Your customers won't be satisfied with anything but the BEST for their money.

Unless you carry the BEST do you believe your sales will increase?

What are your harness?

Just science worked up into leather. Our workmen are artists, and they know HOW to shape a strap and finish it so as to "stand out" from other work.

The result? Well, if you have handled our Single Harness you know.

If you haven't, don't you believe TODAY would be a good time to begin by asking us for our catalog No. 7?

Brown & Sehler Co.

Grand Rapids, Mich.

carriot, the part being taken by Johann Zwink. He is a veritable tragedian and wins the hearts of all by the manner in which he depicts that character.

The Mary is good and equally so are the John, Peter and Herod characters, and altogether, for this large number of players, one can see a devotedness of duty and that each tries conscientiously to faithfully portray the part undertaken.

The theater has no galleries and only three boxes in the rear, in addition to floor space, for the seating of the audience. This is arranged so that straight back through the center, commencing at the seventh row from the orchestra pit (which are \$1.50 seats), there has been reserved one-third of the entire floor space as \$2.50 seats, the rear ones being at least ten feet higher than the front ones and directly under the boxes, which command \$5 per seat. The remaining space, on either side, is charged for according to positions, at from 50 cents to \$1.50.

It is impossible for one to attend the play unless he has previously arranged with the management direct or through Thos. Cook & Son, who have control of the arrangements throughout the world except in Germany, where the firm of Schenker & Co., Munich, have control.

Chas. M. Smith.

China Cradle of the Newspaper.

The real cradle of journalism is China, where the Peking Gazette is celebrating its 1,000th anniversary. Many papers have appeared since the year 1900 and are issued for the great bulk of the population with the new alphabetic characters which have been substituted by the government for the old cumbersome characters and learned with perfect ease by the masses. Since the reader must understand the newspapers an embarrassing gap has been showing itself. This is being remedied by societies which provide free popular lectures in towns and villages for the sole purpose of explaining the contents of the newspapers.

The government is constantly emitting new laws with respect to the press. As all the characters of the native script and everything printed are consecrated to the saints of antiquity any use made of old newspapers would be a profound sin that would attract relentless misfortune. Any one who desecrates anything printed is sooner or later stricken with blindness. The government especially warns against fortifying the soles of sandals and shoes with old newspapers and furnishes a cheap thick paper of straw for common wrappers and remnants. The Foo priests roam through the villages gathering up with devout care every visible scrap of newspaper and burn it with ceremony before the images of the old saints in their honor.

Had Combination.

Rambo—I have a pair of glasses at home that make me see double.

Baldwin—Yes; I've seen you using them. One is a beer mug and the other is a whisky tumbler.

Triumph of a New Idea.

About the quantity of reading matter furnished in the average Sunday newspaper there is no reason to complain—unless it be on the score of too-muchness—but the quality often leaves much to be desired. The only shining and unqualified exception to this rule is found in the unique Sunday Magazine of the Chicago Record-Herald. There is nothing else like it in the whole range of American journalism. It is a real magazine that is regularly issued as a part of the Sunday paper. It is filled with first-class fiction, able articles, choice pictures and a wide range of good miscellany, all by popular or really famous authors and artists. When writers such as Conan Doyle, Anthony Hope, Rudyard Kipling, Jack London, Sewell Ford, Cyrus Townsend Brady and Roy Norton are counted among the contributors to a Sunday paper its triumph can no longer be doubted.

The Sunday Magazine of the Record-Herald is far and away the best literary treat offered to newspaper readers in the United States to-day. The largest monthlies and independent weeklies can not surpass it in quality or sustained interest. You will always find one of the finest serials of the year in its pages, often captured from the big monthlies at record prices. Its short stories, including those of the delectable Shorty McCabe, can't be surpassed.

An Amazing Success.

There never was a time in the history of the world when good stories and articles could command such prices as they do to-day. It is an extremely expensive thing to publish a high-class magazine nowadays, filled with the best work of the most famous authors and artists. Yet it is exactly such a magazine that the

Chicago Record-Herald furnishes as an integral part of its Sunday issue.

The Sunday Magazine of the Record-Herald compares favorably with the best weeklies and monthlies and has some merits peculiar to itself. Its outward form and its cover pictures in colors are beautiful. The most famous writers and illustrators contribute to it. Some of the choicest novels of the year are published serially in its columns before they see the light in book form. Its editor has secured exclusive control of the writings of the best new humorist who has risen to fame in the last decade. To furnish such a magazine with every copy of a big Sunday newspaper is an amazing venture, yet several years of complete success have proved the wisdom of the idea. Nothing else of the kind can touch the Sunday Magazine of the Record-Herald in popular interest and literary excellence.

Love Will Find a Way.

Oberlin was the first co-educational college in this country. In the early days they had a rule that in case there were but one man and one woman in a room, at least one chair should be between them. One evening an instructor, passing one of the small sitting-rooms, was horrified at beholding a young man and a young woman occupying the same chair.

"Sir," he demanded of the man student, "what is the meaning of this outrageous behavior? Do you not know the rules of the college?"

"Why—er—don't they say that if a man and a girl sit alone in a room they shall have one chair between them?"

It is far easier to praise the forgiveness of enemies than to practice the forgiveness of friends.

The Week's Fable.

Once upon a time a hungry fox who was prowling through the forest in search of food espied an owl asleep on the limb of a tree. After deciding he could not reach the bird by a spring, Reynard called out:

"Say Mr. Owl, I would like to have a word with you to-day."

"Well?" replied the bird as he lazily opened his eyes.

"They call you the bird of wisdom, don't they?"

"I believe they have applied that term to me."

"But they were mistaken. I deny that you are wiser than any other bird."

"Yes?"

"And not nearly as handsome as most of them."

"I see."

"As a matter of fact, you are a stupid old son of a gun."

"Very likely."

"And so tough and tasteless that if you were down here at the end of my nose I wouldn't think of eating you."

"No?"

"Wise? Why, you don't know enough to last you over night! Say, now, I defy you to tell me one wise thing you ever did."

"I think my getting twelve feet from the ground to go to sleep wasn't so very bad!" chuckled the owl, as he ruffled his feathers and slept again.

Moral.

"The old snoozer has got a level head, after all," said the fox to himself as he galloped away to find other game. "I might not have eaten him, but he was wise not to take the chances."

Many a conscience that works well at the second person notch gets out of gear at the first person singular.

You have had calls for

HAND SAPOLIO

If you filled them, all's well; if you didn't, your rival got the order, and may get the customer's entire trade.

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.



SMOKING UP A TRADE.

A "Fire Sale" Which Really Reduced the Stock.

Written for the Tradesman.

You remember Shalton?

He is the merchant who believes people like to be humbugged, who thinks he can swindle his patrons and make them love him.

Not long ago, in the Tradesman, I told the story of how Shalton cut bolts of silk up into pieces and sold the whole business for remnants.

He said he had brought in one bolt of silk "like that," and sold a hundred girls the remnant of that bolt. When the girls compared notes, advertising in the local newspapers did not do Shalton any good. A hundred angry girls can talk faster than a double column advertisement on the first page, next to pure reading matter.

Shalton was known as "the remnant man" after that, and one day his creditors came in and closed his store. Served him right, at that.

Well, Shalton is not the only one. I heard of a man yesterday who has a wicked heart and a mouldy conscience. He also believes that the stronger you play the three-shell game on the people the better they like you. Or, at least, he did believe in the foolish proposition that people dote on being robbed. It is possible that he may have changed his mind.

This man's name is Scranton, Harold Y. K. Scranton, to be exact about it. He is a dry goods man, like Shalton, and infests country towns.

He brought off his great act at Sorento, which is over in Wisconsin. When he struck the town he wrote his name on the hotel register in letters an inch high and as black as the ink in his fountain pen would make them. He ordered the best suite in the house and bought the best cigars.

That afternoon he went out and told a real estate man that he had heard so much about Sorento that he couldn't resist the temptation to come up and look the town over.

The real estate man had him in Skidmore's best livery rig in three minutes. Before night Scranton had leased the double store down on Main street and ordered goods sent in by fast freight.

From that time on Scranton made a lot of noise in Sorento. He gave freezers of ice cream to picnic parties, presented the girls who waited table at the annual Sunday school blow-out with pretty aprons and occasionally sent an old lady customer home in his carriage.

Scranton is a good business man. There is no doubt about that. If one could extract that Benedict Arnold conscience of his and put in a few more improvements of a moral nature he might be fitted for the mil-

lionaire row. But like many others who drift into business—and rapidly drift out again—he thinks more of one crooked cent than a whole honest dollar.

One night, when the good people of Sorento were out on the rooftops looking for the tail of Halley's comet, it was discovered that Scranton's store was on fire on the inside. When the smoke cleared away the next day it was found that the stock was badly damaged by both smoke and water. The building had not been burned to any appreciable extent.

If you burn a building down, you know, you can not run a fire sale. What Scranton wanted was damages from the insurance companies and a fire sale.

He got his fire sale going the next day. He took pains to let it be known that the fire had ruined him. His insurance was light, he said, and the stock was damaged so that it wouldn't sell for freight charges. The people of Sorento felt sorry for the poor man.

Perhaps Scranton's fire sale would have gone on all right only for Miss Louise Carr Hanover. Miss Louise was in Sorento on her spring vacation. She worked at a big store in the State street district, Chicago, and felt competent to tell the merchants of Sorento where they got off at.

Miss Louise went into Scranton's with Isabel and Mary, who wanted to take advantage of the low prices. Isabel drew up at the silk counter.

A bolt of silk which had been on fire just a little bit, and which was soaked for a yard or so, lay in plain view.

"What a shame!" cried Isabel. "Such a beautiful piece of silk, too!"

"It must go with the rest," observed Scranton, rubbing his hands and smiling. "It isn't damaged so very much, but it goes at the reduced rates."

Miss Louise looked coldly at the merchant.

"How much?" she asked.

Scranton examined the tag.

"It goes at 69," he said.

Isabel was about to close the bargain when Miss Louise gave her a jab in the back with her elbow.

Isabel wasn't a good actor and Scranton saw that Miss Louise was likely to prove a marplot. He had heard about the girl who clerked on State street.

"It really ought to be dried and straightened out before being sold to any one," he said. "I'll call a clerk to look out for it."

Louise smiled the smile of State street, Chicago, as the bolt of silk was whisked away by the clerk.

"He is a fraud," she said. "I was in here yesterday and that bolt was there on the shelves, not damp nor burned. Besides, that is a kind of silk we sell for 49 cents a yard by the bolt. He thought he got it away before I saw the quality of it, but he didn't."

It was clear to the three girls that Scranton was marking his goods up instead of marking them down. Still, the store was crowded. You know

yourself what an attraction a fire sale has for the bargain-hunter.

The stage was set right. The floors were wet and there was a smell of smoke in the air. The goods were mussed, too, and some which had not been touched by fire or water showed on the counters. These were grabbed by half a dozen eager hands at once.

"I'm going to get out of this store," said Louise, presently. "This smoke makes me sick."

"I'm having the windows opened," said Scranton. "We are afraid there is still fire in the walls somewhere. The smoke ought to be all out of the building by this time."

"Sure," said Louise. "It ought to be all out by this time."

"Why don't you call out the fire department?" asked Isabel.

"Good idea!" cried Scranton.

The merchant went to the phone and sent in a still alarm.

Just think of the advantage of the idea! The department would rush up Main street and there would be a crowd. The firemen would enter and customers would scream. Then the building would be reported safe and trade would go on. Fine idea!

It all happened just as Scranton had figured—except for one thing.

"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

There was one fireman who did not go out of the building with the others. Instead, he dodged behind a pile of goods and made his way into the basement. Perhaps Louise, wise to the ways of State street, had given him a hint. If she had, no one will ever know about it from me.

In about five minutes the fireman came back up the stairs and stood in the center of the store.

With him was a 16-year-old boy, Freddie Sears, who had been working for Scranton ever since his arrival in town. Freddie was sniffing and the fireman was holding him by the back of the neck.

"You let me go, now!" cried Freddie, kicking out at the fireman.

The fireman cuffed the boy's extensive ears and held him closer.

"What you going to do with Freddie?" asked Scranton.

"I'm going to lock him up," was the reply.

"What a shame!" cried Isabel.

"You let me go!" yelled Freddie. "Scranton told me to build a fire down there!"

"What's that?" asked the fireman. "Scranton told you to build a fire down there? Then I'll have to take him with me. This boy was setting fire to the floor down in the basement," the fireman added, turning to the audience.

"Aw, I wasn't goin' to burn it!" shrieked Freddie. "I was just buildin' fires down there to make a smoke an' smell up the goods."

"Why, the idea!" cried Isabel. "Is that the way they manage fire sales?"

"Sometimes it is," replied Louise.

"The boy lies!" shouted Scranton. "He was sent down to build a fire in the stove to dry out the basement."

"Aw, he's a liar himself!" exclaimed Freddie. "He told me to smoke 'em up good an' plenty. Said it would sell goods."

The customers there assembled declared that Scranton was a fraud. It was such a mean, little, cheap trick that they resented it.

Building a fire in the basement and calling in the fire department! Humbugging the good people of Sorento! Scranton couldn't have sold gold dollars for 10 cents after that. It was not even a clever cheat. It was too cheap.

Like Shalton, Scranton got rid of his stock quick. The creditors took care of that. In other words, the fire sale did reduce the stock wonderfully. There is always some one butting in just as a rogue gets things coming his way! Alfred B. Tozer.

"Measure For Measure."

Country Editor—Billy, run over to the store and ask Mr. Krump for the loan of his peck measure for a short time.

New Office Boy—Yes, sir; but what will I say you want it for—he is sure to ask me?

Country Editor—Well, the fact is that Silas Skinflint is due here in half an hour to renew his subscription with two bushels of apples and—well, I know Silas of old!

No man is old enough to be another man's conscience.

Good Store Fittings Needed.

The time has gone by when entire dependence, in the matter of making and holding trade, can be placed on the selling of good goods. Almost every store of any respectability nowadays sells pretty fair goods and gives pretty fair values. It is no longer a singularity to do this; no longer a sure passport to public favor.

Of course, no store can be permanently successful unless it sells good goods, but we must guard ourselves against believing that good merchandise is the only requisite.

Attractiveness of store appearance, inside and out, has become nowadays a very, very potent trade-winning factor.

Probably no one thing has so much to do with the impression a store produces on its visitors—not even attentiveness and courtesy of the salespeople.

Surface indications determine the judgment of the masses of buyers. They are not, in the main, discriminating judges of the merchandise, however much they may fondly cherish the delusion that they are.

But everyone, however little fitted he or she may be to accurately analyze the general character of a store's merchandise, is certainly fully capable of judging a store's general appearance.

Quality of merchandise and prices being fairly equal the store that is attractive in fittings and arrangements will outdraw two to one the store that is rather old-fashioned and commonplace in these respects.

The store with an old-fashioned, dingy-looking front, with old counters and fixtures and a jumbled up, unkept-looking stock, is laboring under a heavy handicap which it will take more than good advertising to overcome.

Good advertising will not offset the effects of bad stock-keeping.

Keeping stock in apple-pie order, having everything neat and orderly and scrupulously clean, is an absolute essential to restful advertising.

Advertising can bring people into the store, but it can not make them buy or induce them to visit the store a second time if the first visit is unsatisfactory.—Business Help.

Look Prosperous.

There is no doubt in the world of the truth of the old saying that "nothing succeeds like success." The very next thing to having success is looking like it. Many people smile when you talk about the great American game of bluff, but there is, a whole lot to it if it is not overworked. Some publication has said, "Him that has gets," and it is the surest thing in the world. Rats desert a sinking ship and customers will fight shy of a store whose proprietor is reported on the ragged edge, just as certain as they will flock to a prosperous merchant. There is only one deduction: look prosperous, talk prosperous, act prosperous. The hardest day you have to meet put on your very best suit of clothes and see that you spell prosperity from head to foot. Whether you have to interview your banker

or greet customers it is all the same. Your "front" will count for a whole lot, while a careless, Oh-I-am-discouraged appearance will start customers away on the run.—Stoves and Hardware Reporter.

Just One Instance.

"Well," said the mild-looking man, after a long silence, "it won't be long now before the watermelon will be with us."

"Humph!" replied the aggressive man.

"I do love the watermelon. I remember that on one occasion last summer—"

"Oh, yes; you bought a watermelon. So did I."

"I was passing by a grocery."

"So was I."

"I saw this melon."

"Yes, and I saw one."

"I stopped and tunked on it."

"I was the same kind of a fool! Yes, I stopped and tunked."

"And the sound told me that I had found a juicy red core."

"Same here."

"And I bought it."

"So did I. Yes, I bought it and broke my back lugging it home."

"I put mine on ice for two days," said the mild-mannered man.

"Same here. Bought fifty pounds of ice extra."

"At the end of two days I invited ten people in to help me devour that prize."

"I invited eleven."

"And the melon was cut."

"And so was mine and it was greener than grass and harder than sandstone—ha! ha! ha! What fools we made of ourselves!"

"But mine was ripe, sir. It was red. It was juicy. It was fit feast for angels. It was the largest, finest, nicest, most beautiful, most exhilarating—most—"

But the aggressive man had closed his eyes and pretended sleep.

Her Interest.

The woman sitting on my right in the open trolley car seemed to want to ask me where Jay street was, and after I had given her an encouraging smile she said:

"Will you please tell me which is going to lick—Jeffries or Johnson?"

"Why, ma'am, it is impossible to say," I replied.

"But what is your opinion?"

"I have none, and if I had it would do you no good."

"Dear me, but I wish I knew."

"It seems a bit queer for a woman to take an interest in a prize fight."

"Yes, I know," she replied, "but my man Mike wants me to hand him over a quarter to bet on Jeffries, and I'm not going to do it and run any chances. With chucksteak 18 cents a pound! Not on your life."

A jellyfish has no collisions.

MOTOR DELIVERY

McIntyre

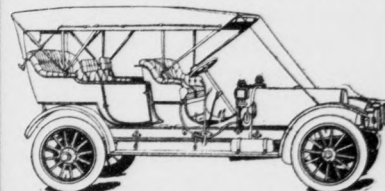
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Auburn, Ind.

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IN THE ORIENT.

How Trade Conditions Look To a Chicago Man.

If one travels in the Orient, as I have been doing, he must be impressed with how thoroughly Great Britain has come to occupy the positions of vantage, and how thoroughly established are the merchants and manufacturers of that country. We hear much of the awakening of China and are told that there is soon to be opened to us a great empire in which our products may be sold.

It is very recently that Chicago was visited by a body of representative business men of Japan—men who represented the chambers of commerce and other trade organizations in that marvelous country. But when you have visited Japan and China you are bound to be impressed with the belief that if the merchants and manufacturers of the United States are to have any share in the direct trade with these countries they must begin to get ready for it—and get on the ground, as I have already indicated.

New York Scout on the Spot.

During my visit to the Orient I heard frequently of the visit to this region of Joseph Menendez, the manager of the export department of the H. B. Claffin Company, whose investigation had shown him that many goods which were of American production and which might under certain conditions be handled direct from the New York house, were being sold in China and Japan through English representatives. Mr. Menendez' visit to China was prompted by a falling off in the demand for American cottons in North China, and it was with the purpose of personally investigating the causes for this condition that the visit was made, hereby hangs a tale which may better be told farther along.

China's Railroad Development.

It is not difficult to understand why Great Britain has thus far commanded, almost undisputed, the markets of China. She has held for nearly a century the concessions at the mouth of the Yangtze River, where Shanghai is situated, and for quite as long a period the concession at the mouth of the Canton River, where Hong Kong is situated. China is still almost without railways and the Yangtze River has been the great artery of commerce for Northern China, and the Canton River for Southern China. The building of railway has begun and in these enterprises Americans are beginning to participate. In the opinion of the most competent judges, China is to witness within the next ten or fifteen years a more rapid development of a railway system than even has characterized the United States. These railroads are sure to change conditions throughout the Chinese empire and it is this change in conditions that should give our merchants and manufacturers an opportunity.

Everywhere England.

It is true that Great Britain has shared the concessions at Hong Kong and Shanghai with France, and other favored nations have been permitted

to establish themselves, particularly in Shanghai, but you are impressed all the time when you travel in the Orient how thoroughly Great Britain dominates the Orient. Her ships are everywhere and you hear the English language spoken as you hear it spoken only in England. The hotels are English in every detail. The railway cars are English in design and even the street cars—trams they call them, as they are called in London—while of American build not infrequently are operated as are the busses in London. At least, such is the system in Shanghai.

Work To Pass Her.

Great Britain is on the spot; she has learned the advantage of being near her field of distribution and she has cultivated it thoroughly. She carries such extensive stocks, she understands the field so well, she is so dominant in the two chief ports of China, her methods are so deep seated—and the English are slow to change their methods and practices always—that so far as our merchants and manufacturers breaking in at these ports of entry—well, it would mean toil and trouble.

Within the past five years Germany has begun to be felt in the Orient. She has subsidized two lines of steamers, the North German Lloyd and the Hamburg-American lines, and the representatives of her commercial houses have gone out after a share of the trade which is to be found in the Orient. If you talk much with the Englishmen of this section you are sure to be impressed with the belief that Germany is getting some of this trade. Their comments are not always complimentary, and there is a suspicion of jealousy in what they have to say.

Fine Chance in Philippines.

The one place in the Orient where you encounter Americans, where you hear the English language spoken with the accent which is familiar to all Americans, and where American business methods dominate, is in Manila. And here is the point which I wish to make: If the jobbers of Chicago are to follow the example set by the H. B. Claffin Company and, after personal investigation, attempt to get into the field, they must begin early to establish themselves in this, a part of their own land, to reach out after the trade of the Orient.

Mr. Menendez is quoted by an official of the H. B. Claffin Company as calling especial attention to the possibilities for American trade in the Philippines, and as having said that the new tariff impressed him as the open sesame to that rich country, which should not only give an opportunity for dry goods, but for general merchandise, to gain a position there and enable the American exporter to gain to the fullest extent the opportunity which had been opened. I had repeated to me in Manila similar expressions by Mr. Menendez. Entering Wedge in Tariff Reform.

The business men of Manila are not fully content with what has been secured for them, and will not be content until all the restrictions hedging about the amount of sugar

and the quantity of cigars which may be shipped free into the United States are removed but they feel the entering wedge has been made, and that a new era of development has been opened by such tariff legislation as has been secured.

Must Establish in Manila.

It was my good fortune to travel from Seattle to the Orient with a delegation representative of the Commercial Club of that city. At a dinner given this delegation by the Merchants' Association of Manila the business development of the Philippines and the development of trade in the Orient were very fully and frankly discussed. During my lifetime I have had opportunity to witness the development of centers of trade in close proximity to the fields of distribution. I have seen a large part of the jobbing trade which was once New York's shifted to Chicago. I have seen centers of distribution ministering to more or less local fields grow up at Minneapolis and St. Paul, Kansas City and St. Joseph, Omaha, Dallas and Denver and so I ventured to express the opinion, in the talk which I was called upon to make at that dinner, that if the merchants of America are to get a share of the trade of the Orient they should establish themselves and carry stock in Manila. I am still of that opinion and my suggestion met with the endorsement of the business men present who have had opportunity for a fuller study of the proposition than I have had.

The Possibilities.

Let us look at the possibilities: Hong Kong is 10,785 miles from Bremen, and about 600 miles nearer London. Shanghai is 11,655 miles from Bremen; Nagasaki, the most southerly port of Japan, 12,067 miles; Kobe, the most important port in Japan, 12,456 miles, and Yokohama, 12,786 miles. The shortest sailing time, by the P. & O. steamers, which are the mail steamers from London to Shanghai, is forty days. Boats carrying chiefly freight over the same course would require even greater time, particularly if stops were made en route, as there would necessarily be.

Natural Advantages.

Not one of the important ports of the Orient—Yokohama, Kobe, Nagasaki, Shanghai, Hong Kong and Manila—is more than 6,000 miles from the ports on the Pacific coast of the every one of these ports by several thousands of miles than the cities of England and Germany which are now supplying this region with its merchandise chiefly. Our ships—but come to think of it, we practically have no ships—can cross the Pacific in a couple of weeks—in practically a third of the time that ships of the same character would take to round Gibraltar into the Mediterranean Sea, pass through the Suez Canal and the Red Sea, around the point of the Malay Peninsula and then north to the ports which I have already named.

Kinship in Australia.

Manila is less than two days removed from Hong Kong. It is about

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three days remote from the Japanese ports and Shanghai. From Manila there might be reached also Australia and the other islands to the south—particularly Australia, where, I am assured by the people who travel and who know the world, the tastes of the people and their manner of doing things are more like those of America than any other country on the globe, English although she be in her origin and education.

Congress has taken the first step to make feasible such a plan as I have suggested. She has established free trade between the Philippines and the United States. The ladies of our party, who had shopped freely in Japan and China, found a keen delight in buying the things not common to their own country in the Philippines, because they could send these things home free from duty restrictions.

Ship Subsidy.

The next step will be for Congress to grant a ship subsidy which will encourage the establishment of American steamship lines from the ports on our Pacific coast to the ports of the Orient.

There ought to be a line which would travel direct from Seattle or San Francisco to Manila, stopping only at Honolulu—an all-American route. Such a route would be less than 7,000 miles long and could readily be covered in twenty days. The Northern route—from Tacoma to Yokohama—is only 4,300 miles long and not more than 6,000 miles to Manila.

J. J. Hill's Patriotic Service.

But the ship subsidy will be unavailing unless the merchants and manufacturers of the United States undertake the establishment of trade in the Orient and contribute to the development of the industries of the Philippines by buying and distributing what she is producing and is capable of producing. I crossed the Pacific in the Minnesota, belonging to the Great Northern Steamship Company. The sister ship, the North Dakota, it will be remembered, was wrecked off the coast of Japan soon after she was put in service, and you will hear, in the Orient, that this needless destruction of the great steamer was a most fortunate sale to the insurance companies. The Minnesota, I am told by those who should know, has never made but two trips when she even met expenses. The usual loss per trip is about \$20,000. She makes about five trips a year. What hope is there that we may establish trade in the Orient in ships flying our own flag unless we first subsidize them and then get on to the ground and develop traffic in both directions?

Chicago and the Philippines.

The Philippines produce, and are capable of producing, tropical and semi-tropical products which the United States now imports in large quantities (from countries other than Porto Rico, with which she has free trade) to an extent beyond the possibility of production in the other portions of her own domain. Why should not the great wholesale merchants of Chicago, the Great Central Mar-

ket, not only take what the Philippines have to offer, but sell her people and the people in the neighboring territory a share of what they are sure to want to buy. So far as China is concerned, and that is the great field of promised outlet, the feeling is more friendly toward America than towards any other nation. Everywhere, too, even in the Philippines and Japan, the Chinese are the merchants of the country. The American merchants, who will study their methods and establish relations with the Chinese merchants outside the border of China, will have prepared themselves for conquest in China.

Manchuria.

But there is the other story hinted at in the beginning of this chapter, which I had almost overlooked: Prior to the Japanese war the greater part of the trade with Americans established in China was being done in Manchuria. It was the one place where we had gotten a foothold. You will begin to understand the significance of Secretary's Knox's suggestion that steps be taken to secure neutrality in the operation of the railways of Manchuria and Korea when you are made familiar with the reports which are everywhere current of what has happened in these districts—along the lines of railway which the Japanese secured as the result of their successful war with Russia—and on roads through Chinese territory.

The Aggressive Japanese.

The Japanese are aggressive—there can be no question on that score. Naturally they have believed that certain things belonged to them by right of conquest. The imperial government owns and operates practically all the railways in Japan proper. The government has come into possession of the chief lines of road in Manchuria and Korea. These lines are policed by the Japanese. Many troops are still in Manchuria for this kind of duty. Chinese merchants who were given for a long time to buying a generous portion of their stocks from American merchants, as well as from the merchants and manufacturers of Great Britain and Germany, it is charged, have lost trade to the Japanese, who were encouraged to flock into Manchuria and Korea and who have been given preferences in service and in rates on the imperial government railways and who have also been able to escape taxation by methods which need not be described and who have held, rent free, in the face of the demands of the Chinese, buildings which were taken and occupied during the war.

The "Open(?) Door."

They will tell you everywhere outside of Japan that the "open door" does not exist in this particular portion of China, and that Secretary Knox, in making his proposal, has made a bold demand for all the players in the game here in the Far East to show their hands—and particularly for Japan to show her hand. There can be no question that Japan is anxious, above all other nations, to control the trade of China. It may be necessary for America to do business with the Orient through Japan. But

Japan is not rich in raw materials. In fact, if she is to command the situation as a manufacturer she must buy her raw materials where they are to be found.

Suggestion for Next Trade Excursion.

If the merchants of America are to get a share of this Orient trade they must get near to it. They must know it. They must be on the ground. They must study the needs and the opportunities—the people and their tastes and business methods. This can not be done at long range. It may be done from American soil at close range. J. Newton Nind.

Sailing Craft for Street Use.

A sailing vessel for the street comes from the sage Fatherland, where a German engineer has just invented and patented a ship to use on highways. Realizing the importance of the wind to the aeronaut and the mariner, the German conceived the idea that it might be made to serve on land as well. And his unique craft demonstrates this thought.

The vehicle just invented is simple and makes fair progress over good roads and across sandy stretches, such as sea beach. The dominating features in the construction are lightness and effective steering facilities. The present form is a light framework supporting a saddle and a mast for the sail and resting upon four wheels, one wheel on either side, one before and one behind. The two latter are of a larger diameter than the former and all are far apart, as is the practice with motor wheels.

The chief peculiarity is the device for connecting the wheels with each other. The rear wheel and the right side wheel are rigidly connected together, and the same is the case with the front wheel and the left side wheel. The two connecting bars are joined with each other by means of an axle or crossbar, the attachment at each end being of a hinged type.

A person sitting on the saddle rests his feet on this transverse axle and by pressure can at once alter the relation of the wheels to the main axle of the framework. This arrangement, furthermore, leaves his hands completely free for adjusting the position of the sail or using the brake.

Many preachers would reform if sentenced to read their own sermons.

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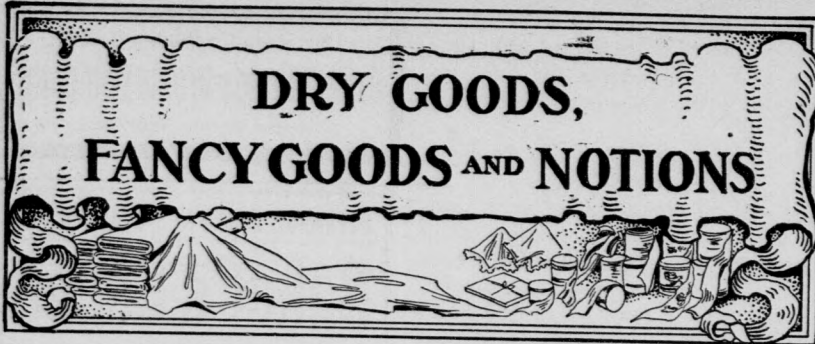
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TEN WORDS A MINUTE.

What Came of Bradley's Jaw-Time-Lock Idea.

Written for the Tradesman.

"You talk too much."

It was Bradley speaking, back in the cloak department of his Emporium of Fashion. When Bradley had anything to say to his clerks he bunched them in the cloak department, just after the closing hour.

"You all talk too much," repeated the merchant.

A floorwalker noted for his long stories grew nervous and looked out of the window. The girls giggled.

Bradley was said to be a crank and what he said on any subject wasn't listened to with much interest. Bradley knew this.

"The human brain," continued Bradley, "is a contrary concern. It wants to do its own thinking."

The girls looked at each other and giggled again.

"The first few words of a speaker," resumed Bradley, "start in motion the brain of his listener. That is, if the alleged listener has a brain capable of being set in motion."

Bradley glared at the cloak girl, who was passing a note to the ribbon counter girl. Miss Ribbons blushed and Miss Cloaks frowned.

"The first few words of a speaker sets his auditor to thinking," continued Bradley, "and from that instant he is merely a bore. The listener ceases to be a listener and becomes a thinker along lines opposed to those of the speaker. Along different lines, I repeat, for the human brain is a mighty obstinate concern, as I have before observed."

The old book-keeper, who had listened to this sort of thing from Bradley for about thirty years, yawned, and Bradley fixed him with his eye.

"I will illustrate my meaning," resumed Bradley. "When I used the words, 'You talk too much,' I had your attention for an instant. Perhaps I should have stopped there. I should have done so only for the fact that I desired to make myself understood. If I had stopped there you would have gone away pondering those four words. As it is I have said too much, and you are all thinking of something else. Is that true, or is it not true?"

It was true, if the downward looks of the clerks meant anything.

"And so," Bradley went on, "I have proved my point. The human brain will absorb a very few words without working up antagonism. After that, as I have already stated, the alleged listener has a thought process of his own in motion and the

speaker is not listened to at all. Perhaps his words are heard, but they are not understood. He is openly insulted by inattention or he is listened to out of common courtesy. Is that true, or is it not true?"

The class in the quantity of words did not venture a reply. The members of the class knew that Bradley was right. At that moment they were listening to him perfunctorily, wishing that he would ring off and give them a chance to talk to each other of the things which his remarks had suggested to them.

"Therefore," Bradley continued, "you all talk too much to customers."

"To customers?" echoed the girls.

"You knock trade by talking too much to customers," insisted Bradley. "You do me an injustice when you lose trade by working your jaws too much."

"But how are we to sell goods if we are not permitted to talk?" asked the girl of the ribbon counter, who was little, and fluffy, and pretty, and was a privileged character in the store.

"The question is," Bradley replied, "how are you going to sell goods if you do talk? Remember that your first words are accepted by the customer's brain without creating antagonism, but that a long string of vocal sounds following those first words only develop the train of thought started by those words. Long, saifty explanations and arguments are not listened to. They bore customers."

"What are we to do, then?" asked Miss Ribbons.

"Keep your faces closed," replied Bradley, speaking impatiently, for he knew that he was not being given the attention he deserved. "If I had my way about it," he added, "I would put a time-lock in every face in the store. I would set this time-lock so that it would open every minute long enough for the employe to speak ten words. Ten words is enough—ten words a minute."

"Wouldn't we look funny with a time-lock in our faces?" giggled Miss Ribbons, who, as has already been said, was a privileged person in the store because of her general fluffiness.

"Would we have to wear Roman figures, like a clock?" asked Miss Cloaks.

Bradley glared at Miss Cloaks. She was not so fluffy as Miss Ribbons and was not a general favorite in the store.

"Many a customer has been driven out of this store by too much talk," insisted the old merchant. "Let the customers do the talking. So long as the buyer is speaking you know

what arguments you have to meet. Say just enough to get the customer going. Answer questions briefly. Do not talk."

"You can't say much in ten words," suggested Miss Ribbons, "and then you've got to wait a whole minute before you can say another thing."

"Perhaps the time-lock idea is rather crude," admitted Bradley, "but the idea of ten words a minute is all right. Ten words a minute! Do you know what that means during the average work day?"

The floorwalker took out his pencil and Miss Ribbons began counting on her fingers.

"Ten words a minute," continued the merchant, "means 600 words an hour, or 6,000 words for the working

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day—10,000 words for the waking hours."

"Isn't it funny?"

This from Miss Ribbons.

The floorwalker frowned on the girl.

Bradley did not say what he thought about its being funny.

"Ten thousand words," the merchant continued, "seems to me to be enough for one clerk to utter during her waking hours. I am sure that 6,000 words are enough for store use. Perhaps too many for store use."

"Ten words every minute!" mused Miss Ribbons. "How are we going to know when the minute is up?"

"Now you come to the point," said Bradley, approvingly. "I'm going to put a large clock right up there in plain sight. You are each entitled to ten words a minute. If you pass five minutes without speaking a single word you have fifty words coming to you to use on a customer if necessary. Therefore, it may be well for you to save up your language."

"Just like putting dimes in a bank?" asked the ribbon counter girl, with a giggle which started the whole row of girls in giggles.

"If we could drop our words in a bank where we could take them out and look them over," said Bradley, "we would never put some of them into circulation again. We would be ashamed to think we ever had anything to do with them."

"I heard the floorwalker use some yesterday," said Miss Ribbons, "which he wouldn't send out again unless he got as mad as he was then."

Bradley actually smiled at the floorwalker. He was a man of quick speech himself and you know what one touch of nature does!

"Never mind that now," said the merchant. "I'll have the clock put up to-night and to-morrow morning the ten words to the minute stunt begins. Once for all, let me remind you to save up your words. You may want to use a hundred when you haven't them coming to you. Save up your words and customers will do the talking. You won't have vocabulary enough to antagonize them."

The clock was in place next morning and the clerks started in on the ten words to the minute idea. They met with varying success.

In the middle of the afternoon Miss Ribbons ran up three flights of stairs, the elevator being crowded, to motion to Bradley that the store was on fire. Bradley got the fire department there in time to save all of the stock except the ribbons. That evening he assembled the clerks in the cloak room again.

"Now," he asked, "why didn't some of you girls on that side of the store call out and give the alarm when you discovered that the store was on fire? I'm going to fire the one to blame. Why didn't you give the alarm?"

The girls all looked down and blushed and trembled for their jobs. Then Miss Ribbons took courage and spoke.

"It was the clock," she said. "We hadn't no words to—"

"Didn't I tell you to save up your words?" demanded the merchant.

"What had you done with 600 words an hour since 8 o'clock?"

"Why," replied Miss Ribbons, "we all tried to do as you asked us to and saved our words until we had ever so many coming to us. I guess we had a thousand apiece. Then Myrtle Maynard came into the store to tell us about her approaching wedding and she had on a wonderful creation in the shape of a hat, and—"

"And you all went bankrupt on words!" said Bradley. "It is just as I supposed. Once I tried twenty words a minute. All the same. No hard and fast rule goes with the feminine mind. The idea of a girl saving words in the presence of a new hat. It is all off! You still talk too much, but I can't lose my store!"

Then he got an ax and smashed the clock.

Alfred B. Tozer.

The Real Salesman.

The real salesman is the one who welcomes the buyer with outstretched hand, takes his order for the things he has made up his mind he wants and then directs his attention to something he has no idea he could or would buy. He will possess enough initiative to almost intuitively understand what he might interest the buyer in and after leading him through the store and showing him this and that article, will send the customer away with several times the value of the article wanted safely sold.

It is a poor dealer indeed who does not keep in stock some things which the average buyer may be interested in. When the customer starts out to buy he has only one object in sight—to purchase the goods he had in mind that he must or should have. He could save himself and the dealer time and trouble by writing or telephoning in the order, were it not for the fact that a personal examination of the goods is wanted.

This is the opportunity left open for the clever salesman. If he is all that, he will adroitly lead his customer from article to article until he finally discovers something in which the buyer seems to show at least a spark of interest. Then comes explanations, demonstrations and usually sales.

Such salesmen are invaluable, not only as clerks but as proprietors. It is these men who hold the steady trade and gather in new and increased business. These are true salesmen and not merely order-takers who think they have the art of salesmanship at their fingers' tip.

Guessing How They Got Rich.

Farmer Parsnip—I notice that a good many of them there rich folks has two houses—one in the city and one in the country.

Farmer Skinner (who takes in summer boarders)—By gum! That's a darn good idear—I reckon I'll try that plan myself, next year.

Farmer Parsnip—You? What fer? Farmer Skinner—Why, if I kin git city boarders in the country, what's the matter with me gittin' country boarders in the city?

Character is seen in motives, but it never stays there.

Better Never Than Late.

For half an hour Jonas had been impatiently demanding his dinner and swearing that he would certainly miss that train, sure as fate, while his gentle wife assured him that it was still early, that there was no reason to hurry and went on calmly with her preparations for dinner. Martha had risen a little earlier than usual to kill a hen (as every event on the farm must be marked by the sacrifice of a chicken); otherwise her daily routine had been undisturbed by the confusion of Jonas' departure to a neighboring county fair.

When there was but one train a day, and that supposed to be run for the convenience of passengers, why it should leave Jonesville at twelve twenty-eight, was a question that the railroad company should be made to answer. How could any man be expected to eat his dinner and drive two miles to the station in time for a twelve twenty-eight train?

At last Martha announced in gentle tones, "It's ready, James" Presently she remarked, "If you eat so fast you'll be through before the pie is done. There's lots of time."

"Pie!" ejaculated Jonas. "You don't 'low I'm going to wait for pie, do you?"

However, he did wait: he had grown accustomed to yield to Martha's firm, quiet words.

Jonas off and the dishes washed Martha sat rocking on the porch with her knitting. She felt a touch of loneliness when she thought of the place without the blustering presence of Jonas. Presently she saw a cloud of dust down the road and knew that the hired man was returning with the spring-wagon. She did not look up again from her knitting until she was startled by the enraged voice of her husband. He was standing up in the wagon and shaking his fists as he roared, "I told you so! I knew it! It's all your fault! That dumb pie!"

When he paused for breath, Martha looked up, unperturbed, and asked, "But you weren't very late, were you, dear?" Mabel Alberta Spicer.

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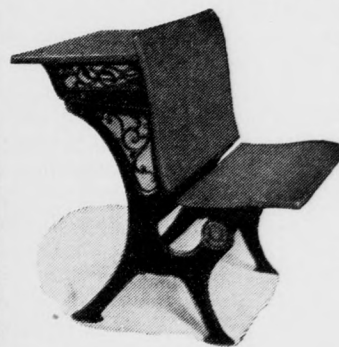
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GRAND RAPIDS

NEW YORK

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HOME COMING WEEK.

Grand Rapids Will Look Odd to Old-Timers.

Written for the Tradesman.

The week of August 22 Grand Rapids will be 60 years old.

If a man at 60 could be as young in spirit and in muscle and in brain and as full of get-up-and-get as Grand Rapids is he would be a wonder.

Again, if a man at 60 could have as many loving relatives and friends as Grand Rapids has he would be a very popular person.

A city is just like a man. There are grouches and there are friendly men. Grand Rapids is not a grouch. It is a friendly town.

That is why it is popular, and young, and gets up every morning and stretches out a few blocks in each direction.

You never hear a man throwing stones at Grand Rapids. The business men make friends wherever they go. They meet one on the street with a smile and a word of cheer. They are kept busy shaking hands with their friends.

Grand Rapids always was that kind of a town. When people visit the town they are sure to come back, if they do not remain for good—they get the Grand Rapids habit.

It isn't the brick and the stones, the parks and the paved streets, that give a city its character. It is the men who do business here; also the town men who do business in other places.

Grand Rapids has an army working for its prosperity every hour of the twenty-four from January 1 to December 31, midnight. If anybody should ask you about this army tell him to look to the roster of traveling men!

The men who travel out of Grand Rapids are as loyal to their city as they are to their firms. They sell everything, almost, and work like the hustlers they are, but they always find time to give Grand Rapids a boost.

No one doubts that they understand just how to make the boost effective. They are trained in the ways of promotion and promote the town as they promote their several lines.

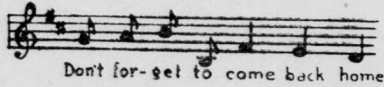
During the week of August 22 the traveling men who represent the business firms of Grand Rapids ought to receive special attention. There should be a reception for them at the largest public auditorium in the city and trained speakers should stand up and tell them how much their efforts in behalf of the city are appreciated and how handsome they are and how far they are beyond all other traveling men!

It would look wonderful to one of the old-timers to see our bunch of traveling men together. There were few traveling men living in Grand Rapids in the old days. There were the furniture men, of course, with William Widdicomb selling bedsteads or something like that over in Milwaukee and Elias Matter going out with his first set of photo samples, but the great business interests

now doing wholesale work did not exist then.

The old-timer who looked upon a collection of all the traveling men who now work the roads for Grand Rapids firms would think he had struck a large convention.

As the proposition is understood here, it is the real old-timer who will be made much of when he comes back to town, with a card in his button-hole and the song on his lips:



Don't forget to come back home

It is a far cry from Jerry Boynton's old street railway line up Kent street to the magnificent transportation facilities of the city. Business wasn't very good on the Jerry lines then. About the only thing Jerry had that he had enough of was litigation.

While Jerry was booming on out to the Lake, with Johnny Roberts acting as Jerry's Secretary of State, the Canal street cars to the old D. & M. depot were struggling along behind horses—when the snow wasn't too deep!

When the old-timer gets back "Home" and finds that he can ride from the Soldiers' Home to Ramona, about eight miles, for a nickel he will want to know when Aladdin came to town and why he didn't rub his lamp sooner. Perhaps he will then admit that it is not the three-cent ticket the people want, but a nickel's worth of ride and comfort when they take a street car.

When some of the old-timers went away the "city hall" was in the Morey building, on Pearl street, the "county building" was at the corner of Kent and Lyon streets, the "police building" was in the old red brick at the corner of Monroe and Ionia streets, the "Board of Trade" building was still in the minds of the men who afterwards got it going, and the postoffice was in the red brick on Lyon street.

That old police headquarters will always look good to the old-time newspaper men. James L. Moran presided there. He looked fierce when he pulled his long black beard, but he had a gentle soul if you didn't step on his toes! Ernest A. Stowe, and At. White, and Will Conant, and E. B. Fisher, and Tom Fletcher, and Darby Hull and a lot more faced "Jim" there on more than one occasion after running a sensational story which the Chief of Police did not like. He threatened to lock Hobbes and Darby Hull up once for putting a sign, "For Sale," on the first "patrol wagon," which was a delivery wagon and a horse that could stand alone most of the time.

One hardly knows when it was that Grand Rapids began taking on metropolitan airs. They came almost as a surprise to men who lived here then. The first thing they knew they were living in a stirring, bustling, growing city of more than a hundred thousand population. The forces which produced the change worked so quietly and so effectively that their efforts were hardly noticed.

One day another furniture shop started up. Then one of the old ones took in more capital and broadened out. Then some one started a wholesale grocery, and the candy factory came, and the paper box factory, and the shoe manufactory, and the brass works, and the clothing factories, and the great cigar factories, and all the rest, and then fruit growers began pouring their wealth into and through the banks. Grand Rapids thrived all the time by being "a good fellow."

One of the trips of the old-timer should be through the wholesale district, which probably did not exist when he went away. It will be a revelation to him. The transportation facilities of the city will also astonish him. The Grand Trunk depot on Bridge street, the great shops of the Pere Marquette, the interurban lines running to Grand Haven, Muskegon, Holland and Saugatuck will all be of interest to him.

When the old-timer went away Reed's Lake was a place where families ate their basket dinners, not out in the forest, or on the Lake, but where the pavilion now stands. The "White City" there has grown since he left.

When the old-timer went away the business streets were dusky if not dark after nightfall. There were no magnificent display windows to tempt the out-late man and woman. There were no displays of electric signs rivaling the Great White Way in New York.

It will be a new city the old-time people come back to, a city worth traveling a long distance to see. Campus Place is now the rival of Cadillac Square in Detroit. South Division street is a retail thoroughfare for miles. The old Porter building at Monroe and South Division streets is virtually the center of trade. It is not so very long ago that the windows were boarded up because it was out of the line of travel!

The residence districts of the city are not those the old-timer knew. The Sixth Ward was mostly open ground then. Now it has the lead in population. The city stopped at East street. Now there are miles of residences beyond that thoroughfare. Anything beyond Wealthy avenue was away out, now there are many miles of streets beyond the old corner. The old Fair Grounds at Hall street and Madison avenue are now a mass of streets lined with fine residences. The Hill district has two car lines and the residences have crowded the old brick yard out into the next county.

The old-timer will miss many old things which have passed away to make room for better things. He will also miss many faces which will always be favorably remembered in Grand Rapids. In the early days everybody in town knew Henry Spring, Harvey J. Hollister, James Mr. Barnett, Judge John T. Holmes, Julius and Joseph Houseman, E. P. and S. L. Fuller, Daniel Waters, C. C. Comstock, Henry S. Smith, the Scribners, Aaron B. Turner and a hundred others. These men have passed away, but their places have

been filled by younger men—men who, by the way, will have to make every second count in order to keep up with the records of the ones who have finished their work.

This will be one of the sad features of the Home Coming Week, but many of the old-timers who will miss the men who were so prominent in the olden time are now about ready to join them and the memory of the old friends will be one of the things worth having. There will be sentiment as well as pushing, pulsing interest in the Home Coming.

Grand Rapids expects a city full at the Home Coming. In the language of the Secretary, "It is more than a case of the latch-string being out. It is a case of the door standing wide open. You will be welcome, a thousand times welcome. Grand Rapids will take pride in doing her prettiest in your honor." All of which reads like phrases from the capable hand of Arthur Hendrick Vandenberg, the General Secretary.

Historically the Home Coming Week is to commemorate the sixtieth anniversary of the incorporation of the city. Sentimentally it is dedicated to the people who once lived here and want to come back and make merry with old friends. It is said that the Committee is preparing a programme which will go down in history as a corker. With Ben. S. Hanchett and Arthur H. Vandenberg acting as executive officers, following the suggestions of a competent Board of Directors, there is no reason why the week should not be a wide-awake one. Alfred B. Tozer.

Is Electricity a Rediscovered Science?

Was Moses an electrician? It is agreed by the erudite that the ancient Egyptians had some knowledge of electricity. And now an electrician of Munich comes forward with an essay the object of which is to prove that the Israelites were electricians. Or at least that Moses understood the uses of electricity. The Munich engineer considers that the brazen serpent that Moses set up in the wilderness was nothing else than a lightning conductor, and that the serpents against which it guarded the children of Israel were the lightning itself.

But his most curious speculations concern the Ark of the Covenant and the terrible death which menaced many sacrilegious persons who ventured to touch it. He affirms that the ark with its metal plates was in reality a huge Leyden jar charged with electricity and that its discharge was powerful enough to kill a man. Only the initiated could enter it with impunity. And that impunity was obtained by the metallic robes of the priests which reached down to the ground and carried off the discharge of electricity.

The engineer quotes many passages of the Old Testament in support of his theory, all going to show that it is quite possible that Moses, who had learned much of the magic of the Egyptians, had acquired thus a knowledge of electricity which in later years was forgotten by the successors of Aaron.

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COMBATING DISEASE.

Great Gain in the Attitude of the Public Mind.

Written for the Tradesman.

Fifty years ago if a person was sick the doctor was sent for. This gentleman was, in most instances, a "regular" or "old school" physician, although occasionally a family might employ a disciple of Hahnemann or an Eclectic. In any case, the medicine prescribed, with the aid of more or less skill in nursing, was relied upon to bring the patient through and restore him to health.

A very few persons, even in those days, repudiated drugs and went in for water cure and such like treatment, but the patrons of all such innovations were commonly regarded as enthusiasts and cranks; and with the great majority of conservative-minded people the family doctor, with his pills and potions and blisters, was the refuge in times of sickness.

Disease was generally regarded as a mysterious dispensation of Providence, a punishment for sin or a visitation designed for moral purification or spiritual uplift. It was to be accepted with proper humility and resignation. Only a few—and those in the very advance guard of knowledge and enlightenment—had come to regard all impairment of health, whether trifling or serious, as attributable to the violation of law.

There was even a well-defined tendency to consider being "delicate" and sickly as an evidence of refinement and mental superiority. The girl who, on being jilted in a love affair, speedily betook herself into consumption or some other kind of a decline was popularly supposed to be made of far finer material than her friend who, after a like experience, simply braced up and set her cap for some more constant suitor. The athletic, buxom modern damsel, with her golf and basket ball, would have been considered shockingly unladylike in those days.

Sanitary science, in its expanded present-day sense, was unknown. True, all decent people observed certain customs conducive to health and cleanliness which have been in vogue since the time of Moses or even before; but that fresh air and sunshine, pure drinking water and wholesome surroundings are absolutely essential to physical well-being was not generally understood.

Times have changed and many a schoolmaster has been abroad in the land. When one is sick now the decision, "Send for the doctor," may not be reached as quickly and easily as in days of yore. Then, in case of sickness, thought all centered on just one physician, "the" doctor. Now the problem may be to decide which one of a dozen specialists to employ. Or we may surmise that there is some displacement of bones or some unnatural contraction of muscles that is causing the difficulty and seek the services of an osteopath. Or we may conclude that Christian Science or some kind of "mind cure" is what will help us out, and not a doctor with medicines at all. A long rest, a change of scene, a course of baths, or an open air life, may any one of

them be determined upon as the proper remedial measure.

Very many of us have lost the old reverential, almost superstitious faith in the potency of the doctor's medicines. Even in cases of sudden acute illness ordinarily it is not the physician brought with spinning automobile or horse lashed to a foam who saves the life of the patient, but his own vitality and resisting and recuperative power, assisted to some extent by the medicines the physician prescribes and by such hygienic measures as he advises.

In the opinion of most persons the moderate and restricted use of drugs in the control and cure of disease still has its use and place, but the doctor is no longer a demigod in our eyes. We realize that his powers, valuable as they sometimes may be, are limited. The intricate human machine, once it is seriously out of repair, can not be set straight and made good as new merely by the swallowing of pills and powders.

The old childlike faith that no matter how sick we may become the doctor can speedily restore us to perfect health, unless, perchance, we have reached the time appointed by an over-ruling Providence for us to die—that old faith is very largely gone; but there have been gains that more than compensate.

We are bestowing greater care and attention upon our bodies than did our fathers and our grandfathers. An exceptionally good physique attracts more admiration, an exceptionally poor one more commiseration than was formerly the case. Calisthenics and physical culture are as common as they once were rare. It is now held that every child must have opportunity for growth and development and that he must not be dwarfed and stunted by long hours of heavy labor.

We attach more importance to the preservation of health. We realize that the human body, remarkable as it is in power of endurance, can not stand too steady and prolonged strain and labor, but must have its regular and sufficient periods of rest and relaxation, else it will break down.

We consider it necessary to exercise more, live more in the open air and pay more attention to diet than formerly. It used to be that what a man ate was decided by the likings of his palate and the length of his purse. Now, if of sedentary habits, he selects the lighter, more digestible foods, and eats, not merely for pleasure, but for health and nutrition.

The whole attitude toward disease has changed. It is no longer looked upon as an inevitable affliction that must be tolerated and borne, but as a temporary evil, brought on by ignorant disregard of the laws of life, something to be fought and stamped out. We have progressed to the point where we see that disease, with all its attendant miseries, is unnecessary. We are taking vigorous measures to banish it. The time is not far distant when its continued presence will be considered a disgrace by any enlightened people.

We no longer imagine a halo of

supernatural power about the head of any physician. We are less ready to give credence to the claims of quacks and charlatans; but for demonstrated skill and genuine scientific attainments we have high regard and appreciation.

There are now doctors with no professional conscience, as there have been since the world was young; men who prostitute a high calling to purposes of personal gain. That there are many such only throws a brighter luster on the noble service rendered by their brethren in patient research and the disinterested dissemination of sanitary knowledge. Under present conditions it ordinarily adds nothing to a doctor's bank account to tell people how disease may be prevented. He might easily reason that the more sickness there is the greater his opportunity to obtain fees; but physicians are in the forefront of the battle against disease, as is shown by the stand they are taking in the fight against tuberculosis.

We have not yet reached the place where we are as ready to pay a physician to tell us how to keep well as to help pull us through when we are sick. Very many conscientious physicians do act as guardian angels to ward off disease in the families in which they are employed, but they do this as a kind of side issue—as something thrown in. They get their money for their visits to the sick. When we become wise enough we shall, while in normal health, at regular intervals consult some capable doctor to learn whether there are any indications of ill health or breakdown, for which, not medicine, but some change in our methods of life and work is needed. This should very properly be regarded as a most valuable professional service.

The work which is now being done in the tuberculosis fight, in the way of lectures by physicians and the teaching given by visiting nurses, should be continued and the scope enlarged so that all the people may be thoroughly instructed as to the preservation of health and the prevention of all diseases. This is necessary in order to hold good the gain already made in the attitude of the public mind, and to make our progress in sanitation equal to our achievement along other lines.

Quillo.

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.

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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.

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GRAND RAPIDS, MICH.



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

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

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"The Faultless Flour"

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

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

WELCH FOLDING BED CO.**How the Business Was Established at Sparta.**

Written for the Tradesman.

The farmers of Sparta and the adjoining townships, when driving in to or out of this city twenty-five years ago, noticed the development of the furniture manufacturing plants and in discussing the matter among themselves decided that a furniture factory would be a good thing for the village of Sparta and the northwestern section of Kent county. If several hundred factory men could be assembled in the village, tradesmen, holders of real estate, the churches and like institutions would be benefited, while the farmers would have a stronger local market for their products. Finally, the farmers and villagers organized the Sparta Furniture Co., with the late Norton Fitch as President, supported by a board of fifteen successful "horse and grass farmers," to employ a term used by agriculturists to distinguish the high grade man from the fruit and grain producer. A tract of ground upon which an old, unused sawmill was located was purchased and the work of erecting a factory was undertaken. It was supposed that the old engine used to operate the mill would supply the power needed in the factory, but when put to the test it failed utterly. Rather than invest money in an additional engine and boilers the management determined to close the factory when the operation of the mill should be necessary to provide lumber for the furniture department, thereby keeping a part of the plant in motion at all times. The inexperienced superintendent, formerly a cabinetmaker employed by the Berkey & Gay Furniture Co., finally brought out a small line of cheap chamber suites, which was listed at less than cost prices. Possessing no selling qualities the goods moved slowly, if at all, and the Sparta Furniture Co. proceeded at a rapid pace to the end that was inevitable from the beginning.

Martin L. Sweet owned a mortgage amounting to \$7,000 covering the plant and in the course of time effected a foreclosure of the same. At the sale which followed Mr. Sweet's attorney bid in the property for his client and the news of the sale was published in the newspapers.

Mr. Sweet was largely engaged in the grain business and was assisted in that department of his many activities by Daniel M. Rutherford, a partner, now deceased. A young newspaper writer, returning from Detroit, met Mr. Rutherford on a train a day or two following the sale of the Sparta Furniture Co., and in the course of the conversation that followed the newspaper man enquired:

"What purpose has Mr. Sweet in view with the plant of the Sparta Furniture Co.?"

"He desires to sell the machinery, lumber supplies and manufactured goods on hand and use the buildings for storing and shipping wool and grain. He would appreciate any help you could give him in disposing of the personal property," Mr. Rutherford replied.

A day or two later the newspaper writer met L. W. Welch in the office of the Wolverine Chair Co., in Grand Rapids, and was introduced by William H. Rouse, the manager of the business. Mr. Rouse stated that Mr. Welch was a resident of one of the New England States; that he was a dealer in furniture and the inventor of a folding bed; that the object of his visit to Grand Rapids was to induce some one of the local manufacturers to make and sell the bed, paying him a royalty on the business done with it. The newspaper writer recalled the remark of Mr. Rutherford in regard to the factory of the Sparta Furniture Co. and suggested that it might be to the advantage of Mr. Welch to go to Sparta and examine the plant. Mr. Sweet would be glad to have someone take it off his hands for the amount of his mortgage, with interest due thereon. Mr. Welch acted quickly upon this suggestion and a day or two later he secured an option on the property. W. S. Earle had retired from the postal service of the Government shortly before the arrival of Mr. Welch in Grand Rapids and was looking for an opening for the capital he possessed and his services. A meeting was planned with Mr. Welch and on the same day the Welch Folding Bed Co. was organized, the plant at Sparta purchased and the long and successful career of an important manufacturing industry begun. The hopes of the villagers of Sparta and the farmers of Northern Kent county have been more than realized in the steady growth of the business of the company.

Arthur S. White.

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 Michigan, 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.

Turned Over a New Leaf.

Mrs. Skinflint (angrily)—So you did go an' squander good money for a set of false teeth, eh. Well, as I often an' often said before, there's no fool like an old fool!

Mr. Skinflint—But this here set has got the wisdom teeth in it, Marthy.

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.

This Is the Time

to tell your customers about

Shredded Wheat and Strawberries

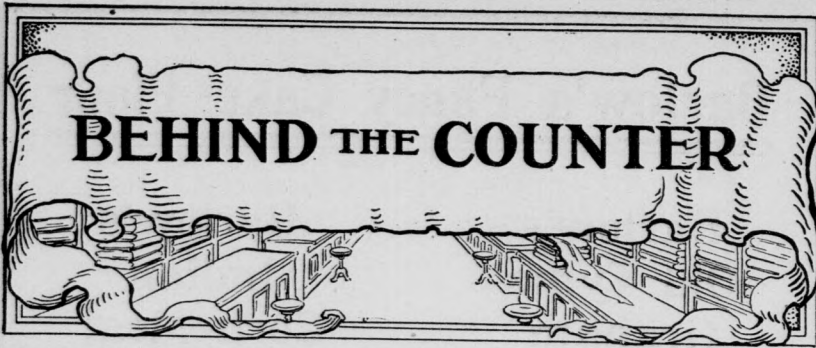
a delicious, wholesome, nourishing combination for the Summer days when the palate is tired of heavy meats and soggy pastries.

You have the Biscuit and the berries. Educate your customers. They will thank you for reminding them of such a healthful, nourishing, appetizing Summer dish.

Heat a Shredded Wheat Biscuit in the oven to restore crispness, then pour the berries over it; serve with milk or cream and sweeten to suit the taste.

If your customers like Shredded Wheat and strawberries they will like Shredded Wheat with raspberries, blackberries, peaches, sliced bananas or any other fresh fruits.

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



Some Possibilities of the Clerk and Manager.

Quite often we meet a clerk who is actually concerned about what is ahead for him although we must confess that there are a very large proportion who give very little outward sign that they are at all concerned in the matter. Right at the beginning of this article it may be as well to tell the truth—the chances are just what you make out of them. If you are content to sit back and do only what you are compelled to do, you need not expect to get very far up the ladder of success. On the other hand if you look out all the time for opportunities, you are just as sure to succeed as though it were already so.

Of course there are exceptions to all rules, but in the main what I have said herein is true. There comes to my mind the story of a young man who was particularly well qualified to succeed in retail circles. He had a good idea of proper styles and values and knew human nature almost to a fault. He delighted in studying the customers as they entered the store, and often used to amuse us by surmising just what the prospective customer would buy and what price or size shoes she would purchase. Truly, it was remarkable to see how close he would come in a great majority of instances and then he would tell us why he guessed as he did. It was nothing more than a careful attention to details as the person entered and a close observation of their actions in the store that gave him his results.

Well, he started into doing the window trimming and his trims were always better and less expensive than any others could put in. But it was not long before they realized that he was too valuable to do this class of work and so they put him on the floor. Well, he easily led there also, and was never satisfied unless he was somewhere near the head of the procession in sales. He tired easily of the humdrum of ordinary sales and for that reason he oftentimes would draw a customer into foot arch discussion or findings and he sold more accessories than any other clerk in the store. And then the downfall came. Flushed with success and an increase in salary, he attempted to "get sporty" and he shortly went down, a victim of drink and fast life.

But he was not to drop out so easily. He took the pledge and returned to the game. No one could dispute his ability, but his unsteadiness cost him many a good position wherein he might have made a huge success. The last I saw of him was

in a little store where he was doing window work, as well as selling and sweeping out. He stands unquestionably as a man who has lost an opportunity.

A Plugger That Plugged

There also comes to my mind the case of a young man not overendowed with either good looks or ability. But he stuck to it and did all the dirty work for several years before he was permitted to wait on any other than Saturday-night trade. Finally, he got his chance and his employer was amazed to find him so well acquainted with the selling game. In a short time he had charge of some considerable stock, and in a few years he was the head clerk, having easily distanced the others. The last I saw of him he was buying shoes for his employer and for himself as well, for he was just about that time elected Secretary of the company.

It only takes a few moments to tell about these two young men, but they took years to get where they now are. The one met with success and the other went down to defeat. The answer is found in their own purpose. The first had not the power to control himself, and the second had a determination to stand by and win out no matter what the odds appeared to be. Thus it will be seen that what you are to be depends entirely on the view-point as you see it when you start into the game. Yes, it is a game, and as in any other game, some become proficient and others do not.

Assuming that you are ambitious, there are a number of opportunities open to you. It may be you will become a retailer with a store of your own; or you may become a store manager at a salary ranging anywhere from \$15 per week to \$100 per week. If you have had the proper preliminary training it is possible that you will become buyer for a department store, in which case you will have quite a different line of work from the average manager. The preliminary training is best had through experience in large department store work with, perhaps, some later or previous factory experience. It is hard to give the exact rules for success in this work, but in the main we would suggest that a department store buyer must be a well-rounded man with an eagle eye for styles and good sellers. He must have the ability to handle help economically and without friction, and, of course, he must know something about shoes, although strange as it may be, there does not seem to be the value placed on this sort of training that one would suppose.

Department store heads believe that the various salesmen will gladly volunteer accurate information on any points in which a manager may be lame, and in truth this is so. Many a buying and selling point has been given gratis by some obliging salesman and many a buyer has held his position through the advice and counsel of such a salesman.

Window Trimming Gives Chance.

Window trimming offers considerable possibilities for an exceptionally clever clerk, and if he trains himself to bring out that which is in him he may rise to high salaries and good position. Department stores pay large prices to men who can supervise the work necessary in their large windows, and even a clever trimmer makes very fair wages.

Show card writers are oftentimes forced to do the window work also, but the larger stores maintain a separate department for this purpose. The possibilities here depend largely upon the artistic touch in the person, but we find some excellent positions waiting for the right man.

Perhaps one of the best positions which a young man can train for is that of advertising and sales manager. The larger stores have a great need of a man skilled in handling this work and high salaries are frequent although not always possible at the start.

Besides all these positions there are splendid opportunities with manufacturing and wholesale firms which may or may not pay high salaries. It is useless for one to cry that the retail shoe business does not afford opportunities, for it most certainly does if we look for them. The trouble is more often with the clerk than it is with the opportunity. Given a good bright boy who begins his store life by sweeping, dusting and brass work, it is possible for that same boy to climb in ten years' time to a position of trust and responsibility. If he does not do this it is not the fault of the position but due to the negligence of the boy himself.

Of course there are drawbacks, but these are more than offset by the golden opportunities. I would not advise anyone of anaemic disposition to spend their life in the store, but would rather advise that they get into some other line. This is possible even when the start may be made in the retail store. It is well and encouraging to bear in mind that many firms are actually looking for bright and coming young men to work into their business. The road to success is often blocked by seemingly insurmountable obstacles, but it is much smoother once these have been overcome.

It Works Both Ways.

The Woman—Here's a wonderful thing. I've just been reading of a man who reached the age of 40 without learning how to read or write. He met a woman and for her sake he made a scholar of himself in two years!

The Man—That's nothing. I know a man who was a profound scholar at 40. Then he met a woman and for her sake he made a fool of himself in two days!

She Is Coming.

She is coming—that sweet girl graduate. She has been sitting up nights for the last three months with the encyclopedia, the dictionary and Latin and Greek and history. She has been nervous all day for the same length of time over the white dress she is to wear—as to how it will hang when the fatal evening arrives.

The sweet girl has read up on Caesar, Brutus, Alexander, Cicero, Pliny, Milton, Shakespeare, Columbus, Napoleon, Washington. Her essay is finished. She has had no help except from father, mother, brother Fred, sister Fanny, Uncle Jim, Aunt Mary, the postmaster, her minister and ten others.

The white dress is ready and waiting. The "hang" is boss. Couldn't be hanger. The blue ribbons are boss. Couldn't be bluer. The white slippers are boss. Couldn't be more slippy.

Whether the hair is to be done high or low—whether there is to be any hair at all—is still an undecided question, but it will come out O. K.

And the evening will arrive. And we will arrive. And the sweet girl will arrive. And after Sally Jones and Mary Smith and Hetty Johnson have come out and read their dull essays on what is the relation of a cabbage to a turnip, our sweet girl will float out in a blaze of glory and give us: "From the Where To the Whence."

And we will clap and cheer and stamp and hurrah and cover her with grateful confusion and a crown of roses and next day we will learn that she is engaged to Billy Somers, the grocery clerk, who is working on a salary of \$7 per.

Passing It On.

The clerk filled out the marriage license and handed it over.

"Thank you," said the young man. "Hold on! That's \$2."

"Two dollars!"

"Yes; did you suppose we gave those things away?"

"I certainly did. Chargin' a man \$2 for a sheet of paper that did not cost the county more than a nickel at the outside is robbery. Have I got to pay it?"

"You'll pay it or you'll hand back that document."

"All right," said the young man, taking a bill out of his pocket, tendering it to the clerk, and waiting for his change; "but I can tell you right now you ain't robbin' me! You're robbin' the preacher! He'll get just \$2 less than I was goin' to give him!"

Pocketing the change and tilting his hat back on his head, he stalked out of the office with the air of a man who had been imposed upon, but who knew how to get even.

Change His Mind.

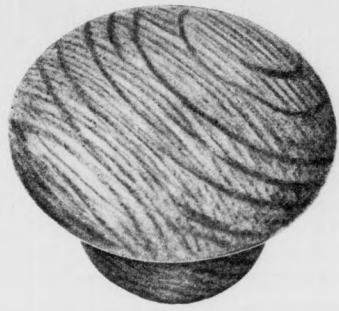
"You are charged with larceny. Are you guilty, or not guilty?"

"Not guilty, Judge. I thought I was, but I've been talkin' to my lawyer an' he convinced me that I ain't."

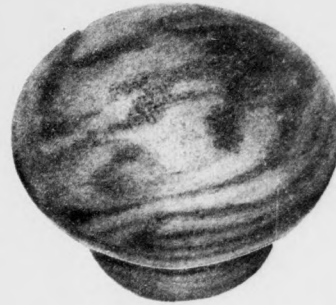
The minister who speaks from a monk's experience would preach a good deal better for a course as a merchant.



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.

NOW A BACK NUMBER.

Hand Penmanship Now Unusual in Business Life.

After visiting a modern business office the school boy may be justified in wondering why so much time is spent on two of the "three R's." Learning to write is one of the hardships of juvenile life; the daily drill is a period of torture dreaded by the average child as one would dread a session with the dentist. There was a time when penmanship was important, when to know how to write rapidly and legibly was a necessity. But in business life the hand written letter is no longer seen. The typewriter has taken the place of the pen and it is employed even in friendly personal correspondence. So universal has become the typewriter in business that the hand written letter is viewed almost with suspicion and the first impulse is to look up the writer's commercial rating. Almost the only use of the pen in business these days is in signing the type written letter or in making the accompanying check good. Bills are made out by typewriter. Books are kept by typewriter. The machine has almost entirely supplanted the hand. Every child should be taught to write his or her name, but in view of modern methods what is the use of going much farther?

Another of the "R's" that seems to be rapidly going into the discard is arithmetic. Not many years ago to know how to add, subtract, multiply and divide accurately and rapidly was considered an essential part of a business education. But now what difference does it make if the office man be quick or slow at figures, or for that matter if he can accurately put two and two together to make four? Office arithmetic is now done by machinery. Is there a column of figures to be added—a few taps on the keyboard, a few jerks of the handle and there is the total, and so reliable are these machines that one can with a clear conscience swear to the accuracy of the result. These machines will do more than add. Problems in subtraction, division and multiplication, in fractions and in decimals can be worked out on them in a fraction of the time taken by the old fashioned method and with no strain on the mind, and with the possibilities of error reduced to a minimum. These adding machines, which not only add but can be made to do nearly everything else, are still high in price, but in spite of the high price they are more and more coming into use. No bank is any longer thought to be completely equipped without its battery of adding machines, and they are rapidly finding their way into business offices of all kinds. Even the small retail merchant is beginning to regard the adding machine as much of a necessity to successful business as his typewriter or cash register. The adding machine is not the only relief the modern business man has from arithmetic. Given the price per pound and the number of pounds, with the computing scales all that is necessary to accuracy is good eyesight. Knowledge of the principles

of arithmetic will continue to be important in business, but why bother with the slow, tedious brain and nerve racking details when by machine the desired results can be gained with a speed that would leave the best of the old time accountants at the quarter post and with an accuracy that can not be disputed?

At the meeting of the Board of Trade Committee of 100 last week the Trade Reciprocity Committee explained that what it stands for is not the narrow and selfish policy of trading in Grand Rapids, but the broad and public spirited idea of home trading everywhere. It should not be inferred that Grand Rapids will reject the good money of the shopper from Sand Lake or Cadillac, but nevertheless the gospel that Grand Rapids is preaching is that if the Sand Lake or the Cadillac shopper can get what he wants at home he should patronize his home merchant instead of sending his money elsewhere. The theory of this is that home trading will help build up the smaller towns and make them more prosperous, and anything that helps the smaller towns in Western and Northern Michigan will help Grand Rapids. We are all in the same bag and so closely related that a boost or a blast for one is a benefit or a black eye to all. This is very different from the old policy of every man for himself. It is unlike the greedy, grasping policy of grabbing everything in sight. It is good gospel, however, and is worthy of Grand Rapids. The merchants of Grand Rapids will continue to offer alluring bargains and will keep right on trying to make shoppers from the surrounding towns glad they came here, but as a general proposition what Grand Rapids preaches is the good gospel of trading at home.

"Credit is a queer institution sometimes," said a Monroe street merchant a few ways ago. "There are men in this city who can not get trusted at this store for 10 cents' worth of goods, and yet they can have credit for \$100 worth any time they want it. The reason for this is that they pay no attention to 10 cent bills and we spend as much as the bill amounts to in sending statements, and then when they finally do get around to pay they want the bill itemized and kick on about half of it. Bills for large amounts they pay promptly and without question."

Nearly everybody would like to travel during the summer months to those corners of the earth that are cooler than this or that are picturesque or interesting or different from that to which we are accustomed. There is pleasure in such travel and instruction, a broadening of the mental horizon and an increase in knowledge of what other men are doing. But not all of us can travel. Some lack money, others lack time and still others are wanting in the ginger it takes to get started. Whatever may be the reason, however, there is one method of travel that is open to all, even to the slenderest pocket-

book, to the worst slave to work. This method is "mind traveling." Drop around to the city ticket offices of the railroads at the Morton House and gaze upon the literature that is spread upon the counters and which can be had for the asking. This literature is well written, handsomely printed and elaborately illustrated. With a booklet in hand and a half hour to spare anybody can take a trip to the Yellowstone and see all its wonders, or can travel over land,

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 BANKERS

Municipal and Corporation Bonds

City, County, Township, School and Irrigation Issues

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

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

Michigan Trust Building
Grand Rapids

Kent State Bank

Grand Rapids, Mich.

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

Deposits
5 1/2 Million Dollars

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

3 1/2 %
Paid on Certificates

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

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

Corner Monroe and Ottawa Sts.

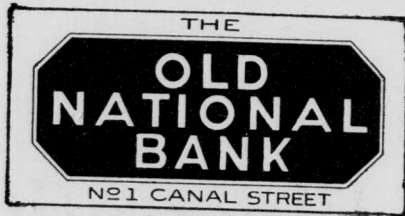
DUDLEY E. WATERS, Pres. and Cashier
CHAS. S. HAZELTINE, V. Pres. JOHN L. BENJAMIN, Asst. Cashier
JOHN E. PECK, V. Pres. A. T. SLAGHT, Asst. Cashier

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Chas. H. Bender	Geo. H. Long	Chas. R. Sligh
Samuel S. Corl	John Mowat	Justus S. Stearns
Claude Hamilton	J. B. Pantlind	Dudley E. Waters
Chas. S. Hazeltine	John E. Peck	Wm. Widdicomb
Wm. G. Herpoisheimer	Chas. A. Phelps	Wm. S. Winegar

We Solicit Accounts of Banks and Individuals

Capital
\$800,000



Surplus
\$500,000

Our Savings Certificates

Are better than Government Bonds, because they are just as safe and give you a larger interest return. 3 1/2 % if left one year.

THE NATIONAL CITY BANK
GRAND RAPIDS

WE CAN PAY YOU

3% to 3 1/2 %

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

49 Years of Business Success

Capital, Surplus and Profits \$812,000

All Business Confidential

mountain and sea to Alaska, or can float down the Hudson or dodge among the thousands of islands in the St. Lawrence. The charms of Northern Michigan may be enjoyed or the landmarks of history in Europe, Africa or Asia may be gazed upon. South America is easily accessible to the mind traveler and so is Mexico and Canada. In fact, there is scarcely a state, nation or quaint corner of the globe that can not be visited, and all without the expenditure of a cent and with none of the discomforts of delayed trains, storms at sea or poor hotels. In mind travel it is as easy to go first cabin as steerage and roast beef cost no more than fried liver, and another advantage is that the sun always shines and everything looks its prettiest. In comparison with real traveling the mind tourist may be at some disadvantage, but then the real traveler often encounters conditions which he ardently wishes might be in his mind

One of this city's best known business men has a daughter as his only child, and of this daughter he is immensely proud, and this pride in her has been steadily growing since her marriage to a wise young man a year or two ago. "That daughter of mine—she's a wonder," the fond father will say. "She had the best we could give her in the way of education—fashionable girl's college, and all that, and it didn't spoil her a bit. The young man she married is doing well and can afford a reasonable share of the luxuries, but she is her own housekeeper and does all her own work. She has no servants around and when it comes to cooking she is it. She can make bread as good as her mother can and that's saying a lot, and there isn't anything she can not do, and I am just old fashioned enough to think that this is mighty nice. It is just like things were when I was a young man hustling to make a start in life, and I am pretty sure if more girls were like this there would be a lot less trouble in the world.

Incomplete Warning.

Mrs. Hayfield (in cheap restaurant)—Did you notice that there sign, Jason? It says, "Not Responsible for Coats, Hats or Umbrellas."

Mr. Hayfield (struggling with tough steak)—An', durn 'em, they might have added, "Broken Teeth, Sprained Arms, Indigestions an' Brainstorms!"

Unrealized Ambition.

Languid Larry—I feels awful sorry fer poor Hungry Hoggins—he is slowly pining away.

Torpid Tommy—Wot ails him?

Languid Larry—He's haunted by de fear dat de canvasback ducks will become extincted before he ever samples one.

Asking Too Much.

"Kitty, you didn't put anything in the contribution plate when the usher came around."

"Well, he didn't have any change for my nickel, mamma. Did you think I was going to give him all of it and go without gum for a whole week?"

Some of the Limitations of the Supervising Architect.

Washington, June 1—I am in receipt of a copy of the Michigan Tradesman of May 25 containing an editorial entitled, "Ignoring the Future."

While what that editorial says is, in a measure, true regarding the size of buildings erected for the Government, the statements do not take into consideration the other conditions which govern these questions, such as the size of the lot, the limit of cost fixed by Congress and the desires of a community as to materials to be used, and without consideration being given to these matters any conclusions, such as are drawn in the editorial in question, are necessarily of little value.

In the first place, in order to report to the committees of Congress this office obtains from the postmaster and other officials who are to occupy the building reports as to the floor space occupied ten years previous, how much is occupied at the time of writing and their estimate of what will probably be the increase for ten years in advance. The same questions are asked as to the number of employes at the three periods and such other data as would be of value in deciding what the size and cost of the building to be erected should be. All this data is transmitted to Congress for the information of the Committees on Public Buildings and Grounds in authorizing the work, but it is almost an invariable rule that the actual authorization is for a considerably smaller amount than this department reports as necessary, so that when the work of construction is taken up a building of extremely inexpensive materials or of reduced size must be erected, for the law is very rigid as to designing a building that can not be erected within the amount fixed and the department has no alternative except to construct such a building or let the matter stand until a further authorization shall be obtained by the member of Congress.

In regard to Grand Rapids I feel sure that the local officials—from lack of comprehension of the accommodations provided for them in the new building—are unduly alarmed as to lack of space. When they move in I believe they will find that ample accommodations have been provided, but should the space be less than was anticipated, the fact that the building covers almost all the ground on the square, and the further fact that the citizens of Grand Rapids would not be satisfied with anything except a granite building, both of which conditions very nearly exhausted the amount authorized for the building, should be taken into account.

From the above I feel sure that you, as a business man, will understand that this office is not as free in the control of the construction of a building and can not handle such work in the same manner that a business man or corporation would.

James Knox Taylor,
Supervising Architect.

A loose tongue often indicates a tight fist.

You Will Get the Chance.

When your employer finds out that you are competent to shoulder some of the burdens he has been making his own especial charge, don't fear that he will discharge you for presumption. You are just the one he has been looking for. The man at the head of a big business works tremendously hard, as a rule, not because he likes it, but because he finds it impossible to secure subordinates who will do the work satisfactorily. Show him that you can do it as well as he does and that you will be as faithful as if you were working for your own interests, and he will give you a chance.

No man is too poor to own a fault.

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.

50 Years
the People's
Choice.

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

"MORGAN"

Trade Mark Registered.

Sweet Juice Hard Cider
Boiled Cider and Vinegar

See Grocery Price Current

John C. Morgan Co.
Traverse City, Mich.

Your
Customers



ask your advice on
matters of food products. You want to be posted, don't you? Then study the following. It's instructive.

Minute Gelatine (Flavored)

is made from the highest quality of gelatine—other kinds may use a cheaper gelatine as colors and flavors can conceal its inferiority. In it the most expensive vegetable colors are used—others may be colored with cheap vegetable or coal-tar colors. True fruit flavors are used. They cost more but they are better. Artificial, ethereal flavors are found in others. They are cheaper and easier to get. Minute Gelatine (Flavored) is made to sell on quality—not by advertising or low prices only. Don't take it that all other flavored gelatines have all the bad points mentioned. Most of them have some. None of them have all the good points of Minute Gelatine (Flavored). Decide for yourself. Let us send you a package free and try it beside any other flavored gelatine you may select. That's fair isn't it? When writing for the package please give us your jobber's name.

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.

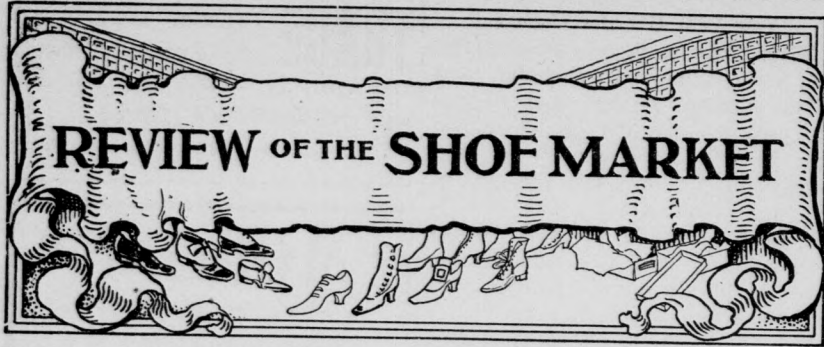
INVESTIGATE IT

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!**



How To Dispose of Factory Damaged Shoes.

All men in business are eager to make every dollar of capital produce greatest possible returns.

To do this capital must be worked in devious ways and repeatedly.

Even a little tied up in outstanding accounts or in stock on hand, or in damaged goods is frequently a serious drawback. Everybody turns at the sound of cash.

It was only the other day I saw an apparently perfect product sell for little more than half its regular market value because the possessor needed cash.

The product in question had been used, still apparently not sufficiently to bring it down to the cash level for which it sold. Such incidents are of common occurrence in everyday dealings among men. Cash talks with the shoe manufacturer. It has a great influence on the shoe retailer.

Sometimes, however, in the struggle for the means wherewith we live, the health, happiness and prosperity of others is endangered.

This appears to be happening so frequently in the mercantile channels of the shoe trade that something should be done to protect those who wish to safely reach the port of business success by this route.

A merchant can not expect to prosper selling the "Public Pride" shoe at \$3.50, \$4 and \$5 if some concern across the way is licensed to sell the "Public Pride" shoe at \$1.98, \$2.98 and \$3.98.

The word "licensed" is used here advisedly, for they virtually are licensed retailers, and the maker of the goods they sell is the grantor of the license.

The manufacturer grants the license when he accepts a cash offer on damaged goods, with the full knowledge that the goods are to be sold in competition with himself, without using means to protect himself.

It's a wrong condition of things. It should be changed. It can be changed and with justice to all concerned.

The manufacturer can protect himself. He can protect the retailer who sells at \$3.50, 4 and \$5. He can afford an opportunity to others to do business at \$1.98, \$2.98 and \$3.98.

A way out of the difficulty is found in a somewhat parallel situation in another field.

Probably no industry has grown to mammoth proportions in so short a time as the automobile business.

It was only a few years ago that the automobile was looked upon as a luxury.

To-day it is considered a necessity, commercially and socially.

This great industry has afforded growth to innumerable other industries, prominent among which may be cited the rubber tire industry.

Automobile tires of first quality bring high prices, owing in a great measure, to the same conditions that fix prices in the shoe trade.

The supply of crude rubber is reported as limited and the supply of green leather stock is said to be scarce.

In the process of making automobile tires it is not uncommon to have some damaged goods accumulate at the factory.

In all general respects the damaged goods may be as desirable as the perfect product, but commercially they are unsalable at first quality prices. Therefore, there is an opportunity afforded parties to purchase for cash consideration an allotment of damaged tires.

The retailer of damaged tires advertises well-known makes at a discount from list prices.

The automobilist who is influenced to purchase for one consideration or another does so with his eyes wide open. He sees the tires marked "seconds," or else the dealer points out defects.

On the other hand, in the shoe business people are led to believe they are getting \$3.50 values for \$1.98. There is no mark to lead buyers right.

A retailer must be a philanthropist in order to be so generous, and it is hard to be a philanthropist when climbing up the business ladder on rungs of close margins of profit.

In view of all this it seems easily possible to lessen, if not eliminate, the evil of unfair competition in the retail shoe trade on named shoes; by marking every pair of named shoes which leaves the factory under conditions that prompted this article—"seconds." And so marking them that the word "seconds" can not be effaced without making the shoes undesirable at any price.—H. D. W. Smith in Boot and Shoe Recorder.

Transmigration.

One morning Jenkins looked over his garden wall and said to his neighbor:

"Hey, what are you burying in that hole?"

"Oh," he said, "I'm just replanting some of my seeds; that's all."

"Seeds!" shouted Jenkins angrily. "It looks more like one of my hens."

"That's all right. The seeds are inside."

A High Cut Shoe is Bound to Undergo Extra Hard Usage



You cannot afford to offer your trade in this line anything but the best—not necessarily the most expensive but you must sell your customer something you know is going to give him thorough satisfaction.

This is where we come in. We have specialized in this branch of shoe making for years. Our goods are standard in the mountains of the west and in the swamps of the south.

We make a great variety of styles, everything from a medium priced farmers' high shoe to a high grade sporting boot.

Suppose we call. It is always a pleasure to show our line to a live merchant.

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

Some Shoe Dealers Seem to Forget—



that there are a lot of men that only manage to keep about two jumps ahead of the bill collector, that's going to want a pair of good looking oxfords this summer who's limit is about \$2.50—right here is where you need our

Specialty Line Oxfords For Men

Tans, Russia and Vici. Gun Metal and Black Kid. Don't check your impulse to send for samples, write, right now.

HEROLD-BERTSCH SHOE CO.

Makers of the Famous
H B Hard Pan and
The Bertsch Shoe Lines
Grand Rapids, Michigan



Go After the School Graduate Business.

From the first to the last of this month, from grammar schools, high schools and colleges, thousands of young men and women will graduate. School is not just "over" any more. School girls and boys do not just take their books and go home. The close of school is different to what it was ten or fifteen years ago. Now it is a big dress commencement. Mamma, papa, aunt, uncle—all the family go to commencement or to the graduation exercises. The exercises in your city or town will be just like what thousands of young men and women will do in colleges and schools in other cities. It is just an ordinary function—to any one outside the family; but to members of the graduate's family it is a regular Teddy R. demonstration, and their child is going to be clothed accordingly; from feet to head there is going to be a new outfit.

There will be thousands of pairs of shoes sold to school and college graduates and the question is, Is your store going to get its share? It surely will if the dealer will sit up and take notice of conditions.

The first consideration is the stock. The dealer must have the new and nobby styles in slippers and low cut effects, for it is certain that the dainty low cut will be the preference of all graduates.

Indications of demand are for patents in straight pumps, beaded in fancy slippers and one and two-strap in-step pumps. In some localities colored slippers will be worn to match costumes. Every stock should contain a good size run of white slippers in kid or satin. Larger towns will sell both in good grades.

The price of the graduates' footwear seldom falls below \$3 and in many cases reaches the limit, for the occasional is unusual and demands an unusual money expenditure. The shoeman must cater accordingly. Each eighth grade will turn out from thirty-five to fifty graduates, not to say anything of the high schools and colleges. In landing the business of an entire grade the dealer not only secures a good intake of money but a splendid, permanent advertisement, as many of the pupils will remember his as "the store where we got our graduation slippers."

The graduate's business is worth going after hard. Each one who is pleased will advertise the store by word of mouth among family and friends, and this is the best and cheapest publicity extant.

There are many ways of obtaining this business. A series of good cuts of slippers and other appropriate styles printed on paper corresponding to the various class colors and mailed to each member of the graduating class would catch their attention in a novel manner. The President of each class might be consulted and a special discount offered for the class' entire business. If the entire class of girls are to be attired in the same color a dealer might offer to get slippers to exactly match costumes. This would insure the business of the entire class. Or a dealer could

present each class with a class pennant. But whatever is done to obtain the business, do it now—for the time of graduation is near.—Shoe Retailer.

Show Window Displays for the Shoe Dealer.

Written for the Tradesman.

Some one has said that the window display is the greatest method of advertising. This is confessedly a broad statement; but when one comes to consider the proposition seriously there is far less exaggeration in it than might at first appear. It is assuredly true that, of all present-day methods of publicity, the window display is one of the most fruitful and important.

The window trim is the shoe merchant's first bid for public favor. He ought, therefore, to make it as fetching as possible. By means of his windows he is continually creating impressions, either favorable or adverse; and many of these impressions are first impressions. And everybody understands the importance of a first impression. With slight hyperbolism man may be defined as a bundle of first impressions. Our opinions of individuals, institutions, nations, religions and mercantile houses are, for the most part, our first impressions of these things. Sometimes unfavorable first impressions are revised by subsequent knowledge and experience; but the shoe merchant can not afford to take chances.

In an article on the science of window trimming Professor Conway McMillan, a widely-known psychologist and forceful writer, says: "Window displays may be regarded as typical of all fixed commodity advertisement. The window, so familiar and so ancient an advertising contrivance, is probably one of the most instructive and interesting fields of study in the whole realm of advertising. Volumes might be written upon the methods, laws, rules and limitations of window advertising. * * * For commodities of all sorts window advertisement is the original, natural, fundamental and universal method of utilizing the inherent advertising strength of the objects displayed in view."

In his newspaper advertisements—and on the billboards and in the booklet, if he uses these mediums—the shoe merchant is talking about his wares; but in his windows the dealer is displaying the real thing. It is lots more exciting to see the big, shaggy lion in his cage than it is to look at the circus posters and read the handbills. A stylish shoe fetchingly displayed in proper environments in a shoe window will awaken more latent shoe wants than your halftone reproductions and all your cleverly-worded descriptive matter. The show window appeals to the eye. The visual organs are more effective than the auditory organs; for we have two ears and, as some one has facetiously put it, on opposite sides of the head, so that people not unfrequently confess, "Things go in at one ear and out at the other;" but people do not not have eyes in the back of their heads; and for that reason the

mental pictures of objects inspected can not get out.

Let the People See Your Shoes.

It is a good plan to act upon the principle that shoes well displayed are shoes half sold. Showing modish and seasonable footwear creations is one of the most direct and profitable ways of creating immediate wants therefor; and it's "wants" that we want. Let the paragraph writers and country editors discuss the increased-cost-of-living theme until their fingers are cramped and their right arms paralyzed; but people will continue to buy what they want, if we make 'em want it bad enough. And besides it's a little trying on the constitution to go barefoot. So keep your shoes where people can see them.

Perhaps some reader of this article is saying within himself, "Oh, it's well enough for the big fellows to spend time and thought and effort on their windows. They can afford to do it. But I have a small shoe store and my single window is not very large; and anything in the way of an elaborate or pretentious window trim is out of the question. My window is of so little consequence it does not pay to spend much effort upon it." Now, my brother, if there's anything

It Pays to Handle
MAYER SHOES

MICHIGAN SHOE COMPANY

STYLE SERVICE SATISFACTION You get them in the **MISHOCO SHOE**

Made in all leathers for
MEN, WOMEN AND BOYS

You should have them in stock—every pair will
sell another pair

MICHIGAN SHOE CO., DETROIT

Our **BOSTON** and **BAY STATE RUBBER** Stock is Complete

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.

like that circulating in the innermost precinct of your noggin, you are committing a costly sin against your own proposition. Your window may be small compared with some of the big shoe store windows, but there are large possibilities in that little window provided you know how to realize on them. The strength of a window is not determined by the yard stick. There is a way of putting "much in little;" and while your window space limitations will not permit you to stage an elaborate design you can nevertheless tell a concrete and vivid picture. You can show a few seasonable and stylish specimens. You can select the shoes you are to display and put them in the window in such a manner and with such environments as to create an impression and awaken a sentiment and begot a desire. The value of an oil painting is not determined by the size of the canvas. If the displaying of commodities in a window is an art (and there are a whole lot of normal people who contend that it is) then the methods and principles of the art can be modified to suit the requirements of any given situation.

I have seen some very small shoe windows trimmed in a very effective manner. And you have, too, doubtless, if you will stop to recall them. Now the first step towards the production of a telling shoe window display is to believe in the possibility of such a thing—and believe in it with a vengeance. The man who doubts is doomed. He can not do it just because he believes that he can not. When you begin to doubt your ability to sell a customer, immediately you begin to loose your grip upon him—and he feels it.

Are the Good Ideas All Worked Out?

Some shoe dealers seem to act upon the assumption that all the original and effective ideas in window trimming have been threshed out and worked over. They doubt the possibility of creating new and telling effects in the arrangements of shoes behind the glass. Bless your heart, neighbor, it isn't as bad as all that. D'you recall the chap who counted the notes then got busy with his pencil-and-pad and figured out to a gnat's heel the ultimate number of harmonious combinations? He got the blues—but we are still getting new and original waltzes, schottisches, two-steps, rag-times, anthems, cantatas, etc.; while the catalogues and bank accounts of the music publishers are waxing fatter year by year. There is positively no limit to the excellence that may be properly sought in the assembling of shoes in show windows for the edification and beguilement of shoe-wearing bipeds.

Of course the size, height, material and general structure of the window itself all have an important bearing on the question of effective trimming, but, as intimated above, one can do a great deal with unpropitious environments, provided he will give the subject real interest and thought. But he must have suitable window fixtures. You can not trim a shoe window with just shoes. Attractive win-

dow paraphernalia are the sine quonon of effective window trimming. But this is specifically the problem of the window fixture people, and right well have they worked it out. The shoe stands in metal and wood, in combinations of metal and glass; the pedestals, glass and wood shelves and all other and sundry of the things requisite for novel and fetching display of shoes leave little to be desired. And the original cost of this important material is very little compared with the results which accrue from the use of it. Take, for example, some of the trimming pedestals shown by the window fixture people. They come in various heights. They resemble genuine Mission wood. They are strongly constructed. But they cost very little. They are shipped in knock-down shape. If you tire of the original grain all you have to do is to order a small roll of wood paper and get busy with your scissors and glue pot and presto! you have a brand new "finish" to harmonize with the particular trim which you are putting on.

Difficult Line To Display.

Of course shoes as personality-commodities do not lend themselves as readily to effective trimming as some other articles. Some one has observed that, in spite of all that the window trimmer can do, with all his resourcefulness, the best planned and most ingeniously constructed shoe display will not cause the public to respond as it would if the same effort were directed in the interests of almost any other line of merchandise. This statement is true; but after all it is only tantamount to saying that the window trimmer should work just a little harder when he comes to dressing the shoe window. The thing can be done again, for it has been done repeatedly. The very difficulty of the task ought to put the shoe man on his metal.

You can not get the public very much excited over mere shoes exhibited on wood or metal stands or upon glass or wooden shelves. While the most essential single commodity in a shoe window trim is shoes, the telling window display is not built out of shoes alone. You will require something additional to get the public's attention and interest. Novelty, it has been truly said, is the secret of show window attraction; but this novelty-feature does not inhere in shoes. After all they are pretty much alike. There are slight modifications as to the toes; the vamp shortens up and lengthens out betimes; there is more swing or less swing to the last, as the case may be; and there are slight differences in the finish of the leathers used and in the trimming of the shoes exhibited; and now and then there is a freak shoe that tickles the young man's fancy. But the modern shoe is approximately "a complete evolution," and we know pretty nearly how it looks even before we see it. So, in order to make the natives sit up and take notice, the shoe dealer must add a layout or introduce a unique feature.

One of the most important single factors in a shoe window display is the background. It ought to be ap-

propriate to shoes. And as the preponderating color of the shoe window is pretty apt to be black (except, perhaps, during the summer season), this background ought to be something that will harmonize with black. Black is a dull, sombre, prosaic color. It needs to be brightened up. The shoe window will require a bit of toning up. And here is where the ingenuity of the trimmer must assert itself.

In the summer season when tans, colors and white canvas goods are in demand the trimmer has a little more latitude; and if he can not put on a telling trim for summer shoes the probability of his incubating anything spectacular for other seasons is extremely slight. Cid McKay.

One of the Show Places of Grand Rapids.

The residence of Maurice Shanahan, on Plainfield avenue, is one of the show and also one of the historic places in the North End. It occupies the site of the old Page homestead, and it was here that Abel Page, known to all the old settlers, was born and brought up. From the Page family the property passed to the Hogaboos, a name well known to early history and politics in the fifth ward, and then Mr. Shanahan bought it. The old house which was on the property when Mr. Shanahan became owner, and which he occupied for many years, was of stone and Abel Page used to recall that as a boy he helped to haul the stone from the river by ox team. The present Shanahan home is of red

pressed brick, of modern design and with all the modern improvements. It is located far back from the street on a hill that commands a fine view of the surrounding country. The property comprises about three acres and most of the trees which shade the spacious lawn and well kept terraces were planted by Mr. Shanahan himself and he has watched them grow. Three years ago, to further adorn his home, he planted many shrubs and these have prospered and give a park-like appearance to the place.

For several months past Mr. Shanahan has been suffering from a complaint that has made walking difficult and confined him much to his home. For men who have led the active, energetic life of Mr. Shanahan enforced idleness is hard to endure, but Mr. Shanahan has a library which is his chief solace in shut-in days and his pride at all times. There are about 4,000 volumes in his library and standard works of fiction, history, biography, travel, science and poetry predominate. Many of the works are in special editions de luxe in hand made paper, richly illustrated and sumptuously bound, and some of them have greatly increased in value since he acquired them. The library is cosily furnished, well lighted and cheerful, and here when bad weather or ill health keeps him indoors he has the best of company for the hours which otherwise would drag heavily.

No man can long be content to measure his possessions by the poverty of other people.

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 Grocery and Produce Trade.

Special Correspondence

New York, June 4—During the week the coffee market "on the Exchange" seemed to reach the very ebb tide. Brokers might as well have gone fishing. On Friday there was a little better feeling, but the article still remains about the dullest—in fact the very dullest—article in the list of staple groceries. In store and afloat there are of Brazilian coffee, 2,950,806 bags, against 3,464,450 bags at the same time last year. At the close Rio No. 7 is worth in an invoice way 8 1/8 @ 8 1/4. Spot coffee remains quiet and buyers are taking only enough to keep them going day by day. Mild grades are about as inactive as the Brazil grades, but prices are very firmly maintained. A little concession on some varieties might cause some trading.

Refined sugar is showing a little better record after a long pause, and this improvement is inevitable in view of the oncoming season. As yet the weather has been more like March than May or June until to-day. The tendency of granulated is toward a higher level, and some are quoting 5.15c.

Teas are selling only in an everyday way, but the whole market seems well sustained. Supplies of medium and lower grade basket-fired are moderate and are especially firm, with a good demand prevailing.

Rice has had a pretty good week and quotations show some little advance, which is firmly maintained, and while considerable business could be done at a little concession, holders are very firm. Good to prime domestic, 4 5/8 @ 5c. Choice, 5 1/2c.

About 175 tons of black pepper—

spot and to arrive—was sold Friday and the market for spices in general seems to show some improvement, although no changes have occurred in the list.

Not an item of interest can be gathered in the molasses market. The season is at a period when naturally the demand shows a lessening tendency and sales are of very small quantities. Good to prime centrifugal, 26 @ 30c. Syrups are quiet and unchanged.

In canned goods we have a better feeling as regards tomatoes, and it is said that orders for standard threes at 62 1/2c have been freely turned down, with 65c set up as the limit below which packers will not go. While there is a better feeling in the market generally, there is little actual selling. The cold weather is having its influence, but if summer comes "all in a gob," as very likely will be the case, the present cold will probably prove a boon, as it will keep back the insect enemies. Corn seems to tend to a little higher range. Peas are well sustained, with opening prices looked for with some interest. W. R. Roach, of Hart, Mich., was here during the week and reports the crop in his region as looking well.

Butter shows some accumulation and quotations are slightly lower. Creamery specials, 29c; extras, 28 1/2c; firsts, 28c. Western imitation creamery, 24 @ 25c; factory, 23 1/2c for firsts; seconds, 22 1/2 @ 23c.

Eggs are steady. Top grades of Western, 23 1/2c; storage, 21 @ 22c; regular pack, 20 @ 20 1/2c, and so on down to 16 @ 17 @ 18c.

Cheese is hardly as well sustained as a week ago, and the general run of quotations is about on last week's level. Full cream New York State, 15 @ 15 1/2c.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

Thursday, June 30, will be Grand Rapids day at the Detroit Industrial Exposition.

Work was begun at Owosso June 1, in construction of the Lansing and Northeastern electric line.

The Cass Motor Truck Co., a new industry at Port Huron, has selected a site for its plant and building operations will be started at once.

The assessed valuation of Flint exceeds \$20,000,000 this year, an increase of more than \$5,000,000 over 1909. The city's budget for 1910 totals \$120,000, an increase of \$30,000 over last year's figures.

Lansing is complaining of scarcity of labor, both skilled and unskilled. Houses are scarce and rents high, a condition that is keeping many workmen away. Estimates place the increase in building operations in Lansing over last season at 25 per cent.

Having voted bonus money to secure new industries for Ionia, President Bible and the board of trade are now engaged in trying to find the kernel of wheat hidden in the bushel of chaff.

Cass county will hold its annual fair as usual at Cassopolis this fall despite many rumors to the contrary. It was reported that the success of the dries at the spring election had given the county fair its quietus.

A union passenger station 112 feet in length will be built in Negaunee by the Chicago & Northwestern and the South Shore roads.

"Keep Your Eye on Pontiac" is the slogan adopted for that city by the Commercial Association.

In spite of seeming lack of interest among business men of Benton Harbor in a campaign of publicity for

that town, a handful of loyal boosters have voted to "keep on going on," and a committee of ten has been appointed to secure the necessary funds.

The Hardie Manufacturing Co. will not remove to Lansing, but will remain in Hudson, a new issue of stock having been taken by Hudson citizens.

The Huron Manufacturing Co., turning out commercial trucks and runabouts, will probably remove from Constantine to Ann Arbor.

A Business Men's Association has been formed at St. Charles, in Saginaw county.

A park and boulevard commission of five members, to have charge of the parks and boulevards in the city, has been created at Kalamazoo, following the plan advocated by Mayor Farrell.

Prosperity has hit Lansing—at least, the city fathers seem to think so—for they have voted to double their own salaries, making the compensation \$400 each per year. The mayor's salary is raised \$300 and there are boosts all along the line, even the city laborers getting 2 1/2 cents more per hour for their services. The taxpayers are not raising any great objection except as to the action of the aldermen with respect to their own salaries.

Through the efforts of the Pontiac Commercial Association the factories of that city have so arranged their pay days that approximately the same amount of money will be turned loose there each week.

Almond Griffen.

You can not really love men unless you are making it possible to live with them.

This world knows nothing real or worth while without dreams and visions.



You May Take Your Choice

These are a few of the many labels that we send from which you may select for

YOUR OWN PRIVATE BRAND BAKING POWDER

WABASH BAKING POWDER CO.,
Wabash, Indiana.

Gentlemen:

Send me 15 dozen 16 oz. cans of baking powder on 60 days' FREE trial, freight allowed.

If satisfied I will pay you 6 1/4 cents per can for same. If not pleased I am under no obligations to keep them.

Send sample labels from which I may select. I will then instruct you regarding printing for my OWN PRIVATE BRAND.

Yours truly,

Name _____

Town _____

State _____

Send me your prices on assorted shipments of baking powder, soda, corn starch and extracts put up under my own private label.

You only have to fill out the blank and return to us.

If you don't want so many of the same size, we'll send just the kind of an assortment that will suit you.

If a full barrel of baking powder is too much, we'll put up for you soda, corn starch or extracts all under YOUR OWN PRIVATE LABEL.

WE TAKE ALL THE RISK. SEND IN THE BLANK.

WABASH BAKING POWDER CO., WABASH, IND.



Retailers Do Not Get Goods at Right Prices.

I have done a great deal of thinking in the seventeen years I have been engaged in the hardware business and it has occurred to me that there were others that had discovered there was something wrong with not only the hardware business but with all lines to a greater or less extent. I do not think there are many of my hardware brethren that would call me a pessimist, and I would not picture things darker than they really are, but I for one have decided things are not as they should be in the hardware lines. Most of us have lately completed our yearly inventory, and of course results have not been the same in every case, but the question is, Did we do as well as we should reasonably expect? We spend many of our long winter evenings reading our trade journals, trying to gain further knowledge as to how to meet the situation and profit by the various contributions to the trade papers by our worthy brethren. I fully agree with the man who says to advertise; also the fellow who says display your goods and talk them, but there is another fellow who will advise us to always buy right, and if he would go a little farther and tell us how and where to buy right he would do us a great favor. I have had parties represent to me that they could do me a great deal of good in buying goods right and have paid them for their services, but have not found it satisfactory. Just who is to blame for unsatisfactory conditions I am unable to decide, but there are several things I would like to have explained. I have before me at this time a catalogue issued by one of the mail order houses of blacksmiths' tools and supplies and I find a great many things quoted therein other than blacksmith supplies. I find carriage bolts quoted at net prices by the hundred that would be equal to a discount of 75 per cent. on $\frac{3}{8}$ x6 and smaller, and larger sizes at about 65 and 7½ per cent. discount. I then refer to a hardware trade journal and find discounts on $\frac{3}{8}$ x6 and smaller 70 and 10 per cent., and larger sizes 60 and 10 and 5 per cent. Now, how is it that the country blacksmith that buys a few hundred bolts in a year has a better price criterion than the retail hardware dealer who buys thousands?

Here is a list of a few more items that are quoted in this same catalogue at prices that will make the average hardware dealer sit up and take notice. I only mention a few and there are hundreds of other items you could find if you would take the

time to look them up. Remember, I am not saying that any retailer pays these prices for his goods, but they so nearly approach the cost of goods now on the shelves of the hardware stores all over this country that if you really had to meet this competition every article mentioned would have to be listed with the unprofitable goods, whereas they always have shown a fair profit: Steel wheel contractors' barrows, \$1.14; steel wheel garden barrows, \$2.32; wire nails in full kegs, base, \$2.10; 100 oz. double pointed tacks, 100-count, 8c dozen papers; 10-inch japanned well wheels, 19c; 38-inch wagon neck yoke, 45c; 6-inch heavy strap hinges, 6c pair; 8-inch heavy strap hinges, 9c pair; 10-inch heavy strap hinges, 14c pair; 8-inch mill files, 8c each; 10-inch mill files, 10c each; 1½ x 26-inch seat springs, 47c pair; D handle steel shovels, 39c; D shovel handles, 16c; 1-inch coil leather washers, 11c dozen boxes; wagon box rivets, 5c per pound; 12-quart galvanized pails, 16c each; 12-quart dairy pails, 16c each.

These prices are sent to the blacksmith as he would use more of this class of goods. Other catalogues are sent to the carpenter and painter, the butcher and baker and the candlestickmaker, bearing on the goods suitable to each particular trade. Recently I had occasion to buy for a customer a differential chain hoist of one ton capacity and eight foot lift. I tackled every man who came into my store for a price on it and finally consulted every catalogue and price list in my office and the lowest price I was able to obtain was \$11.20 and I bought it. The catalogue house quotes one of exactly the same description and weight at \$9.45, and this is only one instance. I could mention several, but think this shows plain enough what I mean to impress upon you—that the retail merchant is compelled to pay too much for goods.

I at one time had a very dear friend calling on me in the interest of a large jobbing house, who, on several occasions paid me a compliment(?) by saying I was the meanest man in Southern Illinois to sell goods to at a profit and I am sure he did not mean to flatter me, for he really would rather not call on me. And very often retail merchants get a reputation of being hard to sell, being cranky, stingy, regular tight-wads, when, if the real truth were known they are trying to take care of their business by not being an easy mark for others who would put a feather in their cap and get their salary raised each succeeding year for being a

profit-getter, and I am buying my goods now of salesmen who are gentlemen and there are a great many of them among our hardware salesmen and I find most of them willing to do the best they can for their customers, but of course we are all aware of the fact that they must make a profit for their houses or they are let out, and most of us are willing to pay a reasonable profit. And we also want the goods so we can meet our competition and make something for our services and a decent interest on money invested. Another thing I have noticed of late is, there is a tendency among some people of whom we buy goods to dictate the price for which we should sell them, but if there is any slicing of profits it invariably comes off the retailer and they never say, "You lower price of fencing two cents per rod and we will give you a one-cent per rod better price." They will simply say, "You lower your price and depend on volume for profit." That sounds big and could we always sell to people who would pay as promptly as they insist on our paying it might help us to do a lot more real hard work for the same money to us, but increased dividends to quite an extent for the people who allow us the privilege of buying their goods at prices named by them and selling these same goods at prices dictated by themselves also. There has been very much said about selling for cash and I think that locality and financial conditions govern this to a great extent, and the only thing I care to say on this subject is that each one should do what his best judgment prompts him to. As for myself, I have always sold goods on credit, reserving the right to say no to anyone who does not look good to me, and I can truthfully say my business has suffered very little from losses in bad accounts to date, and I

question very much if there is as much lost among hardware dealers generally on bad accounts as there is on sales missed by not being able to buy goods at right prices, thereby enabling them to meet catalogue house competition and reaping a profit that goes elsewhere. I have heard some people argue that they do meet this competition. That may be the case in some instances, but I have my serious doubts as to whether they could do so in all cases with-

Acorn Brass Mfg. Co. Chicago

Makes Gasoline Lighting Systems and
Everything of Metal



TRADE WINNERS

Pop Corn Poppers,
Peanut Roasters and
Combination Machines.

MANY STYLES.
Satisfaction Guaranteed.
Send for Catalog.

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

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

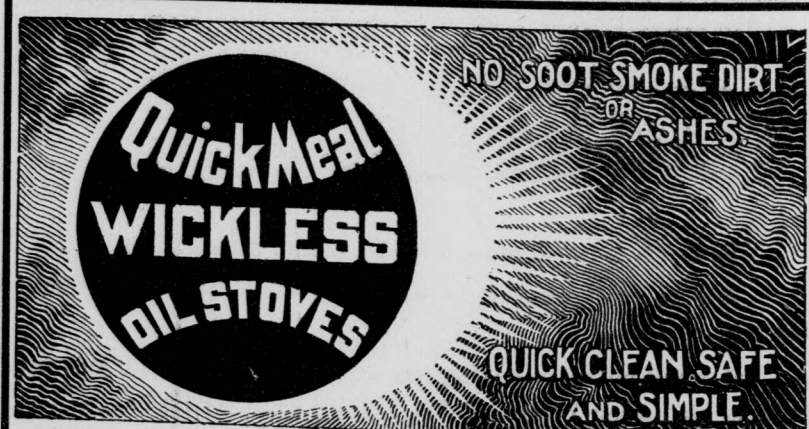
The Weatherly Co.
18 Pearl St. Grand Rapids, Mich.

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.

out better help from the jobber and manufacturer than it has ever been my fortune to get. Let us suppose that we have determined to meet this competition and begin on the articles I have named elsewhere. It would not be so bad if you could stop on these few items. Everyone is not buying this class of goods and you must have what they want at correspondingly low prices, and I believe when we start in to meet mail order house prices we are undertaking something we can not accomplish without aid from people who should be interested enough to help us by selling us goods at right prices. I have been advised to handle special brands, goods the catalogue houses can not get, and this would work out better were it not for the fact that instead of selling their trademarked goods to catalogue houses they are given away as premiums by soap concerns, and also by cheap magazines as premiums. Almost every day in the year I am solicited to buy goods from some one who does not sell catalogue houses, and they seem to think this should be sufficient in each case to get a good-sized order. I have tried special brands and I find when I get a good trade worked up on a certain line of enameled ware, edge tools, or, for that matter, anything in the hardware line, the first thing I know every cross-country store and grocery store in town can get the same goods if they want them and I do not believe there is any protection for the hardware dealer. There has lately been a great deal said about the present high cost of living and some investigating done, and so far as I can see there seems to be a disposition to lay it on to the retailer, and it seems only natural to accuse the man who gets your money of being the robber, whether he is making a profit or merely swapping dollars.

I believe it would be helpful for the jobber and the retail trade in general if they would study the catalogues of the mail order houses closely and by so doing they would see what we have to contend with. Only yesterday I had occasion to buy some goods from a salesman representing one of the largest wholesale jobbers and I pulled my blacksmith's price list on him and he was compelled to acknowledge prices contained therein on goods I was buying were as low and some items lower than he was allowed to sell to the trade in his territory. I think this loyalty business is getting to be too much of a one-sided affair. To me there is not much satisfaction in buying a bill of goods amounting to a hundred dollars and paying even the same price the mail order house would sell to the blacksmith or contractor, and when it comes to paying more for some items, I feel as if it is adding insult to injury. I am tired of being jollied along and tickled under the chin and sometimes flattered and told how successful I have been and a whole lot of hot air. I know as well as every retail hardware dealer that whatever success we have had has been won by hard fighting and keeping everlastingly at it, and as far as

I am concerned I expect to keep at it until physically or financially disabled, but I find my hardest part of the campaign for business is to buy goods right. Prices, if so interesting to people of whom we buy and to whom we sell, should be of double interest to us, for we surely are the middlemen of whom we hear so much in rural districts. But are we here to be squeezed? I say no.

A friend of mine chanced to be eating dinner across the table from a prosperous farmer a few days since. My friend remarked that the farmer was getting good prices for everything now and seemed to be on top. Mr. Farmer agreed that such was the case; they were getting good prices and would be very well satisfied if they could get rid of the middlemen's profit. I know this is the feeling among a great many farmers, for I do business with them and have been trying my level best to close deals with their unions, and I assure you if I succeed it will be all glory, no profit. But this is one instance where I intend to try to meet competition, and if I do it will not cost the people of whom I bought the goods one cent and the only recompense I can expect of them will be a pat on the head and the assurance that I am the kind of a fellow for them, for no doubt it is gratifying to them to be the general in a fight of this kind and allow the retailer to bear the brunt of the battle. This is done every day. I had written part of this before the question, "What is the matter with the hardware business?" had become agitated, and had hesitated in sending it. It may not be of much interest to you, but the question has been asked and I have unburdened my mind to a great extent in explaining a few of the hardware ailments. It is a long article, to be sure, but I could not take any short cuts and explain my views.—E. A. Martin in Stoves and Hardware Reporter.

A Mighty Mean Man.

He didn't look to be a mean man when he boarded the car, but he had scarcely squeezed his way into a seat when he spoke up in a loud voice:

"Halley's comet is due to-morrow!"

For a minute no one said anything in reply. Then a tailor with a bundle timidly asked:

"Do you apprehend any danger, sir?"

"Danger? Danger? Why, man, do you know what a comet is?"

"It's—it's—a comet."

"Correct, sir. Yes, sir, a comet is a comet, and a comet is a knocker-out. A comet, sir, can knock this old world of ours into a cocked hat."

"But you don't think this comet will do that?" asked a passenger who looked like a grocer.

"Oh, don't I? But I happen to think just that way, sir. What is a comet for? What does it come for? If it hadn't an object in being here it would be loafing around somewhere else. You folks want to prepare yourselves."

"Come off!" growled a big man with a sore throat.

"Oh, yes, I'll come off fast enough!"

So will the rest of you! It fortunately happens that I don't care to live any longer, but as for the rest of you—gee! To-morrow, about noon, that old comet will give a switch to his tail and bim-biff!"

"Sir, you must quit talking," said the conductor as he came along.

"Certainly—certainly," replied the mean man. "Yes, I will quit talking after one more word: When that comet brings its old tail around it will hit you first and I shall be left to grin—and to chuckle—and to smile—and to ha! ha! ha!"

A Better Thing.

He was a man with an idea. The baseball manager saw that he was while he was yet thirty feet away. He therefore waited for the stranger to come up and begin.

"You fellers don't play baseball in the winter, of course?"

"No, not when the snow gets over two feet deep."

"And you have got to board somewhere?"

"Yes, we must have at least one meal a day?"

"That's what I was figuring on. I have got a chance to buy a country hotel. If I buy it I want something to draw winter custom. I think I could board a baseball team for half price."

"Man, man, but I'm sorry for you!" said the manager as he laid a sympathetic hand on the other's shoulder. "If you had only come yesterday!"

"Why?"

"We could have fixed it all right. Last night the manager of the Waldorf-Astoria was here and we closed with his offer."

"Was it better than mine?"

"Yes, a trifle. He gives each one of us a parlor, bedroom, bathroom and library and pays us \$25 per week besides. We have free cabs, free champagne and free theater tickets. He pays for a little run over to Paris and back and when any of us lose at poker he foots the bill. In addition to this—"

But it was useless to explain far-

ther. The man who was thinking of buying a country hotel was ten rods off and runing for all he was worth. His dream of laying up riches was shattered.

It seems to make some folks wonderfully comfortable to tell the Lord just what they think of one another.

The first thing some folks will want to do in Heaven will be to elect a new set of officers.

We have recently purchased a large amount of machinery for the improvement and betterment of our Electrotype Department and are in a position to give the purchaser of electrotypes the advantage of any of the so-called new processes now being advertised. Our prices are consistent with the service rendered. Any of our customers can prove it.

Grand Rapids Electrotype Co.

H. L. Adzlt, Manager

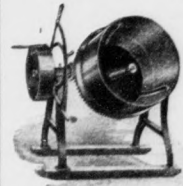
Grand Rapids, Mich.

CONCRETE MACHINERY

Attractive Prices

Catalogue "M. T." explaining everything mailed free.

Power Drain Tile Machines
Power and Hand Mixers
Stone Crushers
Block Machines
Brick Machines
Sill Molds
Architectural Molds
Cement Workers' Tools



MODERN Hand Batch Mixer

Universal Concrete Machinery Co.

100 West 4th St., Waterloo, Iowa

Mica Axle Grease

Reduces friction to a minimum. It saves wear and tear of wagon and harness. It saves horse energy. It increases horse power. Put up in 1 and 3 lb. tin boxes, 10, 15 and 25 lb. buckets and kegs, half barrels and barrels.

Hand Separator Oil

is free from gum and is anti-rust and anti-corrosive. Put up in 1/2, 1 and 5 gallon cans.

STANDARD OIL CO.

GRAND RAPIDS, MICH.

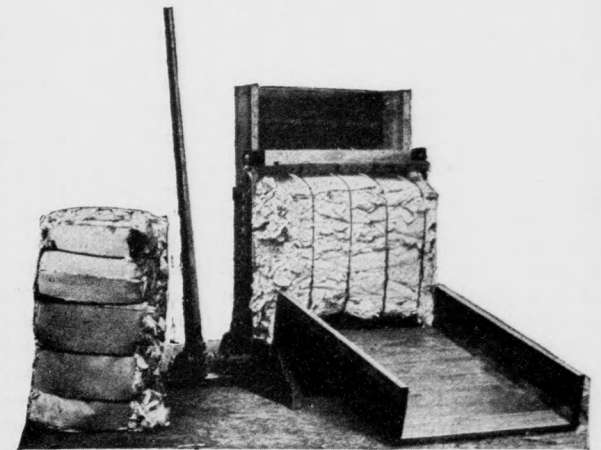
New Invention Just Out

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

The Handy Press

For bailing all kinds of waste

Waste Paper
Hides and Leather
Rags, Rubber
Metals



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.

251-263 So. Ionia St.

Grand Rapids, Mich.

ONE PROBLEM.

How It Can Be Settled To Mutual Advantage.

Written for the Tradesman.

"There are some things I could never understand," said Bigley's wife, sighing over her troubles of a household nature.

"There are a great many things nobody quite understands," affirmed her caller, the wife of the groceryman. "Now your troubles, Mrs. Bigley, come of trying to get a hired girl?"

"Exactly."

"There's the Watson girl down at the Corners—"

"Oh, yes, we have consulted her; she's engaged to go up North and teach for the spring months."

"Well, how about the Stevens girl? She has worked out."

"Has, but not now. She will stay at home this summer I understand."

"Good place for any girl," assented the caller, nodding her approval. "Tom has had several applications for a clerkship. Two girls called only yesterday, big, fresh looking country maids, anxious to get a job in the store."

"Of course. There's girls enough for such places. Marrying or clerking seems to be the aim in life of all girls, country or city. Such a time as we have had trying to find a girl for housework."

Mrs. Bigley sighed, tapped her teeth with her pencil and looked very glum indeed. For two months the drummer's wife had sought for a domestic without success. There were plenty of girls, young, old and indifferent as to looks and age, but not one who would care to stain their hands with housework.

"Why, that's the question?" groaned the little woman on the verge of tears. She was quite an invalid herself and had two buncing children to look after. It was so very disagreeable, this girl hunting. Bob had no time for it and she had made poor progress so far. She had appealed to her neighbor, the groceryman's wife, and this had started the conversation.

"So many girls are willing to clerk," said the caller. "Now, clerking in this town isn't a very paying proposition. Some housekeepers pay better wages. You see the girl has to board herself, after which her earnings certainly fall below that of the average domestic."

"That's all true."

"I have an idea how it all comes about, Sarah."

"Have you, Letty? Let's hear it, please."

"All roads in a woman's life lead to matrimony. That is the one end and aim of the feminine human and that is the milk in the cocoanut for this non-interest in household work," declared the groceryman's wife.

"Indeed! I should think if what you say is true it would have exactly the opposite effect—send all husband-hunting girls to do housework. That is what the most of them do after they are married."

"Oh, yes, after they are married," and Mrs. Letty Darling laughed. "You see most young men don't seek their

of the one retired—retired into mat-wives in the kitchen. When love's young dream afflicts the goslings of our race it takes them to the romantic spots which I think you will admit are not in a farmer's or merchant's kitchen. Depend upon it, the girls know on which side their bread is buttered. As long as our lives are ordered as now there'll be plenty of schoolma'ams, store clerks and music teachers, but, like hens' teeth, truly domestic maidens will be scarce."

"I half believe you are right, Letty."

"I know I am right. This domestic problem is something that I solved a good while ago."

"Solved? How?"

"By telling the girl when I seek her that I want a lady's maid; that I have an interesting gentleman friend stopping with us and that usually fixes the business. As a lady's mail cur girl soon drops into the routine of housework insensibly as it were; once fixed she learns to like our ways and stays on indefinitely, or until she gets married."

"Does that last ever happen?"

"Frequently. Let me see—there was the Daily girl, she married a grocer's clerk; Madge Saunders won a railroad man for her husband, and our last girl actually married the minister, so you see it's not so bad with our domestics as it might be."

"Well, no, but—"

"Out last girl has a steady fellow; I expect nothing else but that we shall lose her before long. When she goes, however, we have the promise of her cousin coming to fill her place. You see it's got abroad that all our hired girls marry well and that helps a lot. We have no trouble late years getting domestic help," and a broad smile went over the face of the speaker.

"Oh, dear, I fear it'll be a long time before we get into line like you have," sighed Mrs. Bigley.

"I learned how to manage from observing others, Sarah."

"You did?"

"Yes. Like you, I wondered why it was so hard to find a domestic when there were plenty of store girls and teachers. It was a problem that I set myself to solve. How did I do it? By observation as I told you. I had my eye on that store at Easton Center, the big general store, if you remember?"

"I am not likely to forget that; I clerked there once myself."

"So you did, Sarah," smilingly exclaimed the visitor; "and it was while there you first met Bigley. To be sure, I remember all about it."

The drummer's wife was blushing rosy red at the recollection. Her hero had found her behind the counter. She remembered, too, that more than one had sought her out for domestic work in her girlhood days and that she had turned all down for a place in the Easton Center store. Had she not done this she would never have met Bob Bigley! The thought was rather startling.

"I had my eye on that store, Sarah," proceeded Mrs. Darling, "and I found that every year or two a new

clerk was required to fill the place rimony, you understand. I watched all this with peculiar feelings."

"So? I never thought much about it, Letty. I don't see why every girl in her teens thinks of marrying. I am sure I never did."

"No," with a gleam of mirth in her eye, "you were quite out of your teens before you found Bob—"

"Of course. I didn't want to marry before, although I had offers enough—from farmers' sons."

"And you might have been a farmer's wife now, Sarah, if you had not gone to clerking in the Easton Center store."

"No," shaking her head, "not so. If Bob had never shown up I should now be an old maid."

"Why, Sarah Bigley, how shocking!"

"It's the solemn truth. No girl can respect herself who marries without love and I could never have loved any other man than Bob."

"So you wouldn't consider a farmer under any conditions?"

"Not unless Bob was the farmer." And then they both laughed.

"If you notice the Easton Center store has turned out more finished wives than any other institution in the country," went on the groceryman's wife feelingly. "I have kept my eye on that emporium for a long time. How many do you imagine have been graduated from the Easton Center store into matrimony?"

"Oh, a couple perhaps."

"Guess again, Sarah Bigley."

"Not more than three at the farthest."

"You are away off," laughed Letty. "I'll count them up: There was Madge Corrigan, she quit the store to wed Dan Hobart, the army chap, who took her off to the Philippines. You remember that, don't you?"

"Of course; it was the talk of the town."

"It needn't have been. Hobart was a good man; it wasn't his fault that he got killed in battle and left poor Madge to die of fever. Then there was—let me see, Nellie Warrell, the large blonde; rather too languid to make a good clerk. Nobody thought she would capture a husband. She hadn't life enough to catch a snail, but she did entice little Mr. Spicer into matrimony after all. It wasn't a bad match either. They are happy, with several children, living on a farm in Macomb county."

"You are good at keeping track."

"Then there was little Dollie Ganges; you remember her, Sarah?"

"Why, yes, the girl with the freckles and up-tilted nose."

"Exactly. Well, she succeeded in capturing Paul Danvers, he that was sent to the last Legislature, a very smart, up-to-date fruit raiser."

"To be sure; and I often wondered how a girl like that, all giggles and freckles, could get such a nice man as Paul Danvers."

"Well, one thing you may be sure of, she would never have found him in the hot kitchen of farm or city. There's a lucky star follows the mercantile business—for girls especially."

"It really seems so, now you call it to mind."

"Well, let me see, how many have I named?"

"Only three."

"Three without you. Well, then comes the Harter girl—"

"That's so; the one who married Old Tunridge."

"She married an old chap but a rich one."

"And she being an old maid, homely as a hedge fence, she did well enough I suppose; that is, if money and a home are an object without love."

"Well, there may have been love, we won't judge as to that," returned Letty. "Now, let me see—"

"You are at the end of your string, Letty," and Mrs. Bigley laughed a bit seriously.

"Not quite. Tillie Westbrook is at the Easton Center store now, and they tell me young Karl Eggleston stops there very much oftener than his piano selling requires. I think there'll be another vacancy in the Center store before many weeks roll away. You see how it is, don't you, Sarah? The hired girl problem can be settled in only one way."

"And that by every housewife running a shop for clerks as a side issue to kitchen work. That'll prove too expensive for the most of us I am afraid."

"Not so if you manage right. See to it that the hired girl is treated as one of the family, has the parlor two nights in the week in which to receive gentlemen callers; make her work light and cheerful; give her all the privileges of a visiting cousin and you will win out, Sarah."

Mrs. Bigley shook her golden head with a sigh. "I fear the millenium is not quite as near at hand as you predict, Letty," she said in the tones of the unconvinced. J. M. Merrill.

New Use for Spent Steam.

Distilled water for employes in office work is one of the comparatively newest of safeguards against illness in an establishment. Ice from distilled water had preceded the distilled water preventive. Now the plant that manufactures the ice may furnish the distilled water at infinitesimal cost.

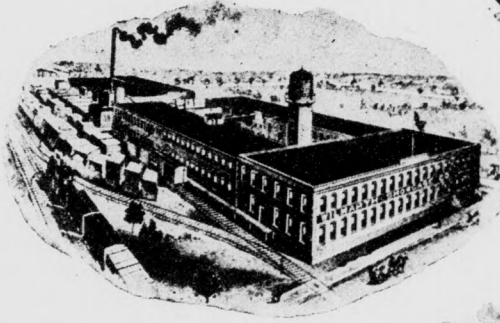
Most of the larger plants manufacturing ice use compound condensing compression engines. An inventor, figuring on the waste of spent steam, has produced an evaporator which, in use with a 100-horse power engine of the type, will produce 43,000 gallons of distilled water every twenty-four hours. In this manner the ice producer soon may furnish his pure ice for consumption in his pure water product from the spent steam of his power plant itself.

Temptation runs away from all save those who are looking for it.

One kind of a bug that Paris green does not kill—humbug.



W. C. WINCHESTER, PRES.
 O. R. WILMARTH, VICE-PRES.
 O. B. WILMARTH, SECY. & TREAS.
 L. T. WILMARTH, DIRECTOR
 C. F. E. LUCE, SALES MANAGER



Wilmarth Show Case Co.
 THE CASE WITH A CONSCIENCE

MANUFACTURERS OF (FORMERLY GRAND RAPIDS FIXTURES CO.)



GRAND RAPIDS, MICH. May 25, 1910.

Michigan Tradesman,
 City.

Gentlemen--When we increased our advertising in the Tradesman this year, we had some doubts about the wisdom of the move, but have had no reason since to regret the step, as we are getting nearly double the number of enquiries from it that we ever have before.

As a direct result of our advertising in your publication we received this last week, an order amounting to over \$600. This was received by mail and the purchaser stated that he saw our advertisement in your paper and had never heard of us before.

We felt that you would be interested in getting this information.

Yours truly,

Wilmarth Show Case Co.

Sales Manager.



Meeting of the Board of Directors of M. K. of G.

Lansing, June 4—The third meeting of the Board of Directors of the Michigan Knights of the Grip was held at the office of the Secretary, in this city, and called to order by the President, C. H. Phillips.

Roll call found all present except Brothers Empey and Devereaux.

Minutes of last meeting read and approved.

Moved and supported by Brother Day that assessment No. 1 and No. 2 be paid from the employment and relief fund for Brother D. L. Myers; also that the Secretary notify Mrs. G. R. Holt, of Jackson, beneficiary of Brother Myers, of the action of the Board, providing Mrs. Holt would continue to pay future assessments. Carried.

Moved and supported that the Michigan Knights of the Grip endorse Brother John R. Wood's Michigan Railway Guide as the official guide. Carried.

Moved by Brother Burch and supported by Brother Jones that a vote by roll call be taken on the claim of Fred C. Townsend. The vote resulted as follows:

N. B. Jones, No.
H. P. Goppelt, No.
F. L. Day, No.
F. M. Ackerman, No.
John D. Martin, Yes.
Lou J. Burch, Yes.
C. H. Phillips, Yes.

Motion lost.

Moved by Brother Martin and supported by Brother Burch that a communication be sent out with the next assessment to the Michigan Knights of the Grip, inviting contributions to a donation to Miss Norma Lee Dryer, niece of our deceased brother, Fred, C. Townsend. Carried.

The Secretary's report showed total receipts of \$2,454.50, as follows:
General fund\$ 26.50
Death benefit fund 2,412.00
Promotion fund 16.00

The report was adopted.

The Treasurer's report showed receipts of \$2,454.50 from the Secretary and disbursements of \$1,996.68. The total balance on hand is \$5,111.71.

The report was adopted.

Moved and supported that the claims of Henry A. Bartlett, No. 4,191, and F. W. Thompson, No. 395, be allowed and orders drawn on the Treasurer for payment of same. Carried.

The following bills were allowed and warrants ordered drawn for the payment of same:

C. H. Phillips\$ 6.26
N. B. Jones 6.50

H. P. Goppelt 4.93
Lou J. Burch 6.00
F. L. Day 4.48
Jno. D. Martin 5.08
Allen Ptg. Co., supplies, etc.. 30.50
J. H. Temmink 2.00
Lou J. Burch, Treas.'s salary. 49.09
F. M. Ackerman, Secretary's salary 122.72

\$437.56

Moved by Brother Goppelt that 5 per cent. of the death benefit fund be transferred to the general fund. Carried.

Moved and supported that assessment No. 3 be made August 1, to close August 31. Carried.

Moved and supported that an order of \$50 be drawn in favor of the Secretary for stamps for assessment No. 3. Carried.

Moved and supported that an order be drawn on the Treasurer to pay assessment No. 3 for Geo. H. Randall. Carried.

Adjourned to meet at the Secretary's office the first Saturday in September. F. M. Ackerman, Sec'y.

Figure It Out For Yourself.

Do you know the value of time? If you lose money you can earn more or somebody may die and leave you a legacy. But nobody will ever die and leave you any legacy of time. A minute wasted is not to be made up. You will not find it again in the pocket of your "other" clothes. No one will advertise that he has found your lost minute and want to restore it to you.

Are you a spendthrift of time? Do you throw it away in unprofitable talk with loungers in the hotel lobby, in entertainments that are not recreation, in reading the paper through before you get out in the morning?

Out of the 8,760 hours in a year about half are spent in sleeping, dressing and carrying on the meaningless details of existence. That leaves something like 4,380 for real enterprise and real concerns. Have you a definite purpose as to what you intend to do with this definite number of hours as you would have if they were so many dollars? Have you planned in the past to invest them properly and then executed your plan with accuracy, energy and determination? If not, NOW is a good time to begin.

Got Away With It.

Miss Owl (teacher in Birdland school)—Percy Pelican, why weren't you at school yesterday?

Percy Pelican (so innocently)—Please, ma'am, the stork visited our house and I had to stay home to play with him!

A Few Timely Tips To Traveling Salesmen.

The traveling salesman should always be on his guard against being influenced by local prejudices in sizing up a dealer. Men of really staunch character and fine business capacity are frequently underrated by their neighbors and sometimes by their friends, on account of some peculiarity which has no bearing upon his standing as a desirable customer. These same neighbors and friends are also liable to err in recognizing important characteristics. Herein lies much of the trouble experienced by the various commercial reporting agencies which depend upon fellow townsmen for estimates of the standing of dealers concerning whom enquiries are made. The wideawake salesman will investigate his man systematically and, practically, independently. Of course he will consider what he hears; but he will measure it and weigh it several times before he will accept it at anywhere near its face value.

When a salesman has succeeded in selling a merchant a full line to replace a competing line previously carried he obligates himself to aid that dealer in every possible way to clear his shelves of the old stock by inaugurating a good system of advertising and clearance sale announcements that will "pull" the trade on the sale and prepare the public for the offering of the new stock. This takes time and hard work; but it is an important part of business building—it is founding that business upon a rock and may be regarded as an insurance upon the permanency of that customer's patronage.

When the science of salesmanship is practically applied you may depend upon it that the results will prove satisfactory. There is a little story going the rounds of the press at the present time which illustrates this point admirably. For years and years attempts had been made to introduce clover into Australia, and year after year failure attended every effort. The farmers could not understand it. The soil was good. The climate was absolutely right. But the clover would not seed. Then along came a practical scientist and he set out to find the cause of the trouble. He did not discover it until he reached the realm of natural history where he struck up an acquaintance with the Australian bees and found that they are a short-tongued set of honey-makers that could not reach the nectar cups of the clover blossoms and accordingly left them severely alone. This destroyed all chance of the transfer of clover pollen and seed fertilization was impossible. Now, having discovered the trouble, that scientist, being a practical fellow, sent to this country for a large supply of bumblebees, members of the bee family that have such lengthy tongues they would be gossips if they could talk. And lo! clover is flourishing in Australia now like a green bay tree. Science did the business.

One of the most valuable assets of any business concern is its trade-mark, if it be properly used; but the average salesman does not seem to

realize it. It is frequently a better moneymaker than the name of the house and has the great advantage of not requiring the weight of years before the public to give it force. If it is the trade-mark of a meritorious article that has been properly placed on the market the salesman ought to consider himself doubly armed to resist competition and, if by some mischance or carelessness he does not know how to utilize it in getting business, he ought to undertake immediately an educational course with himself; for he certainly does not understand the goods unless he knows the value of the trade-mark.

The small things count. It was Henry Clay who remarked that, "It is the picayune favors of life that count in this world."

The salesman who makes careful note of the little things finds that he has secured a wonderful leverage on business; for the average dealer is wedded to his prejudices and the only thing is to find out what they are and adjust the conditions accordingly.

The salesman who fails to get the business is not always blamable. Too many houses still believe that salesmen are born, that salesmanship just comes naturally to them and that is all there is to it. If this were wholly true experience and an understanding of the business would amount to very little; but both are educational and are direct proof that education is the great essential in business. The house that believes in practical education will require it of its men and place a bar on a considerable amount of poor work. W. B. Carhart.

When we take another man's measure we seldom make allowances, but strictly use our own individual rule for the purpose, not taking into consideration that, as regards him, it may or may not be correct.

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.

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.

Social Session To Be Held Regularly Hereafter.

Grand Rapids, June 6—At the regular monthly meeting of Grand Rapids Council, No. 131, United Commercial Travelers, held last Saturday evening in Herald Hall, another social success was scored.

The wives and sweethearts of the travelers were in attendance and while the members of the Council were transacting the regular business the ladies were entertained in the front parlors by playing 500.

After business was put aside and five new members had been led over the high hills to the U. C. T., the Council chamber was cleared and an elaborate banquet was served, after which several very entertaining readings and solos were rendered by Miss Elliott, Mrs. H. C. McCall, Mrs. Walker and A. N. Borden.

Senior Counselor H. Fred DeGraff made a few well-chosen remarks, which ended the entertainment of a very pleasant evening.

This feature of having the ladies present at all regular meetings to partake of pleasures after the business sessions will be continued at every meeting hereafter.

The Grand Council meeting of this State will be held at Port Huron Friday and Saturday of this week, and it is the intention of a great many from this city to attend.

The following resolution of respect was unanimously adopted.

Whereas—It was the will of the Almighty God and Supreme Counselor of the Universe to take from the home and fireside of our esteemed brother, C. C. Whitman, his dearly beloved wife; therefore be it

Resolved—That we as a Council and as individuals extend him our most sincere and heartfelt sympathy in his hour of great sorrow and sad bereavement, hoping that we may help to brighten his desolation by a warmer grasp of a friendly and brotherly hand and contribute some ray of light and comfort to him in this his darkest hour.

Notes of Travelers.

Wilbur Burns played 500 Saturday night.

John Hondorp smokes more matches than he does cigars.

Harry McIntyre is in town.

Henry Hydorn transacted business at Burnip's Corners last week. He is at home now.

Ed. Ryder sailed down Grand River to Grandville last Saturday.

Nobody would know that the two fellers that came in on a Grand Trunk freight last week were Fred die De Graff and Walt Lawson. But they were.

Frank Pierce gives swimming lessons.

John Martin sold a roll of paper at Gilbert last week.

Tom Modie traveled eighty miles on his last trip

A new set-back club has just been organized, comprised of Byron Davenport, Barney Stratton, Bill Berner, Bill Wilson, Harry Hydorn, Cliff Herrick, Harry Poole and Harry McCall. Harvey Mann is referee.

Nat. Graham attended the moving picture show last Friday evening.

Harry McCall delivers, too, now. Homer Bradfield is going fishing in Sand Creek.

Mr. Coffee, who sells baking powder, was on a train last week that was sidetracked for four and one-half minutes.

Tip Atwood was in Holland recently.

Walter Ryder will make Saranac and Lyons next week.

Ed. Krie is going to leave the road. He will be a cook.

Chet Borden was in France once.

Charlie Perkins goes on his trips Mondays and comes back Tuesdays.

John Jones sold one order last week of twenty-six five pound packages of Bull Durham. John is the star salesman for the firm.

James Goldstein will leave soon for his weekly trip around the State. He starts out over the Wealthy-Taylor line.

Jim Fortier will visit the extreme northern part of the State next week. He expects to be gone a day at least.

Frank Ewing will return Monday. F. R. May.

Resolutions Adopted By Traverse City Council, No. 361.

Traverse City, June 6—With extreme regret it is our sad duty to chronicle the death of our worthy Sentinel, Brother Arthur Goethe.

Cut down by the grim reaper at the beginning of his career, as a member and officer of this Council, torn from the bosom of his family, without warning, called by the Supreme Ruler of all to enter upon his duties as a member of the Eternal City Council, he leaves a vacancy in our ranks which it is impossible to fill.

Brother Goethe was a valuable member. He possessed an amiable disposition. He was a man among men, beloved by us all. He stands before us all in our memory as the embodiment of all that is good in humanity; therefore be it

Resolved, That we, Traverse City Council, No. 361, U. C. T., wishes forever recorded our deep bereavement of our beloved member, friend and fellow traveler even though we possess the knowledge that he has arrived at the final goal which we are all struggling to attain, that position only to be gained by a life of nobility and purity, of which our deceased brother was a worthy representative.

Resolved, That it is the wish of this Council to extend to the immediate members of his bereaved family our sincere sympathy over their great loss—such a loss as words can not express—and to further remind them that each member of this order stands to them as a friend, always ready to comfort and advise them.

Resolved, That a copy of these resolutions be enrolled on the minutes of this meeting, a copy sent to the immediate members of the family, to the official organ of the order the Sample Case, and to the Michigan Tradesman, for publication.

Fred C. Richter,
E. C. Knowlton,
John Graham.

Annual Meeting of the Michigan State Pharmaceutical Association.

Detroit, June 7—The Michigan State Pharmaceutical Association began its sessions this afternoon in the Hotel Tuller, with between 200 and 300 delegates in attendance. In conjunction with it, the Michigan Pharmaceutical Travelers' Association is also holding a gathering and is acting as entertainer for the druggists. Mayor Breitmeyer first welcomed the druggists to the city. The address of the President and the report of the Secretary followed.

More strict enforcement of the present pharmacy law, a new law that shall be stricter than the one now in force, and the sale of alcoholic drugs only by registered pharmacists, were among the things that President E. J. Rogers of Port Huron recommended.

"Means should be employed to bring to justice violators of the pharmacy law," said he. "There should also be a change in the present regulations. The time has passed when young men could work behind the counter for a few years and then come forth full fledged pharmacists. Every registered pharmacist ought to be a graduate of some recognized school of pharmacy."

The President referred briefly to the Michigan Association of Retail Druggists, formed in the western part of the State less than a year ago, and suggested that the two associations work in harmony, so that the druggists of the State may go before the Legislature and get proper recognition.

The recommendation that the two organizations work in harmony and not as rivals was further emphasized by Secretary E. E. Calkins, of Ann Arbor, who remarked that the new Association was organized chiefly because druggists felt that the M. S. P. A. has not been active enough. He announced that the Secretary of the new Association is to address the convention before it closes.

The report of the Secretary showed that the present membership of the Association is 406, including 32 whose applications have been received. Previous to June 6 of these, 275 have paid their dues in full; 88 are one year in arrears; 26 are two years in arrears and 18 three years in arrears. Many of these will doubtless bring their dues to the convention.

Seven have resigned during the year for various reasons.

Two deaths are reported—Earl C. Macey, of Pontiac, who died Feb. 28, 1910, and C. L. Sherwood, of Dowagiac, who died previous to our last annual meeting.

The cash receipts have been as follows:

Balance on hand	\$ 74.19
From advertising	279.75
From sale of proceedings ..	.50
From membership dues	791.00

Total

Remitted to Treasurer

Balance on hand

M. H. Goodale read a paper concerning the pushing of one's own remedies.

"You may talk of professionalism, but you must mix it with business methods," he remarked. "There is nothing that will build up a trade better than the sale of one's own private remedies. The formulas we use are simple ones, such as may be found in any drug store, but people will pass other stores to get them because they bear our special label. It is best to put these remedies in neat packages because then they always make a hit."

Mr. Goodale acknowledged that the druggist who puts up his own remedies must give more than the wholesale proprietary medicine man. "But the customers will use more, say of cough syrup," he remarked. "Many will buy because they like to get a lot for their money."

The paper developed an animated discussion concerning the proper amount of cough syrup to be doled out for 25 cents. Goodale said that he gives six ounces, but most of the other druggists contended that four ounces is enough.

One of the best things of the afternoon was a report by Harry B. Mason of Detroit of the last convention of the American Pharmaceutical Association, in Richmond, Va., about a month ago. As a result of it, an informal discussion arose concerning the advisability of forming a city or neighborhood branch of the Association.

To-morrow morning the delegates will hold their second business session. In the afternoon they will go to St. Clair Flats. While they were in session to-day, the Reception Committee entertained the visiting ladies on the Hotel Tuller roof garden.

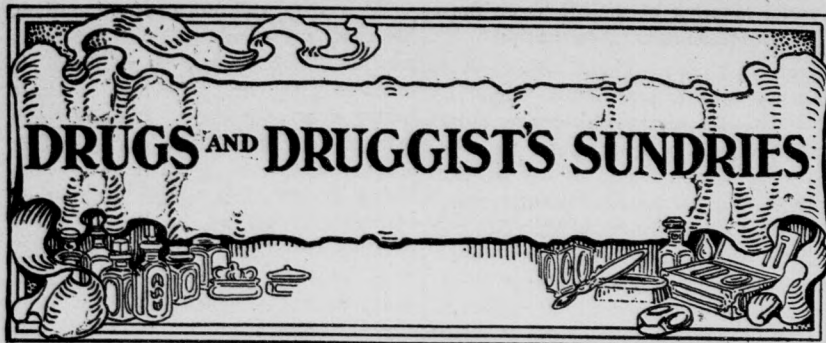
The seventeenth annual convention of the Grand Council of Michigan, U. C. T., convenes at Port Huron, Friday morning, June 10, for two days. A large delegation is going from Grand Rapids Council, No. 131, and some are going to leave here Thursday morning, going via Detroit so as to board the Star line steamer leaving Detroit at 2:30 p. m., making a daylight run to Port Huron, reaching there in the early evening. W. S. Lawton, of No. 131, is chairman of the Jurisprudence Committee and John D. Martin is chairman of the Press Committee. Mr. Martin is also one of the four members of the Grand Executive Committee.

The Grand Rapids Upholstering Co. has increased its capitalization from \$20,000 to \$50,000.

The brotherhood of man will not come by turning all into a sisterhood.

OPPORTUNITY OF A LIFETIME

We offer for sale a choice and well-selected general stock inventorying about \$4,000, doing a business exceeding \$40,000 per year. Owner also owns half interest and operates telephone exchange of 60 farmer subscribers. Post-office. Warehouse on track and established produce business. Will rent or sell store building and residence property. Business long established and always profitable. Location in center of richest potato district in Michigan. Address No. 413 care Michigan Tradesman.



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.

Effect of Local Option on the Drug Store.*

Under various conditions and at various times most of us who have been in the drug business for a period of 25 years or more have had an opportunity to study effects of prohibition in some, at least, of its many forms.

At best the subject is nearly always a local one and the local conditions are seldom, if ever, the same even in towns of similar size, the patronage varies greatly both in character and temperament, and the attitude of the druggist toward the liquor question previous to the late agitation. The druggist who had previously catered to the liquor trade certainly found they were up against the real thing as even explaining the law in detail would hardly convince a customer that the law meant him as well as other people.

The prohibition law as passed in May, 1909, closing the open saloon and leaving the sale of liquor to the drug store, ushered in the drug store saloon in large numbers. These the September law has closed for the most part.

There can be but little question the misuse of the liquor privilege by the so-called drug stores has added largely to the force of the prohibition movement and made more restrictive legislation on the subject very easy to obtain.

The American people, as has often been said, are not easily aroused, but when once aroused on any subject are very apt to go to extremes and that is about where we find ourselves to-day.

That the present laws are not satisfactory to either the druggist or the

better class of his patrons is easily proven.

From earliest times liquor has been used as a general cureall in the country especially. Owing in many cases, to the distance from the physician and the time and inconvenience in procuring one, when not absolutely necessary, recourse is made to liquor and in case of accident or sudden sickness it is usually the first thing thought of. Again there is a large class who by reason of age or infirmity have become more or less dependent on stimulants and whose use of them is legitimate and right even if not strictly and absolutely necessary.

The country druggist is more in intimate touch with his patrons than his city brothers and from such personal knowledge of their habits and temperments is in much better position to judge to whom liquor should or should not be sold. But the law can make no distinctions and what is law for them is law for us.

That the closing of the saloon is a good thing there can be no question. That the regulation of the liquor sales by the druggist is for the best interest of the people and especially that it is for the best interest of true pharmacy few can doubt. Our fair name has been tarnished and respect for our profession lessened by too much leniency and looseness in the liquor matter. I fully believe only a small per cent. of our craft cater to this trade except for legitimate use.

The volume of liquor sold by the druggist is considerably less under the present law than before, for the well-to-do class who know how to use liquor and not abuse it have transferred their trade from the local druggist to the wholesaler in wet territory. I question whether the consumption of liquor by this class of patrons is curtailed, but our sales are lowered by just the amount they send away and we can but feel there should be some provision in our law so that these legitimate sales can be confined to these people without the intervention of the physician.

That there should be some way liquor for general family use could be obtained we all agree. Even a quart a year per family, while it would seem a low average, would make a total volume of gallons that would seem large to our strict prohibition friends who, while they would not use liquor as liquor, seem to derive great benefit from a certain class of patents.

Again physicians take such widely different views in regard to issuing prescriptions. Some are very free,

possibly too much so, others will not issue a permit except in the most extreme necessity. I have known several cases where the regular family physician was absent from town, where aged people were refused a prescription by other physicians on the ground they did not care to go on record as whiskey men. Of course we can all read between the lines but that does not help our aged friends.

I would suggest to our legislative committee that possibly such changes could be made in the laws that a justice of the peace or other officer authorized to administer oaths could issue permits for all purposes as they can now issue permits for mechanical purposes. Were this done it would make it possible for the people to secure liquor for legitimate purposes at any time and at the same time any that did abuse the privilege could easily be punished on prima-facia evidence of perjury.

Personal Tribute To the Late Arthur C. Bird.

Ann Arbor, June 6—In view of the recent death of State Dairy and Food Commissioner Arthur C. Bird and of the censure of him which has at various times appeared in the Tradesman, I beg leave to speak briefly of him as I knew him:

We were both born and reared in the same community. He was my schoolmate and classmate, although nearly four years younger than myself. We were in the same Sunday school, were baptised the same day and united with the church at the same time.

As a boy he was clean, honest, fair, friendly, unselfish. He was never haughty, self-important nor above those who were less favored than himself. He was not mean, tricky nor deceitful. He came of a good family and had excellent home influence and training.

From the time he went away to college until about fifteen years later we saw but little of each other. In 1893 I returned to Highland and purchased the general store at the "Corners." He was then farming, but had other business enterprises also on hand. We had frequent dealings until he moved to Lansing. I can not say anything against his business methods, his honesty or integrity. He was to me the same as ever. To him I am indebted for several favors. He never suggested pay or intimated that I was under obligation to him or that I might some time be of use to him. What he did for me was done freely and gladly.

He did many kind acts I believe without thought of reward or of serving selfish ends. He married the daughter of a near neighbor, a quiet, self-possessed girl, who surely did not lead him to seek a public life. He frequently visited his widowed mother and appeared devoted to his family.

Arthur was a great worker. About 3 a. m. was his usual hour of rising. As a young married man he worked his farm and taught school. In winter he probably worked from seven to ten hours, taking care of his live stock besides teaching school, and on

Saturdays he went to town to get feed ground, to do his trading, etc., or worked at home getting up wood.

Later on, still farming, he was Secretary of the Farmers' County Mutual Insurance Co., spending one day of each week in editorial work for the Michigan Farmer and acted as loan agent for Western capitalists.

He had evidently set his stakes to become worth a large amount, but he prized other things higher. At least he said he would be willing to give all he ever expected to be worth to be able to address an audience equal to a certain prominent speaker.

"He was in business to make money—not for his health," he said, and people generally agreed with him on that point.

I met him last summer for the first time in about nine years. He had apparently aged much. With the health and strength, the educational advantages and the financial start he had as a young man he ought to have lived to a good old age. In his strife for wealth, his part in public life and the care of his many interests he had not spared himself. He was cut off in the midst of his years—only a few days more than 46 years old. All the wealth he has left his family can not take the place of what he had been to them and might have been still for many years.

Of his public life I know only by hearsay. I can not judge him. "As a man soweth so shall he also reap." To me he was ever as a friend.

Arthur had many excellent qualities; he had splendid abilities and rare opportunities.

I have written more than I expected to write, so will close.

E. E. Whitney.

The Drug Market.

Opium—Is slightly lower.
Morphine—Is steady.
Quinine—Is unchanged.
Bismuth Preparations—Have all advanced on account of higher prices for metal.
Bromides, Ammonia, Potash and Soda—Have all advanced on account of higher price for metal.
Chloral Hydrate—Shows a slight decline.
Balsam Peru—Has advanced.
Cubeb Berries—Are very firm.
Prickly Ash Berries—Have declined.
Oil Lemon—Is very firm and tending higher.
Gum Camphor—Is steady.
Short Buchu Leaves—Are very firm.

One's chance of being heard may be in inverse proportion to his fondness for being heard.

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.

*Paper read at annual meeting of Michigan State Pharmaceutical Association by E. C. Varum, of Jonesville.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Ferru, Flora, Folia, Gummi, Herba, Magnesia, and Oleum.

Table listing various drugs and their prices, including categories like Lupulin, Magnesia, Menthol, Morphia, Myrica, Nux Vomica, and others.

PLAY BALL advertisement for Hazeltine & Perkins Drug Co. in Grand Rapids, Mich. The ad promotes 'Base Ball Goods' such as balls, bats, mitts, and masks, and includes contact information for A. J. REACH & CO., Philadelphia, Pa.

LaBelle Moistener and Letter Sealer advertisement for TRADESMAN COMPANY in GRAND RAPIDS, MICH. The ad describes the product as the simplest, cleanest, and most convenient device for sealing letters and affixing stamps.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Index to Markets By Columns

Table listing various grocery items and their corresponding column numbers (A through Y) for the Index to Markets section.

Table listing prices for various grocery items under the 'ADVANCED' column, including Arctic Ammonia, Axle Grease, Baked Beans, etc.

Table listing prices for various grocery items under the 'DECLINED' column, including Oysters, Plums, Peas, etc.

Table listing prices for various grocery items under column '3', including Chewing Gum, Chicory, Chocolate, etc.

Table listing prices for various grocery items under column '4', including Coconut Honey Cake, Cocoa, Coffee, etc.

Table listing prices for various grocery items under column '5', including Dried Fruits, Farinaceous Goods, Flavoring Extracts, etc.

6	7	8	9	10	11
Kansas Hard Wheat Flour Judson Grocer Co. Fanchon, 1/2 cloth .6 10 Lemon & Wheeler Co. White Star, 1/2s cloth 5 75 White Star, 1/4s cloth 5 63 White Star, 1/2s cloth 5 55 Worden Grocer Co. American Eagle 1/2 ch 6 10 Grand Rapids Grain & Milling Co. Brands. Purity, Patent .5 25 Seal of Minnesota .3 60 Wizard Flour .4 85 Wizard, Graham .4 85 Wizard, Gran. Meal .3 60 Wizard, Buckwheat .3 20 kye .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, 1/2s .6 40 Ceresota, 1/4s .6 30 Ceresota, 1/2s .6 20 Lemon & Wheeler's Brand Wingold, 1/2s .6 00 Wingold, 1/4s .5 09 Wingold, 1/2s .5 8. Worden Grocer Co.'s Brand Laurel, 1/2s cloth .6 00 Laurel, 1/4s cloth .6 15 Laurel, 1/2s & 1/4s cloth 6 05 Laurel, 1/2s cloth .6 05 Voigt Milling Co.'s Brand Voigt's Crescent .5 25 Voigt's Flouring (whole wheat flour) 5 25 Voigt's Hygienic Graham .4 40 Voigt's Royal .5 65 Wykes & Co. Sleepy Eye, 1/2s cloth .6 00 Sleepy Eye, 1/4s cloth .5 99 Sleepy Eye, 1/2s cloth .5 80 Sleepy Eye, 1/4s paper .5 80 Sleepy Eye, 1/2s paper .5 80 Meal Bolted .3 40 Golden Granulated .3 60 St. Car Feed screened 26 00 Corn, cracked .25 00 Corn Meal, coarse .25 00 Winter Wheat Bran 24 00 Middlings .26 00 Buffalo Gluten Feed 33 00 Dairy Feeds Wykes & Co. O P Linsed Meal .36 00 O P Laxo-Cake-Meal 34 00 Cottonseed Meal .34 50 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 5lb. pails, per doz. 2 25 15lb. pails, per pail .50 30lb. pails, per pail .90 MAPLEINE 2 oz. bottles, per doz 3 00 MATCHES C. D. Crittenden Co. Noiseless Tip .4 50 @ 4 75 MOLASSES New Orleans Fancy Open Kettle .40 Choice .35 Good .22 Fair .20 Half barrels 2c extra MINCE MEAT Per case .2 90 MUSTARD 1/2 lb. 6 lb. box .18 OLIVES Bulk, 1 gal. kegs 1 10 @ 1 20 Bulk, 2 gal. kegs 95 @ 1 05 Bulk, 5 gal. kegs 90 @ 1 00 Manzanilla, 3 oz. .75 Queen, pints .2 50 Queen, 19 oz. .4 50 Queen, 23 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 60 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. 93 Golf, sat'n fin. 2 00 No. 803 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 30 lb. tubs .advance 1/2 60 lb. tubs .advance 1/2 50 lb. tins .advance 1/2 20 lb. pails .advance 1/2 10 lb. pails .advance 1/2 5 lb. pails .advance 1 3 lb. pails .advance 1 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. .2 00 1/2 bbls. .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 1/2 @ 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, 1/2s .50 Potted ham, 1/4s .90 Deviled Ham, 1/2s .50 Deviled Ham, 1/4s .90 Potted tongue, 1/2s .50 Potted tongue, 1/4s .90 RICE Fancy .7 @ 7 1/2 Japan .5 1/2 @ 6 1/2 Broken .2 1/2 @ 3 1/4 SALAD DRESSING Columbic, 1/2 pint .2 25 Columbia, 1 pint .4 00 Durkee's, large, 1 doz. 4 60 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 1/2s .3 00 SAL SODA Granulated, bbls. .80 Granulated, 100 lbs. cs. 90 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 1/2 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 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 Thunks .16 Holland Herring White Hp, bbls. White Hp, 1/2 bbls. bbls. .5 25 @ 5 75 White Hoop inchs. 68 @ 80 Norwegian Round, 100 lbs. .3 75 Round, 40 lbs. .1 90 Sealed .15 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 60 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 64 50 lbs. .5 25 1 90 10 lbs. .1 12 55 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 soz 2 80 Dusky Dnd 100 6 oz 3 80 Jap Rose, 50 bars .3 60 Savon Imperial .3 00 White Russian .3 60 Dome, oval bars .3 00 Satint, 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, 10bxs 3 25 German Mottled, 25bxs 3 20 Marseilles, 100 cakes .6 00 Marseilles, 100 cks 5c 4 00 Marseilles, 100 ck toilet 4 00 Marseilles, 1/2bx toilet 2 10 A. B. Wrisley Good Cheer .4 00 Old Country .3 40 Soap Powders Snow Boy, 24 4lbs. .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 4lb. .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 FXX .5 10 Johnson's FXX .4 25 Nine O'clock .3 30 Rub-No-More .3 85 Scouring Enoch Morgan's 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, Cochin .14 1/2 Mace, Penang .60 Mixed, No. 1 .16 1/2 Mixed, No. 2 .16 1/2 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 .12 Nutmegs, 75-80 .35 Nutmegs, 105-110 .11 1/2 Pepper, Black .18 Pepper, White .16 Pepper, Cayenne .16 Paprika, Hungarian .38 STARCH Corn Kingsford, 40 lbs. .7 1/2 Muzzy, 20 lb. pkgs. .5 1/2 Muzzy, 40 lb. pkgs. .5 Gloss Kingsford Silver Gloss, 40 lbs. .7 1/2 Silver Gloss, 16 3lbs. .6 1/2 Silver Gloss, 12 6lbs. .8 1/2 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 .28 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 .33 Prairie Rose .49 Protection .40 Sweet Burley .41 Tiger .41 Plug Red Cross .30 Palo .35 Kyo .35 Battle Ax .37 American Eagle .33 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. .33 Piper Heidsick .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, 6lb. .27 I X L, 16 oz. pails .31 Honey Dew .40 Gold Block .40 Flagman .40 Chips .33 Kilm 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 Plow Boy, 1 1/2 oz. .39 Plow Boy, 3 1/2 oz. .39 Peerless, 3 1/2 oz. .39 Peerless, 1 1/2 oz. .39 Air Brake .36 Cant Hook .30 Country Club .32-34 Forex-XXXX .30 Good Indian .26 Self Binder, 16oz. 8oz. 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, wide band .1 00 Market .40 Splint, large .3 50 Splint, medium .3 00 Splint, small .2 75 Willow, Clothes, large 3 25 Willow, Clothes, me'm 7 25 Willow, Clothes, small 8 1/2	Butter Plates Wire End or Ovals. 1/4 lb., 250 in crate .30 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 dz. 20 No. 1 complete .40 No. 2 complete .28 Case No. 2 fillers 1 sets 1 35 Case, mediums, 12 sets 1 15 Faucets Cork lined, 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 .30 No. 2 pat. brush holder 85 12lb. cotton mop heads 1 40 Ideal No. 7 .35 Pails 2-hoop Standard .2 00 3-hoop Standard .2 35 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 .2 00 Good Luck .2 75 Universal .3 00 Window Cleaners 12 in. .1 65 14 in. .1 85 16 in. .2 30 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 .3 Butcher's Manila .2 1/2 Wax Butter, short c't 13 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. .58 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 Pickerel .8 Pike .12 Perch .8 Smoked, White .12 1/2 Chinook Salmon .15 Mackerel .15 Finnan Haddie .15 Roe Shad .15 Shad Roe, each .8 1/2 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 12 1/2 Pelts Old Wool .@ 75 Lambs .50 @ 75 Shearlings .40 @ 65 Tallow No. 1 .@ 5 No. 2 .@ 4 Wool Unwashed, med. .@ 25 Unwashed, fine .@ 23 Standard Twist .@ 8 Cases Jumbo, 32 lb. .7 1/2 Extra H H .10 Boston Cream .13 Big stick, 30 lb. case 8 Mixed Candy Competition .7 Special .8 Conserve .7 1/2 Royal .13 Ribbon .18 Broken .8 Cut Leaf .8 1/2 Leader .8 Kindergarten .10 French Cream .9 Star .11 Hand Made Cream .16 Premio Cream mixed 14 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 .13 Lozenges, plain .10 Lozenges, printed .12 Champion Chocolate .13 Eclipse Chocolates .14 Eureka Chocolates .15 Quintette Chocolates .15 Champion Gum Drops 9 Moss Drops .10 Lemon Sours .10 Imperial .11 Ital. Cream Opera .12 Ital. Cream Bon Bons 12 Golden Waffles .13 Red Rose Gum Drops 16 Auto Bubbles .13 Fancy-In 5lb. Boxes Old Fashioned Moias es 1.15ss, 10lb. bx 1 30 Orange Jellies .50 Lemon Sours .60 Old Fashioned Hore- hound drops .60 Peppermint Drops .60 Champion Choc. Drps .60 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 12 .1 15 Brilliant Sweets, as'td. 1 24 A. A. Licorice Drops .90 Lozenges, printed .95 Lozenges, plain .90 Imperial .90 Mottos .65 Cream Bar .60 G. M. Peanut Bar .60 Hand Made Crms 80 @ 90 Cream Wafers .65 Straw Rock .65 Wintergreen Berries 60 Old Time Assorted 3 75 Buster Brown Good 3 50 Up-to-date Assmt's 3 75 Ten Strike No. 1 .6 00 Ten Strike No. 2 .6 00 Ten Strike, Summer as- sortment .6 75 Scientific Ass't. .18 00 Pop Corn Cracker Jack .3 25 Giggles, 5c pkg. cs 3 50 Pop Corn Balls 200s 1 25 Azulikit 100s .8 50 On My 100s .8 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 Brazilis .12 @ 13 Filberts .12 @ 13 Cal. No. 1 .12 Walnuts, soft shell 15 @ 16 Walnuts, Marbot .@ 13 Table nuts, fancy 12 @ 13 1/2 Pecans, Med. .@ 13 Pecans, ex. large .@ 14 Pecans, Jumbos .@ 16 Hickory Nuts per bu. Ohio, new .@ 16 Cocoanuts .@ 16 Chestnuts, New York State, per bu. .@ 16 Shelled Spanish Peanuts .@ 9 Pecan Halves .@ 55 Walnut Halves .30 @ 32 Filbert Meats .@ 27 Alicante Almonds .@ 23 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. pint mason jar 85

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

Bea Hur
Perfection 35
Perfection Extras 35
Londres 35
Londres Grand 35
Standard 35
Puritanos 35
Panatellas, Finas 35
Panatellas, Bock 35
Jockey Club 35

COCOANUT

Baker's Brazil Shredded



70 5c pkgs. per case .. 2 60
86 10c pkgs. per case .. 2 60
16 10c and 88 5c pkgs. per case 2 60

FRESH MEATS

Beef
Carcass 6 1/2 @ 9 1/2
Hindquarters 8 @ 10 1/2
Loins 9 @ 14
Rounds 7 1/2 @ 9
Chucks 7 @ 7 1/2
Plates @ 5
Livers @ 5

Pork
Loins @ 16
Dressed @ 11
Boston Butts @ 15
Shoulders @ 12 1/2
Leaf Lard @ 13
Pork Trimmings @ 11

Mutton
Carcass @ 10
Lambs @ 12
Spring Lambs @ 13

Veal
Carcass 6 @ 9

CLOTHES LINES

Sisal
60ft. 3 thread, extra. 1 00
72ft. 3 thread, extra. 1 40
90ft. 3 thread, extra. 1 70
60ft. 6 thread, extra. 1 29
72ft. 6 thread, extra.

Jute

60ft. 75
72ft. 90
90ft. 1 05
120ft. 1 50

Cotton Victor

50ft. 1 10
60ft. 1 35
70ft. 1 60

Cotton Windsor

50ft. 1 30
60ft. 1 44
70ft. 1 80
80ft. 2 00

Cotton Braided

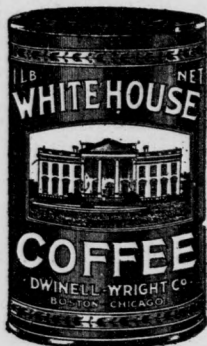
40ft. 95
50ft. 1 35
60ft. 1 65

Galvanized Wire

No. 20, each 100ft. long 1 96
No. 19, each 100ft. long 2 10

COFFEE

Roasted
Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelstor, M & J, 1lb.
Excelstor, M & J, 2lb.
Tip Top, M & J, 1lb.
Royal Java
Royal Java and Mocha.
Java and Mocha Blend.
Boston Combination

Distributed by Judson Grocer Co., Grand Rapids; Lee, Cady & Smart, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Goddard, Durand & Co., Battle Creek; Fielbach Co., Toledo.

FISHING TACKLE

1/4 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 to 2 in. 11
2 in. 15
3 in. 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

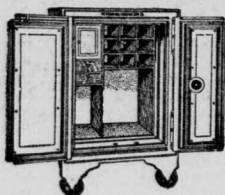
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large .. 1 80
Cox's, 1 doz. Small .. 1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's 1 50
Knox's Acidu'd. doz. .. 1 25
Oxford 75
Plymouth Rock 1 25

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Beaver Soap Co.'s Brand.



100 cakes, large size. 6 50
50 cakes, large size. 3 25
100 cakes, small size. 8 85
50 cakes, small size. 1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large 3 75
Halford, small 2 25

25c Goods

The best advertising within reach of any retailer just now is to get in on the 25 cent "wave" which is spreading over the country.

It is in your power to make 25 cents just as popular a price in your store as 5 and 10 cents are today.

All you need to do is to apply 5 and 10 cent methods.

Gather 25 cent goods together—make them stand out—use them as window advertisers—and the business will come.

We are specialists in 25 cent goods. For instance, our June catalogue contains the following:

Over 3,500 items to retail at 25c

Over 1,500 items to retail at "2 for 25c"

And an endless variety of 25c "combinations"

If you haven't a copy, ask for catalogue No. F. F. 798.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

New York, Chicago, St. Louis, Minneapolis

Sample Houses: Baltimore, Cincinnati, Dallas, Kansas City, Milwaukee
Seattle, San Francisco, Omaha

Use
Tradesman
Coupon
Books

Made by

Tradesman Company
Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—One Cretors No. 6 steam popcorn and peanut roaster. Will sell cheap for cash. Also one peanut warmer. Reason for selling, going West. If interested write. Irving C. Myers, L. B. 169, Fenton, Mich. 687

Will Sell At a Sacrifice—Entire holdings in a long established bakery, candy and ice cream factories and catering business; only one in town; ready sale for output; with two-story modern brick building; main floor and basement for bakery, factories and cold storage; second floor a modern flat; hot water heat, hot and cold running water, hardwood finish woodwork; ground space 55x170; located in center of most promising town in Indiana residence district of Gary; suburban service; four railroads, interurban lines and thickly settled farming community; going to California; suitable terms. Chesterton Bakery, Chesterton, Ind. 686



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.

Don't pay \$30. Send \$5 and get complete H. W. Cross Course Real Estate, brokerage, insurance, commercial law. Circular free. F. A. Symonds, Real Estate, Texarkana, Ark. 685

For Rent—Fine brick corner store, equipped with shelving, counters and show cases. Population 14,000. Large territory to draw from. Address E. Wilhelm, Traverse City, Mich. 684

For Sale—A good clean stock of hardware and furniture in Central Michigan town of 500 population, situated on railroad. Address No. 683, care Tradesman. 683

A railroad lunch counter and hotel for sale. Doing a first-class business. Situated at the junction of the Rock Island and Iron Mountain and Pine Bluff short lines. Ample room also and fine location for a general store. Address Owner, W. A. Thompson, Benton, Arkansas. 682

For Sale—Second-hand store fixtures, all kinds, eight floor and ten counter showcases. One large safe with time lock. Fixtures to equip three large stores. Sold for cash or monthly payments. Write Bishop Bros., Millington, Mich. 681

For Sale or Exchange

70 acre fruit and chicken farm adjoining corporation of Winslow. Good bearing commercial orchard, apples, peaches and grapes, 10 acres. Potatoes and onions, 5 acres. Plotted into town lots, 10 acres. Balance in orchard and blue grass. House, barn, spring and well. Splendid opportunity for building large reservoir or lake. Elevation 2,200 feet. Price with growing crop \$3,200. **Jas. W. Thompson, Winslow, Ark.**

I will sell my laundry cheap if sold at once; cash or time. C. O. Freer, City Laundry, Greenville, Mich. 680

For Sale—Dry goods and millinery business in one of the best towns of 3,000 in Central Iowa. Strictly up-to-date in every way, best line of goods, best trade; best room, best location in town, extremely clean stock, doing a fine business. Reason for selling, change in business. Geo. W. Smith, Jefferson, Iowa. 679

Only bakery lively town Western New York. Chance for good man, small capital. Address No. 678, care Tradesman. 678

For Sale—A clean \$12,000 stock of general merchandise with good trade. Established for twenty years. In village with electric lights and fire protection. Located in one of Michigan's best agricultural districts. Will take 70c on the dollar if sale can be closed at once. W. W. Townsend, Hubbardston, Mich. 677

For Sale—Stock general merchandise, invoices \$8,000 to \$10,000; best location, town 3,000. Reasons for selling, other business needs attention. Chas. Shrewsbury, Salem, Indiana. 676

Bakery For Sale—Doing \$18,000 business per year. F. A. Orsinger, 1722 Clay St., Dubuque, Iowa. 675

For Sale—Modern laundry, average business \$400 per week. Best reasons for selling. Half or all. J. B. Timms, 25 Lincoln Ave., Mt. Clemens, Mich. 674

For Sale—Stock of general merchandise, located in Northern Michigan. Write for particulars, as this is a bargain. Address No. 672, care Michigan Tradesman. 672

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

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 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. Ostlander, Admnr., Legrand, Mich. 660

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.**

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—Variety store, Battle Creek, Mich. Paying proposition. Must sell quick account sickness. Cash \$1,800 takes it. Address No. 655, care Tradesman. 655

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**

Notice—Highest price paid for shoes or dry goods. 177 Gratiot Ave., Detroit, Mich. 645

For Sale—Up-to-date hardware stock and fixtures in best town north of Denver; invoice about \$6,500; good room rent, reasonable; reason for selling, other business and cannot attend to it. Write **W. E. Banks, Loveland, Colo. 641**

Stock of general merchandise wanted. **Ralph W. Johnson, Minneapolis, Minn. 624**

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**

Bring Something to Pass

Mr. Merchant! Turn over your "left overs" Build up your business. Don't sacrifice the cream of your stock in a special sale. Use the plan that brings all the prospective buyers in face to face competition and gets results. I personally conduct my sales and guarantee my work. Write me. **JOHN C. GIBBS, Auctioneer, 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 que-nsware 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—10,000 No. 2 cedar railroad ties. **R. W. Hyde, Posen, Mich. 574**

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. 543**

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. 25**

HELP WANTED.

Wanted—Registered pharmacist to begin work July 18, 1910. Steady position. Address **Fox & Tyler, Coldwater, Mich. 671**

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**

SITUATIONS WANTED.

Wanted—By a young man of experience, a position as clerk in a clothing store. Address **No. 673, care Tradesman. 673**

Want Ads. continued on next page.



Here Is a Pointer

Your advertisement,

if placed on this page,

would be seen and read

by eight thousand of

the most progressive

merchants in Michigan,

Ohio and Indiana. We

have testimonial let-

ters from thousands of

people who have

bought, sold or ex-

changed properties as

the direct result of ad-

vertising in this paper.

TRADESMAN ITEMIZED LEDGERS

SIZE—8 1/2 x 14. THREE COLUMNS.

- 2 Quires, 160 pages... \$2 00
- 3 Quires, 240 pages... 2 50
- 4 Quires, 320 pages... 3 00
- 5 Quires, 400 pages... 3 50
- 6 Quires, 480 pages... 4 00

INVOICE RECORD OR BILL BOOK

50 double pages, registers 2,850 invoices. \$2 00

Tradesman Company
Grand Rapids, Mich.

"LET US HAVE PEACE."

In civilized communities the idea is gaining ground that we should settle our difficulties by arbitration or legislation rather than with the sword. Blood is too precious to be shed unnecessarily. The humane spirit resents butchery. And history, while relating many horrors of the past, gives instances proving the wisdom of the modern method.

The recent declaration of one of our great bird-men that he could annihilate New York City or West Point in a few moments gives us a point for uneasiness unless the spirit of belligerency is obliterated. It is not pleasant to think that the recent aerial progress endangers as individuals or a nation more than would the comet had the portents of the superstitious been realized. With the promises in the near future, a nation wishing to conquer another may quietly send into the air its man-of-war with the deadly missiles to be dropped in the silence of night. There would be no signal of approaching danger; no way of knowing the objective point, even if the project were discovered. With our modern explosives the work becomes more and more deadly; and the method of attacking from mid-air puts an entirely new phase upon battling. Of course, balloons have been used to a limited extent, especially as scouts, but they have been too uncertain; there was too much danger that they might be captured in the camp of the enemy. Only the last year has overcome the difficulty of rising and descending when and where the aviator pleases.

Whether the new invention proves a benefit or a cure depends entirely upon its use. In the hands of the criminal and anarchist it would easily prove the latter. But our country is too great to be put in jeopardy by her own greatness. Peace-loving citizens will dominate; and the bird-man will get nearer to heaven through his inventions and achievements, the war spirit being quelled by the higher, loftier spirit of man.

HELPING THE HELP.

A blacksmith left his trade and entered into a new business in a large city. One day his team was sent for a load of goods and the driver failed to return promptly, thus keeping the whole establishment in waiting. When he did come the proprietor, while administering the well deserved rebuke, at once set to work with alacrity to help unload the articles. A bystander afterwards cautioned him to beware of helping his helpers. "If you continue, mark my words, they will stand and watch you do the work." He found the warning most opportune. And now that he is retired with a goodly fortune back of him, the advice may be regarded as worth listening to.

His plan is to do the overseeing, but to expect others to do the work. He provides himself with enough in this oversight to keep him busy. His part is not only to keep his men busy, but to keep them at the work in the most profitable manner. When John gets through with one job he is set at another; not only this, but he

is told just how to go at the work. The man who is furnishing the brain work has ciphered out the details, making those duties of the various workmen dovetail into each other with mechanical exactness. There are no slips and no misfits. There is the concentration of purpose to a single object, clearly defined in his own mind. Did he strive to do a portion of the work himself, this planning for others would necessarily be omitted; every one would strive independently; and no matter how honestly and conscientiously the work was performed, there would be through lack of unity in thought a shrinkage in accomplishment.

If you have only one clerk you will necessarily work with him; yet do the planning; but if there are enough men in your force to do the work, superintend, and watch them instead of letting them watch you.

Manufacturing Matters.

Big Rapids—A new company has been incorporated under the style of the Atlas Manufacturing Co., for the purpose of manufacturing and selling agricultural implements. The company has an authorized capital stock of \$15,000 common and \$5,000 preferred, of which \$10,200 has been subscribed and \$8,000 paid in cash.

Lansing—Insiders of the Reo Motor Car Co. are informed that the first dividend this year will be made payable about June 15 and that it will be not less than 20 per cent. It is expected there will be two other dividends of similar amount later in the year. The stock has a par value of \$10 and is now selling at \$35.

Koss—The Turpentine City Land Co. has been incorporated by the same stockholders, who are to erect the big turpentine distillation plant. The capital stock is \$100,000 and the incorporators are C. E. Curtis, Fred J. Howden and George M. Osgoodby. They will dispose of the lands of the newly platted village at this place.

Pontiac—A new company has engaged in business under the style of the Champion Manufacturing Co. to manufacture and deal in machinery, tools and implements of all kinds. The new company has an authorized capital stock of \$50,000, \$25,000 of which has been subscribed, \$15,000 being paid in cash and \$10,000 in property.

Vanderbilt—Yuill Bros. have completed their camp No. 2, along the Pigeon River, and are extending their logging road into a 30,000,000 tract. They will take about 8,000,000 feet of timber from this locality annually. They have bought a small body of timber in the Upper Peninsula and expect to increase their holdings in the near future.

Chelsea—The Grant & Wood Manufacturing Co. is preparing to manufacture high grade balls for ball bearings in addition to its regular output of spindle screw machines and like products. The company will use John J. Grant's processes and machines, having secured his patents. Mr. Grant is consulting engineer for the Grant & Wood concern.

Detroit—The Burroughs Adding Machine Co. has begun work on the excavation for an addition to its

plant, which will increase its floor space by about 80,000 square feet. The new building, which is to be erected on the company's property at Second and Amsterdam, will be a four-story structure, 78x250 feet. It will be of steel and concrete construction.

Detroit—About \$200,000 will be required to cover improvements and new construction planned by Parke, Davis & Co. They will build a four-story plant on the river front at Walkerville and a two-story building in Parkedale. A fourth story is being added to their Detroit factory, on the river front, and additions and improvements in the boiler plant are under way.

Detroit—The Acme White Lead & Color Works has been compelled by the expansion of its business to add about 25,000 square feet of floor space. They have purchased the factory building directly opposite their plant on St. Aubin avenue, which was formerly occupied by the Royal Crown White Lead Works. The property includes one large building of two stories and basement, and three smaller ones, and will be used for the manufacture of paste paint.

Kalamazoo—A new factory will be established in the city at once by Gardner T. Eames, inventor and former manufacturer of the well-known Yankee drill grinder, which is in use in the principal metal working factories of the world. The new plant, which will be located on Michigan avenue, will turn out drill presses of several sizes, mandrel presses and a variety of grinding tools. Machinery for the new plant has been ordered and will be installed immediately.

Saginaw Retailers Plan New Organization.

Saginaw, June 7—A movement has been successfully launched to form a Saginaw Retailers' Association, including all retail merchants on both east and west sides of the river. In response to the issuing of special notices several days ago over twenty-five leading retailers gathered in the Saginaw Board of Trade rooms and the question of organizing an association was considered, it being decided to appoint a special committee to work out plans for a future meeting of all interested. The movement was originally started by M. W. Tanner and F. W. Newton. The meeting was called to order by Max Heavenrich, who stated the purpose of the gathering and outlined the general plans. Harry P. Baker, general manager of the M. W. Tanner Co., was appointed chairman, and F. W. Newton, Secretary for the evening. The question of the organization was immediately taken up, and informally discussed. The need of such an association was admitted by all. There are similar organizations in other large cities, and they have been very successful. The other business associations in the city do not directly concern the interests of the retailers and as there are many independent questions which affect them it was deemed best that a permanent association be formed.

Following the discussion it was moved that a committee of ten be ap-

pointed, five from each side of the river, to include as far as possible the presidents of the individual retailers' associations in various lines, such as grocers, hardware, etc. This was unanimously carried and the meeting adjourned. This committee will be appointed by the acting chairman, Mr. Baker, in conjunction with the present presidents. Four of these who will be on the committee are M. W. Tanner, President of the Retail Merchants' Association, Charles Christenson, President of the grocers, John Heubner of the butchers, and John Popp of the hardware men. The remainder will be appointed within a short time. This committee will decide upon the future plans, it being proposed that a meeting of all retailers be held in the Auditorium banquet hall or some other suitable place in the near future. A smoker will be enjoyed at this time and the question of organizing will be taken up and acted upon.

During the general discussion at this initial meeting several of the important matters to be taken up by the new organization were referred to. These were: agitation of the buying at home policy; a heavy license for peddlers who injure the permanent merchants' business; amendments to the bankruptcy law to secure the necessary protection for the retail interests; a moving ordinance, requiring the registering of all removals from one part of the city to another; improvements in the city directory service, incorporating a street guide; per-cels post, and several others.

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

Buffalo, June 8—Creamery, fresh, 26@28c; dairy, fresh, 22@24c; poor to common, 20@22c.

Eggs—Strictly fresh, 20½@22c.

Live Poultry—Fowls, 18@18½c; broilers, 28@30c; ducks, 15@17c; old cocks, 13@14c; geese, 12@13c; turkeys, 15@20c.

Dressed Poultry—Iced fowls, 18@19c; iced old cocks, 14@15c.

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

Potatoes—30c per bu.

Rea & Witzig.

How He Got a Meal.

Tramp—Lady, have you got a pair of old shoes you don't need?

Mrs. Kindart—I have—a pair of my husband's, but I fear they are hardly fit for further wear, my good man.

Tramp—Alas! Lady, I can't afford to wear them—I only wanted them to stew an' eat!

BUSINESS CHANCES.

For Sale—Large stock of matches at a reduced price for cash. A profit of \$500 to \$750 can be realized on a cash investment of \$1,050, by holding a special sale and selling at bargain prices. Write for particulars. W. F. Stoltz, Stella, Neb. 688

For Sale—Or trade, 160 acre farm, well improved, 75 miles from Amarilla, Texas, over the line in New Mexico, price \$2,500 and increasing every day. A good proposition, owner wants to go in business, furniture business preferred. Address E. L. Koup, Nara Visa, N. M. 690

Cake Baker, first-class, young, married, sober, reliable. Or as salesman bakers' supplies. Edward Albright, Mendota, Ill. 689

WHITE HOUSE COFFEE



Stands SOLELY on its INTRINSIC MERIT—no premiums—no gifts—no “funny business.” Never so popular as now, it SELLS in the face of all sorts of competitive propositions; and, best of all, it SUITS—KEEPS ON selling—KEEPS ON suiting.

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BOSTON—Principal Coffee Roasters—CHICAGO

Pays a Profit From the Day

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- ¶ This is THE McCASKEY ACCOUNT REGISTER in which is embodied the SYSTEM of handling ACCOUNTS WITH ONE WRITING.
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- ¶ If it saves them time, labor and money it will do the same for you.
- ¶ We'll be glad to tell you about it and demonstrate it without any cost to you. Drop us a line saying you are interested.

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Manufacturers of the famous Multiplex Duplicating and Triplicating Sales Pads. Also Single Carbon Pads in all Varieties.

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Grand Rapids Office: 256 Sheldon St., Citizens Phone 9645

AGENCIES IN ALL PRINCIPAL CITIES

As a Last Resort



a few small, unknown manufacturers of Corn Flakes, who couldn't succeed with their own brands, are packing private brands for wholesalers and certain rolled oats millers.

When these are offered to you, find out who makes them. Ten to one you never heard of the manufacturer.

Some salesmen claim that they are packed by Kellogg, and some only go so far as to say that they are “just as good as Kellogg's.” Neither statement is true. Kellogg packs in his own packages only, which bears his signature.

W. K. Kellogg

KELLOGG TOASTED CORN FLAKE CO.

Battle Creek, Mich.

Open Letter to the Merchants of Michigan

IN TRAVELING over the State our representatives occasionally find a busy merchant who has established himself in business through close application and economical figuring; who has equipped his store with many conveniences but has entirely overlooked one item of vital importance, the lack of which may put him back ten years, namely, a fire-proof safe.

We do not know whether you have a safe or not, but we want to talk to all those Michigan merchants who have none or may need a larger one.

A fire-proof safe protects against the loss of money by ordinary burglars and sneak thieves, but this is not its greatest value.

With most merchants the value of their accounts for goods sold on credit greatly exceeds the cash in hand. If you have no safe, just stop and think for a moment. How many of these accounts could you collect in full if your books were destroyed by fire? How many notes which you hold would ever be paid if the notes themselves were destroyed? How many times the cost of a safe would you lose? Where would you be, financially, if you lost these accounts? Only a very wealthy man can afford to take this chance and he won't. Ask the most successful merchants in your town, or any other town, if they have fire-proof safes.

Perhaps you say you carry your accounts home every night. Suppose your house should burn some night and you barely escape with your life. The loss of your accounts would be added to the loss of your home. Insurance may partly cover your home, but you can't buy fire insurance on your accounts any way in the world except by buying a fire-proof safe.

Perhaps you keep your books near the door or window and hope to get them out safely by breaking the glass after the midnight alarm has finally awakened you. Many have tried this, but few have succeeded. The fire does not wait while you jump into your clothes and run four blocks down town. It reaches out after you as well as your property.

Suppose you are successful in saving your accounts. Have you saved your inventory of stock on hand and your record of sales and purchases since the inventory was taken? If not, how are you going to show your insurance companies how much stock you had? The insurance contract requires that you furnish them a full statement of the sound value of your stock and the loss thereon, under oath. Can you do this after a fire?

If you were an insurance adjuster, would you pay your company's money out on a guess-so statement? A knowledge of human nature makes the insurance man guess that the other man would guess in his own favor. The insurance adjuster **must pay**, but he cuts off a large percentage for the uncertainty. And remember that, should you swell your statement to offset this apparent injustice, you are making a sworn statement and can be compelled to answer all questions about your stock under oath.

If you have kept and preserved the records of your business in a fire-proof safe, the adjustment of your insurance is an easy matter.

How much credit do you think a merchant is entitled to from the wholesale houses if he does not protect his creditors by protecting his own ability to pay?

We carry a large stock of safes here in Grand Rapids, which we would be glad to show you. We also ship direct from the factory with difference in freight allowed.

If a merchant has other uses for his ready money just now, we will furnish a safe for part cash and take small notes, payable monthly, with 6% per annum interest for the balance. If he has a safe and requires a larger one, we will take the old safe in part payment.

The above may not just fit your case, but if you have no safe, you don't need to have us tell you that you ought to have one. You know it but have probably been waiting for a more convenient time.

If you have no safe tell us about the size you need and do it right now. We will take great pleasure in mailing you illustrations and prices of several styles and sizes.

Kindly let us hear from you.

Grand Rapids Safe Co.