

Twenty Don'ts For Merchants

Don't expect your customer to know more about your goods than you do.

Don't load a man with more goods than he needs—oversupply often means a loss of future sales.

Don't hope to win confidence in a day. A business that is built up in a hurry is often pulled down as quickly.

Don't tell your troubles in business. Hardships are not considered a business asset.

Don't be afraid to try new business ventures; a risk is often a gain!

Don't talk about yourself, but your goods' unless your talents are the merchandise wanted.

Don't be afraid to try. Struggle may not boost you, but it won't pull you down.

Don't bank on your friends. They have social value, but should not make your business.

Don't be afraid to place confidence in your employer. His interests are often yours.

Don't brood over harsh remarks. Pleasant words often sound harsh in business.

Don't rely on chance, but on effort; the latter has more lasting value.

Don't get discouraged by one failure; many failures often make a grand success.

Don't forget that the failures of last year may bring this year's best successes.

Don't borrow trouble until it knocks at your door. Many troubles are more imaginary than real.

Don't be afraid to give your employer the best you have. That is what he is looking for.

Don't expect others to carry your burdens. By shifting responsibilities the trial is often made easier.

Don't trust to talent alone; it is only an alloy meant to make work easier and more pliable.

Don't be satisfied with fairly good work. The best is none too good for the world's market.

Don't use the other man's backbone for a leaning post—remember you have one of your own.

Don't take advice when you can't use it. It's like buying a bargain because it's cheap.

Some Office Terrors

The girl who is always getting her feelings hurt.

She who considers working hours and talking hours one.

The silly creature who thinks her superiors desperately admiring.

The jealous girl who begrudges her mates a word of praise.

The hot tempered one who is always in a rage.

She who borrows and returneth not.

The suspicious girl whose days are spent hunting trouble.

The gusher, whether her gushing be sincere or with a purpose.

She who likes to push herself into the lime-light at others' expense.

The girl whose manners are so free and easy as to seem loose.

She who is a blame shifter, will not stand for her own faults.

The girl who fears a breath of air.

Likewise she who insists on open windows though the rest freeze.

Terror of terrors, the girl who is always in the right.

She who watches the clock and does only what she thinks her work.

What is a business without a boss? Nothing.

An overdose of optimism will hurt your business. See that you get just enough.

You may think you are wise enough to stand still on slippery ground—but you are not.

"He who is afraid of failure is afraid of success."

The world will put up with a young fool, but be careful you are not an old one.

No one as yet has ever been able to think one way and live another long.

Beer, booze and bums always go together.

If you have such a bad case of the "grouch" that nothing will cure it, stick your head in a barrel of water for ten minutes, and the world will do the rest.



Our Brands of

VINEGAR

Have been continuously on the market
for over forty years



"HIGHLAND" Brand Cider and White Pickling

"OAKLAND" Brand Cider and White Pickling

"STATE SEAL" Brand Sugar



This surely is evidence of their satisfying qualities
Demand them of your jobber

Oakland Vinegar & Pickle Co.
Saginaw, Michigan

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

Pure Cider Vinegar

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

The Williams Bros. Co.

Manufacturers

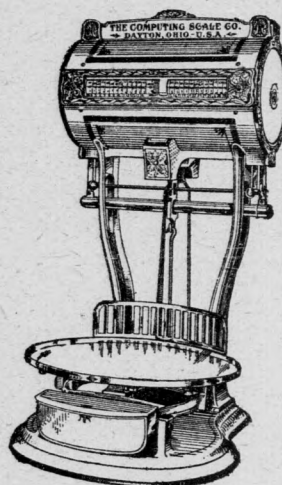
Picklers and Preservers

Detroit, Mich.

A Reliable Name

And the Yeast
Is the Same

Fleischmann's



Eureka! Perfection!

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

Moneyweight—Money-Saving

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

DAYTON AUTOMATIC SCALES

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

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

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



MONEYWEIGHT SCALE CO.

58 State Street, Chicago, Illinois

Please mention Michigan Tradesman when writing for catalogue

Snow Boy keeps moving out-Profits keep coming in



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

Ask your jobber's
Salesman

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

MICHIGAN TRADESMAN

Twenty-Seventh Year

GRAND RAPIDS, WEDNESDAY, JUNE 15, 1910

Number 1395

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BRIDLE THE TONGUE.

It is a pretty safe proposition that even a President who talks a great deal is liable to make a slip and say something which he wishes afterward he had left unsaid. He must be a great deal more careful than the ordinary man, because his utterances which at the time he may regard as trivial and as of no account may be unexpectedly turned to carry considerable influence, and constructions may be put upon them far different from what he had in mind at the time of speaking. A good illustration of that is found in the speech made by President Taft the other day before the students of the Ohio Northern University, in which he told the young graduates that those who went into business could not expect that the times every year would be such as to contribute to a constantly increasing prosperity, but that they should so guide and govern their affairs as to be ready to meet the exigencies of any occasion, the ups and downs of business, the good times and the hard times which are inevitable. This was seized upon by some as a suggestion that the President believes a panic might reach this country at any time, and curiously enough, coincident with it there was a miniature panic on Wall street the next day and prices went tumbling. It is not to be wondered at that the President was angry, perhaps at himself for having said it in just that way, and perhaps with the public for putting a wrong interpretation upon his remarks.

OUR MANNERS.

There is no more important feature in our inventory; no single thing which will more quickly attract or repel. As manners are an index to character, the public has learned to scan them carefully. And whether we are aware of it or not, our popularity or the reverse is very frequently measured by our general deportment. The literal greeting of the Frenchman, "How do you carry yourself?" an-

swers largely as to the measure of success we attain. Our manners speak more forcibly in the store or shop than in the drawing room.

The haughty, supercilious air which carries with it the atmosphere of an "I am better than you" person will sell goods when there is no other available place to purchase at that particular time. The salesman who responds to the call of a customer in a halting, languid manner will find sales correspondingly slow. The one who is indifferent will create a feeling of indifference on the part of the prospective customer. And the one who is rude will build an effective barricade across the entrance to his store.

Be polite. Politeness costs nothing and it may bring rich reward—if not now, at some other time. You may not be conversant with the rules of society; but the rules of business etiquette are easily mastered. Cordiality and interest stand at the head of the list. Show by look and manner that you are glad to see the visitor; but do not overdo this. If the acquaintance is but a casual one, do not show such solicitude for every member of the family that your interest is at once branded as affectation. You can and should show as much interest in suiting the wants of a stranger as of a bosom friend. Look to the comfort as well as the convenience of your patron and strive to impress him with the idea that you are glad he came and want him to come back.

JUST KEEP GOING.

The trans-continental trip of Weston teaches us this important lesson with emphasis. He has made it in the face of all sorts of natural obstacles. Mountain and plain, extreme cold and summer heat, rain and snow, sand bank and snow bank have alike been overcome. Yet he did it not by speed, but by keeping everlastingly at it. If a local pedestrian wanted to test his own speed by accompanying him a few miles, did he halt a bit for the sake of the attempted sociality. Not at all. He stuck strictly to his knitting. And if his dog-trot did not suit the other fellow there was not a moment of delay on his part. Did a bright young lady watch his coming along the country road, his approach being telephoned ahead, he cheerfully answered her greeting with a friendly wave of the hand, but he did not slacken his pace. Arrangements for his entertainment were made in advance. There was no time lost in waiting for meals. They were ready at his approach; and when he wanted to rest, he rested; then only did he halt.

Too many of us lost a large amount of time by allowing some little thing to deflect us from our purpose. With

a definite one in view, this habit can be overcome. If we show an inclination to talk by the wayside, there are plenty of idlers who will bid us linger. But if we trudge along as Weston does, with an avowed purpose, a definite aim, community will soon get accustomed to it and will not expect to hinder; neither will they feel affronted that we do not incline to step.

One can be civil and neighborly and still push the work along. By swallowing the earth in its path the common earthworm becomes the greatest plowman the world has ever known. Coral insects gradually build great reefs. If you start in the right direction and keep steadily going, you will surely "arrive."

UNPLEASANT SUGGESTIONS.

In passing a window resplendent with cut glass and jewels we were recently reminded in a forceful way of the importance of guarding against any unpleasant impression. The goods were, doubtless, all that could be desired, yet in the arrangement there was a repellent force which counteracted all attraction that might otherwise have been aroused.

The case in the window sloped and the angle within a few inches of the edge was an abrupt incline. This was an excellent place for displaying watches and chains. But to see the cut glass tumblers pitching down the slope was at first to startle the passer; an impending catastrophe in cut glass seeming inevitable. And then, as the true nature of the situation became apparent, there was a mingled feeling of disgust and contempt for the careless methods of the window dresser for it seemed as though things had been simply thrown in. And every time one passed the window of tilting glassware the impression grew. Some goods show off better in this position. But the tidy housekeeper would never be attracted by any such incongruity.

It is a safe rule to attempt no grotesque positions or combinations in the window. Any unpleasant situation is not a brilliant piece of advertising. The unique setting is often most effective, but incongruity creates a very different result. No tidy woman cares to see expensive dishes looking as though on the verge of being dashed into a thousand pieces; neither does she feel very much more kindly inclined toward the articles as wedged down next to the plate glass front, looking as if a small earthquake had jarred them into this clinging place. Order, timely setting and suitable surroundings are a part of the well arranged window. Strive to be original, but keep your originality within the boundaries of fitness and good taste.

PRIMARY SYSTEM DEFECTS.

This year will be a good one for testing the primary method of nominating State officers and United States Senators. There were many objections to the old method, but the objections to the new one are infinitely greater. We dislike to notice that the candidates for Governor are obliged to tramp about the State, each trying to promise something a little greater and a little better than his competitor. If the new system was adopted irrevocably it would be impossible to get the voters to the primaries, as we know from observation that there is trouble enough to get them to the polls at election time. The result would be that the masses would take little interest in the primary contest, leaving the matter to the politicians and those immediately concerned as they have done in the past with reference to conventions. If our people would bestir themselves at the very outset in seeing to it that suitable delegates were chosen good nominations would be likely to follow. The difficulty with us is that we neglect the primaries and only complain when selfish interests have brought about nominations that we do not like. The primary plan now being tried will not itself improve the situation. It will still take an active and intelligent interest of the voters. One of the chief objections to the plan has always been, as observed this year, that no one can succeed unless he pays out a great deal of money for the support of the newspapers and, above all, to the local politicians throughout the State. This can not be done by a man without money and it will be seen that those who can spend the money, for the most part, will be the ones nominated. It is well that the matter is being tried out before an amendment to the National Constitution is submitted. We will have had the benefit of both plans before it is too late.

It is given out as an evidence of the high cost of living that the entire cost of running the Government a generation ago was no greater than this year's appropriation for the navy. We build big battleships for which it is hoped there will be no use, but the investment must be made to show the nations of the world that we are prepared for war. It is also stated and is probably true, that the maintenance of an automobile stable costs more than the entire household expenses of some of the fathers. We have many conveniences that were unknown to our ancestors, live better and faster, and, of course, at higher cost.

Do not go in debt unless it is really necessary, and then get out as quickly as you can.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, June 11—Several firms in the coffee trade have given your correspondent a little different story this week from the one usually handed out and which has been a "damnable iteration" of dull markets. They say they have been impressed with what seems to be appreciable improvement in the week's trading. Possibly next week they will fall back into the old rut, but let us rejoice for the moment anyway. Santos are especially well maintained. In store and afloat there are 2,887,325 bags, against 3,411,787 bags at the same time last year—Brazilian coffees. At the close Rio No. 7 is worth $8\frac{1}{2}$ @ $8\frac{1}{4}$ c. Mild grades are firm and every grade is, apparently, showing more confidence.

There has been more trading in tea as well as coffee, and dealers are feeling in a more cheerful frame of mind than they have displayed for a month. Lines are moving in quite a satisfactory way, as new samples are here and buyers can see what the goods are like. This applies to Japans and Formosas. Prices are well sustained on all sorts.

Granulated sugar is generally quoted at 5.15c, less 1 per cent. cash. The market is flat, as the weather has been "agin" any improvement. If we can have some real June weather, instead of this stuff which is being handed out, there will be an immediate effect on the sugar trade.

While the sales of rice have, individually, been rather small, there is something doing all the time and the total amount taken during the week is satisfactory. Good to prime domestic, $4\frac{3}{4}$ @ $5\frac{1}{2}$ c.

Spices are selling quietly, although the market is, perhaps, as active as could be hoped for at this time of year. Stocks are moderately large and the chief interest has been in the sales of pepper.

The molasses market continues dull and unchanged. Stocks are light, but there seems to be enough to meet all requirements. Good to prime centrifugal, 26@30c. Syrups are dull and unchanged.

The weather is improving the market for canned tomatoes. Not that the range of quotations is observably higher, but there is a stronger tone. Sales at factory are generally on the basis of 65c, although there are packers who are very strong in the faith that they will have 67½c within a short time. Futures, 67½c as the inside. Peas are doing fairly well. Prices have not yet been made. The market here and, in fact, in many of the larger cities seems well supplied with the fresh stock. While the cool days last the vegetables can be sent many miles without injury and meantime the call for canned goods is limited. This lack of activity applies to the market generally in such things as string beans, asparagus, spinach, etc.

Butter is steady for top grades and weaker on the lower qualities. Creamery specials, 28½@29c; extras, 28@

28½c; firsts, 24c; Western imitation creamery, 24@25c; factory firsts, 23½@23¾c.

Selected Western eggs are steady at 30c; fresh gather regular pack, 20½@21c for extra firsts.

Cheese is unchanged at 14½@15c for New York State full cream. The market is firm for best and a little off for other sorts.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

Daily interurban service has been established between Benton Harbor and Paw Paw Lake.

Cedar Springs is preparing for Home Coming Week and Dr. Ferguson, Secretary of the Board of Trade, is out after the addresses of all former residents of the town.

In order to give everybody a chance to be patriotic Cadillac has decided to devote two days, July 4 and 5, to the Independence Day celebration.

Kalamazoo makes a good industrial showing, according to the report of the State Factory Inspector. The number of factories inspected is 197, an increase of sixteen over last year. The average daily wage paid is \$1.91, as compared with \$1.87 a year ago.

The Pontiac Commercial Association is raising a fund to be used in advancing the interests of that city. So far \$8,000 has been pledged.

Saginaw's annual Industrial Exposition will open Sept. 9, continuing eight days.

Best methods of advertising a city were discussed at a recent meeting of the Young Men's Business Association of Port Huron by R. F. Reaume, of Detroit, who said in closing: "First get together, lose sight of self interest, think only of the upbuilding of your market and the good that will result. Place your advertising in the hands of a committee with full discretionary power in the employment of experts and the expenditure of money. Above all, lay aside self interest, and you will find in the end that your own interests will be best served in this way."

The Hayes-Ionia Co., the new auto body manufacturing concern at Ionia, has started operations in the old Wagon Works plant.

Ground will be broken soon at Owosso by the Reliance Motor Truck Co. for an immense plant, employing 1,400 men. Fully 300 new homes will be needed at once for working men.

Lansing banks have established a clearing house, which will issue its first statement June 18.

A Business Men's Improvement Association has been formed at Grand Haven, with John Reichardt as President and B. P. Sherwood as Secretary. Good roads, better lighting of Washington street and other matters will be taken up.

Mayor Monroe, of Pontiac, states that six big manufacturing concerns have been driven away from that city because owners of factory sites have boosted prices far beyond real values. Almond Griffen.

Many fail to do any great good because they will not do little kindnesses.

Only Woman Furniture Manufacturer in Grand Rapids.

Written for the Tradesman.

Mrs. Minnie L. Hodges, the owner of the Valley City Desk Co., is a native of Wisconsin. When a young girl she took up her residence with an aunt, Mrs. Schafer, of Grandville avenue, and sought employment as a teacher in School District No. 15, Grand Rapids township, now a part of the city. Although very young she impressed the School Board favorably and her application was referred to E. A. Fletcher, who for a number of years filled the office of Township Superintendent of Schools. "I know I can fill the place and I must have it," she declared in arguing her application for the vacant position of teacher in District No. 15. Mr. Fletcher examined the lady's credentials and her qualifications educationally and found the applicant to be intelligent, possessed of good ideas of the work she had in view and full of energy, health and enthusiasm. Her experience as a teacher had been limited, but Mr. Fletcher was so impressed with the lady's ability that he remarked to the Moderator: "If you do not engage Miss S. I want her for the Congress street school." The lady was engaged by the Board of District No. 15 and she taught the school successfully during several years following. When she retired from school work, she entered the employ of J. S. Crosby & Son, insurance agents. M. S. Crosby, the survivor of the original firm, was engaged in politics, at that period holding the offices of State Senator and Lieutenant Governor in succession, and, with his other interests of a business nature, was unable to give but a small part of his time to the insurance office, which was one of the largest in the city, the greater part of the work falling to Miss S. Retiring from the employ of the Crosby agency several years later, Miss S. engaged with the Michigan Artisan Co. as book-keeper. When her application for the place had been received the President of the publishing company enquired: "Can you keep double entry accounts?" "No," the lady replied, "but I can qualify myself to do so before beginning work." "How much time would you want in which to prepare yourself?" "Two or three weeks." The lady was engaged and when, two weeks later,

she commenced her work, she handled the accounts as easily as if double entry booking had been the sole occupation of her life. After several years of satisfactory service with the Michigan Artisan Co. she entered the employ of the Grand Rapids Engraving Co. and continued with that company until her marriage to the late L. S. Hodges, with whom she engaged in the business of manufacturing furniture, contributing largely to the finances of the enterprise. Their first product was a line of fancy tables, which was abandoned two years later and the manufacture of office desks taken up. Desks were not manufactured in Grand Rapids at this period and the change of line mentioned proved to be judicious and profitable. Since the death of Mr. Hodges the business of the Valley City Desk Co. has been under the personal management of Mrs. Hodges. Sales have increased largely and the business is profitable. Mrs. Hodges employs able, experienced assistants. C. I. Buell is the buyer and office manager; Mr. Clemetson is the superintendent of the factory and Joseph Heald is the traveling representative. A married daughter and a son, who is finishing his education, live with Mrs. Hodges in a pleasant home on Holbrook street.

Arthur S. White.

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

Buffalo, June 15—Creamery, fresh, 26@28½c; dairy, fresh, 22@24c; poor to common, 20@22c.

Eggs—Strictly fresh, 20@21c. Live Poultry — Fowls, 17@18c; broilers, 25@28c; ducks, 14@15c; old cocks, 13@14c; geese, 12@13c; turkeys, 15@20c.

Dressed Poultry—Iced fowls, 17@18c; iced old cocks, 14c.

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.

Merchants

If you intend to hold a July Fourth celebration in your town, communicate with me. I furnish amusements of every description for celebrations, carnivals, etc.

CLAUDE RANF, Muskegon, Mich.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

INDIANA ITEMS.

Some Recent Changes in the Hoosier State.

Columbia City—Harley F. Warren, who has been in poor health, has sold his interest in the Helfrich & Warren furniture and undertaking store to Palmer & Son, undertakers and furniture men of South Whitley, and will leave soon for Greeley, Col. He will be accompanied by his nephew, Don Warren, and his family will follow. Palmer & Son will close out their business in South Whitley and become actively interested here about July 1.

Winchester—H. M. Tenney, of Chicago, who has been making this State as traveling salesman for a prominent jewelry firm for twenty-seven years, has embarked in the wholesale business. The new firm is known as Slade, Tenney & Weadley and it is located in the Powers building on Wabash avenue, Chicago. Mr. Tenney will continue to visit his customers in Muncie, Anderson, Winchester, Hartford City and other points in Indiana.

Ft. Wayne—Merchants who have ordered big stocks of fireworks which include some of the big cannon crackers tabooed by the Board of Public Safety, are a bit worried about the safe and sane Fourth of July celebration and they have asked permission to sell the explosives this year as they can not cancel orders or dispose of their purchases as the time is too short. A delegation of merchants called on Mayor Grice and was given to understand that this order might be made less stringent, but he would not give any definite promises. The Committee wanted the time for selling to be extended a little, but the whole matter will go before the Board.

Richmond—Sheriff Linus P. Meredith, who is considering the grocery industry as a means of livelihood after he abandons the sheriff business, announces that his grocery will be opened on Monday, October 14. It will be located in the building now occupied by the Beehive grocery on Main street. The store will be completely re-equipped and much of the stock and fixtures have been ordered.

South Bend—A meeting of the Grocers & Butchers' Association was held Monday evening, at the J. C. Schreyer grocery, 226 North Main street. The principal object of the meeting was to elect officers and hear the report of the Picnic Committee. The Committee was composed of the following grocers and butchers: J. M. McCullough, Frank Brodbeck, L. H. Rulo, John C. Schreyer, Charles Krause, who announced the date of the picnic as July 27, but reported Paw Paw Lake as an undesirable place for the outing, owing to the poor transportation service there. Mr. Beckley, representing the Michigan City Amusement Co., offered a description of the advantages of Michigan City. His invitation to go to his city and various amusement points, Maxintuckee, Winona Lake, Rome City, will be considered by the Committee, which was given the authority to choose one of these four. The officers of the past year were

unanimously re-elected, the office holders being: President, H. F. Lang; Vice-President, J. M. McCullough; Treasurer, F. W. Brodbeck; Secretary, D. F. Baer. After the admission of one new member to the Association, a motion to the effect that the groceries and meat markets should be closed every Wednesday afternoon during July and August was voted upon and unanimously carried; a petition was then signed favoring adoption of the movement by all the grocers and butchers in the city. A movement by the National Grange in the direction of improvement of roads was also endorsed by the meeting assembly. It was also decided not to close until noon on July 4, as that holiday is on Monday this year.

Ft. Wayne—Theodore Kayser, a well-known local shoe salesman, has engaged as traveling salesman for the Ainsworth Shoe Co., of Toledo. He will maintain his headquarters in this city.

Indianapolis—"Gratifying results in the way of increased business for the wholesale houses of this city are sure to result from the trade boosting trip of the Indianapolis Trade Association to the cities of Northern Indiana last week," said J. C. Hilmes, President of the Commercial Travelers' Association, recently. He made the trip with the boosters and is enthusiastic over it. "The affair was one long hustle and bustle," he continued. "We were on the jump from the minute we left Indianapolis until we returned. The receptions along the way were wonderful. Altogether I consider it the best stunt ever put over by the Trade Association, and more trips of the same kind to other parts of the State seem to me to promise even better results."

Kendallville—A letter has been received in this city from the Secretary of the Indiana Business Men's Association, asking the merchants to set a date and provide a place of meeting so that he can come and confer with them about using their influence for the passage of a new garnishment law at the next meeting of the Legislature. No definite action has been taken by the merchants, but it has been ascertained that the council chamber can be used for the purpose if the conference does not conflict with any meeting of the Council, and in all probability a date will be determined upon soon.

Rushville—The Rushville Retail Merchants' Association has filed articles of incorporation.

Decatur—Mrs. Willard Steele has opened a grocery store.

Decatur—A. W. Garard has purchased the interest of C. E. Hitesman in the Fair store and will continue the business in his own name.

Indianapolis—Thirty-two Indiana towns and the 500 miles of territory over which they are scattered, were literally transplanted bodily into the assembly hall of the Board of Trade Building last night. This wonderful feat was accomplished by members of the Indianapolis Trade Association for the benefit of those other members who failed to visit these towns on the Trade Extension trip last week. The occasion was the echo

meeting of the trip, but the gathering proved to be an original "scream" instead of an echo. Starting with a few modest talks by President John N. Carey and Vice-President Harold Hibben, Jr., the meeting wound up by the Ancient Order of Trailers adopting every one present as members of the organization and the singing of popular melodies. The staid heads of big business institutions vied with young salesmen in giving voice to the songs under the direction of Victor Jose. This part of the programme developed into a rehearsal for a portion of next Thursday night's entertainment for visiting merchants on the roof garden of the Maennerchor. During the earlier part of the evening several of the business men who went on the trip stated they are reaping a harvest already from the grain sown last week. George G. Tanner explained that he was one of the "home guard," but he wanted to commend the commercial soldiers who had gone up into what is generally known as the enemy's country. He explained that although he did not go on the trip, one of his representatives happened to be in one of the towns while the boosters were there, and that he sold a big order by the aid of the enthusiasm created. Secretary W. J. Dobyns read extracts from letters received from members of the Association who were on the trip but were unable to attend the echo meeting, and each of these commended the trip and expressed a desire to be counted in on the next one.

Why Ice Houses Burn So Frequently.

Why is it that so many ice houses, storing natural ice, every year go up in flames? It is a fact that a natural ice house is more subject to fires than is almost any other building approaching its general purpose. Rates of insurance upon them have gone up, and, despite the present high rate, insurance companies are not canvassing for ice house risks.

At a recent meeting of "natural ice" men in New York a speaker pointed out as the greatest of all fire dangers that which comes from a stroke of lightning. He pronounces as a stubborn, studied fact that the moist air currents arising from stored ice are especially a conducting influence inviting the electric stroke. The bolt is likely to leave the storm cloud before any appreciable rain has fallen, finding the roofing in most inflammable condition. At the same time, however, so little dependence is put upon the old lightning rod of thirty years ago that the ice men ignore it altogether as a safeguard.

Other tendencies to ice house fires are the sawdust packing material, the careless setting up of an engine plant, the litter and inviting rubbish which may catch the spark from the smoker, whether a workman or a hobo. Once on fire, most of these ice houses are so far from fire fighting companies that total destruction of the buildings is almost certain once a fire gets headway.

Getting the Business.

"I have often wondered," said a retail man recently, "just what proportion of retailers are just content to sit or stand around in their stores and sell goods to the people who just come in to buy them, as compared to those who work up plans for bringing the people to their establishments in the first place."

"I am satisfied that it is pretty large and it is for just this reason that there is such a number of stores that never seem to get anywhere. They continue to exist undoubtedly, and if their goods are right and their prices are right, they will make more or less money, but there is no indication of progress about them, and the business done in one year is likely to be about as great or as small as that done the year before or the year after."

"Now it is easy enough to say, 'Be progressive,' but there are a whole lot of us who are not especially progressive and do not hustle enough."

"Good, aggressive advertising matter well worked up and put out to the people who would naturally shop in the neighborhood of the store means a lot. It may only be a simple circular, or it may be an elaborate system of follow-up letters addressed to the prospective customer by name, but anyway it will bring business that would never come otherwise, and so it is worth while."

"The greater the effort the greater the result, but I am talking particularly to the man who does practically nothing to develop his business except have the goods for which there is a demand. It is perfectly obvious; people will buy your goods if they are right and they know about them. If we take it for granted that the goods are right, just see to it that they know about them, that is all there is to it."—Boot and Shoe Recorder.

What Is Meant.

We could all see that the man with the bristling whiskers was going to ask the man with the newspaper in the street car a question. He hitched around. He glared. He snuffed. Finally he said:

"Sir, there was an election for Congressman in New York State the other day."

"Yes," was the reply.

"A Republican boss was running."

"He was."

"He was backed by the machine."

"He was."

"They bet five to one that he would be elected by 15,000 majority."

"They did."

"But he wasn't elected at all, sir. He was beaten by 5,000 votes."

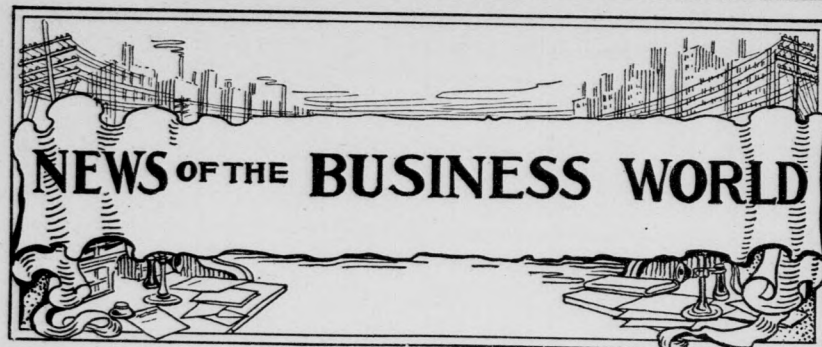
"He was."

"And, sir, what did that great change in public sentiment mean? Say, sir, I ask you what it meant? Yes, sir. I ask why Aldridge was defeated? Will you answer me, sir, or will you dodge the question?"

"Oh, I won't dodge," replied the man with the paper. "Mr. Aldridge was defeated. What did it mean? Why, sir, that the other feller got the most votes."

Joe Kerr.

You never heard of salary seeking the man, did you?



Movements of Merchants.

Pullman—G. G. Taylor's new store is open for business.

Pentwater—W. D. Burch has opened a bazaar store here.

Eaton Rapids—L. O. Hoxie will open a bazaar store here.

Tustin—Jesse Robbins has purchased the stock in the Pure Food Store.

Port Huron—Oscar J. McDonald has opened a grocery and provision store here.

Mackinaw City—Arvine Kniffen has opened a cabinet and furniture repair shop here.

Luther—B. W. Bashore, of White Cloud, has opened a jewelry store in the Fairbanks building.

Ann Arbor—The Ann Arbor Savings Bank has increased its capital stock from \$50,000 to \$300,000.

Portland—Frank Erdman has sold his stock of meats to Peake & Young, who will consolidate it with their own.

Honor—T. C. Ash has purchased the H. B. Decan harness stock, of Benzonia, and removed it to this place.

Evart—L. Loudon has sold his bakery to Ralph Bowerman, recently of Ionia, who has taken immediate possession.

Waterford—William Watters is putting in a stock of groceries in the building he recently purchased of L. P. Maxam.

Eaton Rapids—The Maurer & Spencer bankrupt stock of novelty goods has been sold to Boice & Stoddard for \$300.

Detroit—The Thieme, Hall Co., dealer in steam and hot water filters, has changed its name to the Thieme Gill Co.

Laurium—R. K. Deisher has sold his grocery stock to A. J. Lean, who will consolidate it with his stock of general merchandise.

Petoseky—Doherty Bros. have purchased the Superior market of Harry Long and will continue the business at the same location.

Allegan—E. F. Sherman has sold his feed business and will give his entire attention to shipping grain, hay, fruit and other farm produce.

Owosso—D. E. Hickey & Co., who conduct clothing stores in Flint, Saginaw and Battle Creek, will open a men's furnishing goods store here August 1.

Lowell—H. W. Hakes has sold his undertaking and picture framing business to W. R. Bolter, of Alpena, who will continue the business at the same location.

White Cloud—The First State Bank has been organized with an authorized capital stock of \$20,000, all

of which has been subscribed and paid in in cash.

Eaton Rapids—A. K. Frandsen has sold a half interest in his dry goods stock to Harvey Keefer, recently of Sterling, Ill., who will continue the business at the same location.

Otsego—Fred W. Deike has sold his interest in the Pipp department store to C. E. Pipp, but will retain the jewelry stock and continue the business at the same location.

Delhi—On account of the recent death of his wife, Dr. C. W. Moore has sold his general stock of goods to Mr. Rodman, formerly of Eaton Rapids, who has already taken possession.

Fenton—W. G. Wolverton, who about a month ago bought the M. E. Towne stock of groceries, has sold out to A. W. Stein, of Elmira. Mr. Wolverton will continue to reside in this place.

Dimondale—F. D. Ripley & Co. have sold their grain elevator to Crane & Crane, of Eaton Rapids, who will continue the business at the same location under the management of Albert Fairfax.

Detroit—The Weisman, Phillips Co., wholesale dealer in notions and novelties, has engaged in business with an authorized capital stock of \$30,000, of which \$15,000 has been subscribed and paid in in cash.

Cadillac—Arthur Anderson has sold his interest in the Cadillac Grocer Co. to his former partners, Frank and Louis Johnson, who will continue the business. Mr. Anderson has not yet decided what he will do in the future.

Owosso—The Rundell-Stevens Co. has been incorporated with an authorized capital stock of \$6,000, all of which has been paid in. The company has purchased the Legg poultry business and will buy and sell eggs and poultry.

Zeeland—J. A. Van Gelderen, who for the past twenty-five years conducted a harness store in this city, has sold his stock to B. Nykamp, of this city, and Wm. Nykamp, of Holland. The purchasers will conduct the business under the name of Nykamp Bros.

Escanaba—The Escanaba Dealers' Credit and Delivering Co. has been incorporated. It is capitalized at \$8,000. The stock is composed of 800 shares at \$10 per share. The company is composed of grocers and meat dealers here. It has embodied the credit system in its laws and a new and important step will be taken in the near future, when a central delivery system will be erected. All goods will be assembled at the central station and thence delivered to

all parts of the city and to Wells. The plan is in successful operation in various cities of the country and it has been adopted here only after extensive investigation. It is expected that the present cost of delivery will be cut in two.

Brooklyn—S. J. Fish, who some time ago bought the E. J. Ennis general store, is about to close out the same, having decided to go into other business. He will sell by public auction the most of his stock. He will locate in Jackson.

Kalamazoo—Wm. O. Harlaw, dealer in sporting goods, has merged his business into a stock company under the style of the Harlow-Glass Co., with an authorized capital stock of \$20,000, all of which has been subscribed, \$2,500 being paid in in cash and \$17,500 in property.

Muskegon—Edward Bonjernoer, who for the past five years has been engaged in the shoe repairing business, four years with his father, who has been engaged in that trade forty-seven years, has opened a shoe store at 261 Terrace street. The firm will be known as J. Bonjernoer & Son.

Manufacturing Matters.

Ludington—L. F. Mikesell has taken over the canning factory at this place.

Detroit—The Detroit Carriage Co. has increased its capital stock from \$100,000 to \$150,000.

Pontiac—The capital stock of the Cartercar Co. has been increased from \$350,000 to \$650,000.

Detroit—The Comet Electric Stove Co. has changed its name to the Comet Electric Stove Co.

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

Saginaw—The capital stock of the Jackson, Church, Wilcox Co. has been increased from \$60,000 to \$250,000.

Detroit—The Northway Motor & Manufacturing Co. has increased its capital stock from \$250,000 to \$1,000,000.

Detroit—The capital stock of the Hobbs Concrete Machinery Co. has been increased from \$5,000 to \$15,000.

Conway—The Conway Lumber Co. has been incorporated with an authorized capital stock of \$25,000, of which \$20,000 has been subscribed and paid in in cash.

Muskegon—The Sanitary Hosiery Co. has been incorporated with an authorized capital stock of \$5,000, of which \$3,000 has been subscribed and paid in in property.

Cheboygan—The Otsego Chair Co. has offered to remove from Otsego to this city for a bonus in the shape of a factory site and \$25,000 subscription to the capital stock.

Detroit—The Puncture-Proof Tire Co. has engaged in business with an authorized capital stock of \$100,000, of which \$60,000 has been subscribed and \$10,000 paid in in cash.

Detroit—The Howse Commercial Car Co. has been incorporated with an authorized capital stock of \$60,000, of which \$30,000 has been subscribed and \$6,000 paid in in cash.

Detroit—The Hall Motor & Ma-

chine Co. has been incorporated with an authorized capital stock of \$125,000, of which \$65,450 has been subscribed and \$16,362.50 paid in in cash.

Detroit—A new company has been organized under the style of the Peerless Auto Pull Co., with an authorized capital stock of \$10,000, of which \$9,300 has been subscribed and \$1,000 paid in in cash.

Holland—The Joseph Brown Iron & Metal Co. has been incorporated with an authorized capital stock of \$6,000, all of which has been subscribed, \$301.50 being paid in in cash and \$5,698.50 in property.

Detroit—The Lethercote Manufacturing Co., dealer in imitation leather, has engaged in business with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed and \$5,020 paid in in cash.

Iron Mountain—A new company has been organized under the style of the Iron Mountain Land & Timber Co. with an authorized capitalization of \$25,000, of which \$13,000 has been subscribed and paid in in cash.

Koss—The Turpentine City Land Co. has bought an additional eighty acres of land adjoining its holdings. It now practically owns all of the desirable section of the townsite. Platting the new city already has begun.

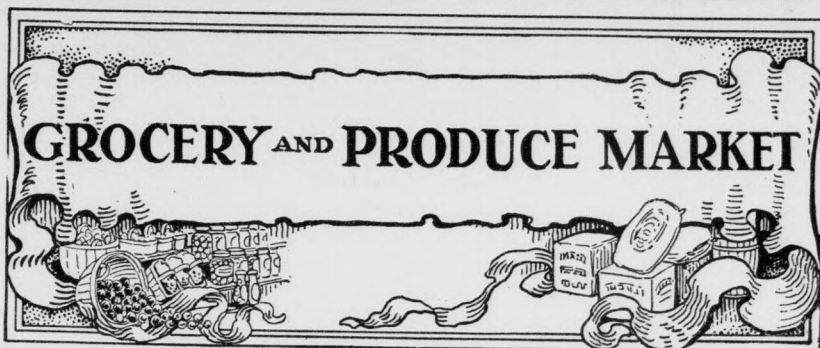
Detroit—Bernard Nadle has merged his business into a stock company under the style of the Nadle Metal Stamping Works, with an authorized capital stock of \$10,000, of which \$5,070 has been subscribed and \$3,350 paid in in cash.

Northville—The Stimpson Scale & Manufacturing Co., which failed several weeks ago, has started up again with Lou A. Babbitt, Cashier of the Northville State Savings Bank, as receiver and Edward Gay, of Milan, as general manager.

Detroit—The Detroit Shade Cloth Co. has merged its business into a stock company under the same style with an authorized capital stock of \$15,000, of which \$8,300 has been subscribed, \$2,800 being paid in in cash and \$3,500 in property.

Detroit—The Wilpen Co., manufacturer and seller of gas and gasoline engines, has engaged in business with an authorized capital stock of \$30,000 common and \$30,000 preferred, of which \$50,000 has been subscribed, \$15,500 being paid in in cash and \$30,000 in property.

Rogers City—The Michigan Limestone & Chemical Co. has filed articles of incorporation with a capitalization of \$2,000,000. The name Calcite has been given to what has heretofore been known as Crawford's quarry, two miles from Rogers City. The main office of the company will be at New York. In connection with this great industry the development of the water power of the Ocqueoc River is contemplated. An option on the Stone dam is in the possession of the capitalists and they have been quietly investigating the river conditions. If they close their option, an immense power dam will be erected and the electric current generated there will be transmitted to Calcite to operate the plant of the company.



The Produce Market.

Asparagus—\$1.40 per crate for Illinois.

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

Butter — The receipts are about normal for the season. A large percentage of the receipts are going into storage. The consumptive demand is about normal and prices are ruling about 10 per cent. above a year ago. The market is barely steady at present quotations, and may or may not change within the next few days. The quality arriving is very good. Local handlers quote creamery at 28c for tubs and 28½c for prints; dairy ranges from 18@19c for packing stock to 21@22c for No. 1; process, 25@26c.

Beets—40c per doz. bunches for new.

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

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

California Fruits—The first arrivals of plums and apricots arrived the first of the week. The supply is light as yet, but it is expected to increase every day from now on. The opening prices on plums was \$1.85 per crate and apricots, \$2.

Cantaloups—California stock commands \$3 for 54s and \$4 for 45s.

Cauliflower—\$1.25 per doz. for California.

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

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

Eggs—The market is steady and unchanged. The consumptive demand is very good and the supply continues large. A considerable quantity of eggs is going into storage, as the quality is running fine owing to the favorable weather. There will probably be a falling off in the production of eggs in the near future, but possibly no important change in price at once. Local dealers are paying 18@18½c f. o. b. shipping point, holding candled at 20@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, 10c per lb.; head, Southern stock, \$1.25 per box.

Onions — Texas Bermudas command \$1.90 per crate for yellow and

\$2.15 for white; home grown green, 15c per doz. bunches.

Oranges — 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 firm 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; 3¼@3½c per lb. for shelled.

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

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

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

Strawberries—Michigan stock commands \$2@2.25 per 16 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.

Will Try Conclusions With Dead-Beats.

Ann Arbor, June 14—At a recent meeting of the grocers and meat market men of the city the organization of the Merchants' Credit Association was completed and the station will be established at once, and be ready for business by July 1. Nearly every merchant in the city is anxious to become a member of the Association and even the milk men and persons who rent houses and other property in the city are desirous of joining and getting the benefits of the scheme.

The officers elected are as follows: President—C. L. Pray. Vice-President—Samuel Heusel. Secretary—R. E. Cooper. Treasurer—J. Schultz.

A banquet was given following the business meeting at which the men present informally discussed the credit situation here. It was agreed that it had assumed vast proportions and that the constantly changing population has made it necessary for the merchants to find some means of protecting themselves.

People waste a lot of valuable time looking for things where they are not.

The Grocery Market.

Sugar — The market is without change as to price. It is stronger than a week ago on account of increased consumption.

Tea—The market remains quiet and nothing of special interest has developed. No large transactions are reported. Prices show continued firmness and reports from primary markets are of an upward tendency. Spot stocks are low and prices well held. Some new teas are arriving and the quality shows up well. In Congous the principal demand seems to be from London and several large sales are reported in low grades and exported from New York. The future promises well for an increased tea business, during the coming year.

Coffee—Prices remain about the same, although very firm, and some difficulty is experienced in matching samples. There is about six weeks at least before the new crop can arrive, but if reports are true there is still a fair supply.

Canned Goods—The spot market for tomatoes is strengthening and gradually approaching prices at which futures are held. The demand for spot stocks is good at the present time on account of the high prices on futures and the firmness at which these prices are maintained. There is no shading of future prices by the packers, as the growers have refused to contract at prices below the cost of production. Corn continues to advance and all stocks are well cleaned up. Many packers have contracted for their whole output for the season. From the present situation it looks as though corn would reach the dollar mark before the new pack is put on the market. There is just a fair demand for pumpkin and prices remain the same. There are no fresh developments in the canned goods market, there being a routine demand for most of the lines. Advices from the coast say that packers are satisfied with what has been done so far, as many jobbers have been buying freely. Prices on the 1910 pack are some higher than last season, although the crop is reported good in most lines.

Dried Fruits—Peaches are dull for both spot and future, and prices show no change. Apricots are dull on spot and for future delivery. Prices of futures show no change. Raisins are dull at unchanged prices. Sultanias, however, are a little stronger. Currants are quiet and unchanged. Other dried fruits are quiet and unchanged. Spot prunes are firm and some sizes are in fair demand. On the coast, however, the situation is dull. Future prunes are still ruling on a very high basis and practically no sales have been made.

Rice—Most grades are reported to have advanced some in the primary markets. The demand continues good from the retail trade. Crop reports from the South are better than last week, as the recent rains have improved them some.

Cheese—The make is increasing and prices are therefore softening, although quotations are still 10 per cent. above a year ago. The consumptive demand is not as good as

usual owing to the cool weather; it will improve as the season advances. The quality of the present receipts of cheese is running very fancy.

Syrups and Molasses—Glucose is steady at the advance chronicled last week. Compound syrup in cans has advanced on two scales. Sugar syrup is active and steady, not, however, for straight consumption. Molasses is quiet and unchanged.

Provisions—The demand for smoked meats is not as good as usual for the season, partly due to the weather and partly to high prices. Pure lard is barely steady at present prices, but will improve in demand as soon as the weather becomes warmer. Compound lard is about in the same condition as pure. Stocks are firmly held. The consumptive demand is slow. Owing to the high cost of raw materials, there will probably be no lower prices for compound lard. Barrel pork, canned meats and dried beef are in moderate demand at unchanged prices.

Fish—Cod, hake and haddock are dull and unchanged in price. Spot salmon is scarce and high, with as much movement as could be expected. Some packers have named prices of \$1.75 for talls and \$1.90 for flats of new Columbia River salmon, but nothing has been announced by the Association as yet. Domestic sardines are still nominally quoted on the basis of \$2.75 f. o. b. for quarter oils, but some of the packers are selling at \$2.50. So far as the sardine business is concerned there is nothing unusual in this. Imported sardines are quiet at unchanged prices. Mackerel remains quite dull and prices are inclined to be easy.

Alpena—The Alpena Motor Car Co. has been incorporated. The capital stock is \$450,000, of which \$300,000 is common stock and \$150,000 preferred. To secure the industry the people of this city give \$50,000 bonus and a site for the factory. Messrs. Nunnally, Brosbeck, Trombley and eight other Mt. Clemens capitalists furnish \$30,000 cash, and an additional \$20,000 cash was furnished by ten Alpena capitalists. The company will build a four-cylinder 35-horsepower, 112-inch wheel base automobile, to sell for \$1,450. A sample car has already been built and 200 demonstration cars will be built at once in a temporary factory for the use of agents while the permanent factory is being constructed. The first year's output will be 1,000 cars, and it is claimed that they are now practically all contracted for.

Ann Arbor—Guenther-See & Co. have engaged in business to manufacture and sell curtains, draperies, etc., with an authorized capital stock of \$15,000 common and \$10,000 preferred, of which \$15,000 has been subscribed, \$150 being paid in in cash and \$14,850 in property.

E. J. Pierce, formerly engaged in the tea and coffee business at St. Johns, has engaged in the grocery business at Belding. The Worden Grocer Co. furnished the stock.

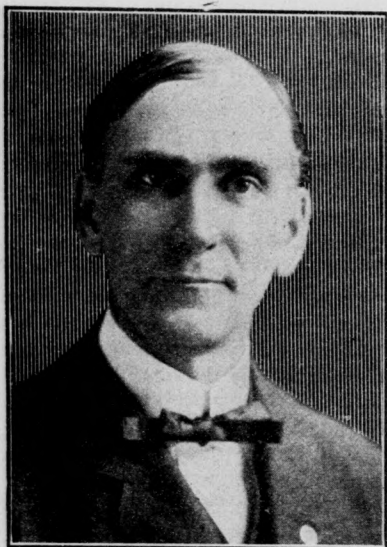
TERPENELESS EXTRACTS.

Why They Are Superior To the Old-Time Essences.*

I have been invited to present a paper on this subject which is one of great importance, soluble, terpeneless extracts being a practical necessity in the modern manufacture of certain largely consumed kinds of goods classified as food products, although it is said that terpeneless extracts are practically unknown in the East and domestic flavoring extracts.

I am glad to present this subject to you, since my house has been from the beginning—more than a quarter of a century—engaged in the manufacture of this class of products, the sale of which has been a continually increasing factor in our business.

As is well known, for domestic use only two flavors are very popular and



Charles E. Foot

of these extract of vanilla largely leads extract of lemon in sale.

Since the agreeable flavor of fresh lemons is well known and thoroughly appreciated and since it is well known that that flavor resides in the essential oil of the rind, which part of the fruit is that which is employed in making the flavoring extract, we must consider the nature of the oil of lemon in order to know the reason for its comparative neglect as a flavoring agent.

Oil of lemon, as it exists in the glands of the lemon rind, is naturally a highly complex substance consisting of a mixture of hydrocarbons, known as terpenes because of their relation to oil of turpentine, constituting in oil of lemon of good quality more than 90 per cent. of the total bulk of the oil and carrying in solution a small percentage of oxygenated constituents to which the flavoring value of the oil is due.

I shall leave to others the naming and description of the complex substances obtained from and supposed to be naturally contained in oil of lemon and devote my attention to the practical nature and use of the oil as a flavoring agent.

The entire oil is readily soluble in

Paper read by Charles E. Foote at annual convention Flavoring Extract Manufacturers' Association, at New York, June 9, 1910.

alcohol, but the terpenes are not soluble in a dilute alcoholic vehicle. By careful washing with dilute alcohol it is therefore possible to separate the terpenes which, when pure and recently separated from fresh oil of lemon, have no perceptible lemon odor or taste, being as bland as linseed oil except for giving a slight prickly sensation to the tip of the tongue.

Exposed to the action of light and heat with access of air, these terpenes quickly develop an odor and taste of turpentine. Specimens in our laboratory, exposed a long time to these influences, have become thick and resinous, of a brownish yellow color and indistinguishable in appearance or in taste from Canada balsam.

Pure oil of lemon, consisting as it does largely of these terpenes, is similarly affected by the same influences, which ruin its quality for flavoring purposes.

No doubt it is for this reason that, as prepared for the trade in Sicily, this and similar citrus oils are put up in coppers, carefully tinned inside, sealed with solder and each twenty-five pounds copper enclosed in a heavy wooden box.

We learn from reports of the United States Department of Agriculture that, in the case of these volatile oils prepared by expression, not more than 5 per cent. of oil distilled from the refuse is allowed by the Italian authorities to be added to the expressed oil and that this regulation is made because the heat employed in the process of distillation materially impairs the flavor of the oil.

We see, therefore, in the nature of the terpenes in oil of lemon a sufficient reason for the disfavor in which lemon is held as a flavoring agent where only the oil of lemon or complete solutions of it, terpenes and all, are known or have been given the practical test of use.

Turpentine has its uses, but the acceptable flavoring of cakes, pastry, ice cream, ices, confectionery and all beverages is not among these uses.

Only a few years ago a State Chemist in an essay on lemon extract published as part of the annual report, described extract of lemon as having "a marked odor and taste of turpentine."

I can not dispute the truth of this statement as applied to any solution of oil of lemon in alcohol, subjected to the ordinary conditions under which it is kept, but terpeneless extract of lemon has neither the odor nor the taste of turpentine, which qualities are due to the terpenes forming the chief bulk of the natural oil and necessarily contaminating any product in which they enter.

Comparative tests as flavoring agents will show for terpeneless extract of lemon the unchanged flavor of the fresh fruit, and for the older sort all degrees of development of the turpentine odor and taste which have restricted its usefulness.

So far as I know the State Chemist above referred to is alone in making the turpentine odor and taste a test of genuineness or of good quality. Others have attempted to pre-

vent this deterioration by (a) directing that old oil be washed with warm water, (b) that a small quantity of alcohol be added to oil in good condition, (c) that oxidation be prevented by keeping in sealed packages carefully protected from the light.

This last is the only expedient of known value and is useful only for the preservation of our raw material, not of our finished product. Careful experiments with solutions of oil of lemon in alcohol in various proportions have demonstrated that solution in alcohol, while it retards, does not prevent, the deterioration of the oil when exposed to light, heat and air.

Experiments with terpeneless extracts varying in strength from 5 to 30 per cent. of their volume of oil of lemon used in their preparation, exposed to the same conditions, have shown no deterioration in flavoring strength and value after tests extending over more than two years.

A man who invents and offers for sale a new and superior machine is honored as a public benefactor, justly entitled to the profits arising from its introduction and extensive use, but for many years the idea prevailed and has influenced legislation that an extract made for flavoring purposes, and not offered as a medicine, must conform in all respects to the formula for a medicinal preparation of a similar but not identical name as laid down in a book of authoritative standards for medicines.

This book is revised every ten years. In the seventh revision of this book the strength of the spirit or essence of lemon was materially changed from that of its predecessors. In the eighth revision, now current, the article was dropped.

Extract of lemon is not now and never at any time was a preparation of the United States Pharmacopoeia and the Pharmacopoeia now current does not fix or contain any standard for any preparation of a similar name and nature.

Extract of lemon is not necessarily made in accordance with any formula in any Pharmacopoeia or other book of medicinal standards.

In 1903 the Supreme Court of Michigan handed down a unanimous opinion that any manufacturer may lawfully improve any product and lawfully offer the same for sale. In this opinion the Court upheld the propriety of making and selling terpeneless extract of lemon which had been condemned by the Food Commissioner as adulterated, the Court also holding that the Legislature might properly have had in mind the Pharmacopoeia as the standard for extract of lemon.

But the sub-committee having in charge the subject of essential oils for the eighth revision of the Pharmacopoeia, Dr. Edward Kremers, chairman, dismissed essence of lemon from the list of official preparations and the Committee placed on record the following declaration:

"Inasmuch as there has existed in the past on the part of the public a misconception of the purposes of a Pharmacopoeia and penalties have been imposed upon those who have sold substances bearing pharmaco-

poeial names which were to be used in the arts, for manufacturing and other purposes, and not as medicines, it has become necessary to make the following declaration: The standards of purity and strength prescribed in the text of this Pharmacopoeia are intended to apply to substances which are used solely for medicinal purposes and when professedly bought, sold or dispensed as such."

Also, the Committee of Chemists which, under authority of President Roosevelt drew up the standards for food products, published the following notation in Circular No. 17, repeated in Circular No. 19, "The flavoring extracts herein described are intended solely for food purposes and are not to be confounded with similar preparations described in the Pharmacopoeia for medicinal purposes."

Practically all the states have now erected into statute law for their jurisdiction the standards of the National Commission.

The first tentative draft published by the United States Department of Agriculture and sent to manufacturers for their criticisms and suggestions made no mention of the terpeneless products.

Hearings were held in various parts of the country. I personally interviewed in Chicago Dr. Wm. Frear, chairman of the Committee, showing him samples of our terpeneless products of lemon and other citrus oils and of our eliminated by-products. All these were prepared by our process of mechanical agitation, and Circular No. 17 defined and authorized terpeneless extract of lemon, specifying only the mechanical agitation or washing process for its preparation. No other terpeneless extracts were named and terpeneless oils were not mentioned.

The term lemon extract in the Government standards was confined to flavoring extract containing 5 per cent. of oil of lemon, while terpeneless extract of lemon was required to contain not less than .2 per cent. of citral derived from oil of lemon, which oil was required to contain not less than 4 per cent. of citral.

Attention having now been drawn to the superior quality of terpeneless extracts in general as compared with the turpentine sorts, Circular No. 19 recognized and defined also, for the first time, terpeneless extract of orange and terpeneless oils of lemon and of orange.

In the case of terpeneless extract of orange, whether because of the complex nature of its constituents or because no one could be isolated and taken as a standard and recognizable index of flavoring value, Circular No. 19 required that terpeneless extract of orange should be equal in flavoring power to orange extract.

Neither degree of rotation, specific gravity nor percentage of total aldehydes calculated as citral shows accurately the flavoring value of oil of lemon or of its preparations. Oil of lemongrass contains 85 per cent. of citral but a solution of it showing a percentage of citral equal to that contained in a terpeneless extract of 5 per cent. or other proportion of oil

of lemon is readily distinguishable in flavor.

It may be conceded that citral is the chief odorous constituent of oil of lemon, but a solution containing citral from any source is not extract of lemon and is not even sufficiently stable as a reagent to be of use as a fair test for estimating the flavoring value of a terpeneless extract by the colorimetric methods.

We know that true oil of lemon varies in flavoring value and that extracts from it must also vary though within narrow limits. We have repeatedly asked the Government for an accurate method for completely standardizing either our raw material or our finished product. Except for lemon, no test other than a physiological test has been suggested, and for lemon every test so far tried has been found inaccurate.

Terpeneless extracts, being soluble, may be used in aqueous or syrupy beverages and foods, without clouding or separation of oil. The terpenes being more volatile portion of oil, terpeneless extracts better withstand the heat of baking and they also blend more perfectly in various domestic foods in which they are used, retaining their natural fruit flavor.

You will understand that I am speaking here of real terpeneless extracts as defined for terpeneless extract of lemon in Circular No. 17 and not of the alternative product also allowed and defined as terpeneless extract of lemon in Circular No. 19 of the United States Department of Agriculture.

A few days ago I had the pleasure of meeting a young man, the son of a manufacturer of fruit extracts and of terpeneless oils, which they prepare by fractional distillation in vacuum.

The young man asked me how to get rid of the tarry odor in making our terpeneless preparations.

I replied that, since our process is one of cold mechanical extraction with solvents, using no heat, no tar is formed and therefore there is no tarry odor to be eliminated or disguised in a real terpeneless extract.

Terpeneless oils are soluble and, being free from terpenes or approximately so, do not develop, on exposure, the odor and taste of turpentine characteristic of the natural oils. Their quality may vary greatly according to the care and skill used in their preparation, but to class terpeneless oils and solutions of them with real terpeneless extracts is no more right than to hold fresh ripe strawberries and canned strawberries to be of equally fine flavor.

Tar is a product of destructive distillation. Traces of it often appear in the distillation of essential oils, and even when the greatest care is taken in the process no chemist can positively and truthfully assert that the proximate principles which he finds in his distillate are the unchanged substances which were in the raw material before he began his operations.

An extract is something extracted from material of which a part is desired and is separated, by the process

employed, from the undesired portion. Terpeneless extract of lemon is, therefore, not only an extract, but is the only real extract of lemon because it is the only preparation containing the desirable portions of the oil while rejecting the 96 per cent. of terpenes in the original oil.

Real terpeneless extracts, not merely solutions of terpeneless oils, but genuine extracts of natural oils (expressed oils in the case of the citrus fruits) may be had in practically any desired degree of concentration and adaptable to all flavoring purposes. They are now in large and rapidly extending use by leading makers of fine confectionery, of carbonated beverages and other articles classed as food products.

Terpeneless extracts have been stigmatized as "cheap," probably because the menstruum employed is and must be dilute alcohol instead of alcohol of high proof, but when, as is the case, two ounces of a real terpeneless extract are sufficient to flavor or one hundred pounds of cream center for chocolate creams or to flavor four gallons of syrup for a clear and sparkling carbonated beverage, this quality and kind of cheapness is one that irresistibly appeals to makers of high grade food products.

In this paper I have dwelt mainly on preparations of oil of lemon, but the elimination of the terpenes by mechanical extraction with appropriate solvents is possible in the case of a very large number of essential oils with equal improvement over the ordinary essence, to the benefit of maker, handler and user.

The field for genuine terpeneless extracts is just opening.

For domestic flavoring purposes, equally with their use by manufacturers, they have no rivals in quality. They are desirable pure food products which should enlist the best energies of manufacturers of domestic flavoring extracts who wish to place before their customers products of the highest quality for the sole purpose for which they are prepared—as flavoring agents at the lowest cost of production for the strength, purity and permanence of flavor obtained.

As the old time essence of lemon, after various changes in strength, has been dropped from the United States Pharmacopoeia, so its surviving relative, the standard lemon extract, should make way for the genuine terpeneless extract of lemon, not as a drug, not as a fuel, not as a beverage for the "dry" sections of our country, but as the best possible permanent flavor of the expressed oil as it exists in the fresh fruit.

It Was All One To Her.

Kitty could never get enough of music. One evening she remained out on the porch late to hear the band play.

"You must come in, Kitty, or you will catch your death of cold," said her mother.

"I don't care, mamma; the band plays all day up in heaven and it don't play only but two times down here."

It is a wise worm that turns no oftener than it has to.

Conclusive Evidence That Sentiment Exists In Business.

Ever since Laban, on the plains of Horan, injected into the economics of servitude the love of Rachael as a commercial asset, the plaudits of our fellows, the love of good women, and the value of power based on commercial honor, have been and ever will be a spur to our business ambitions; and no man can deny that the fourteen years of Jacob's wooing contain more that is charming and resourceful than his unconscionable bargain with his brother Esau or his strategic manipulation of Laban's cattle.

Every man in the promulgation of his principles, more or less, hitches his wagon to a star, and his success, in the broadest sense, is in the direct ratio that he fastens himself and his business to the things that are in their nature eternal. The love of his labor, that created at the hands of Michael Angelo the glories of the Sistine Chapel, that has inspired the patriot and saint, the painter and poet, the warrior and statesman, to a greater or less extent inspires the business man of to-day who stands on broad ground and recognizes his duty and responsibility to the ties of fellowship, citizenship and business activities.

It is not my purpose to go into a detail of business ethics or morality, nor the complex problems of daily routine, but I know that you feel that the methods you employ in the unwinding of these affairs make or unmake for the common good. The man who, in the strength of affluence, denies to his less fortunate brother the richness of his experience where their ways converge; the man who is ever regarding business as business, who takes as a slogan "What is there in it for me," will be loath to admit the existence of sentiment in business, nor will he feel that inspiration that should pervade and does prevail among men who recognize with sterling integrity the ethics of their trade, which, upon investigation, they will discover are founded on the rules of common honesty, and to the extent they are disregarded is an approach made to the line that divides business from larceny.

Neither is it my province to lay down to any man the part he shall play as a citizen of the republic. Yet if he does not feel the sentiment in business that I know to exist his walk leads along the path "too gray for chivalry" and his goal is the blue beyond. What man, as a business proposition, would spend one hour at Gettysburg or Antietam, Chickamauga or the Wilderness? Yet they went, 100,000, yea, 1,000,000 strong, for their God, the country and sentiment. Business men, men from the camp and the field, from the crossroads store and the hives of industry. Business men, aye, money changers, if you please, their tables overturned by the power of sentiment when the tide was at its flood, and when they returned, if they returned at all, they found it at the ebb.

What man would regard a life's devotion to the cause of humanity in the islands of the southern seas as an incentive to commercial credit? Yet

I say to you, that in Korea and Japan, China and the Philippines, the activities of the American business man of to-day go hand in hand with the prayer of the missionary, and the path of the gospel has more than once been trodden by an aspirant who found in the commercial supremacy of his American brother an abiding faith in America's God.

We are told that "Westward the star of empire takes its way," but have you considered that it has ever taken dust from the wheels of commerce and that the enterprise or cupidity, if you will, of the business man has ever led the van, until the golden streams of California and Alaska have lured this star to its last stand upon the western slopes of the Pacific?

Can you deny that sentiment exists in business when the cotton from Alabama, the steel from Gary, footwear from Massachusetts and furniture from Michigan bring a moral, if not a sermon, to these far off lands? Can you affirm that business is but business when its exigencies have created a waterway of mountains and its progress brought where once was waste and desolation the pulse of continents, with a consequent upbuilding of men?

Do we turn for sentiment to those nations evolving economic problems or to those marked for decadence? Does history record that Bismarck unclenched his mailed fist from the treasury of France because he revered her memories in the palace of Versailles? Have we heard that the Teuton has unloosed his hold on the commerce of the world because of his contributions to her music, or that Spain has discarded the shambles of Madrid because she has lost her heritage in the markets of the West?

Every distinctive people has stood for some fundamental principle in the progress of time: The Jewish nation as a formative period for Christianity, Greece for art, Rome for law, the middle ages for the constructive period of modern civilization, while America stands for democracy and its prototype, commercial supremacy, and though she no longer glories in her appeals to the God of Battles, yet hand in hand with her business activities runs a sentiment that makes for more than battles ever bought; at no time in history have you seen the strong and the brave reach out with mind and heart and resource for the opposing of the wrong and the upholding of the weak. With due respect to the cloth, I say that the American business man is not second to the church in those great world movements that derive their impetus if not their inception from the exigencies of modern commerce.

Harrison P. Grover.

In spite of a good many indications to the contrary, people are growing better and the earth more fair. Whenever you feel pessimistic go out in the early dawn to some elevation and watch the day break. You will then realize that God is in His world and that His government can not fail, however often men may fall short of their duty.



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E. A. STOWE, Editor.

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ALLOW FOR EXPANSION.

At this commencement season many young people are casting their lines, and the great questions are, Where? What? Good positions are not plentiful; and only those who have influence back of them can expect but to work up. But even in the lower ranks there is need of great care in the selection; more than in the upper ones. In the latter, the great question is, Can I fill the place satisfactorily? But in the rank and file the most frequent queries are, How many hours must I work, and what are the wages?

A few years ago a young man started out full of enthusiasm and not afraid of work. Soon he found himself in a laundry at fifty dollars a month. He was well satisfied. This was making money faster than the majority of boys of his age could do; faster than some of those who had better educational advantages were doing. But soon a position in the bank opened up to him. He was pleased until he learned the salary was thirty dollars a month. He smiled and thought of the many things which the surplus twenty would bring and resolved to stick to his bush.

But a relative in the banking business interferred, advising him not to let the chance slip. The boy soon showed him the figures for his reasons, yet the banker was insistent; in fact, his words were as nearly imperative as could be given by any person without lawful authority. "But remember," he said, "you will be obliged to dress well at all times. Carelessness in dress will not be tolerated. On the other hand, there is less strain on clothing. A pair of shoes will represent more money out, but they will wear twice as long, the work being easier on them and the care which you must give them adding to their length of life. The same may be said of the remainder of your wearing apparel."

The lad was still unconvinced. Then the adviser called his attention to the fact that he had himself commenced on twenty-five dollars a month. To which the reply was

made that "You did not leave a fifty dollar place to do it."

"How much can you get next year, and the next, if you keep your position in the laundry?"

"I don't know," was the hesitating reply. "The same, I suppose, or may be a little raise."

"That's just it," was the emphatic rejoinder. "You've got about as high there as you will ever get. The question is, Do you want to pass through life on a fifty dollar job in the laundry, or do you want to get into something better? If you take the chance at the bank you will have a tip-top chance to grow. That is why I say, by all means accept."

The counsel was finally heeded, although with some misgivings. The lad was bright, manly, obliging and polite. Soon the President suggested that he wanted a reliable boy to keep his office in order. At first the lad was inclined to think this another step down, but his old friend said, "Take it," and take it he did.

This gave the men higher up a better chance to study him and his work. Before long there was a vacancy in the upper ranks, and he was at once promoted. He prided himself on his determination to make good, whether the work was pleasant or the most menial drudgery; and ere long he had worked his way behind the cashier's desk, with excellent prospects of rising higher.

"Didn't I tell you," smiled his friend. "You see, I looked at it that there was a chance for expansion. If I had not believed that you were capable of growing I would have left you in that laundry. But I was determined to get you out where you would have a chance to expand. In selecting a position, look to what you may become through it more than what it offers to you at the present moment. Do not be satisfied with a place so cramped that there is no room to grow."

CHINA IN A FERMENT.

It is just about ten years since the Boxer uprising took place in China. That upheaval was neither revolutionary nor antidynastic, but was directed mainly against foreigners. Its principal seriousness was the active participation or connivance of the Chinese government in the movement. Not only were foreigners massacred and ill treated in many parts of the empire, but the foreign legations in Peking were besieged and an international expedition had to be sent to rescue them.

Evidently the effects of the chastisement then administered to the Chinese have been forgotten, as, according to the news from Nanking, one of the populous commercial centers of Southern China, the populace there threatens to rise against the foreigners, slaughter them and destroy their property. It is claimed that the movement is revolutionary in character and directed against the Manchu dynasty, but whatever the purposes of the leaders, the animus of the masses is against foreigners solely.

While it is probable that the Chinese troops at Nanking, if they re-

main faithful, will be able to cope with the situation, most of the foreign powers have warships on the scene and these vessels will take steps to act promptly in case of an emergency and co-operate in the protection of foreigners. Chinese mobs, when aroused, are extremely dangerous, and as it is almost impossible to know in advance just when trouble is likely to break out, a situation such as now exists in Nanking is always fraught with serious danger.

While the governments will probably have no serious trouble in protecting foreigners residing at the ports, those unfortunates who reside in the interior, out of reach of the foreign warships or of diplomatic officials, are very apt to have a harrowing time of it should the threatened outbreak actually occur. Fortunately, there appears to be no collusion between the agitators and the Chinese government, such as existed during the Boxer rebellion, hence the officials will probably succeed in suppressing the trouble, if only the well-drilled and disciplined troops remain loyal. Some doubt exists as to whether the loyalty of the troops can be counted on, which complicates the situation and gives rise to the fear that, after all, the authorities may not be able to maintain order.

Profiting by past experience, the foreign powers should not stand on any ceremony in dealing with this new situation. If the trouble becomes sufficiently serious sailors and marines should be promptly landed to protect foreigners, no matter what protests the Chinese government may see fit to make. Tardiness in acting permitted the situation in Peking ten years ago to become so serious.

THE TRUE SPIRIT OF GIVING.

This is an age of contributions. We can not step outside of our door without being asked to donate something for some cause; neither can we remain within and escape the invitation. There are objects arousing our sympathy and our fun-loving nature, and others which appeal to the intellectual or religious phases of life. To some of the invitations we respond readily and with a genuine pleasure; to others with a half-hearted sympathy; while to a third class we give, if we give at all, simply from policy—because we must or lose trade.

This latter spirit can not be classed as generosity, for "the gift without the giver is bare." Yet oftentimes we are inclined to forget that "A good many evils of this life are just good things hoarded until they spoiled." If we really so incline, there are many ways in which we may show a spirit of helpfulness and yet make comparatively little sacrifice.

It is only business to investigate the cause of charity, be the contribution little or big. It is as much a mistake to help a person unworthy of this help as to do him bodily injury. And it is but furnishing a breeding place for corruption to give on a large scale to committees not worthy of the trust. A college President noted for his ability to raise funds allowed, through carelessness

or otherwise, a large sum to slip away from the institution. While he is still soliciting with as much energy as ever, it is certainly no indication of a miserly tendency if one hesitates before contributing again to an end so questionable.

Let your methods be guided by your resources and the ends sought. You do not want to be a miser, either in reputation or reality, but it is a duty to yourself as well as to your community to investigate before opening your purse. Prove the cause worthy and then give as much as you can afford. But let people understand that you are not throwing money away; that business principles apply to the true spirit of giving.

MERE CURIOSITY.

A few days ago Vesuvius claimed another victim, one so curious to witness her phenomena that he approached too near and was overcome by her deadly gases. He was unmindful of the fate of Pliny, or perhaps thought that he was smart enough to keep out of the way of the running lava. Yet the result was equally disastrous.

Curiosity seems to be a component part of human nature. Because one man has come to grief we want to see how nearly we can come to the danger point and still be on the safe side.

There is a failure to distinguish between bravery and rashness. When a real good can be accomplished by indulging in a bit of curiosity, one may be readily pardoned. If there is a lesson to be learned or a snag to be avoided, it is wise to investigate. The scientist may be pardoned for viewing Vesuvius too closely; but the mere curiosity seeker who loses his life in the act will not be long missed in this world.

Then there is the curiosity about our neighbors and their business. It may be of a legitimate nature. Perhaps their financial condition may affect our own. Certainly their successes or failures carry with them some fruitful illustration. But too often this curiosity, while it may originate in sympathy, ends in idle gossip. The spirit is one which grows. We allow ourselves to be concerned with how much Mr. A. paid for his new auto and we soon fall into the habit of wondering if he can afford it; if his latest business venture was a success. Now it is all right to keep posted on the ruling prices of popular goods, even though we do not and never expect to keep them in stock, or to become purchaser. But to allow ourselves to gaze to the point of being obnoxious—this spirit should be curbed on the start in our own hearts and discouraged in the hearts of others.

A Western woman wants a divorce because her husband goes fishing Sundays. Probably comes home with an empty basket and a story about the big fish that just slipped off his hook.

If men would hate sin as they hate the jail we would need few lawyers.

You can not fail to augment your happiness by giving it out.

MICHIGAN COUNTIES.

Source From Which Their Names Were Derived.

Mark! how all things swerve
From their known course, or vanish like
a dream;
Another language speaks from coast to
coast;
Only perchance some melancholy stream
And some indignant hills old names pre-
serve,
When laws, and creeds, and peoples all
are lost!

Wordsworth.

Preservation of the origin and meaning of local names is a matter of considerable historic importance and some knowledge of their history and significance would greatly stimulate interest in the extent and importance of local history.

The county names of Michigan present a subject both interesting and difficult. Owing to the fact that the county making power—Governor, Legislative Council or Legislature—has in no instance when laying out and naming a county seen fit to indicate its motive in assigning a certain name to a county or the historical significance of such name, it is frequently difficult and sometimes impossible to determine with certainty the origin of their names.

When the name is of Indian origin the meaning is frequently doubtful, due to the difficulty in reproducing in English letters the sounds uttered by the Indians, and when the word comes through the French the difficulty is increased. These facts are illustrated in the treaties made with the Indians. Each secretary, in writing out the treaty, in the attempt to reproduce the names of the chiefs who affixed their marks, spelled the names as they sounded to him, the result being, for example, that the Pottawatomie chief, Aishcum, had his name spelled in seven different ways in the eight different treaties which he signed. In the French transcription the sound Inini was by the French written Illini. When the word was repeated to an Indian for translation, the slight difference in sound might indicate an entirely different meaning from the one belonging to the original word. This is the probable explanation of the widely differing meanings which we shall see given to the Indian names of some of the counties.

The word Michigan first appears as applied to land area in the Congressional proceedings of 1804, culminating in the act of January 11, 1805, establishing the Territory of Michigan, which included the present Lower Peninsula, but extending southward to a line drawn due east from the southern extremity of Lake Michigan and also that part of the Upper Peninsula east of Mackinac.

Prior to that, in 1784, a committee of the Congress of the Confederation, of which Jefferson was chairman, reported a plan for government of the Northwest territory and its ultimate division into ten states. One of these was to be named Michigania, to extend westward from Lake Michigan to the Mississippi River and include a large part of the present State of Wisconsin. Fortunately, this report was not adopted, as our Lower Peninsula was to be a state with the appropriate but cumbersome name,

Cherronesus, a Greek word meaning peninsula.

Nicholas Perrot, who spent the years from 1665 to 1699 among the Indians of the Great Lakes, in his *Memoir Upon the Customs and Manners of the Savages*, in giving an account of the warfare between the Iroquois and the Hurons, after the serious defeat of the latter, says they went after a time to Huron Island, at the mouth of Green Bay, and the following year, upon hearing of the approach of a large band of Iroquois, they withdrew to "Mechingan," where they constructed a strong fort. From the connection he meant by this term the district including the northern part of Wisconsin and the western part of the Upper Peninsula of Michigan.

The name Michigan, applied to the Territory and State, unquestionably was taken from the lake, and that, in turn, had emerged in its present form after many vicissitudes, and was the survival of differing forms and other names.

The first map to show a body of water at all corresponding to Lake Michigan was that of Sanson, made in 1656, and showing the Strait of Mackinac and an opening at the west into an undefined body of water called Lac des Puans. This name was soon after appropriated to the Baye des Puans, which subsequently became Grande Baye, corrupted into Green Bay.

The map of Du Creux, or Creuxius, of 1660, clearly indicates the Lower Peninsula and the lake on the west and calls it Magnus Lacus Algonquorum seu Lacus Foetium, the last word having the same meaning as Puans.

Allouez, one of the Jesuit fathers, in his journal of 1666, refers to "Lac des Illimouek (probably a mistake for Illiniouek, found elsewhere in the journal), a large lake which had not before come to our knowledge."

The map accompanying the Jesuit Relation of 1670-1 shows the northern part of Lake Michigan under the name Lac des Illinois. This relation speaks of the "Lake called Mitchiganons, to which the Illinois have given their name." The map itself is remarkably accurate, so far as Lake Superior is concerned, but does not attempt to give anything but the extreme northern part of Lake Michigan, and that not with accuracy. Joliet's map of 1674, while showing the entire lake for the first time, is not at all accurate in its outlines and calls the lake "Lac des Illinois ou Missihiganin."

In another map, the author of which is not known but which appears to have been made shortly after the map of Joliet, Lake Michigan appears as "Michiganong ou des Illinois." Marquette's map of 1673-4, which showed only the west shore of Lake Michigan, calls the lake "Lac des Illinois," while Thevenot's map of 1681, which he published as Marquette's, calls it "Lac de Michigami ou Illinois."

A map ascribed to Franquelin, dated 1682, calls the lake "Michiganong ou le Grand Lac des Illinois dit Dauphin."

Franquelin's map of 1684, much the most complete and accurate map of the Great Lakes up to that date, shows the lake under the name of "Lac des Illinois," while his map of 1688 calls it "Lac des Illinois ou Michiganay."

A map by Coronelli of 1688 bears the name for the lake "Lac des Illinois ou Michigani ou Lac Dauphin."

Denonville, Governor of Canada, in a memoir of 1688, says that La Salle navigated Lake Huron and thence through that of "the Illinois or Missigans."

Raudin's map of 1689 has it "Lac des Illinois ou Missiganin."

The Del'Isle map of 1703 calls it "Lac des Illinois," and to Lake Huron gives the name "Lac Huron ou Michigané."

In a memoir by Cadillac, written probably about 1697, he describes the countries where he has been during the three years past and in his first reference to this lake calls it "Lac Michigan ou Illinois," but during the remainder of the article always calls it Lac Michigan.

In the Jesuit Relation of 1712 Pere Marest, a Jesuit priest who had spent some time in Illinois with the Indians, speaking of his return in 1711 to Mackinac, says, "We sailed the whole length of Lake Michigan, which is named on the maps Lake Illinois without any reason since there are no Illinois who dwell in its vicinity."

The name Michigan became firmly established as the name of this lake by the time of the maps of Delisle, in 1739, of Berlin, in 1744, and of Mitchell, in 1755, although for some time the issue was doubtful whether this name would not be attached to Lake Huron.

Gallinee's map of 1670, while not disclosing any knowledge of Lake Michigan, and a very inaccurate knowledge of the western shore of Lake Huron, has the latter lake much larger than the reality, under the name Michigane ou Mer Douce des Hurons. The original map made by Gallinee, which was deposited in the Department of the Marine at Paris, has disappeared, but three direct copies are known to exist and these disagree as to whether the final "e" in Michigane is accented. There are some confirmatory facts to indicate that it should be accented, the Franquelin map of 1688 and the Del'Isle map of 1703 indicating this. The written account by Gallinee of his journey, upon which the map was based, does not, however, indicate the "e" to be accented.

In the description of the journey, which was from Niagara River up through Lake Erie, the Straits and Lake Huron, Gallinee says, "We entered the largest lake in all America, called the Fresh Water Sea of the Hurons, or in Algonquin, Michigane," thus indicating the latter word to be the translation of "Le plus Grand Lac," and being substantially the translation of the name found on the map of Creuxius, Magnus Lacus Algonquorum.

Moll, in his map of 1720, has Lake Michigan named Illinese Lake or

Michigan, and Lake Huron, Huron Lake or Michigan.

It seems to be reasonably clear that the meaning of the word is the Great Lake, although the real derivation is somewhat uncertain, the first part of the word "michi" certainly meaning great, or large, and is the same as Missi in Mississippi Mississauga, and other names.

Schoolcraft derives the word from "mitchaw," great, and Sagiegan, lake, but this seems unlikely as it is not common to find an Indian compound word so greatly contracted as would be necessary to reduce Mitchaw-Sagiegan to Michigan.

Some authorities also give the meaning of the word Michigan as a place for catching fish, but this again seems improbable.

The famous ordinance of 1787, providing a government for the Northwest Territory authorized the Governor to "Proceed from time to time as circumstances may require, to lay out the parts of the district in which the Indian titles shall have been extinguished into counties and townships." By an amendment in 1789 the Secretary was authorized to act in the absence of the Governor from the Territory. Gen Arthur St. Clair was duly appointed the first Governor and Major Winthrop Sargent the Secretary. At this time, although by the Treaty of 1783 with Great Britain the international boundary line put Michigan within the United States and the Northwest Territory, the British still remained in actual occupation of the posts at Detroit and Mackinac and the Indians who occupied—in their way—the surrounding country, were mainly friendly to them and hostile to the Americans.

Some years of desultory warfare with the Indians followed, including the disastrous expedition of General St. Clair in 1791, and it was not until General Wayne—the Mad Anthony Wayne of the Revolution—was put in charge that matters took a different complexion. In 1794 he led a campaign against the Indians and by the battle of Fallen Timbers on August 20, and the subsequent destruction of their corn fields and villages, impressed upon the Indian mind that the United States was at last a force to be reckoned with. The treaty of Greenville, made August 3, 1795, by General Wayne with the Wyandottes, Ottawas, Chippewas, Pottawattamies and eight other Indian tribes, was really the first which the Indians had any intention of observing. By this treaty, the Indians while ceding their rights to a considerable territory which is now a part of Ohio and Indiana, received in turn from the United States an acknowledgment of their rights to hunt over and occupy (with the proviso that the Indians should sell only to the United States), practically all the remainder of the Northwest Territory. From this remainder, however, there were excepted certain small areas around Detroit and Mackinaw to which the Indians ceded all their rights.

In the meantime the British, by the Jay Treaty of 1794, had agreed to surrender the posts of Detroit and Mackinac on or before June 1, 1796,

and on June 2, 1796, orders were given by Lord Dorchester, Governor General of Canada, to surrender them. General Wayne, after making the Treaty of Greenville, left General Wilkinson in command and went to Philadelphia, where he was received with great enthusiasm, thanked by Congress, appointed to receive the Western posts held by the British, left Philadelphia in July, 1796, and reached Detroit August 13, 1796.

1796. Governor St. Clair was temporarily absent from his Territory. The active and vigilant Secretary hastened in to see the country now for the first time coming under his *de facto* as well as *de jure* jurisdiction. He arrived at Detroit in July, the British soldiers left the fort July 11 and the Americans took formal possession. Local officers were necessary to afford visible evidence of the change of authority. A county to include the surrendered territory and its civilized occupants was the only means of securing this. The Secretary consulted with some of the leading citizens of the community, then containing about 2,500 souls. For a name, what so appropriate as that of the conquering hero then in their midst, and on the 15th day of August, 1796, two days after the General's arrival, Secretary Sargent—acting Governor—instituted the county of Wayne. Its limits were extensive and included the Lower Peninsula, a large strip in the northern part of Ohio and Indiana, a strip along the west shore of Lake Michigan, which would include a small part of Illinois, and the east part of Wisconsin and the east part of the present Upper Peninsula. These limits were subsequently reduced and increased several times and finally in 1815, by proclamation of Governor Cass, reduced to the land within the Territory of Michigan, which was covered by the Indian Treaty of 1807.

The creation of the counties of Monroe and Macomb reduced Wayne county to its present limits, except that westwardly it extended to the Indian Treaty line, and when Washenaw county was set off, in 1822, Wayne county was left with its present limits.

The Territory of Michigan was established in 1805; its population was practically all found at Detroit, with a few scattering along the Detroit River and the Lake and River St. Clair, and at Mackinac, and increased but slowly. General Hull, the first Governor, after his inglorious surrender of Detroit in 1812, was removed and Lewis Cass appointed. The Surveyor General of the United States, Edward Tiffin, made in 1815 a very discouraging report upon the quality of Michigan lands. Although the western expansion had already begun, Michigan lay outside the line of usual Western travel.

In order to facilitate the opening up and settlement of the territory and in accordance with the policy adopted by the United States a treaty was made November 17, 1807, by Governor Hull, acting for the United States, and the Ottawa, Chippewa, Wyandotte and Pottawattamie tribes of Indians, they ceding and granting all

their rights except as to certain small reservations to that part of the State lying east of a line running along the west side of what is now Lenawee and Shiawassee counties, and from about the center of the west line of the last county, northeasterly to White Rock, on Lake Huron, a well-known point to the Indians and early voyageurs and called by the latter *Blanche Roche*.

Schoolcraft, in his *Travels* of 1820, speaks of White Rock, "An enormous detached mass of transition limestone standing in the lake at the distance of half a mile from the shore. This is an object looked upon as a kind of milestone by the voyageurs and is known to all canoe and boat travelers of the region. The White Rock is an object which had attracted the early notice of the Indians, who are the first to observe the non-conformities in the appearances of the county, and it continues to be one of the places at which offerings are made."

(This rock is now considerably reduced in size, rising only about four feet above the water and is about twelve feet square in area.)

In 1817 President Monroe made the first presidential tour to the West. It was the era of good feeling, party animosity, which had been so much in evidence during the preceding administrations, having largely died away. The President went to New England, where he was cordially received; then westward to Buffalo, from there by boat to Detroit, where he arrived August 13, 1817, and remained five days, a period of great glorification for the small city, then of about 3,000 inhabitants. Upon leaving he went southward through Ohio and back to Washington.

1817. There had been an early settlement, mainly of French, on the Raisin River, and this had grown somewhat, and with the additional population along the shore of Lake Erie furnished sufficient justification to Governor Cass to perform an act of gracious hospitality to his visiting superior, and on July 14, 1817, in anticipation of the coming visit and in honor of the visitor, he established the county of Monroe, with limits extending from its present northerly boundary to the southern boundary of the territory—then understood to be far enough south to include Toledo—and westwardly to the Indian boundary line—the present west line of Lenawee county.

1818. One of the earliest settlements made within the State was that of the Moravians under the leadership of Zeisberger, upon the Clinton River—then called the Huron—in 1782. Upon their withdrawal in 1786 their improvements were sold and settlers began to come in slowly, and together with the early French settlers along the shores of Lake and banks of River St. Clair, they comprised by this time probably between 700 and 800 people. This number, together with the distance from Detroit, induced Governor Cass to act, and on January 15, 1818, he issued his proclamation:

"Whereas, petition has been presented to me, signed by a number of

the inhabitants of this Territory, requesting that a new county may be laid out therein;

"Now, therefore, believing that the establishment of such county will be conducive to the public interest and to individual convenience, I do, by virtue of the authority in me vested, by the ordinance of Congress passed the 13th day of July, in the year of our Lord one thousand seven hundred and eighty-seven, lay out that part of the said territory included within the following boundaries into a separate county, to be called the county of Macomb."

The boundary of the county included all that part of the land contained within the Indian Treaty of 1807, lying north of the base line, so called, which is the dividing line between Macomb and Wayne counties.

Governor Cass gave the name to the county in honor of his friend, General Alex Macomb, of the United States Army, who was born in Detroit April 3, 1782. Having entered the regular army he was General at the important battle of Plattsburg on Lake Champlain, and by his handling of the situation there and subsequently won great credit and received a medal from Congress. From 1815 to 1821 he was in command of the Military district of Detroit, and in 1835 he was made Commander-in-Chief of the United States Army, and died at Washington June 25, 1841.

The limits of the county were reduced in 1819 by the setting off of Oakland county and still further reduced in 1820 by St. Clair county, leaving it substantially its present boundary, which was finally fixed as at present in 1832.

During this same year, 1818, by act passed April 18, Congress authorized the establishment of the State of Illinois, with its north boundary latitude 42 degrees, 30 minutes, and attached the remainder of the old Northwest Territory to the Territory of Michigan. The people of Illinois adopted their constitution August 26 and on October 26 Governor Cass, in order to provide some form of local government for the large region now under his charge, and having in mind that there were within it three settlements of white people—one at Mackinac, one at Green Bay and one at Prairie du Chien—established three counties, Michilimackinac, Brown and Crawford.

The first included all of the Lower Peninsula of Michigan north of the base line and west of the Indian Treaty line of 1807, and all of the Northern Peninsula north of the height of land between the rivers running into Lake Superior and those running into Lake Michigan and also all east of Green Bay and also all the northern part of Minnesota.

The second included the eastern part of Wisconsin and that part of the Upper Peninsula of Michigan directly north of this and south of Michilimackinac county.

The third covered the western part of Wisconsin and was bounded on the north by Michilimackinac county.

Although the Indian title to practically all this area had not been extin-

guished there was sufficient settlement to justify this action.

The name Michilimackinac is first found in the Jesuit Relation of 1670-1, where reference is made to "the famous Island of Michilimackinac." The name was later applied to the entire locality, including the Island and adjacent parts of both Upper and Lower Peninsulas and the spelling sometimes varied. The Indian form of the word as represented by English letters would seem to be *Mishinimakinong*. In reproducing this the French dropped the "h" sound from the first syllable and changed the "n" to "l," *Missilimackinack*. There are several explanations of the meaning of the word.

The late Dr. Bailey, long a resident of Mackinaw, and an educated man much interested in the subject, said that it was derived from the name given by the Ottawas and Chippewas in memory of a small independent tribe, *Mishinimaki*, who in ancient times occupied the Island and were confederated with them, and whose spirits still roam the Island and dwell in its caves. The last syllable, the Indian *ong*, means "place of," hence the whole word has the meaning, "place of the *Mishinimaki*." It seems doubtful if any part of the word means turtle, as is often claimed, it being probable that the idea came from the resemblance of the word for turtle—*Mikenauk*—to *Mackinac*.

Other meanings given to the word are, "Dancing or fairy spirits." Dr. William Jones, of the Field Museum, translates it, "Place of the big wounded or lame person."

The name of the county continued in its full form in legislative acts until 1846, and I find no formal action changing it, but in the Revised Statutes of 1846 the county is called Mackinaw, and it has ever since borne that name. As early, however, as 1839 the Governor appointed notaries public for "Mackinac" county.

Brown county was named for Major-General Jacob Brown, at that time in command of the Northern division of the United States Army, who, although he had no previous military training, was one of the few American generals who during the War of 1812 really showed evidence of military ability. It was said of him, "No enterprise undertaken by him ever failed." For his services he received a medal from Congress and was made Brigadier-General in the regular army and was Commander-in-Chief of the army from 1821 to his death in 1828.

This county included but a small part of what is now Michigan, and upon the establishment of Wisconsin as a Territory and State was reduced in area until it is now a county of ordinary size at the head of Green Bay.

Crawford county was named for William H. Crawford, a prominent politician, at that time Secretary of the Treasury, who became United States Senator from Georgia in 1807; in 1813 Minister to France and in 1816 Secretary of the Treasury under Madison, and although a candidate for nomination to the presidency

against Monroe was retained by him as Secretary during his entire term, and in 1824 as candidate for President received forty-one electoral votes. He then retired on account of ill health from Federal public life and died in 1834.

This county had the same experience as Brown county in reduction of area and is now a county of ordinary size in the southwestern part of Wisconsin, with Prairie du Chien as the county seat.

1819. In 1818 a company had been formed to purchase lands upon the Huron River of St. Clair—now Clinton—and on January 12, 1819, Governor Cass issued his proclamation, reciting that a request had been made for the setting off of a new county, and believing that a compliance with such request would have a tendency to increase the population, he laid out a new county, carving it from Macomb, and called it Oakland. Its limits included the present county and also Livingston, the east part of Ingham and part of Shiawassee and Genesee counties. In spite of this large area, by the census of the following year, 1820, it had a population of but 330. It was gradually reduced in size by the formation of new counties until in 1835 it was left in its present form.

The name was taken from the numerous oak openings in that section and was a very appropriate descriptive name.

Bela Hubbard, in his "Memorials of a Half Century," speaks of the character of the "openings" as that of a majestic orchard of oaks and hickories, varied by small prairies, grassy lawns and clear lakes.

The Governor of the Territory of Michigan was by law the Superintendent of Indian affairs within its limits and in 1819 Governor Cass, who had acted for the Government in prior treaties with the Indians to the complete satisfaction of all parties, negotiated with the Chippewas at Saginaw a treaty, by which they relinquished claims to about six million acres of land in the Lower Peninsula. This left free for settlement and development a large portion of the central part of the State north to Thunder Bay River.

1820. On March 28, 1820, Governor Cass issued his proclamation setting off and naming the county of St. Clair. It was created from the county of Macomb, reducing that county to substantially its present limits. The name was undoubtedly given to it because of its southern boundary being Lake St. Clair and its eastern boundary the river of the same name. The name itself, in its present form, is a hybrid. On August 12, 1679, LaSalle and his company, on their famous trip from the Niagara River in the Griffon, entered upon the lake, and as that happened to be the festival day of Santa Clara, or, in the French form, Sainte Claire, he gave her name to the lake. If it were properly Anglicised the name would appear as Saint Clare (in Moll's map of the Northwest of 1720 the name appears in this form), but as early as the map of Mitchell, in 1755, the lake

appears under the name spelled as now.

Prior to LaSalle the lake had had many names. Gallinee, in his account of his trip with Dollier up through the lake and river in 1670, says, "We entered a small lake ten leagues long and almost as wide, called by M. Sanson Lac des Eaux Salees (or salt waters), but we saw no indication of salt in this lake." M. Gallinee must have relied upon his memory, which was slightly at fault, as the name upon the Sanson map of 1656 is Lac des Eaux de Mer, while Joliet's map of 1674 calls it Lac des Eaux Salees.

It is probable that this name was a French translation of the Huron or Iroquois name of the lake, Otsiketa, which is said to mean salt, and may have been derived from the presence of salt springs near the line between Macomb and St. Clair counties.

This county was the site of one of the oldest establishments in the State. In 1686 Du Lhut under the orders of Denonville, Governor of New France, built Fort St. Joseph at the head of the river and this was maintained about three years and then abandoned.

About 1765 Patrick Sinclair, then Captain and subsequently Lieutenant-Governor at Fort Mackinac, located and commanded a fort called Fort Sinclair for the British just south of where Pine River empties into the River St. Clair. Captain Sinclair obtained for the British government from the Indians their rights to a large tract, said to be 4,000 acres, and subsequently obtained for himself the rights of the crown. He left the locality in 1768 to return to England and Meldrum & Park, merchants of Sandwich and Detroit, subsequently made proof of possession and obtained patents from the United States to four private claims, upon part of which the city of St. Clair is located. More than a century later, however, his heirs made some effort to ascertain whether his rights did not still exist.

From the resemblance of the names and the location of Fort Sinclair upon the river considerable confusion has arisen, and in the early part of the last century it was not uncommon to find the name of the lake and river spelled "Sinclair," and the inference adopted was that they were named from the British officer.

Even so well informed a person on our early history as the late Judge Campbell, in the Supreme Court opinion which he wrote in the case of Osborne vs. Lindow, 18th Mich., 606, speaks of the original name of the township of St. Clair as being Sinclair, the fact being that in January, 1818, acting upon the proceeding of the Court of General Quarter Sessions of the Peace of the County of Wayne, Governor Cass laid out the township of St. Clair, beginning at the Huron River—now Clinton—and extending in a narrow strip along the water to Lake Huron, and in April of the same year, after the creation of the county of Macomb, the Governor again laid out the township of St. Clair, this time beginning at the

mouth of Swan Creek and extending to Lake Huron.

In 1827 the Legislative Council established the township of Sinclair to include a part of the former township of St. Clair.

William L. Jenks.

(Continued next week)

The Ultimatum.

"Mamma, please button my dress quick so I can go over to grand-ma's," called 5-year-old Margaret, impatiently.

But her mother was giving baby

his bath and could not stop to help her. "You didn't come in to dress when I called you and now you must wait until I'm through with brother," she was told.

Silence for a few moments; then a very subdued little girl appeared at her mother's elbow. "If you don't hurry and fasten up my back I'll probably take cold and die," she announced. "And I should think it would be easier to button me up than to plant flowers on my grave."



Private Monopoly

Haven't you sometimes envied the men who combined and forced the prices of their products up?

Haven't you sometimes desired to be the exclusive retailer of some brand of goods?

Be in the Trust

and handle a brand of Baking Powder that your customers can get nowhere else. You can control the price, yet it will pay you a big profit even if you undersell every other Baking Powder in the market.

Establish Your Own Private Brand

Ask your jobber's salesman, he knows us. Or if you prefer, sign and return the attached blank:

Wabash Baking Powder Co.
Wabash, Ind.

WABASH BAKING POWDER CO.,
Wabash, Indiana.

Gentlemen:—Send me 15 dozen 16 oz. cans of baking powder on 60 days' FREE trial, freight allowed.

If satisfied I will pay you 6 1/4 cents per can for same. If not pleased I am under no obligations to keep them.

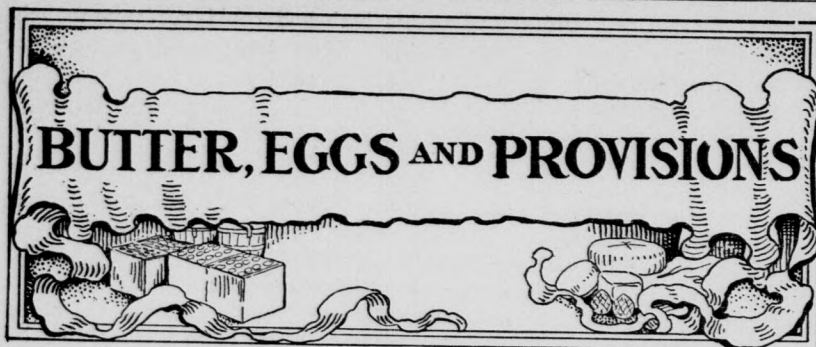
Send sample labels from which I may select. I will then instruct you regarding printing for my OWN PRIVATE BRAND.

Yours truly,

Name _____

Town _____

State _____



BUTTER, EGGS AND PROVISIONS

New Rules Governing Sale Spot and Broken Eggs.

The resolutions recently adopted by the New York Department of Health in regard to the receipt, holding and sale of "spot" eggs and eggs broken from the shell have attracted much attention from the egg trade of this city and awakened many enquiries as to the scope and bearing of the new rules, which were made to go into effect June 1.

An analysis of the resolutions adopted leads to the following summary of the requirements of the new rules:

Broken Out Eggs.

1. All who break out eggs for sale in any manner, and all who receive, keep or sell eggs broken from the shell, must obtain a permit from the Board of Health.

2. The sale of all eggs broken out of the shell, in any form, is prohibited if any injurious ingredient has been added; and also if any antiseptic or foreign substance has been added unless such addition is made known to the consumer; also if any filthy or decomposed substance is contained.

3. Eggs broken from the shell must be kept at a temperature not to exceed 50 degrees Fahrenheit up to the time of delivery to consumers.

4. Truckmen and cold storage men are relieved from the requirement to obtain permits if they disclose proof of ownership of the broken out eggs in their possession.

5. Broken out eggs in any form kept or sold for manufacturing purposes must be denatured.

6. All who break out eggs for any purpose—whether for food or manufacturing purposes—must keep a record of all such eggs received or held and of their disposition.

"Spot" Eggs.

1. The term "spot" eggs includes all unsound eggs, including moldy, partly decomposed, broken yolked, blood ringed or veined, partly hatched, sour, or eggs the shells of which are broken.

(Other rules of the Health Department prohibit the sale of "spot" eggs for food.)

2. Spot eggs must be labeled at both ends of the case with the words, "spot" eggs in block letters at least two inches high.

3. All who receive, hold, keep or sell any "spot" eggs must keep a record of all such received and held and of their disposition.

4. Cases of eggs containing 50 per cent. of "spots," as above defined, are to be considered "spot" eggs.

Note—The willful checking or cracking of eggs with intent to make

false representation of their character is prohibited.

The general purposes of these rules can but receive the commendation of the reputable egg trade, but they contain some stipulations not necessary to the purpose and which would be harmful and wasteful if literally enforced.

It is useless to expect egg dealers to throw away poor eggs so long as they can be sold. And so long as there are no restrictions experience shows that even partially decayed eggs can be sold in consumptive channels. Dealers who may not care to sell "spot" eggs in consumptive channels are compelled to do so so long as their competitors do, or else to suffer in the competition. It is evident that if such sales are prohibited by law the enforcement must be complete and impartial, else a serious injustice will be done to those who obey the law.

The most serious defect in the new regulations is the classification of broken shelled eggs as "spots," the sale of which for food is prohibited. There is a large trade in cracked and checked eggs which are often of good, useful quality and entirely fit for food. It is folly to brand these good eggs as "spots" and to prohibit their sale for food purposes.

Bitter Onion War Between Bermuda and Texas.

An onion-grower in Bermuda has filed notice with the salesmanager of the Southern Texas Truck Growers' Association at San Antonio to the effect that, unless he and other marketers of this product cease to describe their onions as "Texas Bermuda onions," he will apply to the Federal courts for an injunction to prevent the use of the title. This Bermudian, who grows his crop near Hamilton, insists that the use of this name for the Texas onion is a clear violation of the Federal law against false descriptions. He farther states that by the use of the word "Bermuda" the Texans lead the public to believe the onion is grown from seed produced in Bermuda, when, as a matter of fact, not an onion seed for reproduction is grown on the Bermuda Islands. Thus far the Texans have made no reply, nor have they ceased to advertise their onions as "Texas Bermudas." Only time can tell whether or not the Bermudian meant what he threatened.

For a score of years the inhabitants of Bermuda experimented with onion seed to find a variety which would without fail each year produce the succulent bulb that has made Bermuda famous for an onion of

G. J. Johnson Cigar Co.

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

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color, and one that complies with the pure food laws of every State and of the United States.
Manufactured by Wells & Richardson Co. Burlington, Vt.

SEEDS "For Summer Planting"

Millet Cow Peas Turnips
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Buckwheat Dwarf Essex Rape Rutabaga

All Orders Filled Promptly

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

Send orders for

Millet and Hungarian Seed Timothy and Clover Seed

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"Buffalo Means Business"

We want your shipments of poultry, both live and dressed. Heavy demand at high prices for choice fowls, chickens, ducks and turkeys, and we can get highest prices.

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

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

Established 1873

REDFERN & ANNIS CO.

DEALERS IN

GENERAL MERCHANDISE

Michigan Tradesman: OVID, MICH., June 13, 1910.

Gentlemen—We are new men in the shipping business and we would like to have our experience placed where others may profit by it. If you wish to print it you may do so.

We began shipping butter and eggs to G. M. Wattles & Son, of Buffalo, N. Y., the 10th of May and shipped them as follows:

May 10—170 lbs. 9 oz. of No. 1 butter
120 doz. strictly fresh eggs
May 17—186 lbs. of No. 1 butter
24 lbs. of No. 2 butter
570 doz. eggs, strictly fresh
May 20—222 lbs. of No. 1 butter
150 doz. fresh eggs
May 27—253 lbs. 4 oz. of No. 1 butter
350 doz. eggs, fresh

Paying a total of \$11.07 freight on goods shipped.

We could get no answer as to how our goods were arriving, so began trying to find another market. June 7 we began shipping to F. E. Stroup, Grand Rapids, and shipped the following:

June 7—171 lbs. of No. 1 butter
220 lbs. of No. 2 butter
June 8—20 cases of eggs

Our shipments to Grand Rapids cost us \$3.00.

We received returns from Grand Rapids June 13 for the two shipments, receiving 19 cents per dozen for eggs, 22 cents for No. 1 butter and 20½ cents for packing stock.

June 10 we received returns from G. M. Wattles & Son receiving 18 cents straight for butter that we had been twice as careful of as that shipped to F. E. Stroup, and 22 cents for a part of the eggs and only 17 cents for part and had 7½ dozen entered as rots. The butter shrunk from 2 pounds to 7 pounds on a shipment. The eggs were all candled same as the Grand Rapids shipment.

We will let the Michigan shippers determine for themselves whether it is advisable to ship to out of state concerns.

Yours respectfully, REDFERN & ANNIS CO.

mild flavor in the early spring when the domestic onion, grown principally in Orange county, New York, in Connecticut, Ohio and Indiana, has become too strong to use in its raw state. Seed from the onion fields of Egypt on the Nile, from the plains of Dania, Spain, whence thousands and thousands of crates are annually shipped to European and American markets, were taken to Bermuda, but neither produced just what was desired. Investigation led to the Island of Teneriffe, just off the coast of Africa, where the natives grow an onion that was found to fulfill the requirements. The first experiments made in Bermuda with the Teneriffe seed delighted the growers. They built air castles out of the great profits to be made on the onions. As with all other vegetables, the Bermudians let a certain portion of the onions go to seed for the next planting, which occurred in the ensuing December.

The seed germinated and grew well, but when the harvest began in the following spring the onions were disappointing. They lacked the crisp mildness which made their sale at high prices sure. Thinking that something might have been wrong in the season, another effort was made with native seed with no better results. Back to Teneriffe the Bermudians went for a fresh supply, and the harvest proved similar to that from the first importation from Teneriffe—a perfect onion. Then the Bermudians settled themselves to importing their seed from Teneriffe yearly, and for about fifty years this has been continued. Never has the imported seed failed to produce the desired quality of Bermuda onion.

One characteristic of this variety of onion is that it must have a warm, almost frostless climate. Bermuda never has a frost. Thus the Island, until seven years ago, grew in quantity the only early onion that would bring a high price in American markets. Portuguese were brought to Bermuda to cultivate the onions. Little patches of ground on the coral formation of the Island were cleared of their cedar trees and grass, and the seed from Teneriffe was planted. Many of the plots are as small as a quarter of an acre, but each square foot accommodates half a dozen onion bulbs; and at \$2.50 to \$3 per crate, the old prices when Bermuda had the monopoly, an acre of ground would net the grower sometimes as much as \$500.

About twelve years ago a man named Nye living at Laredo, Texas, conceived the idea that the fertile lands in that section, where the temperature rarely reached freezing, would produce as good onions as Bermuda. He secured some of the seed from Teneriffe and made a small planting, which gave splendid results; and the industry has grown until it has resulted in an almost complete overthrow of the onion industry of Bermuda. The seed produces a large yield and the flavor is mild. After the first efforts the plantings were increased, until last year saw 1,100 cars, containing 550,000 crates of fifty pounds each, sent from Laredo alone

to every market of importance in America. This man Nye went the Bermudians one better and introduced from Teneriffe an onion called the crystal wax, because of its clear pure whiteness which Bermuda did not produce. This is superior to the ordinary yellow stock grown from Teneriffe seed and brings 25 cents a crate more in most Western markets, although not more than 10 cents excess in the New York market.

Nye at Laredo soon began to ship car lots. When he sent car lots he got such prices in Northern markets that his profits from one acre frequently reached \$1,000 per season. Such figures to Texans, who had been satisfied with a profit of \$15 per acre on cotton, set them wild and onion planting in Southern Texas became a craze. As in all new enterprises, there were failures. Men with no experience paid high rents with the idea that all that was necessary to imitate Mr. Nye's success was to plant the seed and let Nature do the rest. The failures from their mistakes four years ago reached the \$1,000,000 point. Men like Nye continued to grow and harvest Texas onions at a profit.

Since these disasters the business has settled into the hands of experienced growers who have learned their lessons in all the details of production and marketing. It is now as much a science as the production of cauliflowers on Long Island. At first all sizes were tumbled awkwardly into a crate and shipped promiscuously to the North. Now a special crate is made and the onions are carefully sorted and marketed by men who are familiar not only with every market in the United States, but with every receiver of any importance. From Laredo the industry has spread through the Southwest, until there is now an onion area known as the Brownsville section. The Mexicans on the border have been inoculated with the fever and this season more than one hundred cars of onions grown from the Teneriffe seed have crossed the Mexican border and found their way as far North as New York and Boston. About twenty of these cars reached New York and as they were earlier than the Texas crop they sold at an average of \$2 per crate. Their quality is similar to that of the onions grown in Texas. The Mexican grower must pay a duty of 40 cents per crate to reach the American market, which is a heavy handicap.

Whether Bermudians, Texans or Mexicans, all growers must go to that little volcanic Island of Teneriffe for their seed for early onions. An acre will produce millions of onion seed. Tillable land in Teneriffe is scarce. This Island rises in little tablelands from the sea and is devoid of wharves, so that the natives wade out to the vessels carrying the seed on their backs for shipments. Along the sides of the hills are the onion seed patches. Until within a few years the seed growers were careless, and mixed the varieties, greatly to the annoyance of the Bermudian and American growers.

Bermudians were the first to insist upon the separation of the varieties, but it took Americans to have this done. Four years ago the Texas growers formed an association to market their onions. In former years they had depended upon the seedmen for their seed. As soon as the association took shape an expert was sent to Teneriffe to contract for a seed supply for five years. The growers had previously paid an average of \$5 per pound. When the expert reached Teneriffe he employed sufficient owners of land to grow seed for Texas alone. These growers gave a bond to produce seed for no one else and to keep the variety pure. The first year the supply was limited. Last year it reached 12,000 pounds. Instead of a cost of \$5 per pound, it cost each grower \$1.35. The largest production of onions in Bermuda in any one season was 600,000 crates, a trifle more than Laredo produced alone last year. This season Bermuda will have 200,000 crates, while Texas will ship 1,500,000 crates. In 1907 the Texas growers netted \$1.32 per crate. Last year it was 62 cents. All above 50 cents which the Texas growers receive is clear profit. Formerly the freight and duty on a crate of onions from Bermuda amounted to 50 cents. Competition has cut the freight this season 5 cents per crate, making freight and duty 45 cents. This leaves when onions are sold at 50 cents per crate—and onions have sold for less than this—only 5 cents per crate for fertilizer, labor, packing and seed for a Bermudian, while a Texan can get out even at 50 cents per crate. The Bermudian onion grower has been growing poorer and poorer for the last five years, and another two years are likely to see him out of business. H. L. Preston.

Some men are so shrewd that nobody can believe them honest.

A fault is never so offensive as when it is somebody's else.

Ground Feeds
None Better
WYKES & CO.
GRAND RAPIDS

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

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

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.
20c Coffee, a Beauty, at 14c
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.
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The Vinkemulder Company
Jobbers and Shippers of Everything in
FRUITS AND PRODUCE
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A. T. PEARSON PRODUCE CO.
14-16 Ottawa St., Grand Rapids, Mich.
The Place to Market Your
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C. D. CRITTENDEN CO.
41-43 S. Market St.
Grand Rapids, Mich.
Wholesalers of Butter, Eggs, Fruits and Specialties

ON TO LANSING.

Legislative Programme of Michigan Retail Druggists' Association.*

The remarks made by the Secretary, Mr. Calkins, prefacing his report yesterday were, I wish to say, correct and exceedingly fair. I have had some little correspondence with Mr. Calkins and all of it has been in the same line. I have tried to respond in like manner.

Probably you all have received the letter sent out on the 30th of May outlining briefly the legislative programme of the Michigan Retail Druggists' Association. The things to which the Association has been committed are: An itinerant vendor law, some modifications of the liquor laws, and to place some restrictions on medical dispensing. At the meeting held in February the Legislative committee reported that the itinerant vendor bill presented in Ohio met their approval, and this report was adopted with the modifications recommended by the committee.

The convention of the Retail Grocers and General Merchants' Association was held in this hotel on the 26th, 27th and 28th of last month. I sent in care of the Secretary of the Traverse City Business Men's Association the following letter:

"This Association was organized the 15th of last September for the specific purpose of securing some legislation much needed in the interest of the drug trade, and one of the particular things we present is a bill which will place a license and some restrictions on itinerant vendors. You will find appended a copy of a bill introduced in Ohio, which we intend to present at the next session of the Legislature, with a few modifications.

"We shall ask a license of \$300 a year and that the fine will be equally divided between the State Good Roads Fund and the Michigan Board of Pharmacy. Under the conditions of this bill you will note that the enforcement of it will be in the hands of the Board of Pharmacy. This will, undoubtedly, bring about a condition whereby the law, if we secure it, will be enforced.

"In Illinois there is at the present time an itinerant vendor law requiring a license of \$1,200 per year, but inasmuch as the enforcement of it falls to the Board of Health it is practically a dead letter.

"Now the principle that underlies this law is one in which we are mutually interested, and these itinerant vendors, while they do not sell groceries, do hit the grocery trade on extracts.

"We shall press the enactment of this bill first, on the grounds that such promiscuous distribution of medicines is against public health, and second, that it is unfair competition. I believe your Association will readily see it is a matter in which we are mutually interested, and I trust you will pass a resolution approving of it, and further, that you will instruct

your Legislative Committee to give us such aid as they can during the session of the Legislature next winter, and in return I can assure you our Legislative Committee will be very actively at work next winter, and will co-operate in any way we can."

This letter was read before the convention and secured very favorable comment, and was referred to the Legislative Committee for action. The Secretary, on his return, assured me that we would secure the active aid of the Committee.

This law, I believe, is not open to the criticism of the one presented to the last Legislature, inasmuch as it is not prohibitive and placing the enforcement in the hands of the Board of Pharmacy will, I believe, make this measure quite a check on the peddlers.

Our Legislative Committee last winter made no recommendations on changes in the liquor laws, as it was felt that it would be unwise to do so. This question is so hot that it is well to proceed with caution. However, that the local option law as it stands is far from satisfactory to any reasonable man goes without saying, and I think that there will be changes asked from other sources that will be quite satisfactory to the drug trade. The Committee has been looking into the subject quite thoroughly and has some good information, and also has actually lined up some work at this time that will bear fruit.

Geo. P. Engelhard was invited to address our meeting last February on his pet subject, Medical Dispensing, and his address was received with enthusiasm, and the core of his plan approved for the action of the Legislative Committee. Mr. Engelhard urged that druggists associations should go to the conventions of the State and National Medical Associations and ask them to put a plank in their ethical platform against the dispensing of medicines. Further, he urged that legislation be asked which would require a physician who dispensed to hand to the patient a prescription, showing what he intended to dispense, and in a practical manner making him responsible for the pharmaceutical duty he performs.

At this meeting it was decided that we send to the meeting of the State Medical Society a Committee to confer with them in this matter and also to ask their aid for the itinerant vendor bill. At the meeting of the Legislative Committee, held on April 12, the following men were appointed to attend the medical meeting and present our views: Chas. E. Abell, Herman Van Allen, Lee M. Hutchins, C. A. Bugbee and myself. This Committee, however, does not seem to be filled with the enthusiasm that others have had. Two of the members have said that they did not take kindly to the idea: that they thought such a course would accomplish nothing for our program. They said that the doctors never come to us to ask our advice or help, but go ahead and get what they want whether it suits us or not. It looked to me as though the Committee might as well be discharged, as it certainly would not

accomplish anything without enthusiasm. I was probably to blame for such a program, and I still feel as though it should be carried out. I think that in such a course we have everything to gain and nothing to lose. That the Medical Society would actively assist us in the work for the itinerant vendor law, there is not the shadow of a doubt. The physicians with country practice are much more familiar with the real workings of the Rawleigh and Watkins wagons than are the druggist and they are pretty sore over it. And as to the medical men never coming to us, I have simply this to say: in the very nature of things it is up to us to go to them. We are the ones looking for selfish gain and so we will certainly be the ones to start the ball rolling. Where it can possibly prejudice our case I can not see. This matter must be tackled some time and I think that the sooner the better. To express my feelings in the matter I must say that I think that the average druggist is afraid of the doctors. And the fear is just the trouble with us. When we get around to the point where we are willing to look the matter squarely in the face and go at the subject on its merits, whether that takes us before the Medical Society, the public or the Legislature, the pharmacist will have a higher standing with the physician, the legislator and the public.

You have probably noted in the letter mentioned that in the medical dispensing part of our program we would endeavor to get conditions making the dispensing doctor practicing amendable to the pure drug law. Possibly there is no need of attention there. I have been reading over the law, and wondering if the dispensing physician would be able to wiggle out of the provisions of the law. There seems to be on provisions in the law that specifically provide for the doctor's laboratory, and all the provisions refer to the sale of drug products, so that in all probability the inspectors will not feel it their duty under the law to investigate the stocks of the dispensing doctor. This is a condition that should be remedied. The medical dispenser should be subject to inspection just as much as the druggist.

It is our plan to employ an attorney to assist the Legislative Committee wherever needed, to retain him right through the coming session of the Legislature. And further it is intended to keep one or two of our members on the ground all the time until we get what we are after, as it has been the experience of those who have worked on such campaigns that it is necessary to watch the bills every minute from the time they are entered until they are signed by the Governor. There are among our members a large number of druggists with considerable influence who are willing and anxious to give their time to this work, and I am confident that we will have sufficient funds to foot the expenses of this campaign.

One of the things I think of the utmost importance is that all druggists should become acquainted personally

with their Senator and Representative and talk with him along the line of the things we want. This is not at all difficult, and costs nothing if only we can stir the trade up to the importance of the work. If every legislator when he arrives in Lansing next January has been interviewed by all of his drug constituents, he can not resist the conclusion that the things we are asking are needed, and that they are reasonable.

The letter issued May 30, was at the direction of the Legislative Committee and there are to be several more along the same line to make sure that all the trade are familiar with the details of the campaign as it develops, and also it is planned to place in the hands of all the Senate and House members after the election such literature as will make them familiar with our wants and to so place it that it will be read. This will probably mean the selection of some few in each district to take up this work in a personal way.

The make-up of our Legislative Committee is as follows: Herman Van Allen, Ionia; R. W. Cochran, Kalamazoo; Joseph D. Gilleo, Pompeii; Frank E. Thatcher, Ravenna, who was at one time a member of the House of Representatives; W. W. Todd, Jackson; A. B. Schumaker, Grand Ledge, who was formerly a member of the Senate. So our Committee is made up of some men who have experience along the legislative line, and there are, in addition, a number of influential druggists who are working with them.

Enthusiasm is the most valuable asset in any campaign and I feel that I am not exaggerating when I say that we have that. I have had a great many letters in which the writers have said something like this: "You may rest assured that I will be with you to the finish." Or as one traveler wrote in after securing three members in one small town: "You could get \$50 in this town in ten minutes' time to go into legislative work."

Seven Wonders of the World.

The man who will work without being watched.

A sales manager who doesn't think he pays the old man's salary.

A salesman who thinks that maybe the goods have something to do with his making those large sales.

A stenographer who knows punctuation and will look in the dictionary when she is uncertain about the spelling.

A purchasing agent who doesn't think he does you a favor when he asks you to quote.

A new superintendent who will wait a week before installing a much better system than his predecessor's.

A boss who acts as if he wasn't.

The Perfect Man.

"There was one man whose life was perfect," said the Sunday school teacher. "What one of you can tell me who he was?"

Little Mary Jane's hand went up and the teacher nodded to her.

"He was mamma's first husband," she said.

*Address made by A. R. McDonald, Secretary Michigan Retail Druggists' Association, at annual convention of Michigan State Pharmaceutical Association.

GOLD-PLATINUM DREDGE.**Especially Designed for Shoal Water Work Adjoining Ocean Beaches.**

The McKeone Gold-Platinum Dredge is especially designed and equipped for ocean beach dredging where dredges of no other design can work. In this it has been thoroughly tested and found to meet every contingency. The dredge is mounted on wheels eight feet in diameter, with steel rod spokes, which offer very slight resistance to the constantly rolling surf. The platform of this traction wagon is raised nine inches above the top of the wheels and is supported by steel beams, upon which are the engines, centrifugal pumps and the separator. This dredge is successfully operated in water to a depth of five feet in a seaway or eight feet in calm water, or less, and the separator separates the minerals from the sand and gravel as fast as they are forced to it through a six inch pipe. The moderate working capacity of this dredge is one hundred cubic yards of sand, gravel and mineral per hour.

Three distinct ancient beach lines have recently been discovered at Nome from which the Behring Sea receded ages ago, and all of these beach lines run rich in gold, some producing as high as \$100 to the pan. Figuring four pans to the cubic foot and twenty-seven cubic feet to the cubic yard the reported richness of this sand is almost incredible.

The McKeone Gold - Platinum Dredge will take from the shoal waters of the sea every twenty-four hours, and separate the mineral therefrom, two thousand yards of sand and allow four hours for stoppages.

This dredge will return big profits to its owners working in sand that runs 15 cents per cubic yard in gold.

There is no stock for sale in any gold dredge company now in operation.

The Daily Mining Record of Denver, Colorado, of June 6, 1907, contained the following item:

"The winter's cleanup of the Seward peninsula will be greater than ever before. A conservative estimate places the amount at \$6,000,000. Of this, Nome district alone furnishes nearly \$4,700,000. Had it not been for the miner's strike, which extended

addition recent strikes have been made about 600 feet south of the third beach line and directly north of Nome on the Mabel and Nettie claims, with pans on the latter claim running as high as \$100."

Submarine Gold Mining on the Alaskan Coast.

(By M. I. MacDonald in the Mining World.)

From a geological and mineralogical standpoint, Alaska is one of the most interesting countries in the world. A chaotic condition exists in the mineral constitution of Alaska which has been caused undoubtedly by convulsions of the earth's surface at some time in its history. Everywhere are found evidences of volcanic eruptions. For some distance inland from the coast a beach formation is found; three beach lines having been discovered on Seward's peninsula, and as would naturally be inferred from the rich placer finds along the so-called beach lines, the mineral wealth extends out into the ocean bed.

A very valuable work has been accomplished by A. T. Coston, in the

at Cape Nome, said that in his judgment the best proof of their great richness was what came under his observation in the winter months. The people at Nome would go out and cut holes through four and five feet of solid ice and would take out the sand and carry it to their houses, where it was warm, to wash out the gold. The doctor states that the same people would work in this manner the entire winter and make good wages. The doctor from all that he could learn during his two years' residence there, states that the sand in these shoal waters will average fully one hundred dollars in gold to the cubic yard.

A Sound Investment.

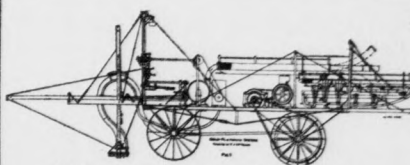
We are seeking your co-operation on an even basis, to put in operation what we know, and what is known by every practical and skilled mechanic who has examined the dredge and knows the conditions on the beach at Cape Nome and the seashore of Washington, Oregon and California, to be the surest and best gold winning possibility exploited at the present day.

Without complete business sagacity, coupled with honesty of purpose, no enterprise, however ambitious and promising can achieve success. A careful and full investigation of the character, ability and standing of the men at the head of this undertaking is courted and desired by the company.

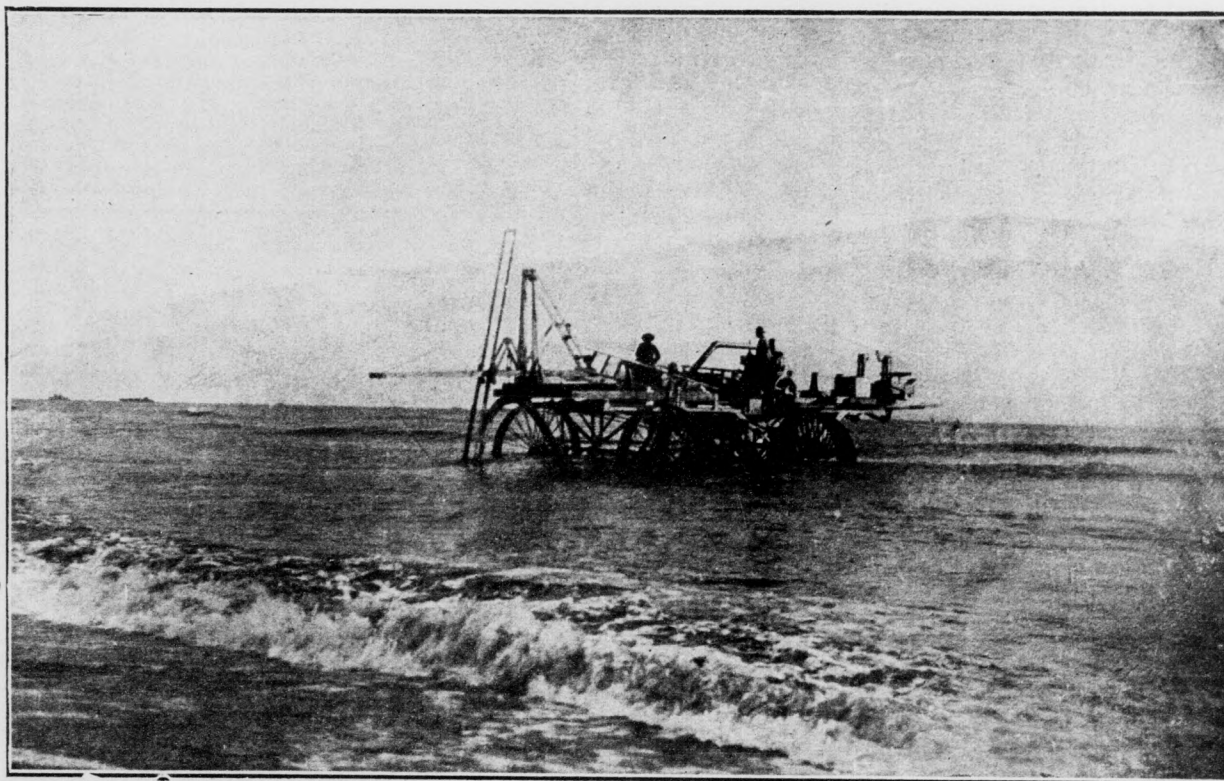
The determination to keep the actual capitalization down to the minimum amount and only sell stock sufficient to safely insure the first two dredges operating, will we believe, appeal to the reason of men who are ready to invest their money in a square and honest effort of more than extraordinary promise.

The cost of construction of the McKeone Gold-Platinum Dredge is so moderate in comparison with the cost of the large floating dredge that it makes it possible to operate on a small capital. Its capacity for handling gold bearing sands is so near equal to that of the large floating dredge, and its superiority and unequaled ability to work in places where no other dredge could be maintained, and its unexcelled features in taking the sand and gold from the crevices and around and underneath boulders and rocks and its separation of platinum from all the other metals must appeal to the careful investor.

The stock in the Gold-Platinum Dredge Company is limited to \$100,000, fully paid and non-assessable. The par value of each share is one dollar. Every application for the purchase of stock will be filed the moment it is received, and as soon as sufficient subscriptions are received to insure the amount desired the stock books will be closed.



McKeone Patent Ocean Beach Dredge



McKeone's Patent Shoal Water Ocean Mineral Dredge

The dry beach sands from high water to the tundra or to where the grass grows at Cape Nome averaged about forty-seven dollars per cubic yard in gold, much of which escaped through the sluice boxes while being washed and run into the ocean where it remains, in addition to gold, in the submerged sands originally there. This sand extends out from twenty-five to seventy-five feet into the water which is from one to five feet in depth, and forty miles in length. All tests and from all other authority show that this sand originally was much richer in gold than that on the dry beach.

The territory embracing the rich gold bearing sands in the shoal waters adjoining the beach at Cape Nome are a part of the public domain, so held by the U. S. government. The same ruling covers the dry beach to a point where the grass grows, and then a strip of land sixty feet wide is reserved for a public road. This territory is free to any citizens of the United States to take the gold therefrom without interference from any source.

over a period of 90 days, the cleanup of the Nome district would have run \$7,000,000. It is conservatively estimated that more than \$2,000,000 was lost to the winter's work by the strike.

"Winter developments, and particularly finds made during the past few months, prove the wonderful richness of the Seward peninsula as a placer camp. Its development has just begun. The rich third beach line has been traced as far east as Cunningham creek and as far west as Sunset creek, where Sullivan and Berger recently made a rich strike with pans, running as high as \$50.

"Hundreds of outfits are working to the west of Sunset, and a very short time should see the beach line established through the Cripple, a distance of five miles. It has been demonstrated the past winter that the whole country from Cape Rodney to Cape Nome, a distance of 25 miles, and running from the sea to the foothills, contains many strata of rich gold bearing gravel. Beyond a doubt the second, the intermediate and third beach lines are well defined, and in

compiling of a topographical synopsis of the earth formation underlying Behring Sea.

For several years ingenious minds have been at work trying to conceive some feasible method of extracting the gold from the ocean bed on the Alaskan coast. Men have struggled and labored, and have exhausted both mental and physical forces.

Since the days of the "old beach rocker" there has been an evolution of ideas. There has been a gradual influx of capital.

Taking Gold Dust From Beneath the Ice.

Dr. Thomas N. Rogers, of Sault Ste. Marie, was the nominee of the Democratic party for Lieutenant Governor of Michigan in the state election of 1907. Dr. Rogers has been a resident of Sault Ste. Marie for many years with the exception of two years, 1901 and 1902, practicing his profession at Nome, Alaska. The doctor, in speaking of the richness in gold of the sands in the shoal waters of Behring Sea adjoining the beach

A booklet giving information of this enterprise will be mailed to any address upon request by postal card or letter. Address James R. Ryan, Secretary, 114 Maple street, Sault Sainte Marie, Mich.

EAT DOWN TOWN.

Few Business Men Now Go Home at Noon.

Grand Rapids is acquiring the habits and ways of the big city. It is taking its meals down town. Not many years ago there were no restaurants in the city worthy the name. If a man had a guest to entertain home or one of the hotels was his only recourse for dinner or a luncheon. The business men in those days went home at noon. The clerks, if they could not go home, carried lunches. Those who went to the restaurants to eat were the exceptions. Now everybody goes to the public eating places and they take it on the fly or in luxury as the preference or means direct. As the downtown eating habit has grown the places for satisfying the appetite have multiplied, and in the arrangement and management of these places special care is taken to make things pleasant for the women, for women fully as much as the men are their patrons. Women clerks, stenographers, shoppers and school girls, all classes and conditions of femininity, drop in and they order and eat with the same ease and complaisance as do the men.

An idea of how downtown eating has increased may be gained from a census of the centrally located lunch counters and restaurants. A few years ago, as stated, there were no places where women could go unaccompanied with any degree of satisfaction. From the head of Monroe street to the Campau square frontage there are to-day four places that are restaurants exclusively, and this does not include the Morton House grill, which is for men, Bauman's cafe, the Pantlind or Chan Hoy's place. In addition to the regular restaurants there are five drug stores, four candy stores, two department stores and Jandorf's, which serve lunches at their soda fountains. The list shows a total of twenty places where things to eat can be procured, and the range covers everything from rolls and coffee for a dime to the elaborate special order spread. And all these eating places seem to be prosperous and anybody who has dropped in at any of them to get something to eat will agree that at all of them they are rushed at the noon hour.

William Judson will not move into his handsome new residence on Fountain street until fall. He could occupy it earlier, but he figures that by waiting until fall he can escape one house cleaning, which from his viewpoint is distinctly worth while. When Mr. Judson does move it will not be into a home surrounded by a wilderness of broken brick and other building debris. Mr. Judson began the improvement of the grounds before starting the house. He graded, planted trees and shrubs, and sodded and seeded before he put in his foundations and as a result he will have a home that will be a joy to the eye even before he goes there to live.

The movement started by the women to establish an art gallery in Grand Rapids may develop into a lovely

feminine row. The movement was started originally by Mrs. Perkins and in the organization she formed Mrs. Immen was denied recognition. Now Mrs. Immen has formed an organization and she has ignored Mrs. Perkins. In neither organization is Mrs. McKnight given a place and Mrs. McKnight has studied art in this country and abroad and before her marriage attained a considerable reputation as a lecturer on art. As the situation stands there are two organized efforts for an art gallery and the possibilities of a third, and ordinary businesslike men may yet have to be called on to bring the art gallery into existence—if ever we have such a thing.

By far the finest art collection in the city is that of Colonel Geo. G. Briggs, who, with ample means, ample leisure and excellent artistic judgment, has been accumulating the choice works of the best modern artists for many years. His old home, at Ottawa street and Crescent avenue, is fairly lined with art treasures. When Colonel Briggs moves into the new home he is building on North Lafayette street he will have a gallery in which to display his pictures. This gallery will be a spacious room to the right of the entrance, with lofty ceilings and no side windows. The lighting will be from above by means of a skylight, and this will give his treasures the best possible illumination. The public has long known of Colonel Briggs' fine collection, but has never had an opportunity to see it. Colonel Briggs expects to move from his old home into his new some time in September or October, and it might be suggested that this would be an excellent time to give the public a view of the pictures. The new high school, located only two blocks from Colonel Briggs' new home, will then be occupied. On the top floor of the high school, the tower floor it is called, are three rooms designed for the art classes. These rooms have large wall spaces and are lighted from above and here would be the best place in town for the exhibit. Should there be more pictures than could be hung in these three rooms there are well lighted class rooms and halls for the surplus. The high school has a large auditorium and here a course of lectures on art could be given for the high school students and others who might wish to attend. It may be said the new high school is rather out of the way for popular attendance. But everybody will want to see the new high school, and if the new high school and the finest art collection in town can be seen at the same time the question ought not to be, Will anybody attend? but, Will anybody want to miss it? And, besides, there will be 1,200 or 1,500 high school students to whom a view of the pictures will be a rare treat.

The second of the milk contests has been held and it was a success. About forty milk producers and dealers entered with a total of about sixty samples. These samples were not specially prepared, as was the case last

year, but were taken from the delivery wagons and represented the kind of milk and cream the homes of the city receive. Of the samples thirty-six, or more than half, scored 70 or above, the best going as high as 94. The other samples were lower, some of them, it is stated, so low as to be scandalous. Ivan C. Weld, the expert from the Dairy Division of the Agricultural Department, who made the tests, gave the milk men a lecture on the closing day and in the course of his remarks said if the consuming public could see the conditions under which most of the milk is produced a large share of the product would be unmarketable. "The secret of producing wholesome milk," he said, "was cleanliness and keeping the milk at a low temperature. Twenty years ago unless the milk contained chunks of dirt visible to the eye it was thought to be clean, but the development of bacteriological science has changed the conception of what constitutes cleanliness and safety."

These milk contests are of high educational value, not merely to the consuming public but to the milk producers. The first contest was held a year ago and the good results from it are seen in the higher standards that now obtain. The samples last year were specially prepared, while this year they were "ordinary run," and yet the average this year was fully as high as last. Many of the milk dealers have been very energetic in improving the conditions surrounding their production and this improvement will continue.

The winners of the high score for producing conditions, the second high in quality of milk and first in quality of cream, were the Leavenworth Brothers, Paul and Chester, who have converted the Ben Putnam farm, near Comstock Park, into a high grade dairy farm of about seventy acres, a large share of which is made up of the rich bottom lands between the road and the river. The two brothers are young men, city born and brought up. The older of the boys, Paul, met with an accident while attending school which impaired his health and the doctors advised outdoor work. He obtained a position as hired man on the Putnam farm and as Mr. Putnam's health failed he had the management of the place. When Mr. Putnam moved back to the city to live Mr. Leavenworth made a proposition to buy the farm with a view to engaging in the milk business. He had very little money, but Mr. Putnam had confidence in him and let him have the place on contract, and his brother Chester joined him in the enterprise. They started with twelve cows, and when they started it was with the old-fashioned idea that milk was milk and that the surrounding conditions made little difference with its quality. Once started in the business they began studying the subject. They visited the Agricultural College and as many high grade dairy farms as they could reach, studied the books, read the papers and then began to improve. They now have thirty-eight cows and all the customers

they can serve, and they take a personal pride in the fact that their milk is quality milk and are always glad to have patrons inspect their premises either before, during or after milking time.

Post Toasties

Any time, anywhere, a delightful food—
"The Taste Lingers."

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



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

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.

MOTOR DELIVERY

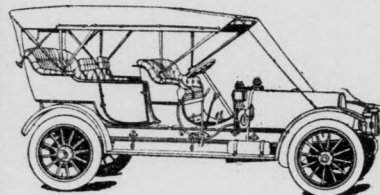
McIntyre

Catalog 182

Auburn, Ind.

THE 1910 FRANKLIN CARS

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



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

Other Models \$1750.00 to \$5000.00

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

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

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

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

ADAMS & HART

West Michigan Distributors

47-49 No. Division St.

WITHOUT WARP OR BIAS.

The Truth May Affect Another Man's Credit.

Written for the Tradesman.

So long as a great part of the buying from wholesale and jobbing houses is done on credit the full and accurate knowledge of the likelihood of each customer's being able to meet his bills forms one of the very corner stones on which the whole commercial structure rests. Smaller margins of profit, shorter time on bills, a more conservative credit policy than prevailed fifty or even twenty-five years ago—these are the rules now in the best wholesale houses. The indications are that before long the cash system, which is fundamentally the correct system for all business, will be as largely adopted by wholesalers as it already has been adopted by retailers. But until such time as all purchasing comes to an absolute cash basis the knowledge of every prospective buyer's financial strength or weakness, his reliability or the reverse, his character or lack of it—all that information that in its crystallized form is known as commercial rating and credit—will justly hold its present position of importance.

The commercial agencies, such as Dunn's, Bradstreet's and others, have spread over the whole country vast and intricate networks for the systematic gathering of information. Ask them whether some Dakota farmer, living fifteen miles from the nearest railway station, is good for \$500 credit on a threshing outfit and in all probability they can find out what

you want to know in a short time. Their estimates, in a great majority of instances, are surprisingly accurate and dependable.

Probably every Tradesman reader contributes in some degree, either consciously or unconsciously, to the fund of obtainable information regarding the business men of his acquaintance. Those who live in small towns and villages and at country crossroads, where the commercial agencies have no regular representative stationed, may be asked to "report" for Dunn or Bradstreet and to give their opinions regarding those engaged in business in their communities. Those who do nothing of this kind still generally contribute their quota, although less definitely and formally. The remark casually let drop in the hearing of some traveling salesman, the bit of history about your neighbor competitor, which you happen to narrate to some attentive listener while you are in your wholesale house in the city buying goods, even the little joke or good story with which you entertain some friend, may all go to make up the impression that gets abroad as to whether some man in your town is perfectly safe and reliable, or a bit shady and uncertain.

Would that every one might realize how serious a matter it is to say aught that may affect for good or ill the reputation and credit of another! Use due reflection and your best judgment in regard to every statement you make.

Here is So-and-So, with small

means and a large family, struggling along to make both ends meet with a little grocery business. He may be cranky, fussy, disagreeable and built on a small pattern—not at all the kind of man that you like or admire; still, if he is honest, steady and pays his bills, he is entitled to all the credit that this course of conduct gives him. Slight insinuations of a disparaging nature may mean heavy damage to him.

On the other hand, suppose the most agreeable good fellow in all the world gives you as a reference regarding his financial responsibility. He belongs to your lodge or your club, he has patronized your business liberally, you feel very friendly toward him and you would greatly like to give him a really good "send-off." But you know that he drinks and gambles, spends money extravagantly and always is in debt at the stores and to his acquaintances. If you say anything at all about this man you are in duty bound to tell the whole story, both sides of it. You do not want to be "let down" by giving credit to an irresponsible purchaser; you have no right to make some stranger believe that this friend of yours is O. K. and can be trusted.

If you occasionally send reports to some commercial agency do not make these the vehicles for conveying your personal likes and dislikes to the outer world. Do not cast a halo of imaginary virtues around your friend. Be above wreaking spite and vengeance on your enemy by depreciating, in the least, a just estimate of his character

and reputation. Do not be guilty of giving "the wrong steer" in regard to any man for personal reasons, and take pains that you give no incorrect impression from carelessness or other cause.

When you ask for information about a man you want to know what he really is and what is the actual condition of his affairs as nearly as possible, and inasmuch as the knowledge of every man's financial standing makes so largely for the general security and safety of all business, and so constitutes a kind of general insurance from which all indirectly derive great benefit, therefore see to it that all the statements you make regarding your associates and competitors in business are made solely with regard to truth and justice and are without bias and prejudice. Do not use this means to boost your friends nor to down your foes. M.

The Highest of Commendations.

Travel as a friendly man wherever you go; make new friends; trust men as often as possible; be glad at every glow of kindly feeling that warms your heart; look for good and not for evil in all kinds and conditions of men.

Find out their best thought. Praise whatever is good.

Carry the sign of a new freemasonry and when the final accounts are reckoned up the highest of commendations will be: "He was a good comrade, true, generous, honest, loyal, friendly and helpful."

S. H. Howe.



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

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

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

But what is there to take its place?

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

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

CORN PRODUCTS REFINING COMPANY

NEW YORK

EARLY RAILROADS.

How They Were Built in Southern Michigan.*

The greatest problem that confronted the old pioneers in their efforts to establish a home in the wilderness was the lack of public highways and the means of transportation, and Southern Michigan was considered one of the most difficult regions to settle, mostly on account of the great cottonwood swamp which emigrants encountered after entering the State. This swamp was about twenty miles across, and in the springtime it was almost a complete barrier to emigration.

In the year 1812 the Government sent surveyors into this territory with the idea of giving 2,000,000 acres to the soldiers of the war with Great Britain. They returned with the report that the country was bad and that the upland was composed mostly of sand hills, while the low land was practically all swamps; numerous lakes were surrounded by extensive marshes, many of which were covered with a sort of pine called tamarack; and that not one acre in a hundred, if one in a thousand, would in any case admit of cultivation. The act saved the country from the speculators and gave it to the actual settlers. The first roads through the forests were the trails by the moccasins of the once powerful tribe of Pottawatamies. Then the Government came to the settlers' relief and in 1825 ordered the Chicago turnpike to be built. This road was to commence at Detroit, take a westerly course, passing through Ypsilanti, Saline, Clinton, Jonesville, and so on, to Chicago, making a distance of 283 miles. The road was completed in 1830, but for a number of years it was almost impassable during the rainy season. Brother David Woodward, of Clinton, relates that he drew many an emigrant wagon out of the mire with his ox team when the mud was not only hub deep but wheel deep, and the wagon box would plow in the mud. In the early thirties two territorial roads were established. One began at La Plaisance Bay, at Monroe, and extended westerly through Dundee and Tecumseh and intersected the Chicago turnpike at Cambridge Junction. The other started at Swan Creek, now Toledo, and passed through Adrian and then touched the northern shore of Devil's Lake on its western course.

Many plank roads were promoted, but only one materialized—the Adrian and Bean Creek plank road. This road was commenced in 1849 and finished the following year. It commenced at Adrian and extended northwesterly for about twenty-five miles to Gambleville, now called Somerset, where it intersected the Chicago turnpike. This road was maintained by toll gates and did good service for about ten or twelve years.

Most of the emigration entered the State by way of Toledo, which city has been known by four different names. Its maiden name was Swan Creek. Afterwards it was called Port

Lawrence, then Vistula and finally Toledo. On the 22d of April, 1833, the Legislative Council of the Territory of Michigan approved the incorporation of the Erie & Kalamazoo Railroad Company with a nominal capital stock of \$1,000,000. The road was to commence at Port Lawrence, passing through Adrian and terminating near the head waters of the Kalamazoo River. They were to begin it inside of three years, finish it to Adrian in six years, one-half of it to be built in fifteen years and the remainder to be completed within thirty years. The part of the road west of Adrian was afterward abandoned. The road was first constructed with wooden rails which were set in notches made in the cross-ties and was completed in this form in the fall of 1836. On the morning of November 2, 1836, the boom of a cannon might have been heard at Port Lawrence, announcing the departure of the first car on the first railroad constructed in the Western States. Horses were the motive power and they were driven tandem with relays every four miles. Another cannon at Adrian announced the arrival there. History does not record the time it took to make the thirty-three miles, but undoubtedly it was a record run for those days.

The first passenger coach was called the "Pleasure Car." It was a very diminutive affair, but it was two stories high. The next coaches were a little larger and passengers entered them from the side, there being no end doors. A running board similar to the summer street cars was used to get from one coach to the other. In the spring of 1837 a strap rail about five-eighths of an inch thick and two and one-half inches wide was spiked to the already wooden rail and an engine was installed, but the spikes were only about two inches long and very tapering and gave very poor service. The trouble was caused by the spikes becoming loosened so that the end of the rail would curve up so as to rise above the wheel and then they would penetrate the floor of the coach and endanger the lives of the passengers. These loosened nails were called snake heads and were a serious problem to early railroading. The difficulty was finally overcome by decking the lower side of the coach with heavy planking. By the way, I have secured a piece of the original strap rail, together with the spikes that held it in place, also some of the original bank bills, which I am pleased to exhibit as a reminder of early railroading.

The engines were also of a very diminutive nature and of a very uncertain horse power. They had but one set of drive wheels, the boiler was only about seven feet long, the firebox was upright and the smokestack was the most prominent feature about it. Their motive power must have been very limited as I have heard several passengers relate about their being requested to get out and push in order to get up the grades.

In 1838 the Erie & Kalamazoo built the Palmyra & Jacksonburgh branch as far as Tecumseh, with a turntable

there. The road was also extended to Clinton, but on that part only horse cars were used until the road was installed with heavy T rails. The road remained in that condition for nearly twenty years, when it was extended to Jackson. The Erie & Kalamazoo had a very checkered career for about twelve years, when in 1848 it was sold to Washington Hunt, of Lockport, N. Y., and George Bliss, of Massachusetts, and August 1, the following year, they leased it in perpetuity to its rival, the Michigan Southern Railroad Company, but the Erie & Kalamazoo still exists and draws its yearly rental of \$30,000 a year.

In 1838 the State laid out the Michigan Southern, to be completed as State work, and was to commence at Lake Erie at Monroe and extend across the lower tier of counties to Lake Michigan. It was completed to Adrian in 1840 and in the fall of 1842 it was finished as far as Clayton with strap rails, but the wood work was completed to Hudson, but no more strap rails could be procured until the following spring. This was too much for Hudson, so the people then procured strips of hard maple, which they spiked on the stringers and Hudson saw the cars running during the winter. In 1843 the road was finished to Hillsdale, where it remained until 1846, when it was sold to the Michigan Southern Railroad Company, then incorporated. The road made very little progress during the next four years, only going as far as Jonesville, about five miles, but the next two years it was pushed very rapidly. After leaving White Pigeon it diverted from its original course and took a more southerly route and consolidated with the Northern Indiana and it was finished to Chicago in 1852. During the early fifties the strap rails were nearly all abandoned and T rails were used in place of them. I have a map of the Western States, published in 1850. The States then consisted of Michigan, Wisconsin, Ohio, Indiana, Illinois and Missouri. The most prominent things on the map are the stage routes. The canals are given quite a showing, but the railroads had not materialized much at that time. Chicago had only

one short line extended to Elgin, Illinois; Detroit had one line to Pontiac and another extending across the State to New Buffalo on Lake Michigan. Adrian had the Erie & Kalamazoo and the Michigan Southern extended as far west as Hillsdale. Sandusky was the great railroad center, as three roads entered it from the south and west, but Cleveland had no sign of a railroad and there were but few roads in the Eastern States at that time.

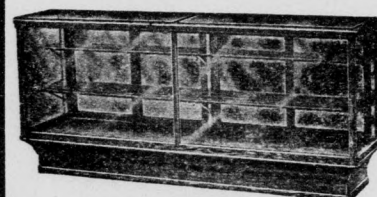
Nearly four score years have elapsed since these scenes were enacted and the strides of science have been wonderful, but when we come to look into the future we have very little conception of the improvements that will be made. All we can do is to hail the hereafter and let future generations enjoy the fruits of the labor of those who have gone on before them.

Entirely Trustworthy.

"Rufus, you old loafer, do you think it's right to leave your wife at the wash-tub while you pass your time fishing?"

"Yassah, Jedge; it's all right. Mah wife don' need any watching. She'll sholy wuk jes' as hard as if I was dah."

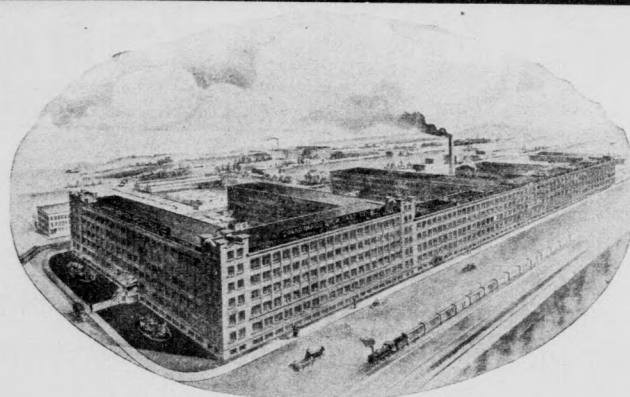
It is a wise man who wants only what he can get, and a lucky one who gets only what he wants.

Get Our Prices
On Show Cases

They Will Interest You

Complete catalog on request

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



Prompt Deliveries on Show Cases

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 whether you require one case or an outfit or more. Write for catalog T.

GRAND RAPIDS SHOW CASE CO.

GRAND RAPIDS, MICH., (Coldbrook and Ottawa Sts.)

The Largest Manufacturers of Store Fixtures in the World

*Paper read at annual meeting Michigan Pioneer and Historical Society by Clarence Frost, of Adrian.

KEYNOTE OF ADVERTISING.

It Is in Attracting New Customers To Your Store.

Written for the Tradesman.

A young friend of mine has a handy device to be used in connection with the office or home telephone. It consists of a small piece of mahognized wood, trimmed in nickeloid metal, equipped with a roll of paper and a spring receptacle for the ever-ready pencil. It is a clever, practical commodity, simple in construction, durable and salable. But the point in the story does not lie in the merit of the commodity, but rather in the manner of my friend's exploitation of it.

After having applied for his patent, my friend immediately got busy manufacturing and selling his telephone device. After having sold some 500 of them in his own city, largely through agents whom he personally instructed and supervised, my friend began to dream of wider fields of conquest. Accordingly he had his device duly photographed and had a splendid halftone made and got out a circular. And this circular brings me to the point of my story: The circular was one of those delightfully vague, indefinite, bombastic products which the novice almost invariably mistakes for good advertising. So far as rhetoric was concerned the circular was beyond cavil. And it was optimistic to a degree. In fact, it seemed to exude a fervid spirit of world-subduing confidence. But the remarkable thing about the circular was it said nothing about the commodity which it pictured. It did not tell anything about the material out of which the article was made. It said nothing of workmanship, durability and ease of manipulation. The writer was so intensely enthusiastic about his invention he did not stop to reflect that the other fellow was not at all likely to go into ecstasies over it; so he didn't stop to give any prosaic selling points. He just gave way to his hankering for climaxes and loud-sounding assertions.

He also had on the stocks a form-letter which he proposed to use in following up enquiries which he hoped to elicit by newspaper advertising in various sections of the country. This circular letter to possible agents betrayed the same inexperienced hand. It was chockful of optimism, but it failed to show the potential agent how it would benefit him individually to get himself metamorphosed into an actual agent. My friend asked me what I thought of his advertising literature. I told him frankly I thought it was "punk enough." He asked me what I meant, and looked a trifle crestfallen. I told him wherein he had missed the mark in both productions. I told him his first circular (the one picturing the device) ought to deal with selling points. He had said it was neither a toy nor a mere novelty but a necessity. I reminded him that he must tell why it was a necessity. It would save time—pay for itself in convenience—obviate delays, etc. And then it could be adjusted to any phone and adjusted instantly, and without any trouble. The metal parts were insulated, i. e., those

which came in contact with the metal of the transmitter. It would not scratch, it could not injure, the phone. And then I told him to bear down on its good qualities—the ease with which it worked, its durability, its evident neatness, the substantial materials which entered into its manufacture, etc.

In the circular letter to possible agents I told him to talk in such a manner as to convince his party that there was big money in it for him as an agent. "Keep this point in mind," I said, "that fellow is out after the money, if he is the kind of a chap you want. He does not want to get busy on anything that will not pay. Therefore, it is up to you to show him in this circular how he can make some money out of it. Tell him what you want him to do. You will expect him to appoint agents. All right, show him a fair profit on the telephone attachments that he sells through agents appointed by him. Show him the readiness with which the device sells. Offer him a territory commensurate with his ability and industry. Quote price to the public, sub-agents' commissions and price to him on orders of one dozen or more. Suggest immediate action. But, above all, make him see that there is something in it for him." My friend saw at once the force of my suggestions, thanked me for them and immediately got busy on some new copy.

Now I have told this story to illustrate a point: namely, sheer enthusiasm is not advertising. When a man gets stung with the splendor of a new idea it is perfectly natural for him to strut. There is such a thing under the sun as a man's getting hypnotized by his wares. If he is a manufacturer—especially an unseasoned one—he is apt to think he is the most outlandish producer under the canopy. It is therefore hard for him to talk calmly about his output. If he is a retailer he is liable to let his optimism eclipse his salesmanship when it comes to the preparation of copy.

Now every day some traveling salesman convinces some dealer that some line or other—something in the dry goods lines, some line of shoes, some make of hats, or gas ranges, or kid gloves—is superior to other lines at the same money, or even at a little higher price. What is it that builds up this belief and results in the booking of an order? Salesmanship. Every day the merchant convinces some customer or other that this, that or the other article which the dealer happens to have in stock is equal to or superior to some other make of the same thing at a similar price, or even at a higher price. He does not substitute. He does not misrepresent (necessarily). He merely resorts to selling force. He is a salesman. He applies personal selling arguments. He knows more about the wares than his customer. He is more familiar with good points (and weak ones) than his customer could possibly be. He is initiated and his customer is not. He knows the raw materials—what they are, whence they came and all about them. He

knows the process of manufacture. Not only this, but he also knows what competitors have done and are doing. His talk, therefore, is built out of such stuff as information. He deals with cold facts. (This, to be sure, on the supposition that our traveling salesman or retail merchant is a solid, truthful man; otherwise he is the proverbial exception which merely proves the truth of our contention.)

Salesmanship is the indispensable factor in all of our industrial enterprises. Without salesmanship the wheels of business would stop forever more. In order to sell anything from a paper of pins to a sixty horse power honk konk wagon you have got to fall back on salesmanship. It takes strong, straightforward, personal sales ability. Infectious optimism may help some; but after all it's selling talk that does the work.

While we all with one accord admit the validity and indispensability of salesmanship, it seems passing strange that we should so frequently forget all about it when we come to the preparation of our advertising copy. So many people do their advertising in a hit-or-miss fashion. They advertise in a sporadic, inexpert manner. When fortune smiles upon them and their mood is one of confidence and hopefulness they flare out in this, that or the other medium or mediums; but when the periodic slumps come and their personal optimism is at low ebb their advertising trails off into the innocuous.

Advertising experts have explained to us the importance of blocking out a systematic, thoroughgoing campaign. They have also given us the keynote to successful advertisement writing. Reduced to its simplest statement, good advertising is just printed salesmanship. There are certain things about a given commodity which make it a desirable thing of its kind. The man who handles this commodity knows what these things are. He knows from personal experience as a salesman how to present these features in such a manner as to carry conviction and eventuate in a sale. Very well, then, when he comes to writing the advertisement let him embody just these things in his advertising talk. If they sound good, ring true and sell the wares when orally stated they will also do the work when committed to print.

Why be facetious? If people want to laugh do not they turn to the funny page or buy a copy of Puck or Judge? Your business is not to entertain or amuse; you are in business to sell goods. How much better it would be, then, to adopt a dignified, direct, distinctive style, have it set up in appropriate type (with cuts illustrative of the wares, if you use cuts; but above all devoting one's valuable space to the serious business of imparting selling talk? Tell what the shoes or the gas range is made of. Tell how well it is made. You certainly believe it has strong selling points or you wouldn't have it. Set just these things forth in your advertising, not forgetting, of course, to state the price and such other good points as it may possess.

Some one has gone so far as to say that anybody who can sell goods is a good advertiser if he only knew it. That is, if a man can actually sell goods—and there is a whole lot of difference, let it be remembered, between selling goods and filling orders—he can also do good advertising by the judicious application of the same qualities. All in the world he has to do is to convert his selling talk into printable matter—and even spelling, punctuation and paragraph arrangement is not so very important, for your printer is on the job to whip this into shape—and the trick is turned. When you get your printed advertisements to reading as your spoken salesmanship sounds you will be getting results on your advertising appropriations. You will find your audiences growing in size and interest and you will find new customers making their way to your place of business.

Charles L. Garrison.

What She Wanted.

With the aid of grandmother's work basket and piece bag Winnie and little May were gradually getting through their sewing for a large doll family.

"This old thread is kinky. I must rub some beeswax on it," said Winnie, importantly. It was not long until May discovered that her thread, too, needed waxing, but what to ask for?

After hesitating a moment, she announced, bravely, "I'd like the honey-moon, too, please."

Klingman's

Summer and Cottage Furniture: An Inviting Exposition

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

The best Porch and Cottage Furniture and where to get it.

Klingman's Sample Furniture Co.

Ionia, Fountain and Division Sts.

Entrance to retail store 76 N. Ionia St.

PARIS THE BEAUTIFUL.

How She Looked to the Tradesman's Correspondent.

Paris, France, May 21—Historically speaking, the first mention of Paris occurs in the year 52 B. C. Known in this early period as Lutice, it still retained the name until the fifth century, and its confines were bounded by the small isle in the river. At the latter named period it became the seat of a bishopric and was then renamed Paris.

In 506 the city was the residence of Clovis. In 520 St. Genevieve, the benefactress and afterwards the patroness of Paris, died here.

In 987 Hugh Capet made the town his Kingdom's capital. From the days of Lewis VI. there were two walls built and under Philip Augustus the third wall was added, and a great many colleges, churches, hospitals and markets were built, the most noteworthy of which, perhaps, was Notre Dame cathedral.

In the year 1163 this fine edifice was commenced and not until 1235 was it completed. In the year 1845 repairs were made, amounting almost to a restoration of the original, and to-day it stands as one of the finest of the buildings of this beautiful city. Its two square towers, 220 feet in height, its porches, treasury, choir and sixteenth century wood-carving are, perhaps, the most noticeable features. In the year 1185 the paving of the streets was begun and in 1204 the Louvre was built or reconstructed from a former fortress that occupied this site. In 1541 Francis I. commenced the present palace, which was completed by Napoleon III. For vastness of building, extent of space devoted to exhibits and the quality of pictures shown we shall have to vote this the finest in Europe; however, the British Museum, in London, has a much larger variety of subjects to see and, to many, would for this reason be more attractive, and when the new and spacious addition to it is completed it will vie with the Louvre for honors from any standpoint, we believe.

The Louvre has several subdivisions or parts known as galleries: Denon, in front of which is a beautiful Greek figure of Victory; Apollo, hung with notable Gobelins and contains Charlemagne's crown; Napoleon's State Sword; the Regent Diamond, etc.; Solon Carre is where one may see masterpieces of Italian and Spanish painting, such as Veronese's Wedding at Cana, which is said to be the largest easel picture extant; the Long Gallery is famous, not only for the number of pictures and schools represented, but the quality of some of the subjects painted, among which are Rembrandt's Carpenter's Shop, Dow's Woman with Dropsy, Van Dyck's Charles I. and many others, including some of the famous Ruben's works. In Salle des Etats one will find the celebrated Millet's Angelus. In other halls may be found Assyrian, Etruscan and Egyptian antiquities, perhaps most notable of which are the famous Egyptian Scribe (2800 B. C.) and the Book of the Dead (1200 B. C.). In front and

within the west court of the mammoth three square building, there stands a fine monument to the great French statesman, Gambetta. Back of it and within the court a pretty little park has been made, and within this there stands a fine monument to Lafayette, the French General, and upon its sides one reads that it was erected with money contributed by American school children. This is only one of three evidences of a similar character that greets the Paris visitor, which will let them understand that a warm feeling exists between the French and American people. The others referred to, being located in public places, are the large equestrian statue of George Washington, given by American women and situated in the center of Place Trocadero, and the beautiful and artistic one from the American nation, to mark their appreciation of kindly services rendered us in our early history.

From the Louvre looking north, one may get a view that, perhaps, is not excelled in any city in the world. In fact, this mile or more of space and the other noticeable feature of this city—buildings being constructed in symmetrical proportions throughout the newer parts—are what to my mind help to entitle Paris to the generally accepted praise bestowed upon it, that of voting it as the handsomest city of the world.

Leaving Louvre and its handsome court we first come to the Garden of the Tuilleries, a most magnificent park of flowers and fountains, through the center of which is a broad pathway (roadway at side). Beyond this is Place de la Concorde, the largest and perhaps the most beautiful in Paris and memorable as the spot where Lewis XVI. was beheaded. In front of the garden rises the Arc de Triomphe de Carrousel, a fine arch surmounted by a beautiful bronze group. In the center rises the Obelisque de Louqsor, a monolith rising seventy-six feet in height and standing between two majestic fountains, personifying respectively, maritime and fluvial navigation. Around this large square are statues representing the large towns of France and bordering it are some of the public buildings noted for their fine architecture and Corinthian colonnades. Continuing on we now enter what is said to be the finest street in the world—Champs Elysees, at the head of which towers the Arc de Triomphe (Triumphal Arch). This is over a mile in length and 400 yards broad and is lined with chestnut trees, which at this season of the year, while in bloom, appear very fine. During the evening the sight of this avenue with its brilliantly illuminated concerts is not only striking, but unique. It is along this avenue that the famous Salon and Palace of Fine Arts are located, and both buildings add beauty to it. One of the chief architectural glories of Paris is the Arch above named. It was commenced by Napoleon I. in 1805 as a memorial of the triumphs achieved by the French troops in the Austerlitz campaign, but it was not completed until the reign of Louis

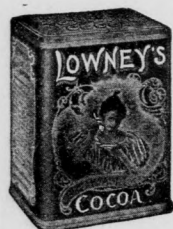
Philip. It is the largest triumphal arch in the world, being 160 feet in height, 164 feet in width and 72 feet in depth. It is adorned with groups of sculpture representing scenes in the history of France from the breaking out of the Revolutionary War in 1792 until the peace of 1815, such as the departure of troops in 1792, the battle of Aboukir, the defense against the invaders in 1814, etc. On it are inscribed more than 650 names of officers in the Napoleonic period.

The location is in a circle of considerable size, known as Place de l'Etoile, from which twelve streets emanate. Hence its name—the place of the star. One of these is named Avenue Victor Hugo in honor of the celebrated author bearing that name and in whose honor there has also been erected a splendid tribute to his memory in the form of a monument, which shows him full size, in sitting position, with book in hand. This occupies a prominent position at the junction of another street and close by the house in which he died.

Another street leading from the star is Avenue Kleber, down which you may go to find Place du Trocadero. This place has a large and beautiful building known as the Trocadero and, as its name implies, pertains to things Spanish. Its interior is fitted out very fine and contains articles coming from countries speaking the Spanish tongue principally. The display is large, its scope broad and includes the images worshipped, tents to show the home life, with fig-

ures to represent the race; war equipment; jewelry worn, goods manufactured, etc. In front of this grand building is a fine park, and at the rear and from the steps one can obtain a beautiful view of the southern part of Paris. You look down upon a magnificently laid out ground, containing statuary (of course Taurus is one piece), water basins, graded one above the other, for a succession of five; fine walks, etc., until the River Seine is reached, which in its winding course finds its way through the city.

One of the most noticeable (perhaps the most so) objects to be seen here is Eiffel Tower, which nearly touches the thousand mark, for it towers up 980 feet and has the honor of being the highest tower in the world. Its total weight is 15,000,000 pounds. It marks the site where the expositions of 1867, 1878, 1889 and 1900 were held. There can also be seen the largest Ferris(?) wheel ever constructed from the above named point and this (that the French call La Grand Roue) is quite close by. A beautiful bronze figure of a woman stands upon a marble base at a spot close by Royal Palace that represents Joan d'Arc, the one who ridged the country from their supposed enemy. Another notable monument here is that one to the illustrious chemist, Lavoisier. By his side are a still and a pair of scales. Scenes depicted on both sides of the stone show him to be at work in the laboratory, surrounded by chemical apparatus; and the other, that of a teacher speaking to his scholars, one of



LOWNEY'S
COCOA and
CHOCOLATE

For Drinking and Baking



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

The Walter M. Lowney Company
BOSTON

FIREWORKS

We are Headquarters as usual

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

TOWN DISPLAYS FURNISHED

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

whom was Berthelot, himself no one of mean honor. This site is at the rear of Church de la Magdeleine, which at once becomes noticeable because it is surrounded by fifty large Corinthian columns, eighteen on either side and seven at each end. Between these pillars, which are several feet from the church proper, one can see life sized figures of important personages connected with the church history, set in recesses of the main building.

Another church that has something worth telling about is that of where Napoleon's tomb is—des Invalides. The tomb is exactly under the dome, which rises to a height of 340 feet and has a base of 86 feet. It was constructed in 1706 and stands to-day as a monument to its builder. Within its walls are buried two others of the Bonaparte family, Joseph, King of Spain during the Peninsular War, and Jerome, the Emperor's youngest brother, King of Westphalia. One has to lean over a balustrade and look down into a crypt, 20 feet deep and 36 feet in diameter, to see the beautiful and massive sarcophagus that contains all that remains of this famous Emperor, Nicholas of Russia. The tomb is of Finland granite.

In the Pantheon there lies all that was mortal of two well-known Frenchmen, Voltaire and Carnot. This building, formerly a church and afterwards used for the interment of great men, is surmounted by a dome 275 feet in height and commands a fine view of the surrounding part of the city.

Paris is well taken care of as regards transportation facilities throughout all its main parts. Besides the numerous railroads that enter the city, some of which run suburban trains, there are electric cars that are unique from the fact of drawing their supply of electric fluid from beneath the rail, which is divided on one side; the compressed air car, a large and cumbersome appearing carriage, that receives its power supply at stations along the street and stores it beneath the forward of two cars always run together, and the steam train, which does a suburban business also in connection with its city work.

The bus system here is a wonder, as it is in London, in the great number run and in the upper deck for sightseeing purposes, and which costs but one-half the price charged inside the bus, which is thirty centimes (six cents). Both electric and horse buses are run, also lines of autos and, altogether, they are so numerous that one is kept dodging them in the downtown streets. The reader will understand, of course, that all of the above are surface transportation. Now add to these numerous systems a very fine underground railway system (third rail) owned by the Metropolitan Railway Co., which permits one to ride as far as one wishes for the three cent fare charged and allows a transfer to the various branches as they are reached, and you will decide that Paris is well taken care of in the line of transportation.

The high reputation that this city

has for beautiful shops and as a fashion center is well maintained and is illustrated at all times on the main avenues, where we may see it profusely, the gentle sex, perhaps, being the finest dressed women of any city in which we have ever been.

As a commercial city Paris ranks high. The automobile industry is a large one here and we think we can safely say that in no place have we seen evidence of it as in this city. In fact, this is the prevailing vehicle here.

We were particularly interested in the drug and allied lines and learned that there were five large wholesale firms who looked after the interests of the retailers here and a number of manufacturers whose plants lie without the city precincts. Decidedly so is this with the perfumery houses, all of which have elegant retail establishments in the fashionable downtown districts, yet all do their manufacturing outside to escape the city tax, which on this item amounts to one dollar per pound.

The French manufacturer is strong in the line of perfumery and ships more of it to our country than any other people, and this seems to be growing each year, much to the regret of the American perfumer.

In the year 1908 there was sent to our country through the Paris consular office \$1,297,704 of perfumery and last year this amount was increased by nearly \$100,000. The business in drugs and medicines nearly doubled last year, the amount shipped us amounting to the sum of \$552,182.

The business in hides and skins was the largest in amount of all goods shipped us. In 1908 these articles amounted to the sum of \$4,484,830, while last year this was nearly doubled, the exact sum being \$8,789,928.

The total of all products shipped to us from here in 1908 was \$42,307,285 and in 1909 the sum was \$66,403,079, or an increase of over 50 per cent.

Chas. M. Smith.

Just Like Some Men.

"Sir," said the man who had been looking about the car in a vacant way, but now turned to the man with the newspaper, "can you tell me when the Panama Canal will be opened to traffic?"

"Own any canal bonds?" was queried in answer.

"No."

"Own any shipping?"

"No."

"Ever been down to the Isthmus?"

"No."

"Ever going?"

"I don't think so."

"And yet you ask me when the canal will be open for traffic?"

"Yes, I did ask you that, but if you are one of the finicky sort you needn't answer."

"Oh, I'm ready enough to answer, but I'm wondering why you didn't ask me where Johnson street was."

"Because I live on that street, sir."

"Yes, I know, but while you've been asking about the Panama Canal you've let the car carry you three blocks beyond Johnson street and must walk back!"

Compressed Air From Water Bubbles.

Compressed air from the steam engine is commonplace in its power units. Compressed air, gathered from "bubbles on the water," is new. They are producing this compressed air in just that way at Cobalt, far up in the Canadian forest reserve country, north of Toronto.

The source of the compressed air is the falls of the Montreal River, in the "Ragged chutes." The principle of collecting this air is simple enough. The setting of the whole plant may be likened to the water swirling and gurgling around the vent of the almost emptied wash basin. This water is carrying down with it great quantities of air. In building the Cobalt power plant a dam was built to supply the water head. From the dam a 1,000 foot tunnel was run along the shore to a great airtight steel tunnel capped over and standing fifty feet below the headwater at the dam. When water and air mixtures start down the tunnel at such a fall the stream strikes a cone which smashes the currents at a pressure of 100 pounds to the square inch, just under the tunnel hood. Instantly the air is squeezed out in bubbles through the water at the bottom of the compressor. And in proportion to the water flow the air pressure is increased in the air chamber.

Curiously enough, this air is absolutely dry. The explanation is that, under the heavy pressure of the water, the air bubble has all its moisture squeezed from it, the moisture parting into the compressing water. After the air rises to the storage tunnel the water below keeps it dry. From the top of this compressed air reservoir the power is conducted through pipes and hose leads, largely into the mines.

His Specialty.

"Ezry, you ought to git a good job in a fire-arms factory," growled the country storekeeper, as the chief lofer reached into the barrel for another choice apple.

"What doin'?" lazily asked the pest, between bites.

"Riflin' barrels!" snapped the long-suffering storekeeper.

Some diseases are less fatal to the patient than to the people who have to live with him.

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

THE BEST

You Want the Best

Peacock Brand

Leaf Lard and Special
Mild-Cured Hams and Bacon

Are the Best

The Lard being absolutely
Pure Leaf

The Hams and Bacon are from dairy-fed selected pigs, mild-cured by the "Peacock" process; given a light smoke, they become the most delicious morsel to the palate.

For sale only by the leading dealers.

Cured by Cudahy—Milwaukee

The BEST Sellers

BAKER'S COCOA and CHOCOLATE



Grocers selling the genuine "Baker" goods do not have to explain, apologize or take back

52

Highest Awards

Walter Baker & Co. Ltd.

Established 1780

DORCHESTER, MASS.



Tanglefoot

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

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless

High Class

Lemon and Vanilla

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

FOOTE & JENKS, Jackson, Mich.



THE SEE-SAW SALE.

New Sale That Will Appeal To the General Merchant.

"You are just the man for me," said the merchant, as a traveling salesman dropped in on his quarterly call.

"Are you going to open up a new store? Glad I happened 'round. A big order will just fix me for another boost in salary next trip," was the salesman's comment as he shook hands with his old friend and oft-time customer.

"You'll not sell me any more goods unless you help me out of the hole I'm in," was the merchant's answer.

"Why, what's the matter; nothing wrong with business, is there?" and the salesman looked around half fearing he would see something discomfiting.

"Yes, everything's wrong. I'm getting up a special sale advertisement, and I'll be blanked if I can find a suitable attraction for the opening day. You'll have to help me out. You see more sales put on in different parts of the country than I can even hear about. Let's have an idea in exchange for an order."

"Well, I guess I'll have to get myself copyrighted and bound over to keep the peace. But I've got an idea for you. You never used a See-Saw Sale, did you?" asked the salesman.

"Never. Is it a good stunt?" asked the merchant.

"Fellow in Marion, Ohio, thinks so. He has used it any number of times. Must be a good one or he would not use it so often."

"What's the scheme?" asked the merchant, anxiously.

"You pick out one item at each counter that you are willing to get rid of at any old price. You'll have to use about twenty or thirty items for your store. The object of the sale is to attract an immense crowd and to have them wander over the store all day long. Now you select one article for each counter. Here is the corset counter. Got any corsets you want to clear out?" asked the salesman, getting down to business at once.

"Indeed I have. Here's a line I got stuck on, just a little too short for the new style dress. Sells regularly for one twenty-five; cost me ten-fifty; sell for seventy-five cents, and glad to do that. There's just one hundred pairs of them," was the merchant's disjointed reply.

"We'll realize a profit on them, and don't you forget that. There's a lot of women who would be glad to have them at a dollar a pair. Here's the way the sale works, and you can eas-

ily see that the very idea is going to wake people up and make them want corsets.

"The See-Saw Sale is really a variation of the hour sale. Every hour the sale price changes—either going up or going down. I'm not just sure which is the best way to get rid of a sticker, whether to start at the regular price and come down each hour, or to start at a low price and go up, but I rather think the former is the better."

"The lowering of the price each hour is a good one. I've tried that and it works like a charm. Sometimes it is far better than putting a low price on an article at first, because it doesn't seem to attract attention that way," commented the merchant.

"That's the idea. We must attract attention, so we'll start at 8 a. m. to sell those corsets at \$1.25 per pair and drop ten cents per hour until they reach 75 cents per pair at 5 o'clock. There being no change in price at the noon hour, you've got to give people time to feed if you expect them to stay at your house all day. Along about 2 o'clock the corset counter will be crowded by eager buyers, and you won't have many left to sell at 75 cents when 5 o'clock comes."

"I don't believe I will. That's a good scheme. Now here in this lace curtain department there is a lot of curtains I got from your house as a job. We've sold a lot of them at a good profit. These cost on an average about half a dollar a pair. A few pairs cost one-fifty; some only cost 35 cents. I've got them marked to go at 49 cents in my sale bill."

"No, you don't. There's another place where you make a profit instead of a loss. That's good stuff. By your way you will sell the best of the lot at 49 cents and the cheaper ones will be left on your hands, and in the end will have to be sold at a further loss.

"We'll start these at 75 cents and drop 5 cents per hour. You'll be busy here from the beginning and the best ones will naturally be picked out first. In fact, you'd do well to keep back all the cheaper ones until the buying starts, and as soon as it begins in earnest put in the cheaper ones. Every pair in the lot is worth at the lowest 75 cents, so every one will get good value. The shrewdest buyers will get the best, that's all, and you'll make a profit."

Moving on to the next counter the merchant exhibited another article, and it was put into the See-Saw Sale. Of course, there were other bargains in these departments. These see-saw items being used to draw crowds

to those counters where bargain lots were to be found.

"Now, here's a lot of table napkins I bought a year ago. They are seconds, and every one in the lot is damaged. We've had no sale on them yet, and I was going to offer them at 25 cents a dozen. They cost me 35, but I can't offer them in the regular way. They're not good enough for that. If I send them to the auction room I'll get nothing for them."

"Let's try the upward trend on these, for a change," said the salesman. "We'll start them at 1½ cents each and raise ½ cent each hour. You might sell them all at 18 cents per dozen, or you might eventually realize your cost."

"I'm satisfied. I'm going to make a loss on any other way, and I guess

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

We are manufacturers of

Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

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

Grand Rapids, Mich.



Hosiery—Hosiery

This is the time of year that hosiery is in good demand. We show a better assortment than ever before of Ladies', Men's and Children's gauze lises—mercerized in blacks, plain colors and fancies.

We have several lines of well known and popular brands for which we have the exclusive agency for Western Michigan.

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

P. S.—We close Saturdays at 1 P. M.



Overalls That Look Like "Dads"

Get something new for the boys. We have fancy blue stripes ages 4 to 15 @ \$3.00, 10 to 15 @ \$3.50, and the plain Khaki ages 10 to 15 @ \$3.50 per dozen.

WRITE OR ASK OUR SALESMAN

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Mich.

N. B.—We close at 1 P. M. Saturdays

by selling them by the piece instead of by the dozen it will look as if the customer was really getting more than if we sold them the other way," and the merchant, whose face was getting brighter each time an item was mentioned and disposed of, began to enter into the game with enthusiasm.

Not all lines put in the See-Saw Sale were jobs, shorts or stickers; here were half a dozen regular lines put in for effect. For instance, Men's Talcum Powder was started at 8 cents per can and wound up at 16 cents. Infants' shoes were started at 10 cents per pair and wound up at 17 cents. These cost \$1.25 a dozen for regular lines, with odds and ends that cost considerably more added as the prices rose.

Silk waists, suits and tableware were among the see-saw items. A dinner set that usually sold at \$12 was put up at \$8 and the price raised a quarter each hour. This meant that at 5 o'clock the price would be \$10. It was a stock pattern and orders could be taken for sets after the quantity on hand was sold out.

After spending an hour going over the store selecting items so that they would attract attention at different hours, in different localities, so as to avoid congestion as much as possible, the merchant and the salesman sat down in the office to talk over the details.

It was decided to have a large gong hung near the center of the store, and at the stroke of the hour there was to be an alarm sounded. This meant that prices were immediately to be changed.

"How can we change prices so as to avoid confusion?" asked the merchant.

"Have your price cards printed for each hour and made up into blocks. At the sound of the gong let some one at each counter who has previously been instructed to do so, immediately tear off the top card the same as we tear off a calendar tab the first of the month. The card below shows the new and prevailing price."

"That's a good idea. The saleswomen can be told to urge purchases just before the changing hour on goods going up, and to advise the customer to wait a few minutes for the lower prices," said the merchant.

"You mean the opposite of what you said, don't you? To have them hurry up sales when prices are going down and to retard sales when prices are going up," and the salesman smiled at having found the merchant in the wrong.

"I mean just what I said. Just look at the friends those girls can make for themselves by doing what I say. What's a few cents in comparison to a host of friends?"

"I guess you're right. I've yet to learn a good deal about retailing even although I am able to start you going on a good sale idea," and the salesman lighted a fresh cigar and began dreaming when he, too, would have enough money saved to own a retail establishment of his own.

But the merchant wasn't dreaming. He was busy getting out a dum-

my of his advertisement, a part of which is to show two youngsters on a see-saw, below which, in columns headed "From 8 to 9," "From 9 to 10," "From 10 to 11," and so on, were listed the prices of each article as it advanced in price or went down. The rest of the sale advertisement contained the usual list of bargains, and sales talk to be found in all such advertisements.

When this was sent off to the printer he began getting out cards to hang in each department stating the bargains to be found elsewhere in the store.

The chair upon which the salesman had been sitting tipped up on its hind legs, came down upon its front feet with a thud.

"Gee! I'd like to do that myself," he remarked with a laugh.

"Do what?" asked the merchant in surprise.

"Be present on opening day and see the crowds, guide them from one bargain to another by shouting like an auctioneer through a megaphone, 'Right this way, ladies! Shirts formerly selling at 99 cents, now down to 48 cents,' or, 'Table napkins, 1½ cents each, in five minutes they'll be 2 cents.'"

"My, what a rush!"

"That's the best idea yet. I will have that crowd tagging around after me from morning until night. Let's go and get lunch. I am hungry," said the merchant, reaching for his hat.

The salesman followed him.—Dry Goods Reporter.

"The Customer Is Always Right."

Two young men who are employed in a big department store were dining together. "Well, how many times did you lose your job to-day?" asked one.

"I had an easy time of it to-day," replied the other. "I was only fired six times."

A friend seated at the table with them expressed surprise at this remarkable conversation.

"Well, you see it's this way," said the one who had first spoken, "Tom happens to be the store's professional fired man. There isn't an hour goes by but some disgruntled customer comes in with a complaint about some error and demands that the person who is responsible for the error be reprimanded. That's where Tom comes in. He is sent for and told that the mistake is due to his carelessness and that his services are no longer required. Tom goes away, apparently crestfallen and awaits the next summons."—N. Y. Sun.

Reformed Too Soon.

An eminent speaker at the Congregational meeting in the First Congregational church, East Orange, was telling the other day of a Westerner's opinion of the East.

"This man," said the speaker, "was a prominent churchman and had occasion to visit New York, where he remained for a few days. In writing of his experiences to his wife in the West he had this to say: 'New York is a great city, but I do wish I had come here before I was converted.'"

Competition and Honesty.

"If there was no other reason why we should be glad of competition, and there does not seem at times that there should be many reasons why we should," said a retailer the other day, "there is the great one, that more than anything else it is sure to keep us all honest. That honesty is the best policy is not alone an ethical truth, but it is a practical one as well, and the keen competition of stores in the same business and the same community gives the best possible proof of it. Take several stores within your own recollection, and see if those which have made strictly honest dealing with their customers and their creditors have not made the most steady gains, while the less scrupulous have not steadily lost either the volume or the quality of their customers, as well as their merchandise.

"It is not a matter of morality with the customer particularly, but when he knows that a store has time after time proved its integrity, and has always stood back of the claims that have been made for its goods, he goes to that store because he realizes that a merchant dealing in—say shoes which interest us most, is more likely to know about them than he. If that merchant is inclined to 'stick' him he can do it with reasonable impunity, and so he will deal at the place where he knows that there will be no such attempt made.

"And that is why I say competition makes everybody honest, since even an unscrupulous merchant if he is also shrewd will speedily discover that he will get the worst of it if he is not straight with his trade, and so he becomes so from necessity, if not from choice."

Natural Inference.

Wireless Operator (on Atlantic ship)—Yes, it did blow pretty hard last night, but our service wasn't interrupted in the least.

Mrs. Lowbrow—But surely there must have been whitecaps on the sound waves?

Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

IF YOU CAN GET Better Light

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



The G.E. Tungsten

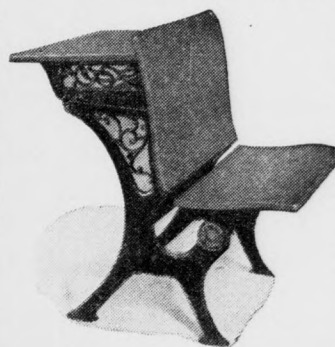
is a masterpiece of invention, genius and manufacturing skill. We can supply it at a price which will enable you to make an important saving in the cost of your lighting.

Grand Rapids-Muskegon
Power Co.

Grand Rapids, Mich.

City Phone 4261 Bell Main 4277

More School Desks?



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

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

We can also ship immediately:

Teachers' Desks and Chairs

Office Desks and Tables

Bookcases Blackboards

Globes Maps

Our Prices Are the Lowest

We keep up the quality and guarantee satisfaction.

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

American Seating Company

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA



THE DISHONESTY PILL.

If All Thieves Might Be Cured With Capsules!

Written for the Tradesman.

Almost any employer will tell you that if an employe drinks he may be talked out of the habit. If he steals, the same authority will insist that he is not worth bothering with. The world declares that a thief is a thief and that is the whole of it.

Henry Schmidts does not believe this. He says he knows better.

Henry runs a little grocery down by the tracks, in the boarding house district. He has never gone to the expense of a cash register. His clerks make change out of a common drawer and Henry gets what there is left at night.

Still, he sleeps soundly and believes that he gets all that is coming to him. If you ask him to explain why he is so confident that he is not being robbed, he will tell you the story of Simons.

Henry suspected Simons the first day he worked at the store. He looked guilty every time he made change and the money drawer wasn't as fat as it should have been when night came.

That evening Henry attended a "ten-twenty-third" at the opera house. He rarely lavished his good money on such performances, but he went that night because he heard the new clerk say that he was going to see if the show was any good.

The fat old grocer got a seat behind Simons, so he could hear what he said to the girl in blue he had snared for the evening. Their seats were in the thirty-cent division, the checks being good for any place there, but not for any particular seat. If one bought a thirty-cent ticket he scrambled for the best seat.

"My," giggled the Blue girl, cuddling up to the new clerk, "isn't it nice to have a front seat? Jimmie takes me away back there under the gallery."

The new clerk looked wise.

"Jimmie's no good," he said.

The Blue girl looked doubtful. Jimmie was always good for ice cream after the show and she was not quite sure of Simons.

"I got ten-cent tickets," added Simons, in a second.

Henry Schmidts leaned forward to learn how a young fellow could sit in a thirty-cent seat for a dime.

"Put me next," suggested the Blue girl.

"This house," explained Simons, "uses only four colors in tickets, red, green, yellow and blue."

He put a hand into a pocket and

proudly drew forth a mass of red, green, yellow and blue checks.

"My!" said the Blue girl.

"They don't take up the checks," Simons said. "You just shom 'em."

"What's the answer?" demanded the Blue girl.

"Save your checks," was the reply.

"When they use blue tickets show a blue check, and so on down the list. They never catch on."

"Why, isn't that clever?" exclaimed the Blue girl.

Simons admitted that it was, but Henry Schmidts was not quite so sure of it. He was thinking of the money drawer at the store.

If the new clerk would put up a job like that to beat a showman, what sort of a game would be put up to beat the cash drawer? This was worthy of consideration. The grocer thought it all out that night.

Next morning when the new clerk came to the store Henry met him with a pill box in his fat palm.

"Simons," he said, "you look pale by the mout'. Dake a pill."

The new clerk did not know what to make of this. He decided, however, upon reflection that the grocer was a pretty good fellow to look out for the health of his clerks, so he took the pill.

Henry went behind his desk and snickered.

"He steal forty cents py the show," he muttered, "an' he take one pill."

The pill did not agree with Simons. It made him feel as if he was behind the barn again partaking of his first cigar. He sat down on a pickle cask and held his narrow forehead in both hands.

"You go py the show," said Henry to the new clerk. "You dake a pill."

This was all Greek to Simons. In a short time he recovered from the effects of the pill so as to be able to go on with his work, but he had a bad headache all the remainder of the day.

Next morning the new clerk sold a package of tobacco for ten cents and took half a dollar out of the cash drawer.

"I'll teach the old savage to dope me with pills," he thought.

Just then Henry came out from behind the counter with the pill box in his hand.

"You look white py the mout' again," he said. "Dake a pill."

Simons drew back.

"Never again!" he said.

"Microbes in the money drawer," insisted Henry. "Dake a pill."

Simons turned pale up to the roots of his hair. He trembled at the thought that his boss knew about that half dollar.

"I don't feel very well, and that's the fact," he said.

Henry looked at the money drawer.

"Dake two pills," he said.

The new clerk took the pills and Henry went out into the little store room and laughed until his fat sides shook.

The new clerk sat down on the pickle cask again and held his head. The store was going round and round. Customers were looking at him. He crawled back to the store room and fell over on a sack of coffee.

The new clerk was now suspicious of the genial boss. He didn't like the pill business at all. He thought Henry must know about that half dollar. If he did, why didn't he out with it and not be torturing him with pills?

As a result of a session with himself the new clerk did not take any more money from the cash drawer that day. In fact, he was wondering if there was a warrant out for him. Henry's new and novel method of reforming the wayward seemed to be working overtime.

The next afternoon the lady of whom the new clerk rented his hall bedroom and bought his three squares a day came in and asked for some butterine. Simons went back to wait on her.

When they came to the refrigerator there were rows and rows of butterine and real dairy and creamery in sight.

"It is too bad," said the lady, "that I can't afford to buy that nice creamery! Say, but there's a couple of rolls that look like creamery. What?"

The new clerk thought of the compound he had been eating on his bread and weighed out three pounds of creamery. This was forty cents a pound. The butterine she paid for was only twenty.

Henry stood back of the counter watching the game that was going on. When the lady came to him and ordered three pounds of forty-cent coffee he weighed it out of the twenty-cent bin. Then he chuckled and went back to his coat for the little pill which the new clerk knew so well.

"Simons," he said, "you look white py the gills. What? If you no dake some pills you go py the hospitals."

"I'll go to the hospital if I do," groaned Simons, now certain that Henry was wise to the cheat in butter.

"Dot refrigerator," complained Henry, "has in it bugs. Yes. You dake t'ree, four pills. What?"

Simons reached out weakly and took the pills. In about a minute there was no world at all, just a chaos of whirling sphere and eddying darkness streaked with flashes of light.

Henry led him to the back room.

"If you don't get some pills in time," he said, "you die on the floor of mine grocery store. What?"

"You've poisoned me!" howled Simons. "I'll have you pinched."

Henry rubbed his chin reflectively.

"Vell," he said, "if I must be pinched, dot is goot. Call the bolices!"

Simons did not call the police.

"If a man beat the show forty

cents," said Henry, reflectively, "dot iss one pill. If he spring the piano for half a case note, dot iss two pills. If he monkey mit the butter, dot iss four pills. By chiminey! If you stay by this store a month, I'll have to pay my pills by the ton. Suppose a parrel of sugar shoul't be missing some morning? That would be a peck of pills!"

"You don't mean to tell me," said the new clerk, "that you think I'm a thief, do you?"

"Nit!" replied Henry. "I say to you nothing about being one thief. I tell you of my wonderful pills. What? If you stay here, young man, you take my pills when I prescribe them. You've got the lightfingeritis. What?"

Henry is the only man I know who ever cured a thief by giving him something to take. Simons remained, but he never needed any more pills.

Alfred B. Tozer.

Think From the Customer's Standpoint.

If you want to talk effectively to a prospective customer prepare for an interview by putting yourself in his place. Look at your proposition as he will look at it. Figure out the objections that he will bring to it. Don't believe that he is going to share your view until you have converted him to that view.

Make up your mind in advance that he is going to be against your proposition. Put yourself in his place—think out his position. Be prepared beforehand to meet all the objections that he will bring. One of the best ways to interest him is to tell him yourself at the outset the objections you know are in his mind and answer those objections before he has a chance to state them.

Don't let him spring them on you as surprises. Take the wind out of his sails by knocking them out before he forces them. Take a good look at your proposition from the buyer's side before you approach him. That's where the talk will begin. You have got to lead him around to your ideas later in the interview.—W. C. Holman.

The Good Morning Habit.

I am a great believer in the "good morning" habit; makes no difference who the customer is. All the better if it is a boy or a girl you greet. All the better, too, if you say it, although you are not waiting on the customer.

People like to be noticed; there is no getting away from it. When you go into a store to buy anything and two or three of the fellows sing out "good morning or "good afternoon" you feel just a little more comfortable—just a little more at ease on account of this simple salutation.

Yes, and the probability is that you would swing in there again when you want something else. Why shouldn't that woman or man, boy or girl thus addressed feel the same? They do feel the same.

W. E. Sweeney.

There's a lot of difference between faith as to what you can make of a man and hope as to what you can make out of him.

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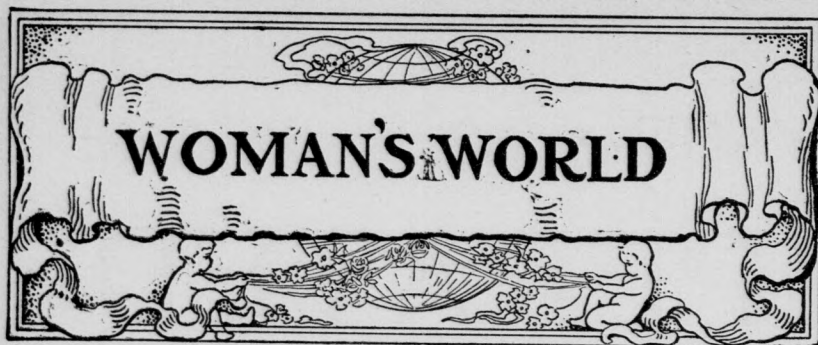
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WOMAN'S WORLD

The One Virtue of the Polygamist.

Written for the Tradesman.

If I should some time find myself set down in the realm of an Oriental despot and be confronted by an imperial order to write a treatise on "What Can Be Said in Favor of Polygamy" or lose my head, I should not be utterly nonplused.

To be sure, I should feel in duty bound to go on, after presenting my single argument in its favor and reel off so many sturdy objections against it that most likely my poor caput would suffer anyway; but I could say this much for it: The polygamist, whether he be Mormon, Mohammedan, Sultan of Sulu or any other son of Adam whose religion and pocket-book permit him to possess a plurality of feminine counterparts, bases domestic affairs on the square assumption that a man can not reasonably expect any one woman to embody all the graces of mind, body and soul which delight his heart and charm his fancy. (By a Mormon I mean, of course, the old-fashioned Mormon whose vine and fig tree trailed over several and upwards detached cottages and who figured in all descriptions of Utah previous to the time when United States law compelled her to relinquish her peculiar institution).

The polygamist takes a wife for what she is and doesn't chide her because she isn't at the same time a dozen or more of something or somebody else. If he has sufficient means and a shrewd mind for the division of labor he will have one consort to keep his books and write his letters, one to cook his meals, one to entertain him with her wit and brilliancy, and so on and so on, even including one, to take a suggestion from Horace Greeley, to do nothing but mend his socks and sew missing buttons on his shirts. A wife whom he has chosen for her beauty he will not expect to work at all. Being a sensible sinner, he knows that she should be allowed her whole time to care for her complexion and have her hands properly manicured.

The man who can have but one wife wants to find in her all the virtues and excellencies that the polygamist obtains with his dozen or three hundred. She must be beautiful, she must be good, she must be cultivated. She must sing like Calve and dress like a Parisienne and be domestic in her tastes. She must be equally at home in the drawingroom and in the kitchen. She must have the air of a princess and be able to manage nicely and act perfectly satisfied, when her husband's income is only fifteen dollars per.

Oh, brother of the Western faith, listen to the counsels of reason! The creature of your dreams does not exist. Old Mother Nature is far too chary of her good things to put up any such a paragon as you imagine. A woman ought to be.

So, whatever your own chosen Mary Jane may be, appreciate her for what she is and do not make yourself or her unhappy because she is not the walking embodiment of all the attractions that you have admired, one at a time, in all the women you ever have known.

Magnify her good points and minimize her failings. Perhaps your Mary Jane is intellectual. Then dote on her breadth of mind and her grasp of knotty subjects and do not expect too much of her in the way of looks and taste in dress. She may be an excellent cook but uneducated. Then eat your good dinners with a keen relish and do not chide her for slips in grammar or errors in pronunciation. Whatever your Mary Jane may lack, remember that it is permitted to no living and breathing man to enjoy all that is admirable in all women while he pays the milliners' bills for only one.

Dear little woman, the bride of a year or so ago, do you sometimes have to confess to yourself a feeling of bitter disappointment because your John does not possess all the heroic qualities with which your fond imagination invested him? You may as well acknowledge it. You wanted a Grand Combination Offer of a husband; a kind of demigod who should be brave as Alexander and wise as Solomon; who could make money like Rockefeller and should have a voice like Caruso, and who, like "Douglas, Douglas," would always be "tender and true."

To drop from the dizzy heights in which your imagination soared to the common earth where your plain, honest, plodding John lives and works, jolted you badly and you haven't quite gotten over it. Tenderly wrap the hero of your fancy and lay him away. No mortal woman ever had, or could deserve to have, such a husband.

Get right down to facts and make the most and the best of the John you have married. He is not a superhuman. He is not even a genius, but he is a very worthy and lovable kind of a man whom it is well worth your while to try to make happy. And never—never once in all his life—let him know how far he falls short of that Grand Combination you fondly pictured him to be!

Quillo.

She Gave It Up.

She was a bride of six weeks. She had married a baseball lunatic, and on leaving the house that morning he had appealed to her to look at the sporting news in the paper and try to catch on to the game. She was a loving, dutiful bride. She sat down and read:

"Jim then rushed in and swung for Joe's body."

"Joe administered a corndodger on the ear."

"Jim fiddled for a moment and then got in a clean left and got away without a return."

"Joe followed him, and seeing an opening dropped his man to the mat for the count of seven."

"When Jim arose he fell into a clinch and soon recovered his wind."

"At this point there were cheers for both."

"When the referee had separated them Joe planted a haymaker on Jim's chin and Jim returned one on the solar plexus."

"The crowd now went wild with excitement."

"Both men came together with a determination to end things. They were glaring like tigers, and—"

And right here the bride broke broke down, threw the paper aside and ran to her mother to exclaim:

"Mamma, there must be a divorce, for I can never, never understand about baseball and Fred will be mad at me!"

And the Cat Came Back.

Mr. Penn—They say the streets in Boston are frightfully crooked.

Mr. Hubb—They are. Why, do you know, when I first went there I could hardly find my way around.

Mr. Penn—That must be embarrassing.

Mr. Hubb—It is. The first week I was there I wanted to get rid of an old cat we had and my wife got me to take it to the river, a mile away.

Mr. Penn—And you lost the cat all right?

Mr. Hubb—Lost nothing! I never would have found my way home if I hadn't followed the cat.

Different.

Kind Lady—You say you were a bartender?

Wanderlusty—No, madam. I said I had spent part of life behind bars.

Much modesty is only skin deep.

Hot Graham Muffins

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

Wizard Graham Flour

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

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



Crescent Flour

Solves the Problem

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

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

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

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

VOIGT MILLING CO.
GRAND RAPIDS, MICH.



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

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

New Perfection

"The Faultless Flour"

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

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

RADICAL CHANGE

In System of Credits Among Business Men.

Houghton, June 7—There is to be a radical change in the system of credits among the business men and the people of the Copper Country towns, judging from plans which have already progressed well along to maturity. The wholesalers and jobbers in this district have already organized and now have a well regulated credit association in good working order. In several of the towns of the county the retailers have similar credit associations and where such associations are lacking steps are to be taken soon to have them established. The plans and purposes of the Association are to protect the honest business man and the honest customer of both the retailer and the wholesaler from the depredations of the dishonest debtor. One of the first movers in this campaign will be to further restrict the amount of credit and the time limit of the credit.

In no section of the country is the credit part of wholesale business conducted along the liberal lines in vogue here in the Copper Country and experience has taught the wholesalers and jobbers the error of this liberality. An estimate of the annual losses to the wholesale and jobbing interests of the Copper Country through the failures of the unfortunate business houses would show some startling figures, but that total would not compare with the total losses to the retail business houses through the unfortunate or dishonest creditor who is accorded too liberal treatment by the small business man.

Speaking on this subject yesterday a Houghton business man said: "The failures in any line of business are traced, nine times out of ten to too liberal credit. That is true of practically all of the failures here in the Copper Country and we have just as many here as anywhere else. Mismanagement of the buying end of the business is not responsible for one-half of the failures that the mistaken policy of liberal credit. That liberality in regard to credits is so pertinent here in this country because of the fact that the bulk of the wages paid in this district comes through the mining companies and they pay just once a month, so that a strictly cash business is quite out of the question. In fact, it is not worth considering. On the other hand, there is an unreasonable limit that this credit business can reach. I know of one dishonest creditor at Calumet who lived and maintained a boarding house for one year without paying a cent of cash. He 'got a book' at eleven different stores, one right after the other, maintained credit for a month at each place and when he was shut off moved to the next store. He worked one man for two months with a story of hard luck. That is an extreme case, but there are dozens and dozens of others of less importance. Not all the trouble comes from dishonest creditors, however, for a great deal comes from unfortunate creditors who do not know very

much of the philosophy of house-keeping and who make purchases beyond their means with no thought of cheating the store proprietor, and when the monthly bill is made out are astounded to find the retailer carries a good account for another thirty days. By that time the incident is likely to be repeated until the retailer, anxious to keep what looks like good business, finds himself with thousands of such accounts on his books and when the amounts reach large totals it is not infrequent that the customers seem to have less rigid ideas about their moral obligation to settle a financial obligation. He can move to another town or he can go through bankruptcy, which is a fairly simple manner of beating the business man these days.

"And the honest man who pays his bills regularly has to carry these dead beats and these unfortunate debtors. The retailer must conduct his business at a profit or quit. The losses which he charges up to bad accounts have to be made up on the honest man who pays regularly. It is made up in higher prices. The same thing applies to the wholesaler and the jobber. For years the jobbers and wholesalers here have permitted a more liberal credit policy than can be found anywhere in the world and I am glad that they have finally awakened to a realization of their mistaken business policy. Last week we had a lot of jobbers and manufacturers here from Detroit. They were after business. But do you suppose that any of these people from Detroit would extend credits to our retailers as the wholesalers and jobbers here do all the time? Any of these Detroiters would willingly sell a bill of goods to a merchant here and if the payment did not come right on the dot, there would be action and there would be no more business in the future. Yet the same local retailer who would ask no credit favors of a Detroit or a Chicago man or a Duluth house does not hesitate a minute in asking the Houghton or Hancock wholesaler to wait sixty or ninety days longer and then offers to pay half when he is hard up and needs the credit. He does this because he has a personal acquaintance with the local wholesaler.

"This matter of credits is largely habit, both as regards the wholesaler and retailer and the ordinary citizen who buys from the retailer. It is hard to break a habit. The habit of paying bills once a month will probably never change up in this country and the retailer would be delighted if the habit would be so thoroughly impressed on the customers that they would pay every month and not let it go for two months or three or indefinitely. But the time has gone by when the customers of any business man became indignant if that business man asked for payment at the end of thirty days' credit. Now the wholesalers and retailers are trying to work to one common end, the elimination of the dishonest creditor in business and the elimination of such enormous losses in over extended credit. Radical steps are to be taken, but I think it will be the very

best thing for all business interests concerned and most assuredly for the best interests of the plain, every day citizen who buys from the retailers and pays his bills regularly."

Business Ups and Downs.

"I hear Jack got up an Aerial Express Company."

"Oh, that's all gone up!"

"Well, I heard that something was up, when I as down there."

"Yes. He couldn't get the aeroplanes to go up, and so the company went up!"

"He'll have a lot to pay up!"

"He's gone up the spout. Been sold up."

"Did you have anything up on it?"

"Oh, I took a little flyer!"

"Well, it came too high for me—I couldn't plank down."

"Jack's folks will have to come down a little now."

"Unless his rich uncle comes down and sets him up."

"He won't. Jack got a little high and his uncle is up to his tricks now."

"Perhaps something will turn up."

"No—he's down and out."

"The uncle may let up."

"No. He's down on Jack."

"Well, it's high time—Jack's been too uppish."

"We all have our ups and downs."

"So we do. My time's up. Going down town?"

"No, up."

"So long!"

A woman can get more by her weakness than a man can by his strength.

An Awful Fifteen Minutes.

He came rushing out of the hotel wild-eyed and hair pushing his hat off.

"What is it! What's the matter!"

He rushed up the street. Then he rushed down.

Ten-twenty-fifty men collected as if springing out of the earth. Street cars stopped with a jerk. Beer wagons stopped with a bump. Moving vans brought to with a yank.

"What is it! What's the matter!"

The police came rushing up and wanted to know whose meat market was being mobbed, and then sailed in and broke a few heads. More men—more street cars—more beer wagons.

Forty police! Thirty reporters! And yet men jammed and pushed and elbowed and swore and asked:

"What is it! What has happened!"

A crowd! A mob! Traffic blocked! An awful riot imminent! Could the situation be saved? Was the man to save it present and on the job?

He was! He was only a clerk in a blacksmith shop, but he had the genius of a Napoleon. There was an effect. What was the cause? He clove his way through the crowd like a cleaver, entered the hotel and after a moment reappeared and held up his hand for silence.

"What is it! What has happened!"

"Ladies and gentlemen: A few moments ago it was thought that Jimmy Sweetzer, of the Giants, was off his feed, but I am happy to inform you that he is now devouring his usual hard-boiled egg with all his wonted ardor."

Barlow's Fancy Cake Flour

Barlow's
Old Tyme
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Barlow's
Indian
Corn Meal

Barlow's
Best Flour

All Choice
Michigan Product

JUDSON GROCER CO.

Exclusive Distributors

GRAND RAPIDS, MICH.

LITTLE TRAVERSE BAY.

Relation Harbor Springs Sustains To Emmet County.*

There is a puzzling fact connected with my presence and purpose here this evening, and I may as well out with it at the very beginning:

Here am I, invited to address you upon the industrial and commercial development of Emmet county, and at the same time I am well aware that George E. Rowe is to talk to you relative to the fruit and farming interests of this vicinity—the genesis of your modern industrial and commercial progress.

And there is another thing: There is no section of Lower Michigan—no neighborhood around the Great Lakes—which, in historic interest, in Indian legends and the wondrous records of those brave and self-sacrificing pioneer explorers, the French priests and missionaries of the Roman Catholic church, is more attractive than is the territory which, with its sixty miles of lake shore, embodies the very finger-tip-county of the great Michigan "Mitten"—Emmet county.

And so I find myself almost dazed as to how I shall begin and very considerably alarmed as to how I shall come out.

Shall I attempt to elaborate upon matters which Mr. Rowe will handle much more authoritatively and entertainingly than I can hope to attain?

Or shall I attempt to elaborate on the "Jesuit Relations"—the works of Francis Parkman and of Bancroft, the historian, who said, referring to the labors of the Jesuits in North America: "The history of their efforts and achievements is connected with the origin of every celebrated town in the annals of French America; not a cape was turned, not a river entered, but a Jesuit led the way."

In all likelihood any one of you here present can tell me more about the raising of fruits and the management of farms than I ever knew or ever can know, and it is equally probable that many of you are more intimately acquainted with the peculiarly beautiful traditions of the Indians, the legends of Bear Creek, Roaring Brook, Wequetonsing, Cross Village and the Beavers and the Foxes than I can hope to be, and so—what shall I talk about?

I fancy I can hear someone reply: "Talk about five minutes."

All of this proves to my own satisfaction the hazard one takes when he consents to let someone dictate as to what he shall say or what he shall talk about. Of course, a man's wife may and usually does command as to her husband's sayings and doings, but that is the limit. No man can safely submit to another man's decrees as to what he shall say.

An industrious, patient young farmer who had been married to an excellent young woman for a couple of years called upon his father and in a very despondent voice announced that he was going to get a divorce.

"What's the matter?" asked the father.

"Oh, Mary is all the time telling me I must do this, I must not do that, I had better not do so and it would be best for me to do otherwise, and I'm tired of it," responded the son.

"Is that all?" enquired the father in a relieved tone of voice. "That's nothing; every married man has to put up with that. Your mother bosses me and we get on all right."

"Well, I can't stand it and I won't," said the son with emphasis.

"Well, if you must leave her, before you go," said the father, "I want you to do one thing for me. You hitch up my team—the black and the gray—and then load the biggest box you can find with chickens and put the box in the wagon. Then you drive all over our county—I don't care if you're gone a week. Every home you pass find out who's boss there—the husband or the wife. Wherever you find the wife is boss leave a chicken; wherever the man is boss leave one of my horses—give it to the man."

During the first two days he called at over fifty homes and left a chicken at each house. About 10 o'clock the third day he reached a house and saw the husband and wife sitting on the porch. "Hello!" he shouted, and when both the man and woman looked at him he asked, "Who's boss here?"

The man arose proudly and replied, "I'm the boss," and, with a considerable strut and very cheery demeanor, he walked toward the young man, who said: "If you're the boss come down here and pick out one of these horses. I want to give him to you as a present."

Delighted with the idea, the boastful head of the family looked over the team and at last decided that he would accept the gray horse; but just as he announced his decision he heard his wife cough suggestively and, after looking hastily in her direction, he turned to the generous man and observed: "If you don't mind I think I'll take the black."

"You'll take a chicken!" was the impatient answer of the youngster as he threw an old hen at the man and drove away.

Now just whether you are going to get a chicken or a horse to-night I do not know, but this I do know: I shall observe the rule hereafter of choosing my own topic.

What can be done by the Harbor Springs and Emmet County Improvement Association to contribute toward improving the general welfare in this section?

As I understand it, that is the proposition we have met to discuss, and speaking broadly, practically and sincerely I reply that you can do much—provided:

A majority of the business men of Emmet county are big enough, fair enough, honest enough and sufficiently public-spirited to work together in actual harmony for the best interests of the entire county, and provided:

There is sufficient civic righteousness and clear-headed business acumen among the farmers, the fruit

growers, the merchants, the manufacturers and the members of the professions in Harbor Springs to realize that co-ordinate effort, persisted in industriously, sincerely and for a considerable period, is as certain to produce desired results as any business proposition can be.

The first thing to do in my estimation is to get rid of the too generally accepted estimate that it is only the merchants, the manufacturers, the bankers and the real estate and insurance men who are entitled to rank as business men; that it is only those men who can accomplish results along the lines contemplated by your Association.

The fruit grower, the stock raiser, the specialty farmer and the general farmer are essentially business men—they are the original business men because they produce articles of exchange and they sell them. Some farmers are better business men than others, just as some merchants, some bankers, some manufacturers and some real estate and insurance men are better at business than are some of their competitors.

I will go even farther with this idea. Every lawyer, doctor, dentist, civil engineer, land surveyor, school teacher and clergyman is a business man; and in exact ratio to his excellence as a business man he develops his merit and success in his profession. "Every man has business and desire such as it is," observed Hamlet to his friend, Horatio, and then he added: "and for mine own poor part, look you, I'll go pray."

I have indulged somewhat oracularly in this little classification of business men that you may understand that every man in Emmet county is entitled to contribute toward the support and participate in the achievement of your Association because as men of business it is good business for them to so indulge themselves.

Do not limit the membership of your organization. Get as many members as possible and yet do not impose dues upon any man to whom their payment would be a hardship. There are enough men available to your purpose to provide a good working cash capital, and those who are in sympathy with your efforts but who can not contribute money can be of splendid value by contributing services.

This reminds me to tell you that the member who simply pays his dues and lets it go at that is hardly worth your while. The man who pays dues and at the same time gives of his thought, his study, his influence and his active individual effort is the man you need and must have.

Cultivate the broadest kind of a view as to the value of your county's resources and opportunities. Do not develop into mere visionaries—lazy dreamers—but have faith in yourselves and the materials you already possess. Practice optimism—look away ahead and see brightly.

One day a Grand Rapids traveling salesman entered a store in the very southern part of the State—a store where he invariably made a sale—and found the proprietor sitting sour and

alone in a dark corner away in the back part of the room. "How are you?" cheerily called the salesman, at which the storekeeper responded despondently: "I'm all in. This weather has knocked me out, business is no good and I'm way down in the mouth."

"Down in the mouth, eh?" repeated the salesman. Then he questioned the storekeeper, learned that his store building and stock of goods were paid for and in no way encumbered; that the population of the surrounding country was steadily increasing and that a large majority of the people were prosperous, hopeful and good customers and then, addressing the merchant, he said: "There's nothing in it. You must brace up. When you're down in the mouth think of Jonah. He came out all right."

And so I say to you, look on the bright side always. Believe in your town; believe in the adjoining townships, believe in your county. Do not keep crying for the moon, but get busy for things entirely within your reach.

The other day one of the most successful business men in Michigan, while sitting in a parlor car, could not help overhearing an animated discussion going on in the seats just behind him. One man was urging another to sell his home and business in a small town not far from Little Traverse Bay and to move to a town away out West. "There's all kinds of money out there. Business is just booming and there isn't a Jew merchant in the place," said the promoter for the town out West.

Presently this promoter left the car and the eavesdropper casually turned to see who it was he had been talking to. He saw a clean looking, bright young chap who was deep in thought—evidently impressed by the alleged opportunity out West.

"Pardon me," said the elderly gentleman, who, apologizing, explained that he was unable to avoid hearing the promoter's argument and then asked: "Will you permit me to make a suggestion?"

The young man gladly assented, at which the other gentleman said: "If there isn't a Jew merchant in the place your friend has been talking about, keep away from that place, for as sure as you're a foot high there is no business, no money and no progress in that place."

The old man's advice was good and the young man, filled with gratitude, accepted it with thanks.

Don't let anybody tell you of a better place than Harbor Springs, of a better county than Emmet county, because your town and your county are just what you men may make it.

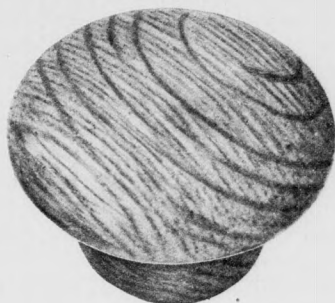
Look at your individual and very own deep water harbor, completely sheltered from the four quarters of the globe—a veritable safety-pocket from the winds and wrack of the Great Lakes—the safest and best harbor on the Lakes, with its three miles of shore line and as pretty a picture as can be found anywhere.

Think of the 300,000 fertile acres in your county, from Waughoshance to Bear Lake—from Goodheart to

*Address delivered by E. A. Stowe at annual banquet Harbor Springs Business Men's Association June 9, 1910.



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.

Pellston—strong in the vigor and wealth of vast acres of hardwood timber, abundantly watered, even tempered always, with its splendid hills and beautiful valleys awaiting the touch of man and the benediction of the Omnipotent to make it laugh and fairly revel in the joys of a bounteous Nature; the cap-sheaf of all the fruit growing sections of the country; the star seed growing section; the producer of hardy seeds for neighborhoods needing them.

Why, Emmet county in its location and because of its wealth of natural resources and its picturesque features, need take no back seat for any section of our State. Within an eighteen hour sail of Chicago; with the great marts of Green Bay and the Upper Peninsula only a night's ride away; with Grand Rapids, Detroit and all the larger communities to the south only six to ten hours distant, Emmet county is practically in the very center of population.

Anything requiring hardwood in its production may be successfully manufactured in Emmet county, and the same is true as to iron products, while from the purely agricultural standpoint Emmet county is matchless. With such possibilities at hand the whole problem is up to the men and women of Emmet county. These men and women are merely human. And so the ultimate results must be worked for, must be waited for. And for these latter reasons the organization and ambition of the Harbor Springs and Emmet County Improvement Association are needed and fortunate factors.

Because this entire section is a summer resort neighborhood so much the more reason why manufacturing and commercial developments should be made here. It is a waste of opportunity to permit the thousands of visitors who are here annually to come and go without advertising the industries and the commercial enterprises you should and might possess.

In conclusion permit me to suggest to the people of Harbor Springs that they must not overlook their suburb across the bay to the south, and to the people of Petoskey that they must not disdain their suburb across the bay to the north, and to the people of both Harbor Springs and Petoskey that they must not forget their intermediate neighbors.

It is only eight or nine miles around the bend of your bay—you are practically the west end of the bow which has Petoskey at the other end—practically a single community with identical interests, naturally ambitious and certainly have the same resources and opportunities.

Grand Rapids has its Board of Trade and besides it has half a dozen neighborhood public welfare organizations—all working in harmony and with splendid success.

The same opportunity exists here. There is absolutely no fair and genuine reason why every village on your bay may not have its local public welfare association, with all of them working in harmony for the good of all of Emmet county.

This result depends solely upon the good citizenship of your county; upon the spirit of generous rivalry in behalf of the entire county; the broad-minded, generous ambition of all the people of your county and the resultant irrepressible force of genuine co-operative effort—free from petty jealousies, with personal individual hobbies put aside in favor of the big broad things for the general good.

This can be accomplished and I believe it will be accomplished, but it will require patience, persistence, determination and the unimpeachable loyalty of a majority of your citizens—for two, five, ten years.

By that time the results will be so apparent that your movement will live and grow by pure force of its own impetus, and may I then be here to congratulate and to commend.

Curiosities of Chatham Island.

On Chatham Island, in the Galapagos group, jet-black cats live by the thousand in crevices of the lava near the coast, wild dogs exist in droves, wild chickens in flocks; and there are wild horses and wild asses that have acquired an interesting habit, so we are told, of sitting upon their haunches like rabbits.

Most remarkable of all the animal life found on the Island when Darwin visited it were the great turtles, some of them weighing as much as 600 pounds. They were the only survivors of an ancient race of giant turtles that was conspicuous in the early part of the Tertiary epoch. Unfortunately, only a few of them are now left, and before long it is thought the race will be extinct.

It is reckoned that no fewer than ten millions of these turtles have been taken from the islands of the group since their discovery. Ships' crews have taken them for food; the wild dogs have persistently eaten the young ones, watching until the eggs hatched and then gobbling up the infant tortoises; and a factory was at one time established for the purpose of making turtle oil. It is said to have turned out 3,000 gallons a year.

Although the turtles are not yet exterminated, there is a sad falling off from former days. The specimens now found are usually mere infants, weighing only ten or twenty pounds. In the old days it took six or eight men to lift one turtle. The turtles live to a great age and are believed to continue growing as long as they live.

Why Gold Can Not Be Cast.

As is well known, some metals are unsuitable for casting, while others, like iron, can readily be cast in any shape desired. The property of casting well is said to depend upon whether the metal contracts or expands on solidifying from the liquid form. Iron, like water, expands in solidifying, and hence the solid metal may be seen floating in the liquid iron about it. The expansion causes it to fill the die into which it is poured, and so it can be cast easily. Gold and silver contract in cooling and, therefore, are not suitable for casting.

Charity and Prudence.

The contradictions of life are many. An observant man remarked recently that he was prowling about a certain city square when he came upon a drinking fountain which bore two conflicting inscriptions.

One, the original inscription on the fountain, was from the Bible: "And whosoever will let him take the water of life freely."

Above this hung a placard: "Please do not waste the water."

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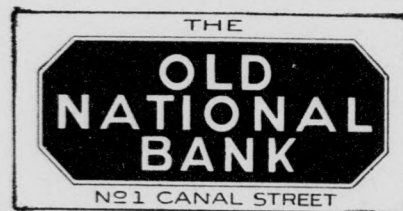
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Are better than Government Bonds, because they are just as safe and give you
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WE CAN PAY YOU
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On Your Surplus or Trust Funds If They Remain 3 Months or Longer

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

All Business Confidential

Unity and Happiness Marks the Twentieth Century.

That word which best typifies the main trend of thought of the twentieth century is unity.

In science there is a strong suspicion that the seventy-two "elements" are really but so many forms of one. All sorts of curious names have been coined to signify the one original element or force; and we read of the mysterious od, of psychoplasm, of zoether. These are not names for any actual thing, but for a thing we think ought to be and is about due; just as Dr. Max Wolf of Heidelberg on September 11, 1900, pointed his telescope to a certain spot in the constellation of the Twins and saw, by means of a photographic plate, Halley's comet, which the astronomers had calculated would appear about there and then. Only our one primeval substance has failed to show up.

But notwithstanding we have wonderfully unified our thought of the universe. First we found out that no matter is lost, it only changes form, as Sir Walter Raleigh proved by weighing a pipe of tobacco, smoking it, and then carefully weighing the smoke, ashes and gases. Then we discovered that no force, as well as no matter, is lost, but only undergoes a change; heat is a mode of motion, and so on.

We also made the discovery that the heavenly bodies were not wandering around loose, or capering in fanciful "cycles and epicycles," but were all governed by a unifying law of gravitation. Halley demonstrated that even the fickle comet is a part of the huge, well ordered celestial machine.

This has all had its effect upon human society, upon government, upon philosophy. For one thing, it has rendered polytheism forever impossible. If there be any Supreme Being at all, he must be One. There can not possibly be a lot of gods pulling against each other in this twentieth century, for the simple reason that nature is not built that way.

Progress Points to One End.

We are forging ahead, also toward one world government, "the parliament of man, the federation of the world," that Tennyson sang about. By peace conferences, international conventions, and principally and especially by the weaving shuttles of commerce, we are getting nearer and nearer the day when we shall no more be citizens of America or England or Germany, but citizens of the world.

So in society. I hold no brief for socialism; not because I do not believe in it, but because I do not know enough about it. We are apt to prick up our ears and shy at the word. But there is a great deal of socialism that is already here, established and flourishing and no one seems to mind.

There is, for instance, an absolute socialism in the realm of ideas. These belong to everybody. Like the early church in Jerusalem, the intellectual world of to-day are together, and have all things in common." You can copyright a book, but only its title

and words, its ideas merge into all souls.

There is a socialism in our language. It is the same for rich and poor. When you get a million dollars you still have to speak in the same tongue used by the poor school ma'am.

We are all one in health. The baby in the house of Astor can catch the diphtheria from the washer-woman's child. You can move to Evanston, but your porterhouse steak comes from Kansas, by way of the stockyards and through the hands of the Owskis, Owitzes, Hooligans and Eulenspiels.

We are all one in happiness, for it's the same funny page in the newspaper which both the bank President reads by the plate glass front window and the janitor reads on the back door step.

We are all one in sorrow. For it's the same kind of salt tears shed by the mother who bends over the silent rigid little body lying in a silver satin casket, and the mother whose heart is breaking beside her dead in a pine box.

Common Fountain for All.

And we become good and healthy and we believe in the eternal goodness, just in proportion as we recognize this common fountain and drink of it, in proportion as we recognize this common ocean and bathe in it. As we draw aside in our hearts from our fellows we become mean and morbid. Hindoo religionists seek Nirvana by retiring to some cave in the mountains. But peace is not there. It is only where "two or three are gathered together."

In proportion as any "set" becomes "exclusive" it becomes vicious. Whoever withdraws from this, our common humanity, is committing spiritual suicide.

I went the other day to hear the Thomas orchestra play, and the Apollo club sing, that noblest of musical creations, Beethoven's Ninth Symphony; and I wondered how many of those present caught anything of its spiritual and real message. It is the supreme work of the master. When he was pondering how to finish it, what fitting finale to compose, he suddenly stopped, as he was walking the floor, and exclaimed to a friend, "Let us sing the song of the immortal Schiller!" And he set to music that poet's hymn to Joy.

Now this hymn of Joy is a marvelous thing. It salutes Joy, the common inheritance of all living, the privilege of the worm and of the cherubim; and from the contemplation of this universal gift he rises to the conception of the essential unity of all men, and in a burst of ecstasy cries out: "O, ye millions, I embrace you, I throw this kiss to you!" and from this human unity he rises still higher to the thought of the One Father, and continues: "Brothers, o'er yon starry tent our common Father lives!" and when chorus and orchestra blaze forth in the happy melody, and the noblest concord of sweet and majestic sounds pour like a cataract upon your soul it is as if—not as if heaven opened and the

angels sang, as in Handel's Hallelujah chorus—but is if the one, universal Soul of Man, of all nations and kindreds and tongues, had found its full and fit utterance, as if you were submerged by the sea of human joy.

Draw near, therefore, to your fellow men. You were made for them and they for you. Your heart will be unquiet until you rest in them. Whatever isolates you embitters you. Pessimism comes from sheer loneliness. No man can really love the world of men and saturate himself daily in their joys and hopes and pain without coming into an inheritance of gladness. The lovers are all optimists.

Frank Crane.

Tests Made of Explosives by Government.

"Permissible explosives" is an American phrase which has its meaning largely to the coal miner and the workers in hard rock, where risks must be taken in preparing a "shot," which is to loosen stubborn material which does not yield readily to the pick and crowbar.

It was early in 1909 that the government undertook a testing station for explosives at Pittsburg, and from 100 samples submitted by the powder makers forty-five of these varieties of explosives have been tested and marked as "permissible." As indicating how the manufacturers of explosives regard the approbation of the test, a circular from the Pittsburg station, dated May 16 of this year, shows fourteen new varieties as passing.

In the coal mines, where much of the blasting of the country is done, that chief merit of the "permissible" powder lies in its inability to ignite coal dust and mine gases, thus preventing explosions which wreck and kill in afterblasts.

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 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, etheral 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!**



REVIEW OF THE SHOE MARKET

The Things That Hurt the Shoe Dealer.

Written for the Tradesman.

No, this isn't going to deal with weather conditions and the drawbacks incident to an unpropitious streak of delayed March weather sandwiched in this early summer season. Neither does it propose to spread itself over the entire field of things hurtful to the shoe dealer, for, take them all in all, there is a sizeable catalogue of these evils. But I shall limit myself to the less ambitious task of calling attention to two or three of the lesser evils:

To begin with, tardy delivery. If this doesn't hit you pat yourself on the back. But it hits some folks all right.

The shoe merchants who would fain keep in good graces with the public must keep faith even in the smallest details. If the merchant promises to deliver the goods at a certain time then the goods ought to be delivered at the time promised. It may be inconvenient to do it, and in some instances it may cost the price of a special messenger, but it pays to redeem one's vows even if he must do so at his own hurt.

Let me illustrate the point with a little story—a true story, too: The other day a friend of mine went to a department store—the biggest and most pretentious department store in the city. As not unfrequently happens, the shoe department of this big store is not up to standard. It is entirely overshadowed by the importance of certain other departments and, as the sequel will show, it certainly needs a live man at the head of it. But anyhow they carry a good line of men's shoes and my friend had been getting his shoes there for a long time. He wanted a pair of semi-dress shoes and selected for that purpose a pair of patent leather bluchers. My friend wanted to wear his new shoes to a dress affair on Wednesday evening and his visit to the store was made on Tuesday afternoon. As he had a fairly good sized bill at this store, and as the day of his purchase of his shoes was the 31st of the month, he told the clerk to put the item on the next month's bill. And as his credit at that store is good for any reasonable amount the clerk readily consented to do so. "Now," said my friend, "you can deliver the shoes any time Wednesday; but be sure to have them there not later than Wednesday afternoon, for I want to wear them that evening."

The greater part of the day Wednesday my friend was out of the city. When he got in about 6 o'clock Wednesday afternoon he asked his wife if the shoes had come. Much

to his surprise she informed him that they had not. He called the store immediately, asked for his party in the shoe department and told him to get the shoes right over; that he must have them. The shoe clerk was greatly surprised to learn that the shoes had not been delivered and faithfully promised to send them right over by a special messenger. Six thirty came and no shoes. In the meantime, of course, the big store was closed. Six forty-five and still no shoes. By 7 o'clock my friend was thoroughly exasperated. It was imperative that he have new shoes for the occasion. So he telephoned to the nearest shoe store proprietor—and he happened to have living apartments in the building over his store—and asked him as a special favor to let him in; that he must have the shoes for immediate use. This the shoe dealer readily agreed to do. But it took my friend just about thirty minutes to go out to this latter place, get himself properly fitted and return. In the meantime the messenger boy from the big department store had delivered the shoes which he had bought the day before. The next morning he called up that store and told the shoe department man things—and, of course, returned the shoes.

Now this is, perhaps, a somewhat "raw" case of carelessness and indifference. But the instructive thing about it is that it actually happened. And I doubt not that many cases of tardiness could be cited by my readers—instances in which the shoe dealer injured his business by failing to deliver parcels at the time promised.

Another thing that hurts the shoe dealer is too much insistence upon findings. True enough most any of us can recall shoe dealers who go to the other extreme and neglect their findings altogether. But that is another story. There is such a thing as dinning findings into the unwilling ears of one's customers.

Now I believe in findings. I know they are a good thing; believe they are indispensable to the well equipped, up-to-date shoe store; believe also that the profits to be derived from findings of the right sort justify the dealer in keeping them in stock and in pushing the wares in the proper manner. But I am also persuaded in my own mind that the pushing of findings ought to be done "decently and in order."

The charge has been made—and I believe not without truth—that findings have been too aggressively pushed in some of our city shoe stores. As a result of unwise insistence good patrons have become disgusted and

have withdrawn their trade from certain stores where this unwise policy has been pursued.

"Oh, their shoes are all right!" said a young man recently in a certain shoe store (and he was speaking of the proprietors of a rival shoe shop), "but I am sick and tired of being told over and again that I need shoe trees, wide laces, arch props, foot powder, polishing sets, and so forth ad libitum. I suppose, generally speaking, I need a thousand and one things that I haven't got. But what's the use reminding me everlastingly of my outstanding needs? I haven't any railroad systems and steamship lines earning dividends for me."

Another party who was evidently good and sore because some injudicious solicitation by certain shoe peo-

ple expressed himself on this wise: "I didn't mind it the first time they broached the findings proposition to me. I bought some paste and a pair of shoe trees because I saw they were good articles and I needed them. But on a subsequent visit to the store the same clerk brought out one article after another, expatiating at length upon the alleged merits of each of them. This time I made no purchase except of shoes, telling the clerk I was otherwise well provided

MAYER Honorbilt

Shoes Are Popular

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



**All Boys
Are Hard
On Shoes**

Their business compels them to give their footwear more hard usage than anybody else is capable of.

We know this and accordingly take special and particular pains to build our Oregon and Veal Calf Star Shoes so they will endure the shocks and strains of a long hard campaign and give the boy all the shoe satisfaction he wants at a reasonable cost. Length of service considered, parents find our Stars the cheapest shoes they can buy.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

for. Imagine my surprise and disgust when, upon the occasion of my next visit to the store, the same clerk insisted upon my taking more paste and shoe trees. When I gently but firmly reminded the salesman that I wasn't in the market for either of these commodities, or, for that matter, not in the market for anything at all in the findings line, that brilliant and versatile clerklet reminded me that I didn't know the value of a shoe tree anyhow; that I did not properly appreciate shoe polish and all that sort of stuff. It made me downright hot under the collar; and I asked him where he got the tip. Then it was his turn to get sarcastic; and the result was that I went out of the place with an extremely bad taste in my mouth. I haven't been back there since."

Another hurtful thing in the shoe store—or anywhere else in the mercantile business as far as that is concerned—is the smart Aleck. You will observe that I call him a "thing." I use the word intentionally. It is not a slip. He is a mere "thing."

You know the sort of a chap I mean—the young fellow who waxes facetious on slight provocation. He likes to give the other clerks—especially the lady salespeople—the wink when the awkward, gawkily dressed ruralite comes in. "High-water" trousers immediately acts on his risibles. The smell of the soil seems to tickle his fancy beyond measure.

It gives him an inflated idea of his own prodigious importance when an unfortunate, shabbily clad person crosses the threshold. He begins instantly to prune his feathers and cut capers. He wants everybody to see that he, the smart Aleck, is wise, thoroughly initiated, and altogether fit; while this poor specimen of humanity, so shabbily clad, so crude, and so obviously "green," is an easy mark. He, the smart Aleck, will therefore enhance himself in the good graces of the salespeople by staging a little impromptu comedy. Isn't that the psychology of the situation?

You have doubtless seen the sort of thing to which I refer. And you know the impression such conduct makes on sensible people. If the disinterested bystander isn't of the same ilk as your smart Aleck he is disgusted. And as to innocent cause of this facetiousness—well, he isn't always as "green" as he looks; and sometimes he turns the tables on your hair-brained clerklet in a most delightfully unexpected manner. Oftentimes he is justly wounded to discover that he is being laughed at, and nearly always he is far more sensitive than he is given credit for being.

Do you permit anything like that in your store? I hope not. But, say, although you forbid it, are you absolutely sure it does not go sub rosa? It will pay you to satisfy yourself on this point beyond a peradventure. For if the thing does go on it is going to hurt your business. Nothing under the canopy sticks in the craw like this sort of thing. And you are not very likely to sell any customer the second pair of shoes if he suspects that he was the object of skillfully-veiled

ridicule on the occasion of his first visit to your place. Cid McKay.

Greater Popularity for Tan Shoes.

So far as the trade of this spring may be judged, the reports show that stocks of tan shoes in hand with retailers and jobbers have been disposed of with greater satisfaction than was perhaps anticipated. The colors as represented by tan and similar shades have retained all of their former popularity, and it may be correctly stated that many dealers could have done a much larger business if they had larger stocks of tan shoes, or if there had been still time to make more for the spring and summer demand.

Reports come to us that retailers and jobbers are both cleaned out of colored shoes; but a better way to put it would be that while the stocks of men's tans are in fairly good shape, the retailers' stocks on women's are so broken in sizes and styles as to be far from as complete as they would like to have them to meet the demand.

It seems to be more and more apparent from season to season that the consuming public realize that the logical and correct shoe for summer wear is colored kid or calf. The patent leather shoe has its place for dress function even in summer. For an outing and out-door shoe and for comfort and appearance there is nothing so appropriate as the so called colored shoe.

From the nature of the present demand, everything promises that colored kid and calf will meet with greater popularity in the spring and summer goods of 1911, and dealers will take care to be better stocked on colored leather a year from this time than they are at present.

It has been suggested that if shoe manufacturers should confine themselves to making colored shoes for the spring and summer and not try to popularize them for fall and winter, that the retailer would at no time be overstocked and be in a safe position at all times to order extensively for spring and summer, which would be more in accordance with his needs and mutually beneficial all around. The adoption of this suggestion would not cut into the selling of black shoes in the fall and it would bring the tan shoes into use at the proper season.

The merits of tan leathers are too well known for expounding in detail at this particular time, but in justice to the manufacturers of the leather and the people who sell the finished shoe, the importance should be appreciated of having the shoe worn at the proper time and not expose its popularity to the injury of being worn out of season, in bad weather, which does not do the shoe nor the leather justice.

It is to be hoped that for the continued success of the business on tan shoes that manufacturer and retailer will make a greater effort to co-operate in this matter, thereby making far greater satisfaction on the part of the consumer and better returns to dealers and producers.—Shoe Retailer.

OXFORDS



No. 3523

SLIPPERS



No. 3550

We have the following numbers on the floor and can make shipment the day your order reaches us:

No. 3507—Wos. Chocolate Vici Pump, tie, ankle strap, 3-7 E	\$1 20
No. 3509—Wos. Pat. Chrome, 4-eye Blucher Oxford, 3-7 E	1 50
No. 3523—Wos. Patent Chrome Pump, tie, ankle strap, 3-7 E	1 50
No. 3533—Wos. Vici Kid 4-eye Blucher Oxford, mat top, patent tip, 3-7 E	1 50
No. 3535—Wos. Gun Metal Blucher Oxford 4-eye, wing tip, 1/2 double sole, 3-7 E	1 50
No. 3537—Wos. Gun Metal 2-eye Blucher, shield tip, 3-7 E	1 50
No. 3539—Wos. Patent Chrome Blucher Oxford 4-eye, full calf quarter, 1/2 double sole, 3-7 E	1 35
No. 3541—Wos. Patent Chrome instep, strap pump, plain toe, 3-7 E	1 50
No. 3544—Wos. Gun Metal instep, strap pump, plain toe, bow, 3-7 E	1 50
No. 3549—Wos. Patent Vamp, dull qtr., 3-eye Blucher, plain toe, 3-7 E	1 15
No. 3550—Wos. Patent Vamp and qtr., 2-strap, 1/2 double sole, plain toe, 3-7 E	1 60
No. 3557—Wos. Gun Metal, 3-eye Gibson tie Oxford, 1/2 double sole, 3-7 E	1 35
No. 3561—Wos. Patent Chrome 4-button Oxford, cf. top, 3-7 E	1 35

We also carry the above in Misses' and Children's sizes, and a line of Roman Strap Sandals. Mail us your orders. The Oxford season is at its height.

Hirth-Krause Company

Shoe Manufacturers
and Jobbers

Grand Rapids, Michigan

Big Saturday Sellers

One dealer says: "It doesn't seem to make much difference what shoes I show in my window, the boys all come around Saturday and insist on buying



THE BERTSCH SHOE

GOODYEAR WELTS FOR MEN

The man who has seen them can't forget them when it comes time to buy shoes. The Bertsch Shoe will increase your trade—increase the prestige of your store—and will unmistakably increase your profits.

Take two minutes' time to mail a post card request
for samples today.

HEROLD-BERTSCH SHOE CO.

Makers of the Famous
H B Hard Pan and
The Bertsch Shoe Lines

Grand Rapids, Michigan





News and Gossip of the Clothing Trade.

The following advice comes from a subscriber to this periodical with a suggestion that it be given to his fellow readers:

Attend to your own business only and leave others alone. Do not be jealous of your neighbors. Do not try to do it all, for it is impossible. Take life a trifle easy. Keep your store clean. Do not try to be too economical, as it has a tendency to keep trade away. Use plenty of lights, burn gas or electricity if you can get it. Advertise your business for all it is worth, for trying to do business without advertising is like the fellow who was winking at a girl in the dark; he knew what he was doing, but no one else did. Remember that the poor when they die take along just as much as the rich. Keep your store in apple-pie order. Look at the samples of every commercial traveler who may offer to show them to you; you can only improve your knowledge of your business. You don't need to buy from each one. Don't buy too much at any one time. Consider how much your sales are and how much you can discount. Don't hop around from one location to another; nor from one town to another; stay in one place and become known. Sell at a reasonable profit above all other things.

"Wanted — Hands on gentlemen's coat collars," is the way a placard reads in an East Side tailor shop. This is an entirely new method of holding one's customers.

The restoration of color to fabrics which from one cause or another have deteriorated in this respect has suggested various chemical applications and processes. It has been customary to employ ammonia for the purpose of neutralizing acids that have accidentally or otherwise destroyed the color of the stuffs, this being necessarily applied immediately, or the color is usually imperfectly restored. An application of chloroform has the effect of bringing out the colors as bright as ever. Plush goods, and all articles dyed with aniline colors, faded from exposure to light, resume original brightness of appearance after being sponged with chloroform; the commercial chloroform, which is less costly than the purified, answers well for this purpose.

It is almost a truism to say that people dress well when the country is prosperous and wear cheaper clothes and wear them longer when dullness prevails. The clothing, furnishing goods and dry goods trades ought then to be a good barometer of the general welfare of the people. If this is so the country must be prosperous at present, for never before in its history has there been

such a demand for the finer fabrics as at present.

It was during the panicky days of 1907. Mr. I—, an elderly gentleman, gray-headed and dignified looking, was engaged in serious discussion with his son, the junior member of the firm—boys' washable suit manufacturers. "Have you heard anything about the — Bank?" was the question that greeted me as soon as my presence was noted. I naturally guessed from the anxious, perplexed expression of the old man's face that he was a depositor of the above institution which was spoken of in one of the morning papers as having closed its doors the day before, until the arrival of more cash.

The bank was open on the next morning as usual and a long, waiting line of depositors were being paid off as rapidly as the paying tellers could get to them. But the line seemed to grow instead of diminish and Mr. I—, Sr., who had been over to the bank came back to consult with his son about the advisability of withdrawing his deposit before it was too late. I was drawn into the discussion for my opinion on the solidity of the bank and yet I knew nothing more than what the newspapers had published:

For ten years this firm had been a depositor of this bank, being on especially intimate terms with the bank President, who a few minutes before had assured the elder Mr. I—, with tears in his eyes, that the bank was perfectly solid, imploring the latter, as a mark of confidence in the institution, not to withdraw his money. "I have \$10,000 in that bank and my confidence is so strong that I'll leave it in there, excepting—except—" and there he paused, "the other \$1,200," looking at his son. He rushed out of the office. I turned to his son for an explanation. "You see," he said, "my father is the Treasurer of an up-town Hebrew free school for poor children, and it is that money that he is most afraid of."

A certain Oklahoma editor is said to be the possessor of three shirts, and he is so stuck up over his good fortune that he refuses to join the State Press Association. The Association has denounced him as a dude and a bloated aristocrat. He will soon have to decide between being classed among the "idle rich" or the "decent poor."

Mr. S. L., manufacturer of boys' clothing, was sitting on the top floor of number — East — street, in his clothing establishment engaged in the discussion of a prospective advertisement that he was preparing for the following month. The door opened and a middle-aged man, with a small and somewhat gray beard, entered. He had waited for about five minutes, when Mr. L. looked up and as his gaze rested on the man he seemed to scrutinize him intently. Suddenly he called, "Well, what do you want?" The man seemed to have been just as surprised, but gaining his confidence, said: "Mr. L., I have some linings to show you. Would you care

to look at them?" Mr. L. kept his eyes on him and answered: "I can't use any of your linings, Mr. N." The man turned uneasily, as if to retreat. He was walking towards the door when Mr. L. called out: "If you will wait for a few minutes perhaps I'll see what you have." The dazed man turned back and sat down.

Two days later, when I called again, Mr. L. seemed to know that that incident was still in my mind. "That man did me a dirty trick a couple of years ago," he said, taking up the incident as if it had just occurred. "He was a manufacturer and a competitor of mine. I was suing a retailer who wanted to do me out of several hundred dollars' worth of merchandise that he had bought, refusing to pay for the same on the ground that the goods were not worth more than half of the money that I asked for, and that man there, this fellow that you saw here, was called on the witness stand to give expert testimony as to the value of the goods and he perjured himself corroborating the testimony of the defendant, although he knew in his black heart that the goods cost me more than that to make up—just to get the other man's trade way from me. Well, he busted about a year ago, and I heard recently that he was selling linings for

"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

a living. I was dumbfounded when he entered my door, and no doubt he was, too, for he must have walked in by mistake.

"Well, I suppose you want to know why I called him back," said Mr. L., realizing my still puzzled state of mind. "It was to give him the largest order of linings that I ever bought at one time. But it wasn't for his sake that I did it. I was sorry for his wife and children; and then you know what King Solomon said: 'If your enemy is hungry give him bread; if he is thirsty let him drink. For it is like shoveling coals of fire on his head, etc.'"—Clothier and Furnisher.

Push the Hardest When Trade Is the Dullest.

It is one of the laws of Nature that the greater the load the greater must be the effort expended to move it. It is one of the laws of merchandising that the duller the season the greater must be the effort to get trade.

Lessen the effort and the load will not move—the trade will not come.

Increase the effort and the faster will the load move—the faster will the trade come.

This is an unalterable law—the law of cause and effect.

And there can be no escape from it—without punishment.

You will punish your business—you will penalize yourself—if you fail to push hardest when trade is dull—st.

Just because there is a tendency to let down on "the other fellow's" part, is all the more reason why you should drive ahead—and gain a further lead.—Butler Brothers.

How To Be Your Own Employer.

When you get a job just think of yourself as actually starting out in business for yourself, as really working for yourself. Get as much salary as you can, but remember that that is a very small part of the consideration. You have actually gotten an opportunity to get right into the heart of the great activities of a large concern, an opportunity to think in, through your eyes and your ears, knowledge wherever you go in the establishment, knowledge that will be invaluable to you in the future.

Resolve that you will call upon all your resourcefulness, your inventiveness, your ingenuity, to devise new and better ways of doing things; and you will be surprised to see how quickly you will attract attention of those above you.—The Booster.

Curious Effect.

"Yes," said the man in the mackintosh, "you know he lost his nose in a premature explosion of gunpowder. Well, the surgeons took the nose from a little white dog and grafted it on his face in place of his own proboscis. It makes a pretty good nose, too."

"Anything peculiar about it?" asked the man with the green goggles.

"Well, you can believe me or not, but it's a fact that when anybody comes prowling around the house at night he wakes up and barks."

Much Yet Remains To Be Done.

Indianapolis, June 7—The enforcement of the pure food law has taken an unexpected turn. The large food producing establishments fell into line at once. They even assisted the pure food authorities. Their sanitation is now very good, their products are prepared in a cleanly manner from good stock. The large establishments, including the meat packing houses, have complied with the laws requiring sanitary construction, and are clean and sweet. Adulteration with substances injurious to health never was extensive. The adulterants were usually harmless, as, for instance, corn meal in sausage, water in butter, water in milk, cotton-seed oil in olive oil, etc. Obviously, these adulterants affect the pocket only, for when corn meal is worked into sausage and a sausage price is paid, the purchaser suffers a monetary loss, for he can buy corn and meal at less than sausage price. Foods preserved with chemicals are now well worked out of the trade; excepting, of course, ham, bacon, corned beef, dried beef, pickled pork, smoked tongue and pickles of all kinds. The term "embalmed meats" caught on with the public not long since, and being such a catchy term, it brought down an awful charge of imprecations upon the heads of the packers. All the time the public was oblivious to the fact that ham, bacon and dried beef, while legitimate and good flesh foods, were really and truly embalmed meats.

If health officials could only hit upon a shibboleth like "embalmed beef" for use in the fight against preventable infantile diseases, or against the preventable consumption, and with it get the public going as they did in the case of embalmed beef, then thousands and thousands of lives would be saved, the public happiness promoted, the general efficiency increased and immense sums of money conserved. The problems of securing pure foods now lie principally against the small slaughter houses, the village butcher shops, town restaurants, town groceries and certain dishonest farmers.

At the health officers' school held at the Claypool Hotel, May 24, Dr. Martin, County Health Commissioner of Marshall county, reported in regard to "impure eggs." He said: "Too many farmers mix addled or stale eggs with fresh ones and offer them for sale." The law forbids the sale of stale eggs for fresh ones, but says whoever "knowingly" does so shall be punished.

Dr. Martin further said: "In my experience, knowingly can not be proved in court." The farmer says: "Wife gathered the eggs and certainly did not intend to mix the bad with the good." Or perhaps the farmer's wife who offers the stale and fresh eggs mixed together and is caught, says: "The children gathered them and I just brought them in, supposing they were all right." It is the same way when a farmer's wife offers loaded butter for sale. The butter is found to carry 20 to 30 per cent. of water, the maximum allowed by the law being 16 per cent. Of course, the water was purposely

worked in by emulsification and the offer of sale of the adulterated stuff, knowingly made, but it is impossible to prove the "knowingly."

The offering for sale by farmers of dressed chickens and hogs which have died has been detected and punished several times. But the practice goes on and frequently, when inspectors are morally certain that the dressed fowl or dressed hog or sheep has died of disease, proof is lacking which the courts will accept. The health authorities have at times wondered that the honest farmers do not in their institutes declare against such rascalities and lend energetic aid to apprehend the rascals. In Hamilton county a farmer, a good church member by the way, offered a dressed hog for sale to a meat dealer. It was purchased, although there were several faint signs about the carcass indicating all was not right; the assurances of the farmer made the sale. Now, a neighbor was in some way cognizant of the fact that the hog had died and he could not hold the secret. He softly mentioned the matter to Dr. Lohr, the County Health Officer. The doctor promptly brought the matter to the attention of the court, the farmer pleaded guilty and the judge assessed a high fine.

That sanitation of groceries is much needed appears from the following report of an Inspector which is one among many of like kind. The Inspector says:

"I found three groceries in Elberfeld, Warrick county, and one drug store. In the first grocery bacon was

piled up uncovered and unwrapped in a heap in the main room on a coal oil tank. The flies crawled over it, men in dirty clothes lean against it and dust settles on it. This store is a resort in the evening for boys who smoke cigarettes and chew tobacco and also for men who smoke pipes and cheap cigars and chew and spit."

Of course, measures have been taken to make these groceries sanitary, but the question arises, Why do good people patronize such stores? The refrigerators in butcher shops and groceries are often in unsanitary condition. Other offending places are country slaughter houses. A slaughter house I inspected myself near Morristown was almost too awful for description, yet beef, pork, veal, lamb and mutton were supplied from this place. Scores of vile slaughter houses have been abolished or cleaned up since power and a little means have been given the State Board of Health, but hundreds yet remain. We have only \$15,000 per annum with which to do the work of the whole State to secure pure food and drugs. The same amount is given to protect the bees and plants against disease.

J. N. Hurty,
State Health Commissioner.

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



The Greatest Aid in the Office

from the viewpoint of

Efficiency, Service, Economy

The Underwood Standard Typewriter

"The Machine You Will Eventually Buy"

UNDERWOOD TYPEWRITER CO.

(INCORPORATED)

New York and Everywhere

STOVES AND HARDWARE

The Mail Order House and the Hardware Retailer.

This mail order problem was presented to me while visiting at a foothill farm in a new light. I sat one evening and listened to a discussion between two of my old friends on the relative merits of cream separators; one offered by a merchant agent in a nearby town and the other by a mail order house. The farm is about twelve miles from the railway, and that distance must be traveled over a grade road which crosses a deep river canyon, making hauling somewhat difficult.

The catalogue issued by the mail order house, which was before us on a table, had the readable, personal appeal of such literature. It interested me as usual, even although I know what to and what not to absorb as gospel truth, or at least I feel I do.

The catalogue supplied by the retail hardwareman agent in the nearby town for a standard machine was well executed, although it lacked much of the intimate personal appeal of the mail order house catalogue.

The great weakness that impressed me from the talk I listened to was that the retailer did not give the time or lacked the intimate knowledge to describe his separator as clearly as the catalogue of the mail order house seemed to do.

I enquired if the catalogue given by the retail merchant had been read as fully and with the same attention that was given to the mail order house catalogue. My friend candidly admitted that this had not been done because "I had a talk with Mr. —, the agent."

I finally ascertained that the dealer only dwelt on the principal advantages of his separator and then passed out his catalogue when he saw an immediate sale was impossible, doing, as far as I could judge, about all he could to impress the fact that he stood behind the manufacturer's guarantee—that he wanted to serve his friends satisfactorily, etc.

However, the point remained that the retailer's catalogue did not get the same earnest attention that was given to the mail order house's catalogue and the sale looked as if it would be lost to him.

This merchant should have taken more care to impress upon my friend that, even although he was there to demonstrate and explain his separator, he would ask that the catalogue he was giving be read by him carefully. He could have said that if my friend had made enquiry from other sources to help him select a separa-

tor he knew my friend would be inclined to read advertising matter and catalogues received by mail more closely than his own because he had talked to him and for his own benefit he wanted to have him compare the written claims, for it would show more clearly than he possibly had been able to do the advantages of the separator over all others.

This suggests another weakness in the average retailer's sales method on specialties such as separators when competing with the mail order houses, and that is the lack of or poor quality of follow-up letters.

The mail order house uses (unless the system breaks down, as I have at times witnessed) a clever follow-up and a special offer. The hardware merchant can do likewise—but does he?

To have a plan for following up all enquiries about stoves, separators, washing machines and articles of like sale value appears to be necessary. All merchants can make trial offers or special terms to offset the mail order house and can equalize prices by careful explanation.

It's a case of closer attention to detail.

The hardwareman, in fact, any country retailer, who comes in competition with the mail order house, must move up in the handling of his follow-up and must give more attention to sales talks and selling helps; not only to use them but to study and learn to understand their proper and timely use.

Having a separator agency and a catalogue to give out does not insure its being carefully read, and if the catalogue is not read and the prospect followed up promptly the mail order house will have the advantage.

The retailer must start his customer's mind in the direction of reading the catalogue carefully and comparing it. Then the next day a well-balanced follow-up, and more, as is deemed necessary, according to the customer's potential sale prospect value will hold the prospect in line.

Another general complaint against the local retailer when taking a man to task for using a mail order house catalogue to buy from is that the merchant does not carry a full stock.

When asked why he does not let the merchant get what he wants from the manufacturer or wholesaler, the reply sometimes is: "The dealer takes too long, sometimes a month or six weeks, to get a soapstone griddle, as in a case I have in mind, and the mail order house ships promptly."

Let each retailer who is in the country retail trade think over the

above. Remember that "Business is the science of service. He profits most who serves best."

The mail order house has to serve to do business; location, convenience, etc., are usually against it.

Prices usually can be met or explained, but service must be met with better service to build and hold trade.

Geo. H. Eberhard.

The Kind Word.

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

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

It may be in a million years when you, from whom the kind words flow, are roaming o'er the shining spheres, and sowing stardust as you go; some other shape will hail you there and cry across the fleecy floor:

"You saved me from the Black Despair when we were on that lower shore! Your kindness brought me to these heights, where I have sought you far and wide; through all my days and all my nights I prayed for you until I died!"

Walt Mason.

Fore-Knowledge the Formula of Luck.

The strategy that wins in business—in buying and selling, financing and man-handling—is based on mastery of conditions and analysis of the other man's moves; how it plays a part in the success of any transaction, in-

stances out of the day's work of business strategists show.

George H. Cushing.

Many people are busy mortgaging the future in order to acquire a past.

H. LEONARD & SONS

Wholesalers and Manufacturers' Agents

Crockery, Glassware, China
Gasoline Stoves, Refrigerators
Fancy Goods and Toys

GRAND RAPIDS, MICHIGAN

Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and
Everything of Metal



A Good Investment

PEANUT ROASTERS
and CORN POPPERS.

Great Variety, \$8.50 to \$350.00

EASY TERMS.
Catalog Free.

KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.

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.

**Quick Meal
WICKLESS
OIL STOVES**

NO SOOT SMOKE DIRT
OR
ASHES.

**QUICK CLEAN SAFE
AND SIMPLE**

FOSTER, STEVENS & CO.

Grand Rapids, Mich.

Exclusive Agents for Michigan. Write for Catalog.

THE HOOSIER STOREKEEPER.

What Thirty Years' Experience Has Taught Him.

Written for the Tradesman.

The first thing I want to say to you is that an old man behind the counter does not exactly mean an old decrepit duffer, wabbly on his pegs—tottery with age, or even an old grey haired fellow whose head shows the frosts of many winters. Bless you, I feel quite young indeed although I have actually been selling goods for thirty years.

That gives one the right to make a few remarks and from actual experience I may be able to tell a few things that "won't do any harm to listen to," even if you differ with me.

If what I may say in these letters does not strike you as being in accordance with your pet theories and ideas I may at least be able to tell you how not to do it.

You know that a fellow who keeps his eyes open can not help but gather a lot of information behind the counter selling goods. The selling end is, after all, the most important part of any transaction. They may tell you that "goods well bought are half sold," but you know there is also another old saying, if I remember right, "Any fool can buy."

My opening chapter will be in reference to selling merchandise, and I am willing to bet my old shoes that some reader will say, "That's just exactly what happened to me." Did you ever find that it was good policy to learn from your customer?

Quite often in handling some new line of goods I have found that it was a whole lot better to frankly tell the customer that the merchandise was entirely new to me and remark, "Lady, this is all Greek to me," and, looking her straight in the eye in a sort of sympathetic way, "You know a whole lot more about these goods than I do." Naturally, a friendly interest sprang up and many a good motherly old soul has taught me more about the dry goods business than I ever have learned from my own observation.

It Pays To Be Honest.

That "open confession is good for the soul" admits of no argument and this has, undoubtedly, made many warm friends and solid customers. Do you think that this could have been equalled by telling the lady a lot of stuff that was untrue? Do you think that trying to make her believe something which she knew was impossible would have helped? No, this would only have clinched her suspicion that the young and inexperienced clerk was woefully ignorant and you know what would have been the result—she would have tossed her head in the air and with one turn would have switched around and said, "I guess I'll look around," which, of course, meant that the sale was lost and the salesman discredited.

Have you ever noticed a customer come in the store who was in a hurry and stare and stand around impatiently waiting for a clerk to get through telling somebody—perhaps

another clerk—the latest gossip and finally come up to the customer in a sullen way as if to say, "I don't see why we were disturbed?" How often I have felt like grabbing the clerk and handing over a swift kick. The Country Storekeeper.

Has he any problems? Ask him and he will say that he has as many if not more than his big city cousin. There is a constant drain on the country. A beckoning to the city. The call is heeded. The country boy leaves the plow for the factory. The country girl leaves the kitchen for the shop. The old farmer himself is driving a brand new bright red automobile and he takes the remainder of the family to the city to see the sights and to buy some gaudy, showy stuff to spring on his hated rival neighbor next Sunday at church. The neighbor, with malice rankling in his bosom, swears vengeance and he, in turn, looks cityward and only awaits the chance to get even with his benzine buggy "friend" across Devil's Lane. Who suffers by all of this? Why, the country storekeeper, of course. He eventually loses the cream of the trade of both families. Since early boyhood the writer has gone through the mill and he knows, not from hearsay but from actual experience, what the country storekeeper has to contend with and he knows the dark as well as the bright side of retailing the goods usually sold in a general store in a small town.

Are You Reading This?

If you are following these lines and if you are interested in these rambling remarks—drop me a line in care of the Tradesman. Tell me if you want me to continue writing these letters. If I hear from enough of you gentlemen here is a little programme of what you may expect:

Advertising a country store.

Sales plans that have won.

Ways to win trade.

Good schemes, good windows.

Personal criticism.

Personal advice.

The advertising of a country store carrying a varied stock covers a wide scope and, of necessity, is uppermost in importance. This will require considerable time and space as my idea is to show examples of good and bad advertising—you know that we profit by the mistakes of others and in no branch is this so apparent as in the shameful waste of good money for worthless advertising. Do not misunderstand me—I am a firm believer in printer's ink.

In taking up the sales plans that have proven successful I believe most retail merchants will find this branch of keen importance to them, for who among us is not looking for new plans or for old ones which have done the business? The ways to win trade are many and cover a wider range than might at first glance be supposed.

Good windows are the "eyes of the store."

Good schemes and bad schemes will be fully discussed in these letters.

Personal criticism of your advertising and personal advice will be given when asked. This is a branch of busi-

ness which produces results counted in dollars and cents. The writer of these letters will be glad to receive your advertisements and will tell you how to make them better. Your business problems will also be received in strictest confidence and personal letters of advice will be sent to you.

Do you want this service? Do you want to read these letters—in the Tradesman? If you do, just stop long enough to drop me a line—do it now and if enough of you say you would like this class of matter to appear in the columns, perhaps the editor might be induced to print the stuff. The Lord only knows. Anyhow, let's see how many have read this much—Hands up—Shall I go ahead?

Hoosier Storekeeper.

The Residue.

Four-year-old Margery, sent out to look for eggs, found only a china nest egg, and came back empty-handed. "There was dust the pattern left, Mamma," she explained.

We have recently purchased a large amount of machinery for the improvement and betterment of our Electrotpe 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 Electrotpe Co.

H. L. Adzitt, Manager

Grand Rapids, Mich.

Mica Axle Grease

Reduces friction to a minimum. It saves wear and tear of wagon and harness. It saves horse energy. It increases horse power. Put up in 1 and 3 lb. tin boxes, 10, 15 and 25 lb. buckets and kegs, half barrels and barrels.

Hand Separator Oil

is free from gum and is anti-rust and anti-corrosive. Put up in ½, 1 and 5 gallon cans.

STANDARD OIL CO.

GRAND RAPIDS, MICH.

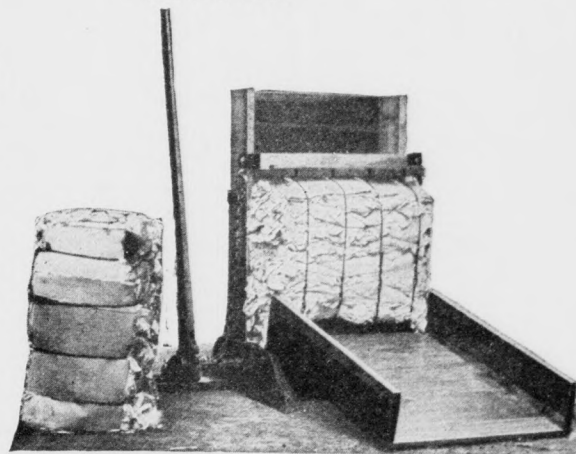
New Invention Just Out

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

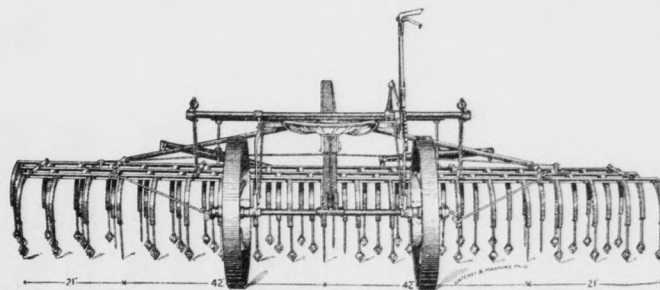


Increases the profit of the merchant from the day it is introduced. Price, \$40 f. o. b. Grand Rapids. Send for illustrated catalogue.

Handy Press Co.

251-263 So. Ionia St.

Grand Rapids, Mich.



The Shallow Cultivator as a Time Saver

Farm labor is mighty scarce these days.

It's costly, too.

Wouldn't it be profitable for you to buy tools that would do away with one man's work and save your farmer customers money?

We have such a tool—it doesn't cost much, and it's worth a lot more than it costs.

The Shallow Cultivator will cul-

tivate ten acres of corn between breakfast and dinner bell time without any trouble.

How long does it take the old style cultivator? Two days perhaps. Quite a saving, isn't it?

We want you to see this tool—we aren't going to charge you anything either.

Just tell us right now—today—to tell you more about our Shallow Cultivator.

BROWN & SEHLER CO.

GRAND RAPIDS, MICH.

RAVENNA'S OPPORTUNITIES.

How They May Be Enhanced by Co-operation.*

I have often wondered who it was that christened this bustling, thrifty little southeastern village of Muskegon county, and as to how it happened that so ancient a name and one so full of religious, civic and art history as is the name Ravenna should be applied to what was originally a lumber camp in the pine forests of Michigan.

And it is very interesting, as I found one day when considering this matter, to know that there is but one other village in America having the same name—Ravenna, Portage county, Ohio, which, forty miles southeast of Cleveland and having less than 4,000 population, was founded in 1799—one hundred and eleven years ago.

The only other Ravenna in the world is the walled and wondrous Italian city, which, according to tradition, is older than Rome and which, according to history, was conquered by the Romans 187 years before the time of Christ—and which to-day, although it is perhaps the finest example extant of primitive Christian architecture and art, has less than 20,000 population.

What has such ancient history to do with Ravenna, Muskegon county, Michigan?

Why call up a European city nearly twenty-one hundred years old and why refer to an American village considerably more than a hundred years old?

First, I hope to remind you that your village name has historic value and next I want to impress upon your minds that, loyal to the only other Ravenna there is, it is up to you to achieve something for your town which—when your history is written fifty or a hundred years hence—shall not be unworthy a place by the side of the other records to which I have referred.

And this reminds me of a current tale that is told of our distinguished fellow citizen, Senator William Alden Smith, touching pride in one's own name: One day, just as the Senator turned off from Pennsylvania avenue to go up Fourteenth street, in Washington, he was met by a newspaper correspondent, who, being a warm hearted, jovial friend, greeted him with:

"Senator, have you ever felt any regrets over the fact that your name is Smith?"

"Why, no, have you?" responded the Senator, as his strong mouth and splendid teeth added a good natured zest to the reply.

"But it is such a commonplace name," persisted the newspaper man.

"I know it is," responded the Michigan statesman, "but you must not forget that my name is William Alden Smith."

Now that may sound conceited in the Senator—considered carelessly, thoughtlessly. But it was not.

Supposing any one of you gentlemen should be suddenly confronted

by a joint query and comment as to the name and nature of your own home town—the place where are located your interests, your ambitions and, perhaps, the happiest years of your life—you would, if your loyalty is genuine, if your citizenship is of the right sort, stand by Ravenna.

In his message to the two houses of Congress Dec. 5, 1905, our late President, Colonel Theodore Roosevelt, said:

"In the past the most direful among the influences which have brought about the downfall of republics has ever been the growth of the class spirit, the growth of the spirit which tends to make a man subordinate the welfare of the public as a whole to the welfare of the particular class to which he belongs. It is the man's moral quality, his attitude toward the great questions which concern all humanity, his cleanliness of life, his power to do his duty toward himself and toward others which really count."

I was reminded of this sentiment when I received notice that I had been assigned for this occasion to address you upon the topic of "Co-operation among men of business." As to the meaning of the word co-operation, I believe that it is found in the exercise of that tremendous force alluded to by Colonel Roosevelt, a man's practical, consistent and constant exercise of "his power to do his duty toward himself and toward others."

In every community, I regret to say, there are too many men whose vision is so attenuated, so limited, that they do not see that there can be no successful husbanding of individual interests that is completely apart from the conservation of the general welfare; too many men who swear by the brutal old maxim: "Every man for

himself and the devil take the hindmost."

One of the most common expressions in use in business affairs is the term *pro rata*. Assessments, wages, profits and losses are distributed *pro rata*—that is, in fair and just proportion—yet the term is rarely employed except in relation to something tangible and palpable; something material like dollars and cents and the tables of weights and measures.

And yet that phrase of "*pro rata*" may be as fairly and as effectually applied to the bestowal of a man's thought, wisdom, effort and influence as a citizen.

Of course, the spiritual miser who, determined to go it absolutely alone, helping no one, considering no one, persisting in his solitary selfishness can not comprehend the force there is in joint effort and harmonious co-operation among business men in behalf of the public welfare.

And so, such men can not know the relish there is for the broad minded, fair minded and enthusiastic citizen of public spirit who knows, through experience, that his generous and sincere efforts co-ordinated with the like efforts of others, like him, are truly worth the while.

Every man in business—be he farmer, banker, lawyer, clergyman, teacher, scientist, merchant, doctor, manufacturer or artisan—owes it first to himself and next to others to contribute his *pro rata* share toward the elevation and advancement of the public welfare. And each man, no matter what may be his mental or material condition, may—if he is able to follow any of the callings named—give of his resources to such progress and betterment.

To make such an effort yield its full measure of success three essen-

tials must be observed—sincerity, patience and persistence.

For example, take the very genesis of co-operative effort—the ordinary family relations. To begin with, a family is not a thing to be developed in a day, a month or a year. And even after the days of courtship, the splendid marriage function and the coming of the first two or three babies, the family is not perfected to its best condition until after years of joint joys, sorrows, successes and failures, triumphs and disappointments.

How, then, can any community of 500, 5,000 or 50,000 souls hope to develop an efficient system and condition of co-operative effort and ambition within a year or two?

But I find I am talking "all around Robin Hood's barn"—that I am not getting to the point—the climax you are all interested in—how may men of business, by pulling together, do more for their home town than they can accomplish otherwise?

That problem is very strikingly and very seriously up for solution before every community in America, and the most interesting fact in this connection is that its answer is just as vital to the village of a few hundred inhabitants as it is to the metropolis of 100,000 or more citizens. Never before in the history of civilization has there existed a more widespread and earnest desire to accomplish things in behalf of the general welfare than that which is in evidence all over the world to-day.

It is just as important to the progress of Ravenna that her citizens should get together in earnest and in a spirit of harmony and loyalty to her interests as that the millions in Greater New York or Chicago should strive in unison for those wonderful centers of American citizenship.

IT WILL BE YOUR BEST CUSTOMERS;

or some slow dealer's
best ones, that call for

HAND SAPOLIO

Always supply it and you
will keep their good will.

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.

*Address delivered by E. A. Stowe at annual banquet Ravenna Business Men's Association, June 15, 1910.

What are the limitations of Ravenna and what are her possibilities?

They are just exactly what you choose, in a spirit of local pride and patriotism, backed by an accurate knowledge of your location, your resources and your appreciation of your own individual value, to make them.

Here you are midway between Grand Rapids and Muskegon, with direct railway connection to each city—and, in all likelihood, with additional railway communication north and south coming to you within the next few years.

With a good agricultural territory surrounding you it is up to you to adjust your town and yourselves to developing that territory and to a utilization of your railway facilities, your nearness to Grand Rapids and Muskegon and your relation to and participation in the affairs of all of Michigan; and to do this in a spirit of improving your own condition first and so bettering the welfare of our entire commonwealth.

I mean by this that your plans, your ambitions and your efforts shall not be based wholly upon selfishness. There are many ways of exhibiting personal characteristics such as selfishness, improvidence, and all that.

A Scotchman and an Irishman met in a restaurant—the only guests at a small table. They finished their meal simultaneously and the Scotchman took a well-filled pipe from his pocket and, lighting it, began to smoke contentedly. Meanwhile the Irishman had produced his short stemmed clay pipe and was feeling hopelessly in his various pockets. At last he addressed his companion with, "Have you a match?" at the same time searching his pockets.

Carefully the canny Scot produced a dozen or so matches. He held them carefully in the palm of one hand while he was particular to pick out a solitary match, which he placed daintily on the table before his friend.

Still the Irishman fingered his pipe and explored his pockets hopelessly, until at last he observed in an appealing sort of tone: "Be the powers, I have no tobacco."

"Then ye'll ha' no use for the match," responded the Scotchman as he reached over and picking up the tiny lucifer deliberately returned it to his pocket.

As earnest, loyal and public spirited citizens striving together for your town you will have many opportunities—furnished by applicants seeking something for nothing—to remember that Scotch thrift and frankness are valuable characteristics. Don't offer a cash bonus or free sites to prospective industries unless they demonstrate clearly and conclusively that they can, in return, give value received. Beware of the glib talker with large ideas whose chief asset is pretense and nerve.

Bear in mind always that no really valuable industry having a high grade product that has a ready market seeks a change except for good practical reasons. Either a better location as to shipping facilities and freight rates is desired, or else a cheaper rental, larger grounds and a better labor market are required.

Think these facts over and I feel sure that you will conclude that, for a beginning, you of Ravenna would better direct your wisdom, your energy and your contribution of good citizenship toward bettering local conditions, toward improving opportunities already at your doors.

What can you do in this respect?

Get together in an unselfish display of civic activity and co-operate with the railway authorities and owners of buildings and grounds about your railway station in an effort to make your station and adjacent grounds and buildings look more like the front door or entrance to your town.

It is there that 99 per cent. of the first impressions as to your town are formed. Do all you can and as quickly as you can to guarantee that those first impressions shall be favorable. The stranger who is pleasantly and attractively greeted as he steps from the train is sure to prove a permanent and valuable advertiser of your town and, as it has frequently happened, it is such a stranger thus greeted, that is on the lookout for an investment—either as merchant or manufacturer or in the line of real estate; and because he likes the picture that greets him he locates where he has been favorably received.

Keep your streets and sidewalks in good condition, make your vacant lots and commons look neat, alive and well kept; don't let old buildings, shacks, abandoned vehicles, machinery or refuse piles tell the newcomers a story of shiftlessness and neglect. Such exhibits hurt a town's rating beyond measure. Keep your store fronts, your signs, your show windows, your lawns, fences and homes in trim order, so that strangers may know you have genuine local pride and community generosity.

Never let slip an opportunity to win the friendship and admiration of every farmer who comes to your town—go to any extreme of hospitality to show not only individual interest but to impress the fact of community interest upon every regular customer and every occasional customer.

And here I come to the one great stumbling block—jealousy.

Cut it out. There is absolutely nothing in it for you. On the contrary, it is absolutely certain to hurt the one who indulges in such foolishness.

Look out broadly and fairly into your own county, Newaygo county and Kent county and know that you will find good fellows and good friends in all directions; know that you are, as the business men of Ravenna, equally good fellows, equally reliable as good friends.

Of course, you are in business primarily to achieve a reliable reputation as successful business men; men who are good providers for those dependent upon you; men who treat others fairly and squarely; men who achieve a competence. Keep these facts in mind always and you will, perforce, awaken to the naturally developed fact that you are also in business that you may be able to contribute your pro rata share toward the promotion of the general welfare and that you do this gladly, proudly.

And this happy condition can be created in any community where its citizens forget about avarice, penuriousness, envy and pretense and, putting their faith in square dealing, confidence in each other and a determination to make their town popular, attractive and progressive.

This does not mean that you citizens of Ravenna are to embarrass your business or your families by devoting large sums of money to the development of your town. It means, instead, that you shall get together in consultation upon specific propositions; to consider these matters sincerely and with only the general welfare of the community in mind. It means that every man of you shall push and shall not knock. There will be, necessarily, leaders in such an effort and those leaders must have the fair and vigorous support of all citizens. Don't surmise, question or suspect the motives of any man; don't become impatient or discouraged because of disappointments which are sure to come.

Have faith in your neighbors and in yourselves and realize at the outset that every community, large or little, which has won success in the development of civic righteousness has done so only after two, five or ten years of constant, energetic and perfectly harmonious co-operation on the part of a majority of its men of business.

No man is really trusting Providence who is letting his muscles get flabby.

A Bible in a Cracker Box.

The British and Foreign Bible Society recently published an important edition of the Scriptures in the principal language of Uganda. The volume is in shape very long, but it is only three inches wide and about three inches thick.

A peculiar reason occasioned the adoption of this form. In Central Africa the white ants and other insects rapidly destroy a book unless it is well protected. The representatives of the Society, therefore, recommended that the edition mentioned be issued in a form that would fit into the tin biscuit boxes of a certain firm which are very generally used in Uganda.

This was done and the ant-proof biscuit box is just large enough to hold this Bible, a small Bible history, and a hymnal and prayer book.



THE NEW FLAVOR

MAPLEINE

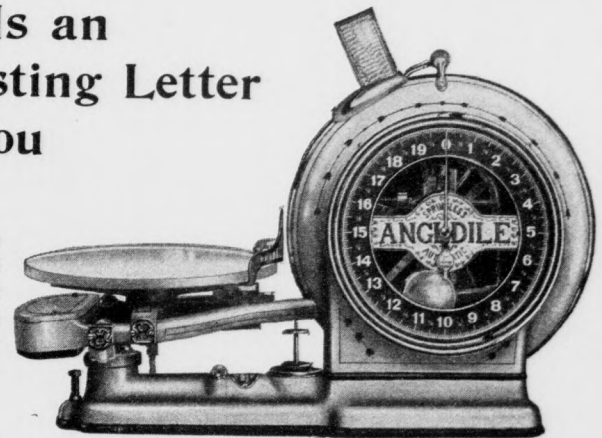
Better
Than
Maple

The Crescent Mfg. Co.,
Seattle, Wash.

Order from your jobber or The Louis Hilfer Co., Chicago, Ill.

Here Is an Interesting Letter For You

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



Angldile Computing Scale Co.,
Elkhart, Ind.

Indianapolis, Ind., May 7, 1910.

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

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

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

Yours truly, PETER SMITH & SONS.

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

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

Angldile Computing Scale Co.

111 Franklin St.

Elkhart, Ind.



The Great Difficulty of Getting on the Road.

I heard a manufacturer say the other day:

"If brains, ability and push could be paid at their full value a good percentage of our traveling salesmen would be millionaires."

Which is entirely true!

One does not rub elbows very long with roadmen without experiencing a feeling of increased respect for these good-natured, common-sensible purveyors of good times. Their lives have perhaps more ups and downs than most others, but the stories they tell, Crewdson's, for instance, show how admirably they rise above adversities and hardships.

"I shall never forget my first experience," said my old friend Jim, as we all lighted fresh cigars—having forgotten the Dutch pictures and the black oak furnishings of the buffet.

"I had made a little flyer for the house to pick up a bill of opening stock out in Iowa. They all thought in the office that the bill was not worth going after, so they sent me; but I landed a \$2,500 order without slashing an item, a thing no other salesman up to that time had ever done, so the Old Man called me in the office and gave me a job just as soon as I came back.

"I started out with \$200 expense money. The roll of greenbacks the cashier handed me looked as big as a bale of hay. I made a couple of towns the first two days and did business in both of them, keeping up the old lick of not cutting a price.

"The next town I was booked for was Broken Bow, which was then off the main line of the 'Q.' and way up on a branch. To get there I had to go to Grand Island. Now, you boys remember the mob that used to hang around the hotel at Grand Island.

"That was the time when there were a lot of poker sharks on the road.

"When I was a bill clerk in Chicago I used to meet with some of the other boys from the store on Saturday nights, play penny ante, 5 cent limit, and settle for 25 cents on the dollar when we got through—I was with a clothing firm, you know. I had always been rather lucky and I had it in my head that I could buck up against anybody in a poker game. I had no trouble finding company to sit with. In fact, they looked me up.

"In those days there were plenty of glass bowls full of water setting round for suckers.

"My train didn't leave until Monday morning and I had to Sunday at Grand Island.

"We started in on Saturday night and played all night long! By the time we had breakfast—and this we had sent up to the room—I was out about \$40. I wanted to quit then and call it off. I thought this was about as much as I could stand to lose and 'cover' in my expense account, but all of the old sharks said:

"By jove, you have got nerve, Jim. You have the hardest run of luck in drawing cards that I ever saw."

"They doped me up with the usual words of praise and, after I had put a cup of coffee or two under my belt I went at it again, making up my mind that I could stand to lose another ten. I figured out that I could make a team trip and 'break a wheel' to even up on expenses.

"Well, you know what that means. The time for you to quit a poker game (when you have money in your pocket) is like to-morrow—it never comes. By nightfall I was dead broke! Then I began to think. I felt like butting my brains out against a lamp post; but that wouldn't do. I ate supper all alone and went to thinking what I'd do.

"I wasn't a kitten, by any means, so I went up to my shark friends and struck one of them for enough to carry me up to Broken Bow and back. He was a big winner and came right up with the \$20. They wanted to let me in the game again on 'tick,' but then I had sense enough to know that I'd had plenty. I went to my room and wrote the house.

"I simply made a clean breast of the whole business!

"I told them the truth about the matter—that I'd acted the fool—and I promised them I'd never do it any more; and I haven't played a game of poker since. The old man of the house had wired me money to Grand Island by the time I returned there and in the first mail he wrote me to keep right on. Not bad, eh?"

I had heard one of the very successful clothing salesmen of Chicago tell how he got on the road:

"I had been drudging along in the office making out bills for more than a year at \$10 a week," said he. "My father traveled for the firm, but he never would do anything to get me started on the road.

"He thought I would fall down!

"I was simply crazy to go. I had seen the salesmen get down late, sit around like gentlemen, josh the bosses, smoke good cigars and come and go when they pleased for eight months in the year. This looked better to me than slaving away making

out bills from half-past seven in the morning until half-past six at night, going out at noon hungry as a hound and having to climb a ladder after a ham sandwich, a glass of milk and a piece of apple pie.

"I had kept myself pretty well toggled up and, as my father wouldn't do anything to get me started, I made up my mind to go straight to the boss myself. He was a little fat sawed-off.

"He wore gold-rimmed glasses and whenever he was interested in anybody he would look at him over his 'specs.' He did not know much about the English language, but he had a whole lot more good common sense than I gave him credit for then.

"It never hurts a boy in the house, you know, who wants to go on the road to go square up and say so.

"He may get a turn-down, but the boss will like his spunk and he stands a better show this way than if he dodges back and waits always for the boss to come to him. Many a boy gets out by striking the Old Man to go out. If the boy puts up a good talk to him the Old Man will say: 'He came at me pretty well. By Jove, he can approach merchants and we will give him a chance!'

"One day, pretty soon after I had braced the Old Man to send me out, a merchant in Iowa wrote in that he wanted to buy a bill of clothing. They looked him up in Dun's and found that he was in the grocery business. My father didn't wish to go out—the town was in his territory. I overheard the Old Man in the office say to him:

"Let's send Chim!"

"Well, Jim started that night. They told me to take a sleeper, but I sat up all night to save the \$2. I didn't save much money, though, because in the middle of the night I got hungry and filled up on peanuts and train bananas. The town was up on a branch and I didn't get there until six o'clock the next day. When I reached there I went right up to my man's store.

"You ought to have seen his place!

"The town was about 700 and the store just about evened up with it—groceries and hardware. I got a whiff from a barrel of sauer kraut as I went in the door; on the counter was a cheese case; frying pans and lanterns hung down on hooks from the ceiling. Two farmers sat near the stove eating sardines and crackers. No clothing was in sight and I said to myself:

"Well, I'm up against it; this man can't buy much; he hasn't any place to put it if he does."

"But I've since learned one thing: You never know who is going to buy goods, and how many on the road must learn that the man who has nothing in his line is the very man who can and will buy the most, sometimes, because he hasn't any. And, besides, the little man may be just in the notion of spreading himself.

"A young man was counting eggs back near the coal oil can. He was the only one around who seemed to have anything to do with the store.

I walked up to him and told him who I was. He said:

"Yes, we are glad to see you. I'm just out of school and father wants to put me in business here. He is going to put in all his time in the bank. He wants me to take charge of the store. I've told him we could sell other things besides groceries—they are dirty, anyway, and don't pay much profit; so we have started to build on another room right next door and are going to put in other lines.

"I've told father he ought to put in clothing, but he hasn't fully made up his mind. I'll ask him to come down after supper and you can talk to him."

"Hasn't fully made up his mind," and here I am my first time out, twenty-four hours away, and a big expense—all this went through me and I couldn't eat any supper.

"The old banker that evening was just tolerably glad to see me. It wasn't exactly a freeze, but there was

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.

Like the Little Red School House in the poem

Hotel Livingston

Grand Rapids, Mich.

is "half way up the hill." No more convenient location. Just high enough to catch the freshest, purest air.

The Breslin

Absolutely Fireproof

Broadway, Corner of 29th Street

Most convenient hotel to all Subways and Depots. Rooms \$1.50 per day and upwards with use of baths. Rooms \$2.50 per day and upwards with private bath. Best Restaurant in New York City with Club Breakfast and the world famous

"CAFE ELYSEE"

NEW YORK

lots of frost in the air. He said, after we had talked the thing over, that he would look at my samples the next morning, but that he would not buy unless my line was right and the prices were right.

"I was sure my 'prices were right.'

"I had heard the bosses talk a whole year about how cheaply they sold their goods. I had heard them swear at the salesmen for cutting prices and tell them that the goods were marked at bare living profit; and I was green enough to believe this.

"I also knew that my line was the best one on the road.

"I had not stopped to figure out how my bosses could stay under their own roof all the time and know so much about other houses' goods and be absolutely sure that their own line was bound to be the best ever. I had heard the road-men many times tell the bosses to 'wake up,' but I did not believe the salesmen. You know that a young fellow, even if he is with a weak house, starts out on his first trip feeling that his house is the best ever.

"Before he gets through with his maiden trip, even although his house is a thoroughbred, he will think it is a selling plater.

"That night I worked until two o'clock opening up. I did not know the marks so I had to squirm out what the characters meant and put the prices on the tickets in plain figures so I would know what the goods were worth.

"But this was a good thing!

"The salesman or the firm that has the honesty and the boldness to mark samples in plain figures and stick absolutely to their marked price will do business with ease! Merchants in the country do not wish to buy cheaper than those in other towns do; they only wish a square deal. And, say what you will, they are kind of leary when they buy from samples marked in characters—not plain figures. They often use a blind mark to do sealy work on their own customers, but they do not like to have the same game worked on themselves.

"Honest merchants, and I mean by this those who make only a reasonable profit, mark their goods in plain figures, cut prices to nobody—prefer to do business with those who do it their way. The traveling man who breaks prices soon loses out.

"That night I couldn't sleep. I was up early next morning and had a good fire in my sample room. I had sense enough to make the place where I was going to show my goods as comfortable as I could.

"I sold a bill of \$2,500 and never cut a price.

"When I got home I put the order on the old man's desk and went to my stool to make out bills. The old man came in. He picked up the order and looked it over carefully, then he asked one of the boys:

"Vahr's Chim? Tell him to come here. I want to see him."

"I walked into the office. The old man was looking at me over his 'specs' and I went in. He grabbed me by the hand and said, so loud you

could hear him all over the house: 'Ah, Chim, dot vas tandy orter. How dit you do id mitoud cutting brices, Chim? You vas a motel for efery man ve haf in der house. I dit not know ve hat a salesman in der office. Py himmel! You got a chob on der roat right away, Chim.'"

"Since starting on the road," an old traveler said, "many have asked me: 'How can I get a job on the road?'"

Young men and old men have asked me this—clerks, stock boys, merchants and students. Even wives have asked me how to find places for their husbands.

Let's clear the ground of dead timber. Old men of any sort and young men who haven't fire in their eyes and ginger in their feet need not apply. The Old Man, who sits in the head office, sizes up the man who wishes to go out on the road and spend a whole lot of the firm's money for traveling expenses with a great deal more care than the dean of a college measures the youth who comes to enter school. The dean thinks: "Well, maybe we can make something out of this boy, dull as he is. We'll try." But the business man says: "That fellow is no good. He can't sell goods. What's the use of wasting money on him and covering a valuable territory with a dummy?"

On the other hand, the heads of wholesale houses are ever on the watch for bright young men. This is no stale preachment, but a live fact! There are hundreds of road positions open in every city in America. Almost any large firm would put on ten first-class men to-morrow, but they can not find the men.

The "stock" is the best training school for the road—the stock boy is the drummer student. Once in a while an old merchant, tiring of the routine of the retail business, may get a "commission job"—that is, he may find a position to travel for some firm, usually a "snide outfit"—if he will agree to pay his own traveling expenses and accept for his salary a percentage of his sales shipped.

Beware, my friend, of the "commission job!"

Reliable firms seldom care to put out a man who does not "look good enough" to justify them in at least guaranteeing him a salary he can live on. They know that if a man feels he is going to live and not lag behind, he will work better. The commission salesman is afraid to spend his own money; yet, were he to have the firm's money to spend, many a man who fails would succeed. Once in a while a retail clerk may get a place on the road, but the Old Man does not look on the clerk with favor. The clerk has had things come his way too easy. His customers come to him; the man on the road must go after his customers.

The stock boy learns his business from the ground up or better—as the Germans say, "from the house out." If one young man can not become a surgeon without going through the dissecting room, then another can not become a successful drummer without having worked in stock. The

merchant, who oftentimes deals in many lines, wishes to buy his goods from the man who knows his business; and unless a man knows his business he had better never start on the road.—Clothier and Furnisher.

The Seventeenth Annual Convention Michigan Grand Council.

Detroit, June 13—The seventeenth annual convention of the Michigan Grand Council of the United Commercial Travelers of America convened at Port Huron Friday and Saturday, June 10 and 11. The hotels were filled to overflowing by the several delegations which came from all parts of the State, the largest of which were from Saginaw Council and Cadillac Council, of Detroit, each of whom came over a hundred strong, including the ladies of the party.

The town was handsomely decorated, the citizens doing themselves proud in this respect. Nothing was too good for the "bunch." The town belonged to the travelers without any opposition during their stay.

The executive sessions were held at the Masonic Temple and the usual routine of business was transacted, there being nothing of vital importance just at this time that needed attention.

The election of officers, which took place at the afternoon gathering of the delegations, resulted as follows:

Grand Counselor—C. A. Wheeler, Marquette.

Grand Junior Counselor—Geo. B. Craw, Petoskey.

Grand Conductor—J. Q. Adams, Battle Creek.

Grand Past Counselor—A. T. Lincoln, Hillsdale.

Grand Secretary—Fred C. Richter, Traverse City.

Grand Treasurer—Joe C. Wittliff, Port Huron.

Grand Page—E. A. Welch, Kalamazoo.

Grand Sentinel—Mark S. Brown, Saginaw.

Grand Executive Committee, to serve two years—James Hammel, Lansing, third term; A. G. McEachron, Detroit, first term; John A. Hoffman, Kalamazoo, and John D. Martin, Grand Rapids, hold over as members of the Committee.

Delegates to the Supreme Council—A. T. Lincoln, Hillsdale; F. H. Clark, Detroit; C. A. Wheeler, Marquette; M. Howarn, Detroit; O. D. Gilbert, Saginaw.

As Brother C. A. Wheeler may not be able to go to Columbus, his place will, no doubt, be filled by Brother John W. Schram, of Detroit, who was elected first alternate.

The ball was held at Keewahdin Park, on the shore of Lake Huron. Had the weather man been a little more lenient, no more ideal place could have been selected and those

who did attend seemed thoroughly to enjoy themselves.

Rain interfered with the base ball games Saturday morning and although it looked as though Saginaw was in for a good thrashing by the team of Cadillac Council, of Detroit, it was decided to divide the prize money equally between the two clubs.

In the afternoon parade Saginaw Council and Cadillac Council, of Detroit, again divided the honors, the former for having the largest representation and the latter for the best appearance. There was no argument in the latter case, as the drill squad of Cadillac Council, under the command of Capt. William H. Baier, received round after round of applause all along the line of march.

Taken all in all, the seventeenth annual convention of the U. C. T. was one of the most successful ever held and those who participated in the same will look back to it with pleasure.

The Boys Behind the Counter.

Springvale — Clyde Madison, of Pellston, will take the management of the general store of Cobbs & Mitchell, Inc., July 1, succeeding A. C. Smith, who goes to Conklin to assume the management of the Smith Mercantile Co.

Cadillac—Ernest Ostlund has taken a position in the Seegmiller Bros. store.

Sturgis—L. C. Cook, a registered pharmacist of Grand Rapids, is now employed at the Sturgis Pharmacy.

Benton Harbor—Paul Scott has taken a position at the A. H. Rowe grocery.

Houghton—F. E. Harrison, the well-known Menominee cigar salesman, has assumed his duties as manager of the cigar department of the Roach & Seiber Co.

Munising—Although spring in this section came about thirty days earlier than usual, the various mills did not start operations any earlier. The Superior Veneer & Cooperage Co.'s sawmill and stave and veneer mill are running steadily. The Cleveland-Cliffs Iron Co.'s sawmill is running on day shift only. This company has not started its shingle mill, although a large stock of tie and shingle timber is in boom. Forster Bros. are running their shingle mill but will not operate their sawmill this year. What logs they put in last winter have been bought by the Cleveland-Cliffs Iron Co.

WALTER SHANKLAND & CO.
85 CAMPAU ST., GRAND RAPIDS, MICH.

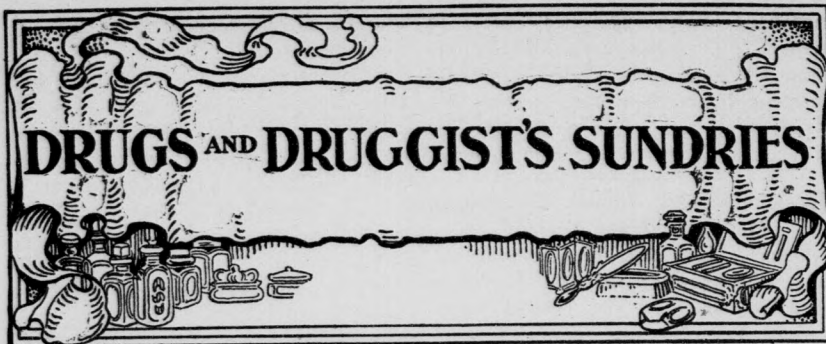
Mich. State Sales Agents for
The American Gas Mach. Co.
Albert Lea, Minn.

EGG DISTRIBUTORS

We handle eggs almost exclusively, supplying best trade in New York and vicinity.

WE WANT large or small shipments on consignment, or will buy, your track. Write or wire.

SECKEL & KIERNAN, NEW YORK



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—E. E. Calkins, Ann Arbor.
First Vice-President—F. C. Cahow, Reading.
Second Vice-President—W. A. Hyslop, Boyne City.
Secretary—M. H. Goodale, Battle Creek.
Treasurer—Willis Leisenring, Pontiac.
Next Meeting—Battle Creek.

SENSIBLE SUGGESTIONS.

Annual Address of President Rodgers To Michigan Pharmacists.

It is a pleasant duty for me to preside at this, the twenty-eighth annual meeting of the Michigan State Pharmaceutical Association and in a few words will say:

I believe it necessary to meet in this fashion at least once a year to renew acquaintances and assure ourselves that whatever else changes, our hearts do not, but still beat in kindly and fraternal sympathy and goodfellowship.

During the past year but little local interest has manifested itself in pharmacy, except, perhaps, a new born—the Michigan Association of Retail Druggists—organized for a similar purpose the parent Association has advocated and labored for years, the betterment of the condition of pharmacy.

I believe that much good can be accomplished by local organizations affiliating with the State Association and it seems to me that plans might be effected to merge the two associations and strengthen our numbers to such an extent that we can go before the Legislature with reasonable requests and receive the recognition due us.

Encouragement should be given members of the State Board of Pharmacy in their splendid effort to bring to justice those who persist in violations of the pharmacy law. We, as members of the Michigan State Pharmaceutical Association, are under lasting obligations to the various firms and individuals who have contributed and to the Michigan Pharmaceutical Travelers' Association for the interest they have taken in making our annual meetings a success in point of numbers and affording us such enjoyable entertainments.

Nationally much interest is being exhibited by the delegates to the Pharmacopoeial convention and the officers and members of the American Pharmaceutical Association in making a new Pharmacopoeia and National Formulary. Its great work is to be commended and the Association deserves our individual aid by increasing its membership. In view of the splendid work of the National Association of Retail Druggists, in furthering the U. S. P. and N. F. propaganda, I would recommend the Association give its usual financial support.

The coming winter will likely be a busy one for our Legislative Committee, inasmuch as many changes will be proposed for the improvement of our pharmacy laws. The time has passed when a young man may put in a few years behind a drug store counter and, without special education, pass the State Board and start in business for himself. I would recommend that our pharmacy law be amended, making graduation from a reputable school of pharmacy necessary for registration and license to open and conduct a drug store. A law of this nature would not affect or take away any of the rights or privileges of the present registered pharmacists.

I would suggest the enactment of a law prohibiting the sale, giving away, dispensing and compounding of all drugs, medicines or poisons, except by a qualified pharmacist (excepting no class from its provisions). I believe in this case good results might come if our Committee would confer with the Legislative Committee of the State Medical Association.

The itinerant vending of drugs and medicines throughout the State and upon the street corners of our towns and cities is a disgrace and should not be tolerated. A bill prohibiting such vending will surely be received with favor by the laity and would be a protection to the public.

Many matters of vital interest to pharmacy will be disposed of by the standing committees and a number of valuable papers will be read at this meeting.

Gentlemen, we want your voices heard in the various discussions. Make it lively. Give us your thoughts and demonstrate the spirit and value of the meetings.

Same Position; Better Way.

"What's become of the chap that used to play the second bass in your orchestra?"

"He's playing second base in a minor league team. Twice as much money in it."

New Officers of Michigan State Pharmaceutical Association.

Detroit, June 9—At the closing session of the Michigan State Pharmaceutical Association this morning Prof. A. B. Stevens read a paper favoring the universal establishment in this country of the metric system, instead of the present system of ounces and pounds.

Prof. Stevens declared that druggists had done more to retard the final adoption of the metric system in this country than any other line of trade. He said that doctors who had been educated in the metric system, who recognized its superiority, and who would like to use it altogether in their practice, had been deterred from doing so because when they sent their prescriptions to druggists they were usually converted by the latter into the old terms, and that so blunderingly that, very frequently, the prescriptions were not properly filled.

A. L. Walker, of this city, presented the report of the Legislative Committee. It recommended the amendment of the cocaine law, as already outlined, and the indorsement of the itinerant vendors bill, both of which were concurred in by the convention.

Eighty-five new members were elected by the Association. Battle Creek was fixed on as the place for holding the next convention. Following were the officers chosen:

President—E. E. Calkins, Ann Arbor.

First Vice-President—F. C. Cahow, Reading.

Second Vice-President—W. A. Hyslop, Boyne City.

Secretary—M. H. Goodale, Battle Creek.

Treasurer—Willis Leisenring, Pontiac.

Executive Committee—E. J. Rodgers, Port Huron; L. A. Seltzer, Detroit; S. C. Bull, Detroit; E. W. Austin, Midland; H. G. Spring, Unionville.

Trustee Preston Memorial Fellowship Fund—A. H. Webber, Cadillac.

Trade Interest Committee—For three years, H. A. Wagar, Gladwin; W. J. Benedict, Belding.

Delegates to National Association Retail Druggists—E. E. Calkins, M. H. Goodale; alternates, J. J. Wells, Athens; R. B. Campbell, Three Rivers.

Formulas To Remove Blackheads.

The black points, flesh worms or comedones, which are found in the face and especially near the nostrils, are not at all produced by the accumulation of particles of dirt or dust, as has generally been believed, but by pigmentary matter which is soluble in acids. The following treatment has been recommended: Kaolin 4 parts; glycerine, 3 parts; acetic acid, 2 parts, with or without addition of a small quantity of some ethereal oil. With this pomade cover the parts affected, in the evening and if need be during the day. After several days all the comedones can be easily expressed, most of them even come out by washing the parts with pumice stone soap. The same re-

sults can be obtained by bandaging the parts affected for a long time with vinegar, lemon juice, or diluted hydrochloric acid. The acids act like cosmetics, as they transform the black color into a brown and yellow shade and destroy it gradually altogether.

Merck's Report selects the following formulas in reply to a similar query:

Potassium carbonate 3 drs.
Distilled water 3½ fl. ozs.
Oil cinnamon 2 drops
Oil rose 1 drop
Thymol 10 grs.
Boric acid 120 grs.
Extract witchhazel 1 fl. oz.
Rose water 4 fl. ozs.
Alcohol 1 fl. oz.
Ammonium Carbonate .. 20 grs.
Ether 1 fl. oz.
Water to make 2 fl. ozs.

The selected lotion is applied two or three times a day with a piece of soft linen.

Dr. Unna's usual treatment of blackheads consists of applications of the following ointment:

Acetic acid 1 part
Hydrogen peroxide 8 parts
Petrolatum 8 parts
Adeps Lanae 8 parts
Essence vanilla sufficient to perfume

He also recommends the following:

Ichthyol 500 parts
Pea flour 100 parts
Distilled water 100 parts
Adeps Lanae 100 parts
Expressed oil almond .. 100 parts
Mercuric chloride 1 part
Apply at night

The following is also recommended:

Ichthyol 1 part
Zinc oxide 2 parts
Wheat starch 2 parts
Lard 4 parts

Apply evenings after expressing the pustules.

For acne, wet the face with a solution of 1 dr. zinc sulphate in 3 ozs. rose water, dry gently, then apply cold cream, which also gently dry off.

Another: A very efficient local application is a saturated solution of boric acid in alcohol, washing the face but once a day in warm water. Dry with a soft towel and apply the solution. The solution may be applied three or four times a day.

A solution of rochelle salts in water is also a good local application.

Avoid rich and indigestible foods, take ordinary tonics and especially arsenic.

The pleasures of youth are often sinful to those who have lost them.

FOR SALE

\$1,200 buys a drug stock and fixtures invoicing more than \$1,400; no dead stock.

We make this reduction owing to our proprietary medicine requiring our entire attention.

If you have the cash and mean business don't write, but come and investigate this exceptional opportunity.

Peckham's Croup Remedy Co.
Freeport, Mich.

WHOLESALE DRUG PRICE CURRENT

Acidum		Copalba		Scillae		Rubia Tinctorum		Vanilla	
Aceticum	6@ 8	Cubebae	1 75@1 85	Scillae	@ 50	Saccharum La's	12@ 14	Zinci Sulph	9 00@10 00
Benzoeic, Ger.	70@ 75	Erigeron	4 80@5 00	Scillae Co.	@ 50	Salacin	18@ 20		
Carbolicum	16@ 20	Evechthitos	2 35@2 50	Tolutan	@ 50	Sanguis Drac's	4 50@4 75	Oils	
Citricum	45@ 50	Gaultheria	1 00@1 10	Prunus virg	@ 50	Sapo, G	@ 15	Lard, extra	bbl. gal.
Hydrochlor	3@ 5	Geranium	4 80@5 00	Zingiber	@ 50	Sapo, M	@ 10	Lard, No. 1	35@ 90
Nitrosum	8@ 10	Gossypii Sem gal	70@ 75	Tinctures		Sapo, W	10@ 12	Linseed, pure raw	80@ 85
Oxalicum	14@ 15	Hedeoma	2 50@2 75	Aloes	@ 60	Seidlitz Mixture	13 1/2@ 16	Linseed, boiled	81@ 86
Phosphoricum, dil.	@ 15	Junipera	40@1 20	Aloes & Myrrh.	@ 60	Sinapis	20@ 22	Neat's-foot, w str	65@ 70
Salicylicum	44@ 47	Lavendula	90@3 60	Anconitum Nap'sF	@ 60	Sinapis, opt.	@ 18	Turpentine, bbl.	.66 1/2
Sulphuricum	1 1/2@ 5	Limons	1 15@1 25	Anconitum Nap'sR	@ 60	Snuff, Maccaboy,	@ 30	Turpentine, less	67
Tannicum	75@ 85	Mentha Piper	2 25@2 50	Arnica	@ 50	De Voes	@ 51	Whale, winter	70@ 76
Tartaricum	38@ 40	Mentha Verid	2 75@3 00	Asafoetida	@ 50	Snuff, S'h DeVo's	@ 51	Paints	
Ammonia		Morrhuae, gal.	2 00@2 75	Atrope Belladonna	@ 50	Soda, Boras	5 1/2@ 10	Green, Paris	.21@ 26
Aqua, 18 deg.	4@ 6	Myricia	3 00@3 50	Aurant Cortex	@ 50	Soda, Boras, po	5 1/2@ 10	Green, Peninsular	13@ 16
Aqua, 20 deg.	6@ 8	Olive	1 00@3 00	Barosma	@ 50	Soda et Pot's Tart	25@ 28	Lead, red	7 1/2@ 8
Carbonas	13@ 15	Picis Liquida	16@ 12	Benzoin	@ 50	Soda, Carb	1 1/2@ 2	Lead, white	7 1/2@ 8
Chloridum	12@ 14	Picis Liquida gal.	@ 40	Benzoin Co.	@ 50	Soda, Bi-Carb	3@ 5	Ochre, yel Ber	1 1/2@ 2
Aniline		Ricina	94@1 00	Cantharides	@ 50	Soda, Ash	3 1/2@ 4	Ochre, yel Mars	1 1/2@ 2
Black	2 00@2 25	Rosae oz.	6 50@7 00	Capsicum	@ 50	Soda, Sulphas	@ 2	Putty, strict pr	2 1/2@ 3
Brown	80@1 00	Rosmarini	@ 1 00	Cardamon	@ 75	Soda, Cologne	@ 2	Red Venetian	1 1/2@ 2
Red	45@ 50	Sabina	90@1 00	Cardamon Co.	@ 75	Spts. Ether Co.	50@ 55	Shaker Prep'd	1 25@1 35
Yellow	2 50@3 00	Santal	@ 4 50	Cassia Acutifol	@ 50	Spts. Myrcia	@ 2 50	Vermillion, Eng.	75@ 80
Bacca		Sassafras	85@ 90	Cassia Acutifol Co	@ 50	Spts. Vinl Rect bbl	@	Vermillion Prime	@
Cubebae	50@ 55	Sinapis, ess. oz.	@ 65	Castor	1 00	Spts. Vi'l Rect 1/2 b	@	Whiting, American	13@ 15
Junipers	8@ 10	Succini	40@ 45	Catechu	50	Spts. Vi'l R't 10 gl	@	Whiting, Paris Am'r	@ 1 25
Xanthoxylum	1 25@1 50	Thyme	40@ 50	Cinchona	50	Spts. Vi'l R't 5 gl	@	Whiting, Paris Eng.	@
Balsamum		Thyme, opt.	@ 1 60	Cinchona Co.	50	Strychnia, Cryst'l	1 10@1 30	Whiting, white S'n	@
Copaiaba	65@ 75	Theobromas	15@ 20	Columbia	50	Sulphur, Roll	2 1/2@ 3 1/2	Varnishes	@
Peru	1 90@2 00	Tiglll	90@1 00	Cubebae	50	Tamarinds	8@ 10	Extra Turp	1 60@1 70
Terabin, Canada	78@ 80	Potassium		Digitalis	50	Terebenth Venice	28@ 30	No. 1 Turp Coach	1 10@1 20
Tolutan	40@ 45	Bi-Carb	15@ 18	Ergot	50	Thebromae	40@ 45		
Cortex		Bichromate	13@ 15	Ferri Chloridum	35				
Abies, Canadian	18	Bromide	25@ 30	Gentian	50				
Cassiae	20	Carb	12@ 15	Gentian Co.	50				
Cinchona Flava	18	Chlorate	12@ 14	Gulaca	50				
Buonymus atro.	60	Cyanide	30@ 40	Gulaca ammon	50				
Myrica Cerifera	20	Iodide	3 00@3 10	Hyoscyamus	50				
Prunus Virgini	15	Potassa, Bitart pr	30@ 32	Iodine, colorless	75				
Quillaja, gr'd.	15	Potass Nitras opt	7@ 10	Kino	75				
Sassafras, po 25	24	Potass Nitras	6@ 8	Lobelia	50				
Ulmus	20	Prussiate	23@ 26	Myrrh	50				
Extractum		Sulphate po	15@ 18	Nux Vomica	50				
Glycyrrhiza, Gla.	24@ 30	Radix		Opil	1 25				
Glycyrrhiza, po.	28@ 30	Aconitum	20@ 25	Opil, camphorated	2 00				
Haematox	11@ 12	Althaea	30@ 35	Opil, deodorized	2 00				
Haematox, 1s	13@ 14	Anchusa	10@ 12	Quassia	50				
Haematox, 1/2s	14@ 15	Arum po	@ 25	Rhatany	50				
Haematox, 1/4s	16@ 17	Calamus	20@ 40	Rhei	50				
Ferru		Gentiana po 15	12@ 15	Sanguinaria	50				
Carbonate Precip.	15	Glycyrrhiza pv 15	16@ 18	Serpentaria	50				
Citrate and Quina	2 00	Hellebore, Alba	12@ 15	Stromonium	50				
Citrate Soluble	55	Hydrastis, Canada	2 50	Tolutan	50				
Ferrocyanidum S	40	Hydrastis, Can. po	2 60	Valerian	50				
Solut. Chloride	15	Iruia, po	18@ 22	Veratrum Veride	50				
Sulphate, com'l	2	Ipecac, po	2 00@2 10	Zingiber	50				
Sulphate, com'l, by	70	Iris plox	35@ 40	Miscellaneous					
bbl. per cwt.	70	lalapa, pr.	65@ 70	Aether, Spts Nit 3f 30	35				
Sulphate, pure	7	Maranta, 1/2s	@ 35	Aether, Spts Nit 4f 34	38				
Flora		Podophyllum po	15@ 18	Alumen, grd po 7	4				
Arnica	20@ 25	Rhei	75@1 00	Annatto	40@ 50				
Anthemis	50@ 60	Rhei, cut	1 00@1 25	Antimoni, po	4@ 5				
Matricaria	30@ 35	Rhei, pv	75@1 00	Antimoni et po T	40@ 50				
Folia		Sanguinari, po 18	@ 15	Antifebrin	20				
Barosma	85@ 90	Scillae, po 45	20@ 25	Antipyrin	25				
Cassia Acutifol	15@ 20	Senega	85@ 90	Argenti Nitras oz	@ 12				
Tinnevely	25@ 30	Serpentaria	50@ 55	Arsenicum	10@ 12				
Cassia, Acutifol	25@ 30	Smilax, M	@ 25	Balm Gilead buds	60@ 65				
Salvia officinalis	18@ 20	Smilax, off's H.	@ 48	Bismuth S N	1 90@2 00				
Uva Ursi	8@ 10	Spigella	1 45@1 50	Calcium Chlor, 1s	@ 9				
Gummi		Symplocarpus	@ 25	Calcium Chlor, 1/2s	@ 10				
Acacia, 1st pkd.	@ 65	Valeriana Eng.	@ 25	Calcium Chlor, 1/4s	@ 12				
Acacia, 2nd pkd.	@ 45	Valeriana, Ger.	15@ 20	Cantharides, Rus.	@ 90				
Acacia, 3rd pkd.	@ 35	Zingiber a	12@ 16	Capsici Fruc's af	@ 20				
Acacia, sifted sts.	@ 18	Zingiber j	25@ 28	Capsici Fruc's po	@ 22				
Acacia, po	45@ 65	Semen		Capi Fruc's B po	@ 15				
Aloe, Barb	22@ 25	Anisum po 20	@ 16	Carmine, No. 40	@ 4 25				
Aloe, Cape	@ 25	Apium (gravel's)	13@ 15	Carphylus	20@ 22				
Aloe, Socotri	@ 45	Bird, 1s	4@ 6	Cassia ructus	@ 35				
Ammoniac	55@ 60	Cannabis Sativa	7@ 8	Cataceum	@ 35				
Asafoetida	85@ 90	Cardamon	70@ 90	Centraria	@ 10				
Benzoinum	50@ 55	Carul po 15	12@ 15	Cera Alba	50@ 55				
Catechu, 1s	@ 13	Chenopodium	25@ 30	Cera Flava	40@ 42				
Catechu, 1/2s	@ 14	Coriandrum	12@ 14	Crocus	45@ 50				
Catechu, 1/4s	@ 16	Cydonium	75@1 00	Chloroform	34@ 54				
Camphorae	60@ 65	Dipterix Odorate	2 50@2 75	Chloral Hyd Crss 1	15@1 40				
Euphorbium	@ 40	Foeniculum	@ 30	Chloro m Squibbs	@ 90				
Galbanum	@ 1 00	Foenugreek, po.	7@ 9	Chondrus	20@ 25				
Gamboge	1 25@1 35	Lini	6@ 8	Cinchonid's Perm	38@ 48				
Gaulacum po 35	@ 35	Lini, gr'd. bbl. 5 1/2	6@ 8	Cinchonidine G-W	38@ 48				
Kino	po 45c	Lobelia	75@ 80	Cocaine	2 80@3 00				
Mastic	@ 75	Pharlaris Cana'n	9@ 10	Corks list, less 75%	@ 45				
Myrrh	po 50	Rapa	5@ 6	Creosotum	@ 2				
Opium	6 00@6 10	Sinapis Alba	8@ 10	Creta	bbl. 75				
Shellac	45@ 55	Sinapis Nigra	9@ 10	Creta, prep.	@ 5				
Shellac, bleached	60@ 65	Spiritus		Creta, precip.	9@ 11				
Tragacanth	70@1 00	Frumentl W. D.	2 00@2 50	Creda, Rubra	@ 8				
Herba		Frumentl	1 25@1 50	Cudbear	@ 24				
Absinthium	7 00@7 50	Juniperis Co.	1 75@3 50	Cupri Sulph	@ 10				
Eupaterium oz pk	20	Juniperis Co O T	1 65@2 00	Dextrine	7@ 10				
Lobelia	oz pk	Saccharum N E	1 90@2 10	Emery, all Nos.	@ 8				
Majorium	oz pk	Spt Vinl Galli	1 75@5 50	Emery, po	@ 6				
Mentha Pjp. oz pk	23	Vinl Alba	1 25@2 00	Ergota	po 65	60@ 65			
Mentha Ver oz pk	25	Vinl Oporto	1 25@2 00	Ether Sulph	35@ 40				
Rue	oz pk	Sponges		Flake White	12@ 15				
Tanacetum V.	22	Extra yellow sheeps'	@ 1 25	Galla	@ 30				
Thymus V. oz pk	25	wool carriage	@ 1 25	Gambler	3@ 9				
Magnesia		Florida sheeps' wool	@ 1 25	Gelatin, Cooper	@ 60				
Calcined, Pat.	55@ 60	carriage	3 00@3 50	Gelatin, French	35@ 60				
Carbonate, Pat.	18@ 20	Grass sheeps' wool	@ 1 25	Glassware, fit boo 75%	@ 10				
Carbonate, K-M.	18@ 20	carriage	@ 1 25	Glue, brown	11@ 13				
Carbonate	18@ 20	Hard, slate use.	@ 1 00	Glue, white	15@ 25				
Oleum		Nassau sheeps' wool	3 50@3 75	Glycerina	23@ 30				
Absinthium	6 50@7 00	carriage	@ 3 50	Grana Paradisi	@ 25				
Amygdalae Dulc.	75@ 85	Velvet extra sheeps'	@ 2 00	Humulus	35@ 60				
Amygdalae, Ama	8 00@8 25	wool carriage	@ 2 00	Hydrarg Amm'l	@ 15				
Anisi	1 90@2 00	Yellow Reef, for	@ 1 40	Hydrarg Ch. Mt	@ 90				
Aurant Cortex	2 75@2 85	slate use	@ 1 40	Hydrarg Ch Cor	@ 90				
Bergamit	5 50@5 60	Syrups		Hydrarg Ox Ru'm	@ 1 00				
Capituti	85@ 90	Acacia	@ 50	Hydrarg Ungue'm	50@ 60				
Caryophylli	1 30@1 40	Aurant Cortex	@ 50	Hydrargyrum	@ 85				
Cedar	50@ 60	Ferri Iod	@ 50	Ichthyobolia, Am.	90@1 00				
Chenopadi	3 75@4 00	Ipecac	@ 50	Indigo	75@1 00				
Cinnamoni	1 75@1 85	Rhei Om's	@ 50	Iodine, Resubi	4 00@4 10				
Conium Mac	83@ 90	Smilax Arom's	50@ 60	Iodoform	3 90@4 00				
Citronella	80@ 90	Sassa	@ 50	Liquor Arsen et	@ 25				
				Hydrarg Iod.	@ 25				
				Liq Potass Arsnit	10@ 12				

PLAY BALL

We Are Agents for

Base Ball Goods

Manufactured by

A. J. REACH & CO., Philadelphia, Pa.

Balls, Bats

Fielders' and Basemen's Mitts

Gloves, Protectors

Catchers' Mitts and Masks

Please send us your order early while
our stock is unbroken and complete

Hazeltine & Perkins Drug Co.

Grand Rapids, Mich.

LaBelle Moistener
and Letter Sealer

For Sealing Letters, Affixing Stamps and General Use

Simplest, cleanest and most convenient device of its
kind on the market.You can seal 2,000 letters an hour. Filled with water
it will last several days and is always ready.

Price, 75c Postpaid to Your Address

TRADESMAN COMPANY

GRAND RAPIDS, MICH.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Index to Markets
By Columns

Col	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Ammonia	1																								
Axle Grease	1																								
Baked Beans	1																								
Bath Brick	1																								
Bluing	1																								
Brooms	1																								
Brushes	1																								
Butter Color	1																								
Candles	1																								
Canned Goods	1																								
Carbon Oils	1																								
Catsup	1																								
Cereals	1																								
Cheese	1																								
Chewing Gum	1																								
Chicory	1																								
Chocolate	1																								
Clothes Lines	1																								
Cocoa	1																								
Cocoa Nut	1																								
Cocoa Shells	1																								
Coffee	1																								
Confections	1																								
Crackers	1																								
Cream Tartar	1																								
Dried Fruits	1																								
Farinaceous Goods	1																								
Feed	1																								
Fish and Oysters	1																								
Fishing Tackle	1																								
Flavoring Extracts	1																								
Flour	1																								
Fresh Meats	1																								
Gelatine	1																								
Grain Bags	1																								
Grains	1																								
Herbs	1																								
Hides and Pelts	1																								
Jelly	1																								
Licorice	1																								
Matches	1																								
Meat Extracts	1																								
Mince Meat	1																								
Molasses	1																								
Mustard	1																								
Nuts	1																								
Olives	1																								
Pipes	1																								
Pickles	1																								
Playing Cards	1																								
Potash	1																								
Provisions	1																								
Rice	1																								
Salad Dressing	1																								
Saleratus	1																								
Salt Soda	1																								
Salt	1																								
Salt Fish	1																								
Seeds	1																								
Shoe Blacking	1																								
Snuff	1																								
Soap	1																								
Soda	1																								
Soups	1																								
Spices	1																								
Starch	1																								
Syrups	1																								
Tea	1																								
Tobacco	1																								
Twine	1																								
Vinegar	1																								
Wicking	1																								
Woodenware	1																								
Wrapping Paper	1																								
Yeast Cake	1																								

ARCTIC AMMONIA

12 oz. ovals 2 doz. box. 75

AXLE GREASE

17b. wood boxes, 4 doz. 3 00

17b. tin boxes, 3 doz. 2 35

3 1/2 lb. tin boxes, 2 doz. 4 25

10 lb. pails, per doz. 6 00

15 lb. pails, per doz. 7 20

25 lb. pails, per doz. 12 00

BAKED BEANS

17b. can, per doz. 90

27b. can, per doz. 1 40

37b. can, per doz. 1 80

BATH BRICK

American 75

English 85

BLUING

Sawyer's Pepper Box

No. 3, 3 doz. wood bxs 4 00

No. 5, 3 doz. wood bxs 7 00

Sawyer's Crystal Bag

Blue 4 00

BROOMS

No. 1 Carpet 4 sew 5 00

No. 2 Carpet 4 sew 4 50

No. 3 Carpet 3 sew 4 25

No. 4 Carpet 3 sew 4 00

Parlor Gem 5 00

Common Whisk 1 40

Fancy Whisk 1 50

Warehouse 5 25

BRUSHES

Solid Back, 8 in. 75

Solid Back, 11 in. 95

Pointed Ends 85

STOVE

No. 3 90

No. 2 1 25

No. 1 1 75

SHOE

No. 8 1 00

No. 7 1 30

No. 4 1 70

No. 3 1 90

BUTTER COLOR

W. R. & Co.'s 25c size 2 00

W. R. & Co.'s 50c size 4 00

CANDLES

Paraffine, 6s 8

Paraffine, 12s 8 1/2

Wicking 20

CANNED GOODS

Apples 37b. Standards 1 00

Gallon 2 75@3 00

Blackberries

27b. 1 25@1 75

Standards gallons 4 50

Beans

Baked 85@1 30

Red Kidney 85@95

String 70@1 15

Wax 75@1 25

Blueberries

Standard 1 35

Gallon 6 50

Brook Trout

27b. cans, spiced 1 90

Clams

Little Neck, 17b. 1 00@1 25

Little Neck, 27b. 1 50

Clam Bouillon

Burnham's 1/2 pt. 2 25

Burnham's pts. 3 75

Burnham's qts. 7 50

Cherries

Red Standards 1 40

White 1 40

OYSTERS

Cove, 17b. 80@85

Cove, 27b. 1 55@1 75

Cove, 17b., oval 1 20

6

Kansas Hard Wheat Flour	
Judson Grocer Co.	
Fanchon, 1/2 cloth	6 10
Lemon & Wheeler Co.	
White Star, 1/2 cloth	5 70
White Star, 1/2 cloth	5 60
White Star, 1/2 cloth	5 50
Worden Grocer Co.	
American Eagle 1/2 ch	6 10
Grand Rapids Grain & Milling Co. Brands.	
Purity, Patent	5 25
Seal of Minnesota	5 60
Wizard Flour	4 85
Wizard, Graham	4 85
Wizard, Gran. Meal	3 60
Wizard, Buckwheat	5 25
Rye	4 80
Spring Wheat Flour	
Roy Baker's Brand	
Golden Horn, family	5 50
Golden Horn, bakers	5 40
Duluth Imperial	5 50
Wisconsin Rye	4 40
Judson Grocer Co.'s Brand	
Ceresota, 1/2s	6 40
Ceresota, 1/2s	6 30
Ceresota, 1/2s	6 20
Lemon & Wheeler's Brand	
Wingold, 1/2s	6 00
Wingold, 1/2s	5 00
Wingold, 1/2s	5 80
Worden Grocer Co.'s Brand	
Laurel, 1/2s cloth	6 00
Laurel, 1/2s cloth	6 15
Laurel, 1/2s 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, 1/2s cloth	5 90
Sleepy Eye, 1/2s cloth	5 80
Sleepy Eye, 1/2s paper	5 80
Sleepy Eye, 1/2s paper	5 80
Meal	
Bolted	3 40
Golden Granulated	3 60
St. Car Feed screened	26 00
No. 1 Corn and Oats	26 00
Corn, cracked	25 00
Corn Meal, coarse	25 00
Winter Wheat Bran	24 00
Middlings	26 00
Buffalo Gluten Feed	33 00
Dairy Feeds	
Wykes & Co.	
O P Linsed Meal	35 00
O P Laxo-Cake-Meal	33 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	42
Less than carlots	44
Corn	
Carlots	62
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 05	
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	
Medum	
Barrels, 1,200 count	6 25
Half bbls., 600 count	3 65
Small	
Half bbls., 1,200 count	4 50
PLAYING CARDS.	
No. 90 Steamboat	85
No. 15, Royal, assorted	1 75
No. 20, Rover, enam'd	2 00
No. 572, Special	1 75
No. 98 Golf, satin fin.	2 00
No. 808 Bicycle	2 00
No. 632 Tourist whist	2 25
POTASH	
Babbitt's	4 00

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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	
Lard	
Pure in tierces	15
Compound Lard	11 1/2
80 lb. tubs, advance	1/2
50 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
5 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 Baked Hams	15
Boiled Ham	22
Berlin Ham, pressed	11
Minced Ham	11
Bacon	21
Sausages	
Bologna	9
Liver	5
Frankfort	10 1/2
Pork	11
Veal	11
Tongue	11
Headcheese	9
Beef	
Boneless	14 00
Rump, new	14 00
Pig's Feet	
1/2 bbls., 40 lbs.	1 00
1/2 bbls., 40 lbs.	2 00
1/2 bbls., 40 lbs.	4 00
1 bbl.	9 00
Tripe	
Kits, 15 lbs.	80
1/2 bbls., 40 lbs.	1 60
1/2 bbls., 80 lbs.	3 00
Casings	
Hogs, per lb.	32
Beef, rounds, set	25
Beef, middles, set	80
Sheep, per bundle	90
Uncolored Butterine	
Solid dairy	10 @12
Country Rolls	10 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, 1/2s	90
Deviled Ham, 1/2s	50
Deviled Ham, 1/2s	90
Potted tongue, 1/2s	50
Potted tongue, 1/2s	90
RICE	
Fancy	7 @ 7 1/2
Japan	5 1/2 @ 6 1/2
Broken	2 1/2 @ 3 1/2
SALAD DRESSING	
Columbia, 1/2 pint	2 25
Columbia, 1 pint	4 50
Durkee's, large, 1 doz.	5 25
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.	3 00
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	95
SALT	
Common Grades	
100 3 lb. sacks	2 40
60 5 lb. sacks	2 40
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
Halibut	
Strips	15
Chunks	16
Holland Herring	
White Hp, bbls.	
White Hp, 1/2 bbls.	
bbls.	5 25@5 75
White Hoop mch. 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	
Meas, 100 lbs.	15 00

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Meas, 40 lbs.	
Meas, 10 lbs.	1 75
No. 1, 100 lbs.	
No. 1, 40 lbs.	14 00
No. 1, 10 lbs.	1 60
No. 1, 8 lbs.	1 30
Whitefish	
No. 1, No. 2 Fam.	
100 lbs.	9 75 3 50
50 lbs.	5 25 1 90
10 lbs.	1 12 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 8oz	2 80
Dusky D'nd 100 6 oz	3 80
Jap Rose, 50 bars	3 60
Savon Imperial	3 00
White Russian	3 60
Dome, oval bars	3 00
Satinet, oval	2 70
Snowberry, 100 cakes	0 00
Proctor & Gamble Co.	
Lenox	3 50
Ivory, 6 oz.	4 00
Ivory, 10 oz.	6 75
Star	3 50
Lautz Bros. & Co.	
Acme, 30 bars, 75 lbs.	4 00
Acme, 25 bars, 75 lbs.	4 00
Acme, 25 bars, 70 lbs.	3 80
Acme, 100 cakes	3 60
Big Master, 70 bars	2 85
German Mottled	3 35
German Mottled, 5 bxs	3 30
German Mottled, 10 bxs	3 25
German Mottled, 25 bxs	3 20
Marcellis, 100 cakes	6 00
Marcellis, 100 cks 5c	4 00
Marcellis, 100 ck toilet	4 00
Marcellis, 1/2 bx toilet	2 10
A. B. Wrisley	
Good Cheery	4 00
Old Country	3 40
Soap Powders	
Snow Boy, 24 lbs.	4 00
Snow Boy, 60 5c	2 40
Snow Boy, 30 10c	2 40
Gold Dust, 24 large	4 50
Gold Dust, 100-5c	4 00
Kirkoline, 24 lb.	3 80
Pearline	3 75
Soapine	4 10
Babbitt's 1776	3 75
Roseline	3 50
Armour's	3 70
Wisdom	3 80
Soap Compounds	
Johnson's Fine	5 10
Johnson's XXX	4 25
Nine O'clock	3 30
Rub-No-More	3 85
Scouring	
Enoch Morgan's Sons.	
Sapallo, gross lots	9 00
Sapallo, half gro. lots	4 50
Sapallo, single boxes	2 25
Sapallo, hand	2 25
Scourine Manufacturing Co	
Scourine, 50 cakes	1 80
Scourine, 100 cakes	3 50
SODA	
Boxes	5 1/2
Kegs, English	4 1/2
SPICES	
Whole Spices	
Allspice, Jamaica	13
Allspice large Garden	11
Cloves, Zanzibar	16
Cassia, Canton	14
Cassia, 5c pkg, doz.	25
Ginger, African	9 1/2
Ginger, Cochlin	14 1/2
Mace, Penang	50
Mixed, No. 1	16 1/2
Mixed, No. 2	10
Mixed, 5c pkgs, doz.	45
Nutmegs, 75-80	25
Nutmegs, 105-110	20
Pepper, Black	14
Pepper, White	25
Pepper, Cayenne	22
Paprika, Hungarian	38
Pure Ground in Bulk	
Allspice, Jamaica	12
Cloves, Zanzibar	22
Cassia, Canton	12
Ginger, African	12
Mace, Penang	55
Nutmegs, 75-80	35
Pepper, Black	11 1/2
Pepper, White	18
Pepper, Cayenne	16
Paprika, Hungarian	38
STARCH	
Corn	
Kingsford, 40 lbs.	7 1/2
Muzzy, 20 lb. pkgs.	5 1/2
Muzzy, 40 lb. pkgs.	5 1/2
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 1/2 lb. packages	4 1/2
12 1/2 lb. packages	6
50lb. boxes	2 1/2
SYRUPS	
Corn	
Barrels	27
Half barrels	29
20lb. cans 1/2 dz. in cs.	1 60
10lb. cans, 1/2 dz. in cs.	1 60
5lb. cans, 2 dz. in cs.	1 70

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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
Hiauwatha, 5lb. pails	56
Telegram	31
Pay Car	33
Prairie Rose	49
Protection	40
Sweet Burley	41
Tiger	41
Plug	
Red Cross	30
Palo	35
Kylo	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 Heldsick	69
Boot Jack	86
Honey Dip Twist	43
Black Standard	40
Cadillac	40
Forge	34
Nickel Twist	62
Mill	32
Great Navy	36
Smoking	
Sweet Core	24
Flat Car	32
Warpath	26
Bamboo, 16 oz.	25
1 X L, 5lb.	27
1 X L, 16 oz. pails	31
Honey Dew	40
Gold Block	40
Flagman	40
Chips	33
Kiln Dried	21
Duke's Mixture	40
Duke's Cameo	40
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, 1 1/2 oz.	35
Peerless, 1 1/2 oz.	39
Air Brake	36
Ant Hook	30
Country Club	32-34
Forex-XXXX	26
Good Indian	30
Self Binder, 16oz. 8oz.	20-22
Silver Foam	24
Sweet Marie	32
Royal Smoke	42
TWINE	
Cotton, 3 ply	24
Cotton, 4 ply	24
ute, 2 ply	14
lemp, 6 ply	13
Plax, medium N	24
Wool, 1 lb. balls	8
VINEGAR	
State Seal	12
akland apple cider	14
organ's Old Process	14
Barrels free.	
WICKING	
To. 0 per gross	30
To. 1 per gross	40
To. 2 per gross	50
To. 3 per gross	75
WOODENWARE	
Baskets	
ushels	1 00
ushels, wide band	1 15
arket	40
plint, large	3 50
plint, medium	3 00
plint, small	2 75
illow, Clothes, large	8 25
illow, Clothes, me	7 25
illow, Clothes	7 25

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon .55 6 00

BAKING POWDER



Royal
10c size 90
1/4 lb. cans 1 25
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
2 lb. cans 13 00
5 lb. cans 21 50

YOUR OWN PRIVATE BRAND



Wabash Baking Powder Co., Wabash, Ind.

80 oz. tin cans3 75
32 oz. tin cans1 50
19 oz. tin cans85
16 oz. tin cans75
14 oz. tin cans65
10 oz. tin cans55
8 oz. tin cans45
4 oz. tin cans35
32 oz. tin milk pail 2 00
16 oz. tin bucket90
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 lots31
El Portana33
Evening Press32
Exemplar32

Worden Grocer Co. brand

Ben Hur
Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritans35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

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 60

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
Carcass6 0 9

CLOTHES LINES

Sisal
60ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..1 50

Jute
60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor
50ft.1 10
60ft.1 35
70ft.1 60

Cotton Windsor
50ft.1 30
60ft.1 44
70ft.1 80
80ft.2 00

Cotton Braided
40ft.95
50ft.1 35
60ft.1 65

Galvanized Wire
No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted
Dwinell-Wright Co.'s B'ds.



White House, 1lb.....
White House, 2lb.....
Excelsior, M & J, 1lb.....
Excelsior, M & J, 2lb.....
Tip Top, M & J, 1lb.....
Royal Java
Royal Java and Mocha.....
Java and Mocha Blend.....
Boston Combination

Distributed by Judson Grocer Co., Grand Rapids; Lee, Cady & Smart, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Goddard, Durand & Co., Battle Creek; Fielbach Co., Toledo.

FISHING TACKLE

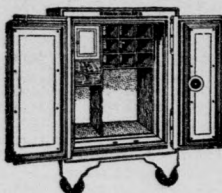
1/2 to 1 in.6
1 1/4 to 2 in.7
1 1/2 to 2 in.9
1 3/4 to 2 in.11
2 in.15
3 in.20

Cotton Lines
No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines
Small20
Medium25
Large24

Poles
Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Beaver Soap Co.'s Brand



100 cakes, large size..6 50
50 cakes, large size..3 25
100 cakes, small size..3 85
50 cakes, small size..1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large3 75
Halford, small2 25

Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

Butler Brothers

New York

Chicago St. Louis

Minneapolis

Chicago Boats Every Night

Fare \$2

Holland Interurban and
Graham and Morton
STEEL STEAMERS

Boat train leaves
Grand Rapids at.. 8 p. m.

Sawyer's CRYSTAL

See that Top Blue.



For the Laundry.

DOUBLE STRENGTH.

Sold in Sifting Top Boxes.

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

It goes twice as far as other Blues.

Sawyer Crystal Blue Co.

88 Broad Street,

BOSTON - MASS.

What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

Tradesman Company
Grand Rapids

Use

Tradesman

Coupon

Books

Made by

Tradesman Company
Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—\$2,500 up-to-date grocery. Population 3,200, rural 10,000. Only seven groceries in city. Owner wants retire. Address No. 696, care Michigan Tradesman. 696

For Sale—Long lease, with stock of ladies and gents furnishings. Also dry goods, annual sales \$40,000. Invoice \$15,000, discount stock. Choice location and building. Town of 12,000 and growing. Address C. N. Howard, Box 393, Chico, Cal. 695

For Sale—General merchandise business, good live town Colorado. Annual sales, \$100,000. Box 198, Pueblo, Colo. 694

For Sale—The best shoe business in the city of Jackson, Mich.—The hustling manufacturing city of 35,000 and growing fast. Good clean up-to-date stock of shoes, hosiery and rubber goods, trunks, bags and suit cases. Stock about \$20,000; cash sales, about \$50,000. The finest and best located store in the city. Must be seen to be appreciated, with a beautiful up-to-date front. Store 22x120 feet. Basement the same with cement floor. Rent \$125 per month. Four years' lease, with the privilege of five years more if desired. I will sell at cost on inventory. This will stand the closest investigation, and is a big snap for any one looking for a business opening, and have the cash. I wish to retire from business. Call or address C. W. Ballard, 125 W. Main St., Jackson, Mich. 693

For Sale—At 100 cents, one of the best paying retail clothing stores in the best business city of 5,000 population in Michigan, sales \$40,000; stock can be reduced to \$10,000 or less in few weeks' time. Owners have made a competency and are going to retire. Address No. 692, care Tradesman. 692



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.

For Sale—Well established drug business in the richest irrigated portion of South Texas. Up-to-date stock, fixtures and fountain. Doing a paying business. A good proposition for a live man. Do not write us unless you mean business. Address W. E. Toogood, Box 866, San Antonio, Texas. 691

For Sale—Clean up-to-date grocery stock and fixtures, in the biggest little town in Michigan. Best reasons for selling. Doing good business. Must sell before July 1. Address Central, care Michigan Tradesman. 697

Cake Baker, first-class, young, married, sober, reliable. Or as salesman bakers' supplies. Edward Albright, Mendota, Ill. 689

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

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 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

Bakery For Sale—Doing \$18,000 business per year. F. A. Orsinger, 1722 Clay St., Dubuque, Iowa. 675

Stock of general merchandise wanted. Ralph W. Johnson, Minneapolis, Minn. 624

Cash For Your Business Or Real Estate. No matter where located. If you want to buy, sell or exchange any kind of business or real estate anywhere at any price, address Frank P. Cleveland, 1261 Adams Express Building, Chicago, Ill. 26

For Sale—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 of general merchandise, located in Northern Michigan. Write for particulars, as this is a bargain. Address No. 672, care Michigan Tradesman. 672

A TRIAL PROVES THE WORTH

Increase your business from 50 to 100 per cent. at a cost of 2½ 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.**

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—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. Ortrander, Admr., Legrand, Mich. 660

Wanted—For cash, small stock of general merchandise, located in small town. Give description and lowest price in first letter. Address 408 S. James St., Ludington, Mich. 659

Notice—Highest price paid for shoes or dry goods. 177 Gratiot Ave., Detroit, Mich. 645

Will pay cash for shoe stock. Address No. 286, care Michigan Tradesman. 286

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

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

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.**

For Sale—In live city in Southern Colorado, grocery and queensware business, annual sales \$125,000. Average profit 25%. Best location in city. Fine climate. Wish to retire. Have made enough. Will sell at invoice price. Address Box 37, Pagosa Springs, Colo. 580

For Sale—10,000 No. 2 cedar railroad ties. R. W. Hyde, Posen, Mich. 574

For Rent—In Milan, Mich., brick store 47x68, old-established, best store. Modern equipment, complete for general stock, hot air heat, electric lamps 24 hours, sanitary plumbing, city water. A \$12,000 to \$20,000 general stock, will sell \$40,000 to \$60,000 here. Write A. E. Putnam, Sigourney, Ia. 534

For coal, oil and gas, land leases, write C. W. Deming Co., Real Estate Dealers, Tulsa, Okla. 542

For Sale—One 300 account **McCaskey** register cheap. Address A. B., care Michigan Tradesman. 543

Safes Opened—W. L. Slocum, safe expert and locksmith. 147 Monroe street, Grand Rapids, Mich. 104

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

HELP WANTED.

Wanted—Salesmen of ability to solicit druggists. Package goods of finest quality and appearance. Large variety. Guaranteed under the Pure Foods and Drugs Act. 20% commission. Settlements bi-monthly. Sold from finely illustrated catalogue and flat sample book. Offers you an exceptionally fine side line. Catalogue at request. **Henry Thayer & Co., Cambridge-Boston, Mass. Established 1847.** 510

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

Want Ads continued on next page.



Here Is a Pointer

Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

PHYSICAL FADS.

Each year brings to light some new fad, or, at least, an accentuation of an old one. It is said that the one which is this year turning all of the people of London, little and big, youth and old age, out of doors is that of rope skipping. Fat people hope to get lean and lean people expect to grow stout under the exercise. The rheumatic limbs are striving to get limbered and the torpid liver is supposed to take up its burden with renewed life under the treatment. Gymnasiums are filled with people having individual reasons for rope skipping, some of them diametrically opposite; and may all thrive!

Any child will rejoice that the old-fashioned sport which amused the children of two or three generations ago is now being practically applied by adults. Yet so violent an exercise, beneficial though it may be made, must be practiced with caution. Children have been overcome by such violent exertion and to the adult with a weak heart the policy of taking matters gently is not amiss.

After all, is it not a fad that will soon fade? While it may exercise a large number of muscles, are there not others equally beneficial and yet having a greater end in view? Rope skipping in the gymnasium may be better physical culture than bicycling in the open air, but we doubt it. Certainly there is not the incentive of "getting there" which should prompt to its protracted employment. Walking is another form of exercise less violent, yet just as wholesome. Indeed, if the more violent form is desired, one may run and jump as much as he likes and yet feel that he is making the exercise serve a double purpose. It is the means to exercising some pleasant hobby. Rope skipping may be excellent in itself, but other forms of exercise accomplish as much physically and at the same time promote a commercial or intellectual pursuit. A fad which has no objective gain is soon written with a final e.

Manufacturing Matters.

Alpena—Work has been started for extensive improvements at the mill of the Richardson Lumber Co. The Richardson Co.'s mill at Bay City runs steadily throughout the year, cutting about 50,000 to 60,000 feet daily. The logs come from the North. No delay is experienced, a train load of logs coming in every day.

Marine City—The Evans Motor Car Co. has purchased the foundry and machine shop from the Marine Savings Bank and will put the property in shape for the manufacture of automobile parts of various kinds for outside concerns, machine work, etc. The principal feature of the business, however, will be the manufacture of the Evans automobile truck.

Bay City—The Michigan Central is hauling from the North over the Mackinaw division to Bay City about 125 cars loaded with sawlogs every twenty-four hours. These logs are consigned to W. D. Young & Co.,

Richardson Lumber Co., Bliss & Van Auken, Ross & Wentworth, Kneeland-Bigelow Company, Kneeland, Buell & Bigelow Co. and Knapp & Scott.

Munising—The Superior Veneer & Cooperaage Co. and the Cleveland-Cliffs Iron Co. are shipping considerable hemlock by rail. The demand for hemlock seems to be better the last month and while prices are still unsatisfactory from the manufacturer's standpoint they have an upward trend. The latter company has bought about 1,000,000 feet of hemlock logs from the C. H. Worcester Co., at Cusino.

Bay City—Hemlock lath is moving freely with an upward tendency as to prices and an increasing demand. No. 2 lath are exceptionally scarce and strong at \$3.25. Comparatively few saw mills are operating lath mills in connection. The output last year in Eastern Michigan aggregated 82,834,000 pieces. The manufacture of pine lath practically has ceased in this State. Small quantities of lath are brought from Lake Superior by boat, but the bulk of the product in Eastern Michigan is handled by rail.

It appears from statistics compiled from official figures filed in the Interstate Commerce Commission's office, that railroad wages were never higher in this country than at present, based on any plan of calculation or computation. The average salary of the employees rose from \$607 a year in 1905 to \$721 a year in 1908. Out of every thousand dollars the railroads expended, \$623 went to labor in 1908. For every thousand dollars of net earnings the railroad employers receive over \$1,600. In 1905 the railroads received \$44 of net earnings for every thousand dollars of capital invested, which sum has since been reduced to \$39, or, in other words, to less than four per cent. of the capital. It would appear that labor is certainly getting its share as compared with capital in the railroad business.

Emperor William of Germany finds that his income is impaired by the high cost of living, and the Government will be asked to come to his relief. The Kaiser now receives \$3,250,000 on the civil list, out of which he pays annual incomes to his married sons, salaries of the court officials and the maintenance of the royal castles. He asks what amounts to an increase in his salary of \$600,000 to \$800,000 a year. It is expected that the various parties will agree to vote the increase.

The Bell Telephone Company has withdrawn its alarm clock service in some of the Eastern cities and towns. It was a great convenience to subscribers to have an early morning caller, but they became so numerous as to interfere with the regular business of the company. As it brought in no direct revenue, and kept the "central" girl busy for several hours in the morning, the company was compelled to cease to oblige its subscribers in this particular way.

Postmaster General Hitchcock calls the attention of Congress to a serious difficulty which he finds in securing competent men for clerks and mail carriers, particularly in the West. The initial salary for these positions is \$600 a year, but a member of a labor union can get better pay in any of the trades. A man who is qualified for the work will not take a post office position because he has no trouble in finding a place at better pay with less responsibility. As a result, the business of the post office in many localities suffers. It may be that to meet this serious difficulty the department will in cases offer prospective employees rates of compensation for the initial year high enough to keep the post offices properly manned.

The President of the National Electric Light Association, in session at St. Louis, claimed that "our service is the one cheaper thing enjoyed in these days of the high cost of living." He submits, accordingly, that it would be only fair on the part of the public to credit the fact of the constant downward trend of electric service rates. Though the public disposition notoriously is to give ear mostly to trouble, gratitude may be expressed for this shining example of a good deed in a naughty world. Looking at it from his standpoint the speaker is no doubt correct, but it is comparatively only a short time that there has been any electric service to pay for. Inventions and improvements soon become necessities, and while they reduce the cost of production, their increased use adds to the high cost of living.

When Col. Theodore Roosevelt came out of the African jungles he was handed a cablegram from the Rochester Chamber of Commerce asking him to be present as honor guest and principal speaker at its annual banquet next December. His acceptance has not yet been received, but President Dietrich says a committee of business men and officials will call on him on his arrival in New York, when

he has no doubt they will have a favorable answer. "It makes no difference what Col. Roosevelt speaks on," said Secretary Woodward. "We'll even stand for fish stories, just so long as he comes. But it is certain that if he comes he will, as usual, say something worth while. I think it would be a master political move on his part if he decided to come."

Judge Garman, of Wilkesbarre, Pa., has handed down a decision in the case of Mrs. S. L. Bacharach vs. United States Express Co., in favor of the plaintiff. Mrs. Bacharach who shipped a dress, to be worn at a wedding in June at Salt Lake City, over the express line, and the package did not reach its destination until October, sued for the value of the garment and a referee awarded her \$74. The express company appealed, on the ground that the dress was not damaged in the least. Judge Garman dismissed the appeal, with the remark that while it might not have been damaged it would be out of the question to ask a woman of fashion to wear a dress a year old. He said after a dress got into storage for all winter it was clearly out of style the following season.

Never judge a man's worth by the amount of insurance he carries.

A man is apt to get his back up when he is told to hump himself.

Some saints never believe in snow shovels until summer.

BUSINESS CHANCES.

If you do not earn \$3,000 yearly, our Standard Course in real estate and insurance shows you how. Write for booklet, endorsements, etc. Address American School of Real Estate, Dept. T, Des Moines, Iowa. 698

Buick No. 17 automobile 1909 model, cost over \$2,000 with extras. Good as new. Will trade for stock of merchandise or sell at a satisfactory discount. E. A. Bowman, Howell, Mich. 699

Only bakery lively town Western New York. Good chance for man small capital. Address 700, care Tradesman. 700

Wanted—A first-class salesman who understands clothing, furnishings and shoes. One who knows how to trim windows. Good steady position and good salary to the right party. Address No. 701, care Tradesman. 701

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5th Great Week

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The Sensational Musical Act

GUS EDWARDS NIGHT BIRDS

with

Nellie Brewster

And her Company of Singing and Dancing
Young Ladies and Men

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FIRST AND STILL THE BEST

Have you put off installing THE McCASKEY CREDIT REGISTER because you are skeptical as to what it will do?

Then learn this! Sixty thousand merchants in all parts of the United States, Canada and other countries say it—

SAVES { TIME
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We shall be very glad to prove to you that it will pay for itself many times in the course of the first year it is in your store.

The information will be free. Do your part by mailing a postal.

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Very
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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.

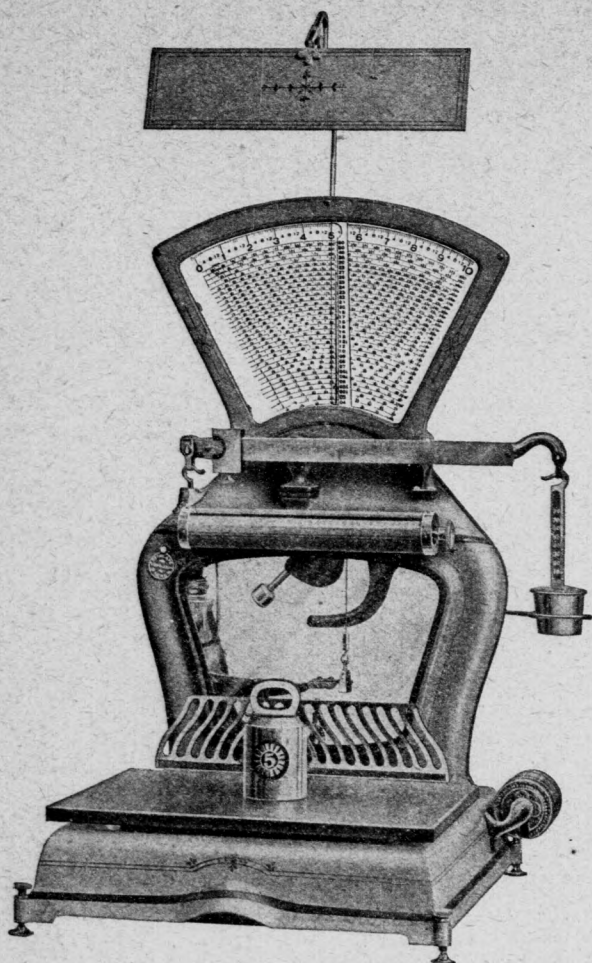
Some salesmen claim that they are packed by Kellogg, and some only go so far as to say that they are "just as good as Kellogg's." Neither statement is true. Kellogg packs in his own packages only, which bears his signature.

W. K. Kellogg

KELLOGG TOASTED CORN FLAKE CO.

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Stimpson No. 75

The NEW Stimpson-Automatic 100-pound Scale

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Cheapest because it *weighs and computes to 100 pounds*, and is therefore the *only automatic Scale capable of handling all your business*.

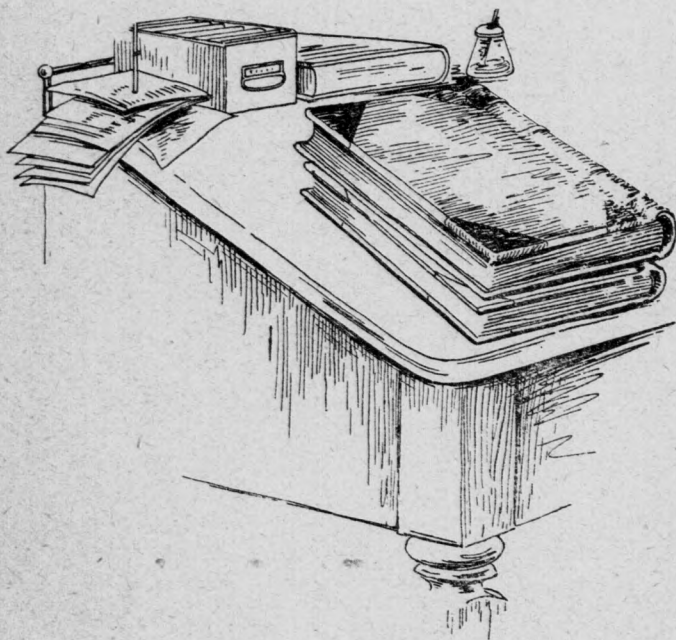
Best because it is the *only perfect automatic scale built—absolutely accurate* and as sensitive as a drug scale.

The No. 75 is fitted with Total Adding Device, Bevel Plate Housing Glasses throughout, Improved Platform Guard and Paper Fender and equipped with *electric light* if desired.

Write today for full particulars to

Stimpson Computing Scale Company

Detroit, Michigan



Twelve O'Clock

When you wake up and the clock strikes twelve, when it's darker than pitch and the wind blows a gale, you say to yourself:

"What a Wild Night for a Fire"

Then you think of your own place of business and you say, "Well, I'm insured." Are you? What about your valuable papers and account books—are they insured? What would be your loss if they burned? You dislike to think about it, don't you?

Think Once More and Buy a Safe

Better get busy and write us today for prices.

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