

## The Sum of Human Life

The shadows lengthen, and the air grows chill.  
The sun sinks low; upon the distant hill  
Its rays gleam palely. In the valley deep  
The night already pours the dews of sleep.  
The morning with its promise of all gain,  
The noontime with its passion to attain,  
Alike are gone and evening brings its balm  
To heal our hurts and soothe us with its calm.

So life draws surely to its pulseless end.  
The chill of age creeps o'er us as we bend  
Beneath the burden of increasing years  
And heavy load of cares and griefs and tears.  
All hopes and fears alike with tears and pains  
Win for the soul at last rewarding gains.  
The failing sense sets free the spirit's fire,  
Earth's broken harp makes way for heaven's lyre.  
For not in vain has God his children brought  
Through devious paths, nor has he vainly taught  
The lessons deep which sorrows sharp unfold,  
Nor left the cross without the crown of gold.

We live, not to achieve, but to become.  
We blindly strive—to find at last the sum  
Of life is just the making of a Soul,  
And of its jarring discords form a whole  
Sweet harmony of conflicts reconciled,  
Of blessings out of sin and shame beguiled,  
Of strength from weakness, richer gain from loss,  
And triumph won through anguish of a cross.

So, while the shadows lengthen and the chill  
Creeps o'er me slowly, I will fear no ill.  
The Shepherd's rod and staff do guide my way  
Through the twilight dim and darkening night to day.  
The care be His, the deepening comfort mine.  
The truth begins through all my soul to shine,  
That he who planned knows well how to complete  
The end which sin nor death can e'er defeat.



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

## A Reliable Name

And the Yeast  
Is the Same

## Fleischmann's

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

# Pure Cider Vinegar

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

**The Williams Bros. Co.**

Manufacturers

Picklers and Preservers

Detroit, Mich.

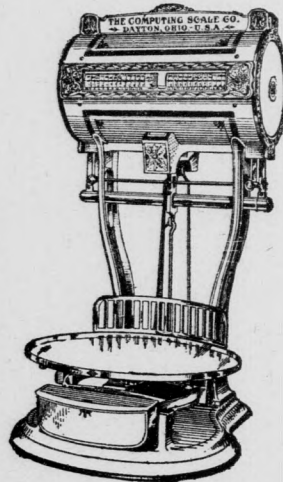
## NOTICE

We are sole and exclusive owners of the fundamental patents cover-  
ing the manufacture, sale and use of barrel-shaped computing scales, dis-  
closed and covered in

Letters Patent of the United States

Reissue No. 11,536, granted April 28, 1896

No. 597,300, granted January 11, 1898



## Warning

We claim that all barrel-shaped comput-  
ing scales, platform or otherwise, similar  
to this cut, are an infringement of our  
exclusive rights under the above named  
Letters Patent.

To substantiate our rights in the matter,  
our counsel on May 23, 1910, filed a bill of  
complaint against the Toledo Computing  
Scale Company, for infringement of the  
above named Letters Patent, and are in-  
structed to prosecute such suit to a success-  
ful conclusion as rapidly as possible.

All manufacturers, sellers and users of  
such infringing scales are hereby notified  
that our attorneys are instructed to protect  
our rights in the matter in every way pos-  
sible, and will bring suits in the United  
States Courts against them for unlawfully

manufacturing, selling or using scales of this kind.

**Do not become involved in expensive litigation,** but buy your  
scales from parties having the right to make and sell such scales.

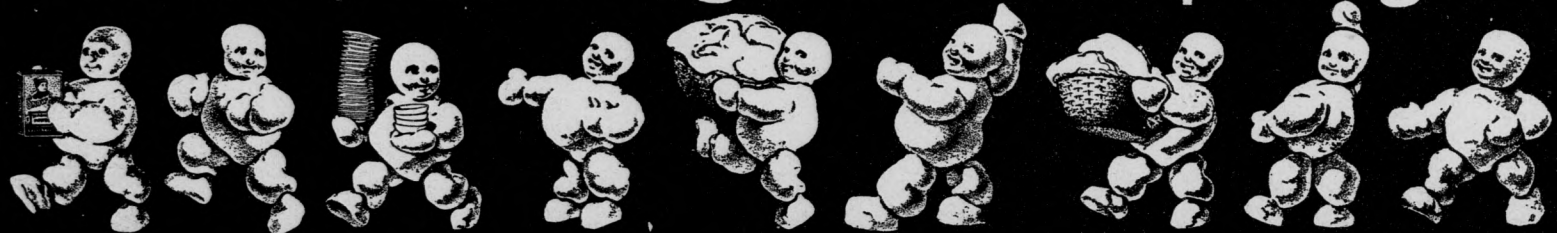
**The Computing Scale Co.,**

Dayton, Ohio

Moneyweight Scale Company, Chicago

Distributors

## 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 22, 1910

Number 1396

## SPECIAL FEATURES.

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## THE MEN WANTED.

As a guide was leading a party through a soldiers' home, calling attention to the many excellent features of the institution, he suddenly diverted from his theme and remarked, "But do you suppose that I would stay here a minute if I were an able bodied man? I would go back to my family. If I could get \$30 a month it would be 'Good-bye, home,' but the world has no use for us cripples. They are after able bodied men."

This sums the whole thing up in a nutshell. It is the able bodied men who are wanted in the trades, in the professions, in the fields. The world has no use for the halt and the inactive. While there are those who overcome a serious physical defect, they work under a serious disadvantage. And the pluck which enables them to succeed would, perhaps, under ordinary conditions, have placed them a long stride ahead.

To be classed among the able bodied now means far more than it did a generation ago. It means more than mere physical development, although this alone is an important item. The foundation for any life work is broader and more firmly established. The substructure must be of better material; the workmanship more skilled.

The men who are wanted are those fully rounded out; men who can adapt themselves to more than one thing; whose heads can contain more than a single idea. The world wants men who are willing to give as much as they promise and a little more; who can put more into a thing than they take out; who can push as well as pull; who are willing to work hard and long hours if an emergency calls for it, and to do this without grumbling—men who have an eye to better things instead of following in the old rut.

## WHICH WAY?

If there is a time which tries the faith of the optimist and leads him to think that the world is growing

worse instead of better it is when municipal and gubernatorial powers clash over the rights of men to descend to the level of beasts.

The better element, even in the sporting class, will be glad that the Governor of California has stamped his disapproval upon the prize fight; and if, as has been affirmed, Nevada will be glad to welcome it, we shall think a little less of Nevada.

We are pleased to welcome back some of the sports of the classical times. The Marathon races at once appeal as developing a physical culture of the highest type. While base ball carries with it accidents of a grave nature, they are accidents. There is the possibility of some serious hurt, but not the certainty of it. Yet even if the worst comes, there is not the moral degradation which results from the deliberate aim to disable a fellow man.

Such a spectacle as has been contemplated and drilled for these many days crowds out the finer sensibilities of man. Every witness finding the least semblance of pleasure in it stamps his own character as a bit more degraded than we had hoped of the real American. The more he indulges in so-called entertainments the more closely will he approach the beast with whom the Roman gladiator fought.

Public sentiment and the press may help to suppress the evil by ignoring it. Cut out the yellow press journalism relating to it; withhold patronage in every way, and the good in humanity will rise above it, crowd it to the mud in the bottom, where it rightfully belongs. You can not afford to lend your approval to the battering of the figure fashioned after God's own image.

## WILL MARK DUTCH CHEESE.

After several years of strife and a great deal of deliberation, the Dutch government has decided to give a state control mark for cheese on somewhat the same lines as the government butter control.

Dutch cheese, which formerly was famed for its excellent qualities, has gradually lost its good repute, because the dairymen, intent only on making as large profits as possible, have served an inferior product to their customers, foolishly believing that "the flag would cover the cargo," and the name "Dutch cheese" would sufficiently suggest the superiority of the article.

It was only when a great falling off in the cheese trade in Holland attracted general attention that the Dutch wholesale dealers took the matter into their own hands, and the new decision is the result.

The only way to make others good is to make good ourselves.

## THE OLD STORY.

Did you ever stop to consider how much of the local advertising is simply a repetition of the old story? The expert advertiser infuses new thoughts into his columns as the breeder takes care to infuse new blood into his stock. The one is as necessary as the other to its prosperity. For instance, in a local paper is found the same old advertisement of Brown that has been there for years—"Dealer in dry goods and groceries." This is important in that it tells us that he is at the old stand and that he has passed the stage of spasmodic advertising. Yet the latter feature, in itself commendable, needs a great deal of bolstering up in order to make it effective. In fact, a spasm or two of an active sort would certainly attract much more attention. Does Brown still deal in the same old grades of sugar and prints which were the leaders of ten or twenty years ago? Has his advertising kept pace with his stock in trade? If so, he might about as well drop out altogether.

Another advertisement in the same paper reads,

New Shoes,  
New Hats,  
New Umbrellas,  
at Blank's.

Are we to understand that he is at the head of a second hand store and is this emphasis of the new articles an attempt to press before the public the novelties in stock?

We may have the same old story. The same old story of the child in the manger has been told in the pulpit for centuries. It does not grow stale because it is presented under new lights and shadows; and our goods can be presented with kaleidoscopic changes most effective if we so determine.

Up-to-date aeroplanes have had only one motor and one propeller, just as ocean going steamships had for years. Twin screws were found better for vessels, not only giving them more power and speed, but being just so much more of a safeguard against accident. Now Edwin H. Gould offers a \$15,000 prize to the man who shall produce the first aeroplane successfully employing two motors and two propellers, the idea being that if one breaks the other may still work and thus insure greater safety to the machine and its occupants. Anything which is calculated to increase safety in aeroplanes will contribute to their popularity. A boat on the water when its propeller stops is still afloat and is a good deal better off than an aeroplane under similar circumstances.

The telephone has proved a very efficient aid in the detection of

crimes and arrest of criminals. While two men who had been arrested as suspicious persons, and upon whom a considerable quantity of jewelry was found, were being examined in a Brooklyn police station, the telephone bell rang and a citizen announced to the officers that his house had been robbed. He also gave a description of the missing property. This corresponded so exactly with the jewelry in possession of the arrested men that it was apparent they had been "caught with the goods," and the culprits confessed. It is becoming more and more difficult for the enterprising burglar to burgle without being discovered.

Supreme Court Justice Greenbaum of New York, decides that trading on a margin for stocks is not gambling. A woman sued the stock exchange firm of J. R. Williston & Co., for \$800, alleging that when she was trading on margin she was merely gambling and could not be held accountable for her losses. The court said that the testimony adduced by the plaintiff showed that each of her orders was in fact executed by the defendant firm immediately upon receiving it. If it had appeared that it was never intended that the defendant should acquire the stock, but that the daily clearing statement was merely a cover, then a case under the statute against wagers would have been made out.

Julia Ward Howe on her ninety-first birthday issued the following message of greeting and advice to the women of this country: "Live in your own time; don't lag behind, but be up and doing. How differently I might have anticipated the future could I have realized the great changes in the opportunities and environment of women! It has become a necessity to be able to speak in public and become active in affairs outside the home. There is great power in association. The message I would give to my children, grandchildren and great-grandchildren is, 'Don't stay where you are, go on.'"

You know that you have thrown a big amount of capital into the business. Your whole intellect is at stake. You are master of the situation. Are you making it pay? Are you bringing out in your daily work all that that capital is capable of earning?

There is something to think about. One of the biggest things any young man may do is to make the most of his talents. Doing a thing better today than you did that thing yesterday is "getting along." If that is your aim and action no power on earth can hold you back. W. E. Sweeney.

### OUR SWEET TOOTH.

#### It Costs Us a Million Dollars Per Day.

We Americans preeminently are the sugar consumers of the world.

According to the Bureau of Statistics at Washington our sugar bill is more than \$1,000,000 a day. The average citizen of the United States eats half his weight in sugar every twelve months. According to the same Statistical Bureau at Washington, "the world's production of sugar has practically doubled in the last twenty years. While the United States consumed about 18 per cent. of the total world production in 1887, it assumed 22 per cent. of the greatly increased production of 1907."

You may ask, "But what about that? What if we do?" The purpose of this article is to stimulate the questions which I shall try to answer on the basis of pointing out that the "Increased Consumption of Sugar Marks an Increased Mortality from Tuberculosis."

I am not concerned with sugar as it exists naturally in milk, in most of the fruits, in vegetables and in grains. But the sugar extract—the commercial sugar extracted artificially from cane, beets and corn—these have led to the alarming misuse of sugar, the truth of which inevitably must be recognized and the sooner the better.

#### Causes Aim of Surgery.

As a firm believer in "Aristotle's Principle of Proportion," that no elemental appetite or passion in itself is intrinsically bad—that only its misuse is evil—I do not want to fall into the error of not giving credit where credit is due.

Medicine and surgery have been and will be of incalculable service, else they could not exist. But their misuse has led to the well known playing with symptoms—the cutting out of cancers and tumors—only to have the disease crop out elsewhere and in other ways, or again the oftentimes unnecessary removal of so-called superfluous portions of the anatomy. In the future it is almost a certainty that both branches of medical science will deal more with the removal of causes than with the removal of the effects of diseases.

As to the misuse of sugar in relation to tuberculosis, I have taken up this line of investigation in such health resorts as Lucerne and Nice, in Europe, and at Denver and in California in our own country, and I never have found a case of tuberculosis, either individually or among members of a family, where there was not marked intemperance in the use of alcohol, sugar or vinegar—all of them of sugar origin.

No doubt there are millions of contributory causes for tuberculosis. Anything that lowers the vitality of man predisposes to contagion and disease. Heredity, once the hopeless explanation for tuberculosis, is better expressed through inherited tendencies and habits of living. Now contagions, bad air, overcrowding in the cities, together with intemperance, are emphasized as the causes for tuberculosis.

#### Much Done Along Certain Lines.

Working along these lines much has been accomplished against the ravages of tuberculosis. But we must strike more nearly at the roots of the evil in its initial causes. If individuals and families are acquiring the disease constantly through intemperance of one kind and another, outdoor living and other hygienic efforts and measures to allay contagion only mitigate the ill.

It would be a great mistake to disparage the noble efforts at fighting this mighty plague. There is no question that the indifference regarding ventilation in public places must be a menace, as it not only deprives the blood of adequate purification but exposes to contagion. But there is another side to this.

Many persons who could have good ventilation and appreciate it thoroughly are suffering because of the internal congestion resulting from excessive use of sugar extract and are victims to chills and sensitive to draughts, leading them to sit in close rooms and fear the fresh air. Good air is an essential to good health. However, there is a marked relation between the quantity of (oxygen) air needed and the fuel (food) and rest required.

In their wild state certain animals hibernate in close caves, fasting and sleeping, yet issuing from their winter quarters in the spring lean but in good health. In captivity these animals eat more, sleep less, having more change of air and a larger volume of it—and die of tuberculosis.

#### Legislation Against Its Use.

In the Oxford lecture on "Cattle Tuberculosis," H. Sessions touches on the dairy, with its forcing feed such as the brewer's malt, which is "malt sugar." This food, he says, makes "animals more susceptible to all diseases, especially to tuberculosis." Also Rockl's statistics of the slaughter houses show that out of 201,570 bulls and steers, only 3.2 per cent. were tuberculous, while of the 178,749 cows 6.9 per cent. had acquired the disease. The housing was the same, but the forcing sugar feed of the cows accounted for over double the number among milch cows. Then the mortality among infants fed on the milk of the malt eating cows brought about legislation against the use of malt sugar in milk production.

In balancing the unusual feeding and wakefulness of hibernating wild animals in captivity, an equally unusual quantity of fresh air is required. Oxygen enough to consume the extra quantity of fuel (food) relieves the unusually clogged furnace (stomach) of the animal and frees it of the unconsumed carbon. Thus tuberculosis is prevented. Yet the needless strain on the animal mechanism, the waste of fuel and energy, do not mean that the firebox will not be burned out before its time.

This relation between the food eaten and the air necessary to consume it may explain why so many "cures" are temporary only, and that the disease returns with the taking up of old habits and the indoor life. There are frequent instances of a husband and

wife using sugar extract to excess, in which the husband, leading an outdoor life, is well and his wife ailing. That much fresh air will work wonders in overcoming bad feeding is indisputable.

#### Old Explanations Not Enough.

Yet bad air and dense populations in the cities can not explain the terrible increase of tuberculosis in Alaska. According to the report of charities on Alaskan conditions, "If the mortality of the race continues there will be no longer any native inhabitants." Tuberculosis has been styled the great "white plague," yet the yellow race occupies the most densely populated portion of the globe. Cases of tuberculosis are found almost everywhere mortality statistics showing that in all civilized countries almost one-seventh of all deaths are due to tuberculosis.

Still, there is something that the white man is doing on an increasing scale to account more fully for the alarming increase in tuberculosis. And to-day the white man is the consumer of sugar beyond all others. In speaking of sugar, I am speaking of it in its highly concentrated forms. The Indians used it in the form of syrups and from India sugar spread to all the world. Dr. George Evans in his "Historical and Geographical Phthisiology" says: "On one point all authorities in India are agreed—that the disease in that country is of an extremely pernicious type."

In the seventeenth century sugar was a luxury to the world. Later it became an article generally distributed and still later in the eighteenth century it became a commodity. In that century, when food prices generally rose so high, the cost of sugar remained stationary, for the reason that plantation expenses so largely were defrayed by the rum by-product.

#### Evils of Alcohol Conceded.

Evils of alcohol are pretty generally conceded. Excessive use of vinegar as a fat reducer is dangerous, and in some cases is known to lead to consumption. In some of the great sanitariums abroad vinegar is not allowed upon the table. But the danger in sugar is that it is regarded as a table necessity, just like salt. The present generation knows little of the history of sugar and its effect upon the system. Alcohol and vinegar are discredited.

In view of the fact that pulmonary tuberculosis is the most common form of that disease, and that fresh air treatment has helped so greatly in the treatment of tuberculosis, it is surprising that attention has not been called to that which produces carbonic acid gas in the system to an extent taxing the lungs to throw it off.

I shall not go into other and natural processes which produce carbonic acid gas in the system. Perhaps the less the average person thinks about chemical analysis of foods the better, provided he preserves his natural appetite by avoiding the unnatural alcohol, vinegars and sugars. His normal appetite is quite sufficient to select instinctively the foods necessary for his well being.

That first effect of sugar is a false satisfying of the natural appetite, which must interfere with the proper action of the stomach. For it has been shown that the action of the gastric juices of the stomach depends upon a normal appetite.

Secondarily, the result is a morbidly excessive appetite and a hungering for sugars and other concentrated foods to correct the resultant acidity of the sugar. Children fed sugars to excess often are deprived of the benefits of fruits, vegetables and cereals for the reason that they instinctively prefer meats, eggs and like animal foods, which, when combined with sugar, do not cause fermentation.

The scientific Germans, upon adding sugar to army rations—especially as a stimulant before forced marches—found that it caused acute gastric and intestinal inflammations.

#### Systems Organs of Elimination.

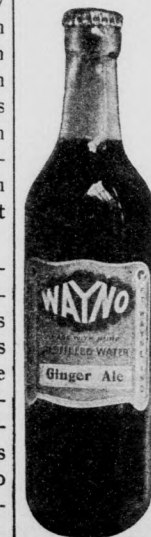
Our systems, called upon with lessening action to extract nourishment for themselves from predigested foods and sugar extract, are becoming organs of elimination. There is a disposition on the part of the stomach to limit its capacity to these high potential foods, and if they be persisted in that organ will place a final safe limit upon the quantity. As it is, the kidneys are taxed, along with other organs, to throw off a concentrated extract, which, if taken in its natural state, largely would be eliminated by the digestive tracts.

Bowel troubles in children are cured by the omission of artificial sugar from the diet. Appendicitis has been cured by the same method. When we have reconized how injurious sugar is to the hard enamel of the teeth, it is not difficult to believe that it may undermine the less resisting portions of the anatomy.

Farmers are discovering that feeding sugar beets to cattle is harmful to their digestive organs and are remedying the trouble by forcing these animals to take hay or other forage to counteract the effects.

## 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.



## WAYNO Ginger Ale

Most everybody enjoys a really fine ginger ale. Get the "Wayno" brand, if you want the best. Comes packed 30 bottles to a case. It's a trade winner. Drop us a card today.

WAYNO MFG CO.

Fort Wayne, Ind.

With the bottle fed baby the mother makes the mistake of sweetening the milk, often to high degree. "This is likely to be harmful for babies, especially when there are intestinal disorders, when the sweetened milk becomes a culture ground for the germ which develops oftentimes the fatal disease." I have known of serious intestinal troubles, accompanied by lack of blood, cured merely by the omission of sugar of milk from the modified milk. The child gets enough fat from the properly modified milk and cream.

#### When Appearances Are Deceitful.

When sweetened food is used for baby and the child gains flesh, the mother mistakes that her baby is really thriving, while the flesh and bones and constitution are not developing as they should. Again, too much sugar means that the baby will have difficulty in teething; the teeth will be late in coming and when they do come they are likely to be soft and chalky and to decay quickly. With the nursing baby, too, colic in the child may be cured by omitting vinegar and sugar from the mother's diet. It is the fermenting effect of artificial sugar when combined with certain fruits and vegetables which leads the mother to avoid the real foods, with the result that the mother, the child, or both of them, are poorly nourished.

Casual observers of the temporarily stimulating effect of artificial foods such as sugar extract may exploit them as bone and muscle makers, but to be convinced of the bad effects of sugar extract let the person abstain from it for a considerable period, take it up again and note the acute disturbances which its use produces in the system. I believe that the prevalence of mushy foods and the resulting starch indigestion is the initial cause of the increased demand for artificial sugar in late years. Complete mastication of grains and other foods containing starches, eating them dry as possible, results in such a transformation of the starches into natural sugar as to reduce the craving for artificial sweets.

No unnatural extract can continually replace a natural food without unnatural results. Besides an extract means almost always an excess consumption and the unbalancing of natural proportions in diet. The more unnatural the life we lead the greater the necessity to learn and observe the laws of Nature. Nature never intended that we should find any better food than that which she supplies at first hand for all purposes. To seek it is like seeking a better light than sunlight. Susan Harding Rummler.

#### Horrible Blunder.

"Mr. Naggus," said the mortified author, "I am sorry to have to tell you so, but I don't believe you read or even glanced at that book of mine which you reviewed a few days ago."

"What makes you think I didn't read it?" asked the literary editor.

"You said it was 'a work of striking originality.'"

"Well "

"Well, sir," that book is a dictionary of quotations!"

#### How To Secure Business During July and August.

Written for the Tradesman.

You have got to put on the rousements to sell goods during July and August. Except in certain lines which are at this time particularly seasonable and for which hot weather alone creates the demand goods require a little extra boosting as the hot waves dance and the dust-particles sift down.

If the merchant is longing for an opportunity to display his resources, he assuredly has it during the months of July and August. The busy period of late spring and early season has yielded to the dull, hot, dusty, enervating summer season. Shoppers are resting from their shopping, under the impression that they have about all they need for the time being. To get them to sally forth these hot days you have got to get busy.

One of the strongest magnets for attracting shoppers to your store and at the same time of disposing of stock on hands, are clearance sales. Clearance sales are both legitimate and necessary. They are also a very present help in times of midsummer dullness. But a clearance sale ought never to be just "trumped up," and they ought not to be so frequent as to become common and unconvincing. To be successful they should be carefully prepared, thoroughly advertised and aggressively pushed.

Merchants in the larger cities are pretty well versed in the whole matter of working and carrying through the midsummer clearance sale. Their sales are generally planned out quite a while beforehand. After stock taking it is known precisely what, and how much of it, remains to be cleaned up. If it's a department store putting on the sale the heads of the various departments send to the general manager a list of the goods in his department which should go into the sale, together with a description of certain articles to be specially featured. The original price is stated, and a suggestion made as to sale price. When the sale price is finally agreed upon the advertising man and window trimmer are supplied with the requisite information and materials, and the sale is in due time advertised widely through the daily papers.

One important reason why the clearance sale in the city store is generally such an immediate (and often gratifying) success lies in the fact that city customers are educated up to the clearance sale principle. They expect it. Many thrifty housewives are looking forward to it and planning to avail themselves of its bargains, while merchants in the smaller towns are frequently unsuccessful just because they have not realized that their customers need to be educated to the value of sales of this character before they will give their patronage to them.

The people of smaller communities need to be told why the merchant is putting on his clearance sale; how, in the ordinary course of business, odds and ends accumulate, lines are broken, discontinued, etc., and that for these and other reasons the dealer finds it to his advantage to reduce his

prices, thus giving his patrons price-concession of an attractive character.

Educational work of this kind is sometimes a bit tedious. You can not do it all at once. It requires time. It will require some good newspaper advertising to get the people keyed up to your sale. Very frequently the merchant of the smaller town gets discouraged. I have had them say something like this: "Oh, my clearance sale did not amount to much. My customers do not care much about sales anyway. It may work all right in the big cities, but the clearance sale in the smaller community is a farce." When a merchant talks that way you can be sure he didn't work up his sale to start with. Or, again, it may be he was disappointed because he anticipated too much right at the outset. In communities where clearance sales are a new thing the merchant ought to be satisfied with a limited success. Sales is the only thing that can make sales popular. The people need to get adjusted to them. You may conduct your sale this summer with limited results. Do not give up. There will be another July next year; and in six months you will have an opportunity to try a January clearance sale on them. If you keep industriously at it by and by you will have them looking forward to our semi-annual clearance sales; and after a while the time may come when July and August—frequently the dullest of the entire season—will become the most interesting and successful months of the entire year. Chas. L. Garrison.

#### The Best of the Bargain.

A conscientious Sunday school teacher had been endeavoring to impress upon her pupils the ultimate triumph of goodness over beauty. At the close of a story in which she flattered herself that this point had been well established, she turned confidently to a 10-year-old pupil and enquired: "And now, Alice, which would you rather be, beautiful or good?"

"Well," replied Alice after a moment's reflection, "I think I'd rather be beautiful—and repent."

#### The Kinds of Money We Use.

There are four kinds of money in use in the United States; gold, silver, national bank-notes and government notes.

Gold circulates almost wholly in the form of gold certificates, which stand for the metal deposited in the Treasury, as the trunk-check which the railway issues against the trunk. Gold certificates are issued in denominations of ten dollars and upwards.

Silver certificates, mainly in ones, twos and five, hold the same relation to silver coin. It is curious to note that in the South there is a decided preference for the metallic dollar over its paper representative, and that on the Pacific coast generally, with all classes of people, paper money continues in disfavor just as in Europe every one prefers coin to paper, whether it be gold or silver.

Besides these classes resting directly on metals, there are two forms of paper. The issue of United States notes, commonly called "greenbacks," is a fixed amount, and the notes are promises to pay in coin on demand. They were formerly of all denominations, but are now almost exclusively ten-dollar bills.

Of national bank-notes there are now about five hundred millions in circulation. Nearly half the Government's bonds are held by the Treasurer of the United States as security against this circulation, which is chiefly in fives, tens and twenties.

#### Turned Away Times.

"That was positively my last appearance at a club smoker," said Hoyster, contritely; "I've turned over a new leaf, my dear."

"Really?" queried his wife, skeptically; "are you sure it isn't the same old dog-eared leaf you've turned?"

#### The Beam In His Eye.

Mrs. Galey (at musical show)—The chorus certainly lacks volume.

Mr. Galey (slyly)—Why, it looks to me as if they'd average 150 pounds each easily.

## Special Bond Offerings

WE OWN AND OFFER

(Subject to Prior Sale)

\$10,000 Vienna Township 5% Road Bonds (Tax Exempt)  
 7,500 Flushing Township 5% Road Bonds (Tax Exempt)  
 6,000 Detroit, Ypsilanti, Ann Arbor & Jackson R'y Co.'s 5's  
 5,000 Rapid Railway Co. 1st Mtge. 5's  
 3,000 Bellevue Gas Co., Bellevue, Ohio, 6's  
 5,000 Sheboygan Gas Light Co., Sheboygan, Wis.  
 5,000 Cincinnati Water 3½'s  
 10,000 LaPorte Gas Light Co., LaPorte, Ind.  
 56,000 Michigan-Pacific Lumber Co. Denominations \$100,  
 \$500, \$1,000

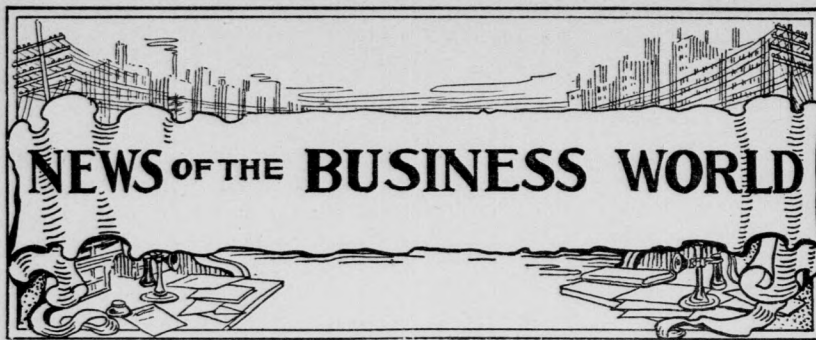
### Municipal Railroad Corporation Bonds

E. B. CADWELL & COMPANY

NEW YORK  
25 Broad St.

Bankers

DETROIT  
Penobscot Bldg.



### Movements of Merchants.

Owosso—John Bessinger has opened a cigar store here.

Shelby—Solon Ward & Son have opened a bazaar store here.

Springport—M. E. Doak has engaged in the harness business here.

Kent City—Claude Walker, recently of Ravenna, has opened a bakery here.

Lansing—Albert H. Rost has opened a meat market at 600 East Shiawassee street.

Grand Ledge—George Granger has engaged in the cigar and sporting goods business here.

Lansing—W. G. Conklin has engaged in the confectionery and ice cream business here.

Saginaw—T. D. Madden has engaged in the furniture business at 225 North Hamilton street.

Lansing—The capital stock of the Capital Auto Co. has been increased from \$10,000 to \$25,000.

Lapeer—Fred B. Kay will engage in the wall paper, paint and glassware business here July 1.

Big Rapids—Robert Blakely will remove his clothing stock to Muskegon, where he will engage in the same business.

Cassopolis—C. W. Hackney and Lewis Freer, have formed a copartnership and will engage in the drug business here July 1.

Dowagiac—Martin & Tuttle are closing out their grocery stock at Three Oaks and will engage in a similar business here July 1.

Lansing—Theodore Hearst has disposed of his interest in the Creole Cigar Co. and the business will be continued by Smith & Spaulding.

Kinde—William O. Mortimer has sold his drug stock to George O'Grady, formerly of Cheboygan, who will continue the business at the same location.

Springport—Melvin Griffith has sold his interest in the implement stock of Wilson & Griffith to his partner, P. J. Wilson, who will continue under his own name.

Negaunee—L. Rinne has sold his stock of jewelry to Matt Macki and Aino Kaukola, who will continue the business at the same location under the style of Macki & Kaukola.

Iron Mountain—The Iron Mountain Mercantile Co., Ltd., succeeds the Iron Mountain Co-Operative Society. James W. Thompson will continue as manager of the stores.

Hart—Colby & Spitzer, hardware and implement dealers, have merged their business into a stock company under the style of the Colby & Spitzer Co., with an authorized capital stock of \$15,000, all of which has been subscribed and paid in cash.

Marquette—Conrad Christensen has retired from the firm of Beaumont & Christensen, meat dealers, and the business will be continued at the same location by Mr. Beaumont.

Kalamazoo—W. Millard Palmer, of Grand Rapids, and J. Robert Supple will open a book and stationery store at 140 South Burdick street July 1 under the style of the J. R. Supple Co.

East Jordan—A new company has been organized under the style of the W. C. Spring Drug Co. with an authorized capital stock of \$6,000, all of which has been subscribed and paid in cash.

Benton Harbor—Chester C. Sweet has purchased the interest of his father, C. C. Sweet, in the hardware stock of C. C. & Chester C. Sweet and will continue the business under his own name.

Detroit—W. H. Edgar & Son are building a two-story office structure at Lafayette and Twelfth streets to be used as the sales office of the newly incorporated Isbell Bean Co. The building is of brick.

Harbor Beach—C. E. Pettit has sold a half interest in his drug stock to Dr. George P. Raynale and the business will be continued at the same location under the style of the Central Drug Store.

Brookfield—Alfred Powell has sold his stock of general merchandise to Stirling & Crawford, of Eaton Rapids, who will continue the business at the same location under the management of Alfred Starks.

Saranac—R. K. Henry, who conducts a jewelry store here, has formed a copartnership with R. D. Brown and purchased the H. B. Cilley & Co.'s shoe stock and will continue the jewelry and shoe business under the style of Henry & Brown.

Pellston—The Bogardus Land & Lumber Co., having completed its cut at Lakewood, has removed its general stock to the location of its mill, one mile east of this place. Paul Freiberger is manager of the store, which is one of the most completely equipped in the State.

Adrian—A number of leading business houses of this city have been victims of swindlers the last few days according to the facts that came to light recently. It is believed a clever gang is at work in the city. The games employed are the bogus pay check and the short change, several local merchants having been victimized. So far efforts of the officers have been futile.

### Manufacturing Matters.

Detroit—The Abbott Iron & Wire Works has engaged in business with

an authorized capitalization of \$2,500, of which \$1,250 has been subscribed and paid in cash.

St. Ignace—The Jones Lumber Co.'s sawmill is running on a day and a quarter time.

Detroit—The Michigan Stove Co. has increased its capital stock from \$3,000,000 to \$3,100,000.

Detroit—The capital stock of Grant Bros.' Foundry Co. has been increased from \$5,000 to \$7,000.

Kalamazoo—The capital stock of the Kalamazoo Lumber Co. has been increased from \$16,000 to \$25,000.

Lansing—Stockholders in the Reo Motor Car Co. are receiving checks in accordance with the recent dividend of 30 per cent. The disbursement amounts to \$600,000.

Detroit—The Globe Motor Car Co. has been incorporated with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed and \$8,700 paid in cash.

Detroit—The Detroit Aluminum Solder Co. has been incorporated with an authorized capital stock of \$2,000, of which \$1,000 has been subscribed and \$500 paid in cash.

Detroit—The Hupp-Yeates Electric Car Co. has been incorporated with an authorized capital stock of \$100,000, of which \$50,000 has been subscribed and \$10,000 paid in cash.

Detroit—The Smith-Matthews Foundry Co. has engaged in business with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$2,600 being paid in cash and \$2,400 in property.

Three Rivers—The Specialty Manufacturing Co. has merged its business into a stock company under the same style with an authorized capital stock of \$17,000, all of which has been subscribed, \$7,000 being paid in cash and \$10,000 in property.

Goodar—The Robinson Lumber Co.'s sawmill has been idle a few days, the log supply at the mill having become depleted. The company is extending its logging road north towards Mio and also to the lumbering operations of Prescott & Co., near Rose City. The latter firm has sold all its timber to the Robinson Lumber Co. and is shipping the lumber on hand at the Prescott-Miller Co.'s plant, which has gone out of commission. The Prescott company has been lumbering in that vicinity and at Tawas City thirty years. It owns a large cattle ranch, but practically has finished its lumbering career. The head of the concern is Rev. C. H. Prescott, multi-millionaire of Cleveland, Ohio.

Detroit—Butterine, two years old some of it, is piled in high towers in District Attorney Watson's office in the Federal building. Neatly packed in air-tight cans and hermetically sealed jars, these silent but strong little witnesses are to play a leading part in the Government suit against Alonzo Hart and William C. Ten Eyck, oleomargarine manufacturers, who are charged with selling oleo under improper labels. This is the third time that Hart has been in the United States Court on charges of various kinds in connection with the manufacture of oleo. In 1906 he drew

a total of \$6,000 in fines from Judge Swan upon his conviction and this was thought sufficient to keep him out of the courts in the future. The present charges against Hart date from January of this year. Ten Eyck's case is a similar one to the present charge against Hart, and the District Attorney is of the opinion that the two men were in some way connected with each other in their business. The retaining of Thomas W. Fitzsimmons, father-in-law of Hart, to defend Ten Eyck would tend to strengthen this view.

Calcite—Operations of the Michigan Limestone & Chemical Co., with a capital of \$2,000,000, apparently are to be conducted on an extensive scale. The location is at what has been known as Crawford's quarry, two miles southeast of Rogers City, on the Lake Huron shore. The company has acquired 8,000 acres of land and will erect an immense stone crushing plant with a capacity of 5,000 tons daily. The town is to be called Calcite and cement and other products of the vast rock deposit are to be manufactured. The development of the water power of Ocqueoc River is one of the purposes of the company. The Detroit & Mackinac Railway will extend a branch from its main line to Calcite and Rogers City, a distance of about twelve miles. The preliminary survey is in progress. This will permit the shipping of a large quantity of lumber products out of that section of the county. The Loud & Hoelt Lumber Co. has several thousand acres of mixed timber and is operating a mill at Rogers City that has an annual capacity of 10,000,000 feet. A number of smaller saw and shingle mills operate in the vicinity. A large amount of cedar products also is produced.

### Will Postpone Action Until Fall.

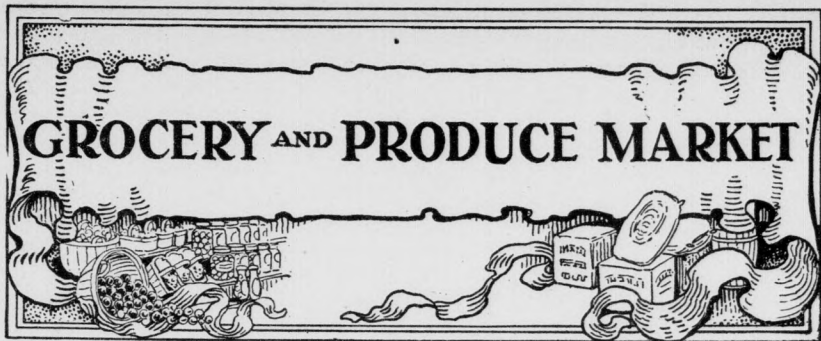
Saginaw, June 20—That the active work of organizing the proposed retailers' association should be deferred until the fall season was the consensus of opinion at the meeting in the Board of Trade rooms last Thursday evening. Many of the men who are interested are planning summer vacations. Various questions of interest to retailers were discussed in a general way. The regular committee was selected but no other action was taken. The Committee is as follows:

Max Heavenrich, P. F. Treanor, H. P. Baker, William G. Jamieson, Chas. Christensen, John Huebner, C. M. Barry, John Popp, A. L. Moeller and Louis Schulz.

The Retail Merchants' Association in existence twelve years ago was discussed and the good it accomplished in ridding the city of the trading stamp craze and programme advertising were recalled.

Pure water and a union station are held to be the greatest needs of the present time. Great stress was laid on pure water. The catalogue house business, the credit and banking law, the parcels post and other matters it is expected will be taken before the Association when it is organized.

The rage for gold defers the golden age.



**The Produce Market.**

Asparagus—\$1.25 per doz. bunches.  
 Bananas—Prices range from \$1.50 @2.50, according to size.  
 Beets—40c per doz. bunches for new.  
 Butter—Prices show no change and the situation in the market is practically the same as it was a week ago. A firm feeling exists for the fine makes, but conditions do not warrant any advance and dealers are not aiming in that direction. The lower grades are not moving as freely as the best, but there is a steady demand and so far there has been no danger of material accumulation. The local consumptive trade is taking considerable butter, but the majority of the buyers want fancy butter. Speculators would take more storage butter if it was to be had, but as long as no serious shortage threatens, they are satisfied to take what they can get. There has been no relief, as yet, from the drought in the Northwest, and reports of burned pastures are growing more numerous. 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.  
 Cocoanuts—60c per doz. or \$1.25 per sack.  
 Cabbage—Tennessee, \$1 per crate; Louisville, \$1.25 per crate; Baltimore, \$1.50 per crate.  
 Cantaloups—California stock commands \$2.25 for 54s and \$3.25 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 — Receipts continue liberal and the quality is good, considering the season. The market is steady at the same price quoted a week ago, the consumptive demand being about normal for the season. Speculation is also taking a fair quantity at prevailing prices. The market seems unlikely to change radically in the near future. Local dealers are paying 18c f. o. b. shipping point, holding candelled at 20@21c.  
 Green Peppers—\$2.75 per 6 basket crate for Florida  
 Honey—15c per lb. for white clover and 12c for dark.  
 Lemons—The hot weather has produced the usual June advance in price, which is nearly double what it was a week ago. Messinas bring \$7 and Californias \$7.50 per box.  
 Lettuce—Hothouse leaf, 10c per lb.; head, Southern stock, \$1.25 per box.  
 Onions—Texas Bermudas command

\$2 per crate for yellow and \$2.15 for white; home grown green, 15c per doz. bunches.  
 Oranges—Late Valencias are quoted as follows: 96s and 288s, \$4; 126s and 250s, \$4.25; 150s, \$4.50; 176s, 200s and 216s, \$4.75. Mediterranean Sweets are as follows: 96s, \$3; 150s, \$3.75; 176s, 200s and 216s, \$4; 250s and 288s, \$3; 300s and 324s, \$2.75.  
 Peaches—California Elbertas, \$1.25 per 4 basket crate.  
 Pieplant—75c for 40 lb. box.  
 Pineapples—Cuban are firm at \$2.75 for 30s; \$2.40 for 36s; \$2.35 for 42s.  
 Plants—70c 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—Virginia stock commands \$2.65 for No. 1 white and \$1.15 per bu. for red. Rains in Virginia have hindered shipments and offerings from there will be moderate for the next few days. The market had a better tone to-day than at any time during the week, but prices were without change. A reduction of 3c in prices of old potatoes was the only change made in that market during the week, and business has been characterized by extreme dullness. Receipts have been light, but offerings are more than ample, and the continued hot weather make holders anxious to sell.  
 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—Home grown stock commands \$1.50 per 16 qt. case. The local crop is fine in quality and large in size, but the hot weather is shortening the marketing period very materially.  
 Spinach—65c per bu. for home grown.  
 Tomatoes—Are in excellent demand and, in consequence, prices rule firm. This particular variety of vegetable is one of the most popular, in fact, the most popular, in the entire list at the present time, and has held this attention since early spring. The bulk of the tomatoes are coming from Texas now and nearly all of them are of good quality. Four basket crates fetch \$1.25.  
 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.  
 It's a case of long suffering when a giraffee has a sore throat.

**The Grocery Market.**

Tea—Spot teas show no change for the week and no developments of any character. The markets on this side are given somewhat added firmness by the fact, as reported, that the markets for new teas on the other side have opened higher.  
 Coffee—The crop of Santos is reported to be very small and to be ripening very unevenly, which is said to cause a very bad roast. If this is true, the old crop Santos is sure to advance. The demand is very good on most grades, but selections are very poor and are causing the wholesaler some trouble in matching grades that were bought some time ago.  
 Canned Goods—The entire line of canned vegetables is very much stronger than some time ago. Tomatoes have shown an advance and are still very firm both for future and spot goods. The cause of futures going higher is said to be the large amount of fresh fruit being consumed this season, which brings much better prices than can be obtained by canning, and the weather has favored the shipping of more fresh fruit to other markets than during other seasons when it was warm. Corn reports are still very unfavorable and from the present situation higher prices are looked for by nearly everyone, as the spot market is so nearly cleaned up and the new crop is said to be very short. The market on canned fruits is about the same as last week, but the demand is not as heavy as some time ago, as green fruits are supplying the demand to some extent. Baltimore gallon apples in the Eastern markets have advanced 50c per dozen since the first of May. The packers of berries in Baltimore have had to pay a high figure for all the berries this year, as the weather has been so cool this season they could be shipped nearly any distance and arrive in good shape and sell for much more than the packers could afford to pay.  
 Dried Fruits—Apricots show no change but very light demand. Raisins are dull at ruling prices. Currants are quiet and steady. Other dried fruits are dull. Spot prunes show no change from last week and a light demand. Future prunes still maintain their high basis—around a 4c basis coast—but the demand is small, as the trade believes prices should and will be lower. Peaches are unchanged and quiet, both spot and future.  
 Syrups and Molasses—Glucose is without change. The same is true of compound syrups. The latter is in fair demand for the season. Sugar syrup is unchanged and wanted. Molasses quiet and unchanged.  
 Rice—The demand is very good from both city and country retailers. Southern crop reports say that the growing crop is much smaller than last year and low grades that some time ago could not find a market at all are being taken quite freely now. The supply of rice in this market is not large and those that are restocking find it quite difficult to buy at prices that are considered right.  
 Cheese—The market rules steady

and unchanged. The make is a little larger than a year ago and prices are ruling 10 per cent. higher. The quality of the present receipts is very fine, as is usual for the season.  
 Tobaccos—The trade is somewhat demoralized, owing to the new tariff law, which increases the tax on manufactured tobacco from 6 to 8 cents per pound on July 1.  
 Provisions—Stocks of hams, bellies and bacon are still small and the situation is firm. Both pure and compound lard are steady and unchanged, with only a fair demand. Stocks of pure lard are light, but compound is more abundant. Barrel pork, dried beef and canned meats are steady and unchanged, with only a fair trade.  
 Fish—Cod, hake and haddock have been in rather unusually good demand and the price is firmer. Domestic sardines show no change whatever and a light demand. Imported sardines are quiet and easy. Future Columbia River salmon has sold fairly well on the opening basis announced last week, which is considerably above last year. Spot salmon is scarce and firm. Mackerel has shown some additional weakness during the week, due to increased supplies and the prospect of still further increases. New mackerel will be along from Norway in a few weeks, and new fish are already coming from Ireland and our own shores. The demand for mackerel is only fair.  
 The Drug Market.  
 Opium—Is slightly lower.  
 Morphine—Is unchanged.  
 Quinine—Is steady.  
 Glycerin—Is very firm and advancing.  
 Menthol—Is higher.  
 Balsam Fir—Oregon has advanced.  
 Tonka Beans—Are higher.  
 Gum Asafoetida—Is very firm and advancing.  
 Short Buchu Leaves—Have advanced and are tending higher.  
 Ipecac Root—Is higher.  
 Canada Balsam Fir — —Has declined.  
 Cubeb Berries—Have advanced.  
 Oil Neroli—Has advanced and is tending higher.  
 Oil Cubeb—Continues high on account of price for berries.  
 Uva Ursi Leaves—Have advanced.  
 Snyder & Fuller, furniture manufacturers, have merged their business into a stock company under the style of the Snyder & Fuller Furniture Manufacturing Co., with an authorized capital stock of \$10,000, of which \$5,100 has been subscribed and \$3,000 paid in in property.  
 The White Fixture Co. has been incorporated with an authorized capital stock of \$5,000, of which \$3,510 has been subscribed, \$205 being paid in in cash and \$3,300 in property.  
 The Criswell Keppler Co. has changed its name to the Criswell Furniture Co.  
 When the church goes into the circus business the side shows soon swallow up the main tent.

## INDIANA ITEMS.

## Business News From the Hoosier State.

Ft. Wayne—The new drug store of the Meyer Brothers' Co., on Broadway, near Taylor street, was formally thrown open to the public to-day. It is a handsome and thoroughly modern retail drug store, the fourth link in the local chain of the Meyer Brothers' Co., and will be in charge of Otto Gotch and Curtis Brown.

Evansville—The Big Six Chair Co. has been organized here and will erect a modern chair factory on the West Side. The building alone cost \$30,000. Benjamin Bosse, one of the leading furniture manufacturers of the city, is interested in the new factory.

Greenfield — The Webb-Gordon Furniture Manufacturing Co.'s factory here was destroyed by fire June 17, causing a loss estimated by the company at \$15,000, and adjoining dwellings owned by James Trees and A. F. Hooten were damaged to the extent of \$1,000 by water. The cause of the fire is not known. The plant was running full time and manufactured high-grade Morris chairs. Insurance amounting to \$8,000 was carried on the factory.

Muncie—Local canning companies have begun to can peas and will operate their plants night and day until the season ends. The companies say that there is an unusually good yield in Eastern Indiana, from which the local supply is drawn. In spite of the unfavorable early season canners say that there will likely be a good crop of tomatoes.

Evansville—At the suggestion of commission dealers in this city a poultry car has been placed on the Evansville & Rockport traction line and will be run from Rockport to this city each Saturday to carry nothing but poultry and eggs.

Goshen—The Chicago-Detroit Bag Co. has been incorporated for \$100,000, with J. H. McBride, George D. Adams, Gustav E. Kappler and H. H. Campbell, all of Cleveland, O., as incorporators and will expend the entire capital stock in rebuilding the former plant of the Cosmo Butter-milk Soap Co. here, for which \$20,000 was paid, and equipping it for the new industry. Citizens subscribed \$10,000 to defray the cost of building a Lake Shore switch into the plant.

Bluffton—Markley & Son, grocers, have purchased the Litchenberger building on West Market street and will move their grocery stock into the ground floor as soon as shelving and fixtures can be installed. The building was the property of Mrs. John Litchenberger and her daughter, Mrs. Mary Wilhelm, and was last occupied by the Litchenberger bowling alley. The purchase price was about \$7,000.

Kendallville—F. J. Weaver has engaged in the grocery business at 510 North Main street.

Berne—Samuel Wittwer has purchased the interests of Aeschliman

Bros. in the produce business and will continue it at the same location.

## Got First Glimpse of New Indianapolis Spirit.

Indianapolis, June 17—The visiting merchants have returned to their homes, and the Indianapolis Trade Association has moved back into its regular offices in the Board of Trade building. By the time last night's concert and smoker on the Maennerchor roof garden was over everybody was tired but satisfied. That the three days which Indianapolis manufacturers, jobbers and financial institutions gave to entertaining the retail merchants from out of the city will have a wide influence in bringing trade to the Indianapolis wholesale market is the unanimous belief of the Trade Association officers.

Charles A. Bookwalter voiced the thought of the officers when he said to the visitors at the concert that a new spirit has taken possession of the Indianapolis business men and that the trade extension trip and the entertainment for buyers are merely the beginning of a continuous campaign for getting acquainted with the merchants throughout Indiana and adjoining states.

"When we issued this invitation to you gentlemen to come to Indianapolis this week," said Mr. Bookwalter, "we did not know that you intended to accept it unanimously, but we are deeply grateful to you for having come, and we believe that during these three days we have proved to you that we meant just what we said when we invited you."

Secretary W. J. Dobyns said that tickets to the several entertainments had been issued to at least seven thousand individuals on orders of the members of the Association. The heads of a number of the big business houses have already expressed their approval of this first buyers' entertainment. The purpose of the event was to bring Indianapolis patrons of this wholesale and manufacturing market, or those who ought to be patrons, in order that the seller and the buyer might come into personal touch. That the number of retail merchants who came to the city was far in excess of the estimates is accepted by the management as evidence of the success of the effort. The business houses in South Meridian street have been thronged for three days and visitors were still calling at some of them this morning.

The concert and smoker proved a fitting climax for the special events of the week. The night was ideal for an open air entertainment, such as that planned for the roof garden on the Maennerchor building. Although the garden is spacious it was not large enough to accommodate all the Indianapolis business men and their guests who desired to sit at the tables in the moonlight. Many stood up while others found accommodations in the kneipe below.

Harry T. Hearsey, chairman of the Entertainment Committee, kept a large force of waiters on the jump

servicing cigars and refreshments, and when their highest speed failed to keep up with the demand he impressed a number of the members of his Committee into service and, with loaded trays held high overhead some of the pillars of South Meridian street developed into first-class waiters.

During the evening a concert was given by Beiser's orchestra and instrumental solos were played by Harry Shepard, violinist, and Hayden Shepard, cornetist, accompanied by their sister, Miss Helen Shepard. Their reception was most cordial, each being required to answer to several encores. The male quartette of the Maennerchor Society, under the direction of Rudolf Heyne, sang several selections and Harry Murbarger entertained the crowd with a reading and several funny stories. Later in the evening several other local men were pulled out of the audience and related stories. It was almost midnight before the last of the visitors left the garden.

## Plan More Trade Trips.

Indianapolis, June 19—Scarcely had the Indianapolis Trade Association settled itself after the strenuous three days' entertainment of buyers last week than the members began planning for future events. It is the plan now to conduct another trade extension trip about the middle of the summer and to hold another buyers' entertainment early in the fall.

Some consideration to the next Trade Extension trip will be given by the Trade Extension Division at its meeting Tuesday noon. No details have been worked out, but it has been suggested that a plan might be formulated for several one-day trips over interurban lines. If this scheme should be worked the Indianapolis men would return home each night and start out again the following morning. Another trip on the steam roads is contemplated, when an excursion will be run into Southern Indiana and Illinois. The exact time for this trip has not been decided.

W. J. Dobyns, Secretary, yesterday began the big task of sorting the coupons which were used as admission tickets at the several entertainments, and which must be charged to the members of the Association who issued them. There are thousands of these coupons and it will require several days to complete this work.

The visitors' cards show that retail merchants were in Indianapolis from almost every town in Indiana and from a number of places in Michigan, Ohio, Illinois and Kentucky. Several men registered from Pennsylvania and two of the visitors were from New Orleans. The head of one of the wholesale houses said yesterday that one of the visitors at his store has been a customer of his house for twenty-seven years, but had never before been in Indianapolis.

The opportunity to go to the top of the monument on free tickets was accepted by 697 visitors. The coupon book contained a number of short statements about Indianapolis as a market place and the books were sufficiently attractive to induce many

holders to carry them home. On one of the coupons was this: "Dependable merchandise; result, customers pleased with Indianapolis market."

## Conditions in Grocery Stores Generally Good.

Indianapolis, June 21 — Sanitary conditions in food producing and distributing establishments in Indiana which were inspected during the month of May by the Inspectors of the State Board of Health were such as to call forth strong condemnation from H. E. Barnard, State Food and Drug Commissioner, in the report which he has written for publication in the next monthly bulletin of the State Board. Conditions were especially bad in dairies, hotels, restaurants and bake shops.

During the month, according to the report, Inspectors visited 1,127 places. Only thirty-one of this number were classed as being in excellent condition. There were 659 good, 354 fair, sixty-four poor and nineteen bad. Twenty-five dairies were inspected and eleven were classed as bad, one poor, eight fair and five good. Of the dairies Mr. Barnard says:

"This unsatisfactory showing is deplorable. During the month when the inspections were made the cows were on grass, and sanitary conditions at the dairies should have been at their best. Sixteen of the dairies were condemned. Six were so unsatisfactory that they were closed."

Conditions in grocery stores were generally good. Meat markets also were in a satisfactory condition. Only two of the 150 hotels inspected were classed as excellent. Sixty-five were good, sixty-nine fair, thirteen poor and one bad. The Inspectors visited 140 bakeries and confectioneries. Seven bakeries were condemned because of unsanitary conditions and two were ordered closed. Drug store conditions were good.

During the month thirty-seven condemnation notices were sent to owners of food producing or distributing establishments, because of unsanitary conditions. Six dairymen in the State were convicted of operating unsanitary dairies, but the court at Evansville acquitted six dairymen who were arrested on charges of selling dirty milk. Five grocers at Indiana Harbor, who sold oleomargarine for butter, were fined. Six druggists were convicted of selling illegal drugs. A packing house was fined for hauling uncovered meat through the streets at Indiana Harbor. Other convictions reported for the month were for selling ice cream below standard, lard which contained beef fat, cider which contained sodium benzoate and dirty cream.

## After-Dinner Walks.

The tramp was ~~being~~ the meal provided by the kind-hearted housewife.

I think you'd greatly improve your health if you practiced Fetherism," commented the lady, good-naturedly.

"T'aint necessary, Ma'am," said the tramp, between mouthfuls; "you see, I keeps me appetite so healthy practisin' Westonsism."



## MEAT MAN'S PARADISE.

## Methods Which Will Make It Lonely One.

Written for the Tradesman.

It doesn't take much to puff up a man with a little soul. Give one of those little, narrow intellects the only delivery wagon, or the only wheelbarrow, or the only anything in urgent demand in town, from a collar button to a pound of round beefsteak, and he'll make a holy show of his self-importance and bogus dignity.

Just now meat conditions are trying out the souls of the men engaged in the meat trade. You can tell that meat is high and scarce by just going into some of the shops and looking on. You don't have to ask a question at all of them. Just look on and observe the cool impudence of the man behind the counter.

In some instances the courteous dealer of yesterday has become the take-it-or-leave-it egotist of to-day. This attitude on the part of a few dealers has done fully as much to take people of meat diet as have high prices. The little mean intellect, the mean little bossism, sticks out and disgusts customers.

While the shoe man, the clothier, the grocer, the dry goods man, are still obliged to exercise their persuasive powers with hesitating customers, some meat men stand by their blocks in all the glory of a little brain having a sure grip on the public.

There are meat dealers who are just as courteous and reasonable with their patrons as they ever were. These are in the majority, but three dealers who put on dog over their customers because they think they can do so with impunity will soil the reputation for honesty and courtesy of many a considerate merchant.

The wrong-headed butchers are now living in a meat paradise. They can sell all the goods they can get and at prices bringing a profit. They can dictate to their best buyers. If one customer leaves because of scant courtesy, what of it? There will be plenty of others to buy. And they are right. Under present conditions there will be others to buy, but in time their meat paradise will become a lonely one, for to lose two or three regular customers a day for a year means a losing business in the end.

The present rage in the popular heart against the meat business is to frequently directed against the retailer rather than the packer. The dealers have all they can do to keep in touch with the public without putting on dog. Half the people who quit buying meat do so because of some mean little act on the part of their butcher, and not because meat costs a few cents a meal more than it used to. In other words, because a few dealers, who ought to know better, are getting chesty.

There are men like Merlin to take into account. Perhaps you do not know Merlin! He is a moneymaking man. His name is good at the 'Steenth National Bank. He has an automobile with yellow wheels. His daughter is thinking of working him for a trip to Paree next summer. If she

could only get to Paree she might become a comic opera star. Anyway, that is what the man who is giving her lessons at \$5 per throw tells her.

Merlin was for a long time about the only meat dealer in the town he favors with his presence. He has a lot of the trade now and he knows where he gets his money from. Or, he did know until he forgot because of his new importance. He accumulated his dimes out of the pockets of the poor. For years he made a cent on every meal his wash woman ate. He made three cents twice a day off the round steak the mechanic bought. He acquired five cents every time Dan Colby consumed a porterhouse at the restaurant. That is the way he got his money.

It is easy to see where he will drop his money, for he is one of the men who are putting the meat trade on the hummer. He is playing the take-it-or-leave-it game to a standstill. It is only a question of time with him. He will be as lonely in his meat paradise as Taft will be in his perfectly ladylike administration after Cannon, and Aldrich, and Burrows, and Crane, and the others are knocked out.

However, Merlin has one asset which may pull him through—which may in time knock some sense into his head. This asset is Mary Janette Merlin, his wife. When the shop is crowded Mary Janette drops in and acts as cashier. The Merlins live in a fine house on the avenue, but she is not above rustling the coin now and then. In fact, she would rather be pounding the cash register than the characters of her friends at pink teas. This asset may save Merlin. Let us hope so, for he is a pretty good fellow, only the top of his head ought to be shaved down about one inch.

Mary Janette chanced to be concealed behind the cash register when Goss, the blacksmith, came in to buy a slice of ham for breakfast. Goss does not dress for the stoige when he goes out into the city, but he could if he wanted to. He has manicured the feet of horses until the Cashier of the 'Steenth National Bank speaks to him right before people on the street.

When Goss entered the meat shop Merlin was behind the marble slab looking as if he was fit for a yacht on the deep blue sea. He grunted when Goss entered, for Goss had contributed about ten cents a day to Merlin's to-the-good wad for a long time.

"Good morning!" said Goss.

"H' ar' ya?" grunted Merlin.

"Good morning, Mr. Goss!" said the asset at the cash register.

"What sort of a slice of ham can I get?" asked Goss.

Merlin grunted again and pointed to the block to the north of the cut sausages.

"Off there!"

That was all. "Just off there!"

"Off there" wasn't any good. It was a ham shank, stringy and about three inches in diameter. It looked like one of the bones you put into a kettle with cabbage and things to make one of those dishes your mother used to dish up.

Goss scowled and shook his head.

"That won't answer," he said. "I want a large slice; cut it thick."

Goss stood looking over the shop for something better.

Merlin stood looking out of the open doorway, about three thousand miles beyond his customer's head, into the misty sky.

"Dig up something fine!" said Goss, smiling in the direction of the cash register. "Something special."

"That's all I've got except an outside piece."

There was no compromise in the butcher's voice. He wanted the blacksmith to buy a couple of cuts off that shank.

Goss, looking about the place, saw a peach of a ham hanging on a hook on the back wall. He thought that was it.

"Let me see your outside piece," he said.

Merlin took down a measly little picnic ham about as large as a two-quart tin pail and began trimming off the creosote with which it had been painted in lieu of a bath of honest old hickory smoke.

"Wait," said Goss. "Where are you looking for my outside piece?"

Merlin slapped the picnic ham with the flat of his knife.

"Right off here," he said.

"Not for mine," said the blacksmith. Merlin hung up the picnic ham and looked again into the misty sky.

"That's all I've got."

He snarled out the words.

"Look here," said Goss, with the familiarity of long acquaintance, "aren't you never going to sell any more ham until some one buys that shank or pays 25 cents a pound for that dark-brown taste you were hewing off that baby shoulder?"

"Got to clean up!" grunted Merlin.

"You've got to take the cuts as they come. That's the way I do business."

"You won't do business with me in that way!" stormed Goss. "When I buy remnants at a shoe sale, or a dry goods sale, or a clothing sale, I pay remnant prices, and not gilt-edge prices for leavings. Meat may be scarce and high, but I'm going to buy just what I want or I won't buy at all. What are you saving that big ham for?"

"I'll cut that when these are gone."

"Then you won't fill an order from it now?"

"No, sir; not now."

I do not just recall what Goss called Merlin. If Mary Janette hadn't been there it might have ended in a fight. Anyway, Goss went out of the shop never to come back, and Merlin is forever out ten cents a day on him, which is something over \$30 a year.

After Goss went out Mary Janette stepped out from behind the cash register.

"I want that shank for a stew," she said, "and I'll take that shoulder home and boil it."

"There are cheaper meats," suggested Merlin.

"Cheaper!" said Mary Janette. "I should say so. This old shank has cost you \$3 in trade since I have been here. Half a dozen people have looked in here and asked for ham and gone out because you didn't have a decent cut. Now you try to run in an old shoulder! You might have had that nice ham all sold by this time. Now, some other butcher has the profit in his till and you've lost money and customers."

"Who's running this business?" demanded Merlin.

"A man who doesn't know how," was the reply. "You get that large ham down here and cut it. Don't send any more customers off angry when you've got meat to sell. If you can't dispose of your shanks bring 'em home and sell picnic hams to boil."

I don't know whether Merlin obeyed Mary Janette or not. He had need to. So have others. You'll see butchers making customers mad every day trying to run in remnants.

But, then, as was remarked before, it takes a small thing to make a little soul chesty. Sometimes the knowledge that what he has for sale is scarce and in demand will do it. He doesn't figure that conditions will change. It is a sure thing that some of the readers of the Tradesman have come upon men just like Merlin since the robbers at the packing houses have seen fit to ask a couple of millions a year more for their services. But the butcher's paradise will soon be a lonesome one.

Alfred B. Tozer.

The pessimists are the people who analyze the game, but never get in to it.

No man was ever yet led into truth by shaking a fist at him.

**WORDEN GROCER COMPANY**

**The Prompt Shippers**

**Grand Rapids, Mich.**



DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly by  
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E. A. STOWE, Editor.

June 22, 1910

### BEGIN AT THE BEGINNING.

It is as necessary for a man to begin at the beginning of his business as in the elements of our language in learning to read. While the word method may seem to have crowded out the alphabet, it has not really done so; the child reaches the same results without being compelled to master the drudgery. We may not all of us have commenced as errand or office boys, yet the essentials of this duty must be clear-cut in our minds in order to direct the various departments successfully. In the large establishment the man who can, if necessary, step into the duties of any of his employes is the one who is most prosperous.

In this day of specialization the feat is more difficult, yet just as essential. While the part of the head man is more general, the details of the various departments must not be allowed to escape his attention. He may not be able to match the various shades of silk with an exactness on which his best clerk prides himself, yet he must know colors. If not an expert along every line he must be able to recognize the difference between the work of the expert and the novice.

This is a part of his equipment as a director. Those below will quickly discern the extent of his knowledge, and while not all of them will consciously lessen their ardor or zeal, because of a discovered weakness of the proprietor at some point, it is certain that they will redouble their efforts when aware that he is able to follow them at every step; to judge of their work in every stage; to read their motives and abilities even better than they can do it themselves; to take their places in case of a temporary vacancy. It renders him more independent, better able to assert and maintain his position.

### HOME INVESTMENTS.

Recent developments of Uncle Sam with a wireless telegraph company seem to indicate that many people have got stung and that the injury is as wide-spread as extensive. While one may be pardoned for being so duped in a well managed scheme, con- doled for this breach of confidence in

an effort seemingly to promote the interests of one of the most important of recent scientific discoveries, there is still in the deception and defeat a lesson which it may be well to consider.

People are, as a rule, too willing to listen to the high sounding tales of strangers. We are prone to believe the pleasant things and to pass in doubt those not quite so attractive. There are many opportunities for investment at home. Some of them promise less. Yet they are safe and would bring in at least good interest on the investment. It would then be under our own eye, and any fluctuations or loss of material would be more readily noted. Some of the leaders would be people the character of which has been proved. Others would hesitate to do in their own locality the things which they might be guilty of when dealing with strangers.

Every development of home wealth brings that much more advantage to our own town. Its influence reacts upon trade. We may not get so much out of the investment as a piece of business, but we do get it back in added prosperity to the community.

There is a personal satisfaction in aiding the home industries. It makes us feel better toward ourselves as well as making the community feel better toward us. While building up our own personal affairs there is an immense reward in building up our town. Had those who invested in this concern which Uncle Sam now denounces put their money into a home industry, many thousands of dollars would have been added to local wealth and some personal humiliation saved.

### FAITH IN SELF.

Next to a faith in a Higher Power the faith in self moulds our success. "They can who think they can," is a German sentiment readily translated into our own practice. Surely faith accomplishes all things. The sane person who believes in himself has grasped the greatest lever to success. He holds, in a measure, the key to the situation. Yet if he allows this faith to relax his grasp weakens. He grows more and more weak and eventually does fail.

There is much in will power, but it must be backed by sound common sense. We may have faith that we can build an airship; but if we have never seen one and are not familiar with the laws governing their construction it would be most extreme folly to attempt a flight. The correct faith in self includes a fitting for the work in which we engage—a preparation in every way possible for it.

"We judge ourselves by what we feel capable of doing," says some one, "while others judge us by what we have already done." It is up to us to have a faith sufficient to push ourselves before the public. Self-consciousness becomes a stumbling block to advancement. We need not only to know that we can do, but we must let others know it. That our goods are snugly tucked away in boxes is not an available asset. We must get them out where others can see them.

It is our self-faith which, as a rule, creates a public faith. The man who is certain he can not succeed who is certain he can not succeed very seldom accomplishes anything. There are more lookers-on who are ready to croak a halt than to whistle a "Go ahead." That part of the matter must be managed by the man on the track. Faith in yourself will instill a faith in others that you are on the right track.

### FOOLHARDINESS.

Again we have a display at Niagara that makes the blood of those not given to the spectacular curdle. And we only wonder what such things are done for. Had the man who hung for fifteen minutes by his teeth on a wire across the gorge gone for some praiseworthy end the case would have been different. He might have run an equal risk for the sake of saving life or even to aid in the accomplishment of a great engineering project, but to furnish a circus performance for a sensational public is the only apology that can be offered. And we can scarcely more than regret that the rescuing party were put to so much trouble for so unworthy an object. The gorge across the Niagara seems to the general public a very poor arena for exhibition purposes.

Risks are necessary in this world. In fact, all life is a risk, in which cyclones may demolish or floods overwhelm in an instant. But if the risks which men voluntarily take were eliminated they would themselves be better off and the world would be much the richer for the change in tactics.

There is a great deal of this sort of display in the business world. There are legitimate risks which sometimes result disastrously; yet if they prove successes the gain is appreciable. They have a right to exist, for the chances are that they will succeed. But there are others which seem fraught with risk, and even at the best of no special benefit to any one. The wise man looks things over before going into them. If a step is one which promises personal, municipal or national improvement, all is good. But to take one's life in one's teeth as literally as did the actor at Niagara last week—there is in it nothing which we can extol, much that we may deplore.

### EXACTNESS IN THE EXTREME.

A child was highly entertained a few days ago by the maneuvers of a man who had newly assumed the duties of clerk in his son's store. In weighing out some sugar she averred that he passed a spoonful back and forth a number of times in his effort to be exact. Most men would have let it go as it was and given good measure, but he was determined to save every grain possible and still not gain a reputation for giving short measure. Even the child of to-day realizes that time is money, especially when there is a ball game on hand and dislikes to be hindered over so trifling a matter.

Next came a call for ten cents' worth of chocolate, and he had to make a trip clear to the rear of the

store to ask his son if he ever divided a cake of chocolate and how it was done. There are some common sense problems which should be apparent at the start. So simple a request as this is scarcely worth the wasting of a lot of red tape, especially at the risk of offending a patron.

It gives the impression to all beholders that you are not only close but unbusinesslike. Even if you save a trifle in goods the loss in public favor many times counterbalances this. There are many phases of the tradesman's life which compel the taking into account of little things. He must save the bits; yet he is not called upon to brand the label of economy on every movement he makes. What if the sugar did a little overbalance. It was not worth the time spent in getting the amount to a T. Show an inclination to be generous once in a while and you will gain in public confidence. The man who is always crowding the measure soon finds the crowd of customers waning.

### THE GROWING FARMER.

There is no question but that the farmer is growing even faster than his live stock or his crops. In many parts of the country he has long passed the "hayseed" stage and is numbered among the foremost citizens physically, morally, socially and intellectually. He has not invested himself with all the red tape of society, yet he has mastered many of the principles of culture and refinement. His children are in the best schools and the home demands are widening out, while the increased demand for farm products brings a market for his stores and enables him to cater not simply to his necessities, but to his desires. If he seldom attains to the stage of opulence, no other class of people more steadily hold the position of plenty.

To be able to cater to the tastes of the farmer means infinitely more than a generation ago. While he prides himself on raising most of the products necessary for home consumption, yet he is really a good patron of imported goods. Before his own strawberries are ripe we find him combining his cream with those of the Southern fields. He no longer expects the wool and flax from his fields to be transformed into his own wearing apparel in the home.

With his increased demands and facilities to pay for more varied stock comes through rural delivery and increased transportation methods a greater incentive to patronize the mail order houses. He knows that bargains are sometimes secured. He possibly does not know that in many instances he can do as well or better at home.

If we would hold his patronage we must make the same efforts that the mail order men do. We have the advantage if we but use it, but it does not do to depend upon his hunting us up. We must hunt him up; if we don't some one else will. Advertise; let him know that you have the right goods at the right prices. He has no special love for the transportation companies.

**MONTHLY REPORT**

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

June, 1910.

**Sub-Chairmen's Meeting.**

Since the May report was issued there have been a meeting of the sub-chairmen of the Municipal Affairs Committee and meetings of several of the sub-committees.

The sub-chairmen on June 3 delegated Samuel H. Ranck and H. E. Sargent to represent us at the Playground Congress in Rochester June 7-11; they authorized the Healthier City Committee to investigate the cost of the scarlet fever epidemic during the past year, so that we may know how great a burden such an epidemic is to the community; they decided to hold next fall's Civic Revival just before the election at which the question of bonding the city for the creation of a park and playground system will be voted on, and asked Mr. Wishart to secure during his summer trip photographs and data illustrating municipal improvements in Europe, which have a bearing on our problems.

**Test of Home Rule Law.**

The Better Governed City Committee met on May 17th to hear the report of its special committee of three attorneys on the best method of testing the home rule law. Their decision was to nominate one candidate at large and one from a ward by petition, have the City Clerk refuse to accept the petitions and then take the matter to the Supreme Court on mandamus. The Common Council passed the necessary resolution the following Monday. The Grandville Avenue Improvement Association cooperated with us, circulating petitions for E. A. Meves, of the twelfth ward. These petitions and two for Robert W. Irwin as candidate at large, circulated by the Municipal Affairs Committee, were presented to the City Clerk on May 30th by representatives of the Committee and the Grandville Avenue Association and refused by him on the ground that the home rule law does not provide for nomination by petition. Briefs and petitions to the Supreme Court were then prepared by the three attorneys who had offered to act for the candidates without charge, and were presented to the Supreme Court by Mr. Heald. Later notice was served on City Clerk Shriver that on June 21st he must show cause why he should not receive the nominating petitions.

**Conference on Smoke.**

The Cleaner City Committee, Walter K. Plumb, chairman, held a conference of stack owners on June 1st to consider the smoke nuisance. About twenty stack owners attended this conference. All except the furniture manufacturers were convinced that smoke consuming devices may be operated successfully and at a saving to the stack owner. Some of the furniture men said that owing to the necessity they are under of burning their sawdust and shavings it is practically impossible for them to use

smoke consuming devices successfully. Other furniture men have, however, expressed the opinion that these devices can be used successfully.

Henry Herpolsheimer was quoted as saying that the progress already made has had a marked effect in reducing the amount of damage done to dry goods. President Knott, of the Board of Trade, corroborated this and added that dust from uncleaned streets now does a greater amount of damage to delicate fabrics than the smoke. He, however, advocated the use of drastic measures to bring the makers of smoke into line. Joseph Taylor, of the Evening Press, and other speakers called attention to the harm done by smoke. The most definite figures in regard to saving were presented by Frederick Baxter, of the Baxter Laundry Company. They were as follows:

The Baxter Laundry Company.  
May 31, 1910.  
Comparative Power Plant Coal Records For Years of 1906 and 1908.



Along Valley Avenue. Park lands as they lie.

	1906	1908
Firing	Hand	Jones Stoker
Style boiler	Scotch Marine	Scotch Marine
H. P. boiler	150	150
H. P. developed	Full Rating	Over Rating
Kind coal used	Pittsburg Lump	Michigan Slack
Cost per ton	\$3.15	\$2.40
Tons used	1,231	1,130
Total cost	\$3,879.30	\$2,703.32
Saving tons		101
Saving cost		\$1,175.98
Per cent. saving		30 per cent.
Saving figuring		\$1,369.94
Increase in load		33.6 per cent.
Cost stoker		\$1.035
		Paid for in nine months.
		Now using West Virginia slack at about \$2.95.

**Street Lights, Etc.**

The More Beautiful City Committee, Charles N. Remington, chairman, and its divisions have held several meetings. One of these divisions has taken up the matter of improving the appearance of railroad rights of way, clearing of the refuse on vacant property and putting buildings into trim and orderly condition. The Grand Rapids & Indiana, the Michigan Central and the Pere Marquette have received these suggestions most cordially and have promised to get busy immediately. The other roads, we believe, will soon follow suit.

Another special committee is cooperating with the Home Coming Committee in inducing merchants along our principal business streets to put up window boxes which will greatly improve the appearance of the down town district. These boxes complete and placed in the windows cost only 33 1/2 cents a running foot. We will be glad to take any orders.

On May 25th the More Beautiful City Committee held a conference

ground Association, the More Beautiful City Committee has offered seven prizes aggregating \$50 for the most useful vacant lot playground maintained by a neighborhood during the coming summer. Five applications have already been made. Thirty of our younger business and professional men have secured the use of half the block on Kent street between Fairbanks and Newberry for a playground. They have raised \$650 to grade and equip it and to employ a supervisor during the summer. Their intention is to put the ground in first class condition and then turn the control and the money to employ a supervisor over to the Park Board so that it may become an integral part of the city system. The name given this playground is Fun Field. It is only three or four hundred feet from Bissell House, which has long left the need of such an open space, and it is probable that it will be opened on July 4th with a play festival under the auspices of Bissell House.

The Mothers' Club of Buchanan street school has raised over \$100 to employ a supervisor at the Garfield Play Grounds this summer. The campaign was started on June 1, the day after the Municipal Affairs Committee and the Playground Association conducted a play ground meeting in the Burton Heights Memorial church.

The Municipal Affairs Committee has the deeds to the Richmond and Peck property on the North Ionia street hillside, which it will turn over to the city as soon as the Park Board has secured title to the Williams property. This land contains a little plateau which will be converted into a playground for small children.

The Madison Square Board of Trade has secured the use of a large piece of land in its district for a playground, which, we understand, is to be opened with considerable ceremony on July 4th. A small neighborhood playground has just been opened on South College avenue; the use of a considerable tract of land near the market for play ground purposes has been offered by Wm. H. Anderson and the Consumers Ice Co. and plans are being made for another playground back of Neighborhood House on Ninth avenue.

**Plans For a Saner Fourth.**

These play ground openings fit in with the campaign of the Safer City Committee and various patriotic associations to secure a saner and more patriotic celebration of Independence Day. The special committee of five appointed at a meeting of representatives which called on Mayor Ellis on May 19th and secured his promise to restrict the use of explosives to the hours between 6 a. m. and midnight of July 4th, on June 8th held another meeting and decided to ask the Park Board and the Street Railway to provide for patriotic music and, if possible, patriotic speeches at John Ball Park and Ramona on the Fourth. At the same time they suggested that the district associations and neighborhoods should organize celebrations in various parts of town. The short space of time before the Fourth and the

with representatives of the Monroe, Canal and Division streets business men's associations to consider a better method of street lighting in the down town district. A. N. Spencer presented an exhaustive report illustrated with pictures of the handsome standards used in Minneapolis, St. Paul, Des Moines, Seattle, Denver and other progressive cities. The wisdom of following these examples was admitted and a special committee, composed of members of all the organizations represented, was appointed to study the question thoroughly and make a report recommending a certain standard and giving cost of installation and operation.

The special Committee on Arbor Day this year distributed 5,508 bush honeysuckle and 3,805 syringa. Of these 5,460 were taken by pupils in the public schools, 997 by pupils in the Roman Catholic, Holland and Lutheran parochial schools, and 2,856 by employes of factories.

Playground Movement Spreads. In co-operation with the Play-

plans for Home Coming Week in August rendered it impossible to organize a general celebration for this year, but communications are to be sent to all the Associations which may be interested asking them to send delegates to a meeting next fall at which definite plans will be made for the future. The following resolution was then unanimously adopted:

"Inasmuch as the dealers lay in their stocks of fireworks very soon after the Fourth of July, therefore Resolved—That we respectfully ask the Common Council to consider the tendency in other progressive cities to prevent the indiscriminate use of fireworks on the Fourth of July; and to frame a stringent ordinance for Grand Rapids based upon the experience of these cities."

**Milk Contest Successful.**

The second annual Milk Contest, held under the auspices of the United States Department of Agriculture with the co-operation of the Grand Rapids Board of Health, the Kent County Medical Society's Milk Commission and the Municipal Affairs Committee on a Healthier City, was, from the point of view of arousing general interest, considerably more successful than that of last year. About thirty-five milk dealers attended the afternoon session on Friday, June 10, when Colin C. Lillie, State Dairy and Food Commissioner; Floyd W. Robison, State Analyst, and Ivan C. Weld, of the Department of Agriculture, spoke on subjects of interest and value to members of the trade. Dr. Henry E. Locher, of the Board of Health, presided at this session and Dr. L. H. Gilleland, School Examiner of the Health Department, gave the address of welcome in place of Dr. C. C. Slemons, the Health Officer who had been called away to attend several smallpox cases.

In the evening an audience of more than 125 attended to hear Dr. Guy L. Kiefer, Health Officer of Detroit, and Mr. Weld. Dr. Kiefer spoke on "Milk as a Conveyor of Disease," showing clearly that it pays the individual and the community to guard against contamination. Mr. Weld's talk was illustrated with streopticon slides. He showed all the processes in the production of milk, brought out by "before and after" pictures, the great progress which has been made in the last few years and impressed upon the housekeepers the need of keeping milk clean and cool after it has been delivered by the dealer. Some of his most effective pictures were kitchen interiors showing half empty bottles standing on window ledges where they were exposed to flies and dust and heat, or dirty bottles ranged along the sink waiting for the dealer to collect them. No matter how careful the dealer may be, such carelessness on the part of the housekeeper will frustrate his efforts to provide a clean and wholesome supply.

In answer to questions Mr. Weld said that milk should be kept at or below 50 degrees. The house refrigerator seldom averages lower than 60 degrees. But the requisite temperature may be secured by putting the

milk bottle in a lard pail, or similar receptacle, and then filling the pail with cold water and pieces of ice, the pail, of course, to be kept in the refrigerator. The lip of the bottle should be cleaned before the milk is poured out and the bottle should be washed as soon as it is emptied so that old milk may not dry in it and collect dirt.

**Mr. Weld's Statement.**

The Contest this year differed in one important respect from that of last spring; samples of milk and cream were taken from the dealers' wagons by the City Milk Inspector and his assistants. Last year the entrants sent their samples direct to the laboratory. On its face this year's method appears to be much the fairer, as it seems to give each man a rating based upon the product which he is selling to his customers. The milkman is not supposed to know when or where his wagon will be stopped nor what bottles will be taken. The Inspector and his assistants had little ice boxes in their buggies,

1. The educational feature is largely eliminated.

2. Responsibility for the condition of the samples as they are placed before the judges is divided between the dealer and the agent who collects them from the wagons.

3. There is considerable difficulty in collecting samples, two or three attempts sometimes being necessary. In our recent contest the judges were one day kept for three hours with nothing to do, waiting for samples. As a result the scoring was not finished in time for the afternoon session on Friday. At least one dealer who made application to enter the contest did not get in because the collectors did not find his wagon in time.

4. This plan eliminates information about the details of production of the sample examined, as it would be impossible for the producer to fill out a blank since he does not know what bottles will be taken. This makes it impossible for the judges to point out to the producer the di-

would restore to a very considerable degree at least the educational feature, as the milkman would know that on a certain day all his supply would be under scrutiny. It might be, too, that on this particular day his patrons would notice an improvement in their supply, which would probably have interesting results. We have heard from several consumers that their milk and cream have been better during the past week.

**How the Contestants Scored.**

Last year's contest had the effect of persuading two or three of our producers to make considerable improvements on their farms. Others, however, have apparently not taken the lessons then learned to heart, so only five farms were entered this spring. Mr. Weld marked much more severely than did the Washington men last year, so only one of these farms scored more than 65, the lowest figure which entitles the owner to a diploma. This one farm belongs to the Leavenworth brothers and its score was 69.15.

The scores in the milk and cream contests were as follows, only those who scored 70 or higher being listed

**Milk.  
First Class.**

	Score
F. H. Cornellissens .....	91
Leavenworth Bros. ....	90
J. W. Simmons .....	90

**Second Class.**

M. T. McNamara .....	88
W. F. Tubbs .....	87
Annadale Farm .....	87
F. E. C. Hodge .....	86
A. R. Harrington .....	86
W. Faucher .....	84
V. K. Reed .....	85
Sam Newhouse .....	84
James Bouwman .....	84
W. Blanchard .....	83
G. J. Boone .....	83
J. F. Lamoreaux .....	82
Sanitary Milk Co. ....	81
B. O'Brien .....	80

**Third Class.**

Muller Bros. ....	76
W. E. Castle .....	75
J. W. Hillis .....	75
M. D. Buth .....	73
Theodora Groothoff .....	72
Fred Bolger .....	71
C. S. Briggs & Sons .....	70
Truman Marshall .....	70

**Cream.**

**First Class.**

Leavenworth Bros. ....	94
F. Hodge .....	91
M. T. McNamara .....	91
J. W. Simmons .....	90

**Second Class.**

Annadale Farm .....	86
F. Cornellissens .....	85
A. R. Harrington .....	82.5

**Third Class.**

James Bouwman .....	79
George Heal .....	77
V. K. Reed .....	75
C. S. Briggs & Sons .....	74

Of the thirty-eight samples of milk entered twenty-six contained less than 100,000 bacteria per cubic centimeter. Of the twenty-two samples of cream eleven contained less than 100,000 bacteria. Some cities now forbid the sale of milk or cream containing more than this number of bacteria. John Ihlder, Sec'y.



**Along N. Ionia St. What happens to hillsides when left to private development instead of being reserved as park lands.**

so the milk was kept at a low temperature until delivered to the judges. But aside from the possibility of collusion between collectors and favorite milkmen—of which, however, there is no suspicion so far as this contest is concerned—the method has certain drawbacks. Mr. Weld, from whom the following statement was secured, prefaced it by saying that a milk contest is like other contests in that it is supposed to show not the average but the best of which the contestants are capable. As in athletics, so in agricultural fairs, the entrants exert themselves to do the best they can for that one occasion. The fruit exhibited is not the average of the orchards, but the best; the swine and cattle are not the average, but the finest that the farms can show. And in this lies the educational value of the exhibit or the contest, for each contestant has sought to learn the best methods in order that he may make a good showing. Mr. Weld's points are:

rect relation between certain of his methods and the quality of his milk.

Our Contest this spring was the first ever held under the auspices of the Department of Agriculture in which samples were collected from the wagons. The Federal authorities have therefore watched it with unusual interest and it is probable that it will lead to considerable discussion. At the close of the Contest Dr. W. H. Veenboer, who was chairman of the Committee which represented the three local organizations, suggested as a compromise that the milk dealers should drive their wagons directly to the laboratory, where an Inspector would take out the samples. An entry blank could then be filled out showing how all the milk delivered that day had been produced. This would also eliminate any chance of collusion between dealer and Inspector, would solve the difficulty of collecting samples and

**Good Wine Needs No Bush.**

Nearly every live, enterprising American city is now seeking to do two things: improve itself as a place in which to live and to work, and to attract to itself favorable attention. Some put the emphasis on the second kind of endeavor, supporting publicity clubs which spend their money in attempts to get their town's name in outside publications. Grand Rapids has laid its emphasis on the first, seeking to make the town a good one. By so doing it has achieved both purposes, for the other cities which wish to progress are on the alert to learn and tell their people of accomplishments which they should emulate.

During the past year or two the work of the Municipal Affairs Committee of the Board of Trade in making Grand Rapids a better town has secured for it notices, in some cases long, illustrated articles, in The Outlook, the World's Work, the Survey, Harper's Weekly, The World to-day, The American City, Town Development, Hampton's Municipal Journal (English) and Municipal Journal and Engineer (American), other National magazines and in such newspapers as the Kansas City Star, St. Louis Star, St. Louis Republic, Denver Rocky Mountain News, San Francisco Chronicle, Tacoma Ledger, Spokane Spokesman-Review, Duluth Herald and News Tribune, St. Paul Pioneer-Press, Minneapolis News, South Bend Tribune and News, Toronto World, Denver Municipal Facts and many Michigan papers.

From the advertiser's point of view this is publicity that could not have been secured for many thousand dollars if it could have been secured at all, as much of it was published in papers which will not sell space in their news columns. But from the citizen's point of view it has a much greater significance for it means that Grand Rapids is doing things which command attention, as witness the following excerpts:

Grand Rapids, Mich., fortunate city, has no great dragging civic problems or abuses, but lest the people should sit contentedly back and give opportunity for abuses to hatch and grow, the Board of Trade holds annually a civic revival. Planned on the lines of religious revivals, it has a similar searching way of reaching individual men and making them think. Mr. Ihlder points out how it has brought tangible improvements to pass and greatly increased the community spirit and aspirations for a model city on a democratic basis.—The Survey, December 25, 1909.

Dear Sir—The Secretary of your Commission was kind enough to send us a copy of your preliminary report for a city plan. Our Commission contemplates doing just such a work and you could be of great assistance if you would let us have as many as twenty-five copies of your report. It is so much more comprehensive and fundamental than that of any other American city that we believe your report can be of great educational value in showing our citizens just what a report should be.

Will you kindly let me hear from you at your earliest convenience?

Yours truly,  
Allen T. Burns,  
General Secretary  
Pittsburgh Civic Commission.

Dear Sir—Please accept our thanks for the copy of your monthly report. Your progressive spirit and practical planning are highly interesting and most encouraging to our Board, which is aiming to make a greater and better Dayton.

Very truly yours,  
A. D. Wilt,  
Greater Dayton.

When, at the eleventh hour, the promised article on Los Angeles did not, for excellent reasons, appear, the editor was faced with the fact that he had no article which would entitle the seal of some city to be placed on the cover. A telegram to a citizen of one of the liveliest cities in this country, from a civic standpoint at least, brought the promise of an article within a week, with illustrations. The promise was kept, and Grand Rapids gains the honor this month. And it is no slight honor for a city to have its seal, the emblem at once of its sovereignty and its life, carried to every corner of this broad land of ours; for no seal that has not behind it a story of civic awakening and of determined effort to improve local conditions can ever appear upon the cover of The American City, dedicated as it is to civic betterment rather than to that city boasting which loses sight of the divine fact that a city is primarily a place to make men—not money, and that families are more important than factories.—The American City.

**New Type of the Submarine.**

The accidental destruction of the French submarine a short time ago, drowning its crew, reminds us that the United States government has a new style of boat which soon is to be tried out at Boston. It is a "sub-surface" torpedo boat of 12,000 pounds weight, 45 feet long, and said by its builders already to have made eighteen knots an hour, or two knots more than the requirements.

The vessel has a submarine hull, attached to an unsinkable surface hull, plated to withstand the rapid fire guns that at present are trained upon the torpedo boat. This surface hull is divided into compartments that have been packed with cellulose, while the short conning tower is armor plated. All the machinery of the boat is suspended below the water line, and it may be built for about \$22,500. Its chief service is designed to be in coast defense, or, stripped and carried on a war vessel, it may be launched at need for work among vessels protected by fortifications on land or anchored in a field that has been mined.

The new type submarine will carry about 1,000 pounds of guncotton, while twenty-five of them may be built for the price of the old submarine. It is interesting that the design is from the hands and brain of a Princeton graduate of the class of 1885.

**A Poet's Rank.**

Richard Le Gallienne, the poet, was entertaining a group of magazine editors at luncheon in New York.

To a compliment upon his fame Mr. Le Gallienne said lightly:

"But what is poetical fame in this age of prose? Only yesterday a schoolboy came and asked me for my autograph. I assented willingly. And to-day at breakfast time the boy again presented himself.

"Will you give me your autograph, sir?" he said.

"But," said I, "I gave you my autograph yesterday."

"I swopped that and a dollar," he answered, "for the autograph of Jim Jeffries."

It is not much use talking of giving your heart to God when you leave only the fag end of yourself for your family.

Preachers would get nearer to hearts if they cared less for counting noses.



**Your Influence**

If brought to bear upon your customers will induce them to use the goods that pay you a profit.

**Your Private Brand Baking Powder**

Allows you all there is in the retail trade on this line of goods. Ask your customers to try a can, and if they aren't satisfied we will refund the price to you.

**We Take the Risk**

It's your opportunity to establish a trade over which you have exclusive control. Have you asked your jobber about us yet? Do so now or 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 6¼ cents per can for same. If not pleased I am under no obligations to keep them.

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

Yours truly,

Name \_\_\_\_\_

Town \_\_\_\_\_

State \_\_\_\_\_

## MICHIGAN COUNTIES.

## Source From Which Their Names Were Derived.

(Continued from last week)

1822. By the census of 1820 the entire Territory of Michigan had within the present limits of the State less than 9,000 population, but hopes were high and preparations were made to take care of the newcomers who were sure to flock in when the fine quality of its public lands were known.

In 1820 the Government reduced the price of its lands to \$1.25 per acre. Additional treaties were made with the Indians in 1821, so that all their rights south of Grand River, with the exception of a small area in Berrien county, were ceded to the United States.

In order to have matters in readiness for the expected increase of population on September 10, 1822, Governor Cass established six new counties, Lapeer, Lenawee, Saginaw, Sanilac, Shiawassee and Washtenaw.

The surveying of the public domain was going on rapidly and the new counties, together with the old ones, covered all the territory included within the Indian Treaty of 1807, and with the county of Saginaw extended beyond so as to take in a large section around Saginaw River and north of the angling line of 1807.

Governor Cass, during his long public life, had a large experience with and wide knowledge of the Indians, and of their language, and characteristics, and collected many of their traditions. He published a number of articles upon them, and the giving of Indian names to our counties was begun and furthered by him.

Of the six names, five were of Indian origin.

Lapeer county, as laid out, included a good part of the present Genesee county, and the river now known as Flint had a large part of its course in the county. The Indian name of this stream was Pe-wan-a-go-wing, which was also the name of an Indian village upon it, meaning flint, or flint stones. Louis Campau, who lived in the Saginaw Valley as Indian trader from 1815 to 1826, says that when they called it Flint they meant what the French called Lapeer, in other words, La Pierre. The Governor, in naming the county, took the most prominent natural feature in it, in this case the river, and gave the French instead of the Indian or English name.

Lenawee is of Indian derivation, either from the Delaware Leno, meaning man, or in the Shawnee form, Lenawai, having the same general meaning, although sometimes limited to the meaning Indian. In an article in 1826, in the N. A. Rev., Governor Cass says that Lenee is used by the Delawares in a restricted sense to mean man, but its more general and proper meaning is male. In the original proclamation and in all the territorial laws the word is spelled "Lenawe," but on Michigan becoming a state another "e" was added in legislative enactments relat-

ing to the county, making the word take its present form.

Saginaw county took its name from the river and bay of that name and there is some difference of opinion as to its meaning. The earliest map showing the bay is of unknown origin, although ascribed to Franquelin, of date probably about 1682, and gives the name Baye de Sikonom.

The Franquelin map of 1684 shows the bay with no name, but near the head of a river, emptying into the bay, the words, Portage de Sakinam.

The Franquelin map of 1688 shows the bay named Baye de Saginnam.

Hennepin's map of 1697 has it Bay Sakinam, while Mitchell's map of 1755 calls it Saguinam Bay.

Perrot, in his memoir, speaking of the overthrow of the Hurons by the Iroquois, says: "This defeat terrified the Ottawas and their allies, who were at the Saukinon (Thunder Bay)."

The most commonly accepted derivation and meaning is from the Chippewa Sake-e-nong—place of the Sacs—having reference to a tradition that before the white man came a tribe of Sacs lived near the mouth of Saginaw River, who were frequently at war with their neighbors on the north and south, who finally agreed to co-operate against them and practically annihilated the tribe.

The French, at least as early as 1686, called all the southeastern part of Michigan, from Saginaw Bay to Lake Erie, the Saguinam county.

Haines and some others refer it to Chippewa words meaning at the mouth, or pouring out at the mouth, the word Sak meaning outlet or opening of a river.

Sanilac, according to Wyandotte traditions, was the name of a chief who took active part in the early wars between the Iroquois and Wyandottes. Governor Cass had preserved many of these traditions in his manuscripts, and in 1831 Henry Whiting, then a major in the army of the United States and stationed for many years in Detroit, published a poem entitled "Sanillac," based upon the hints found in these manuscripts. The poem treats of the love of Sanillac and Wona, an Indian maid living with her father upon Mackinac Island, and of Sanillac's adventures in warring upon the Mingoos (the name given to the Iroquois by other tribes), the hereditary foes of the Wyandottes, and the finale, after describing a sanguinary battle in which the Mingoos are victorious, leaves the fate of Sanillac and his Indian bride uncertain. The county as originally laid out included Huron and Tuscola counties.

Shiawassee county was named for the river which extended through the county and divided it nearly equally as the county was first laid out. Its original size was reduced by parts going subsequently into the counties of Livingston and Genesee. The word itself means straight ahead, or straight running river.

Kelton, on the other hand, derives it from words meaning "the river twists about," and this is certainly a more accurate description of the river than the former meaning.

The Indian name for Grand River in its Chippewa form was Washtenong, and as adopted by the Pottawatomies, Ouwashenong, and with the addition of sebee, "river," meant the river that is far off—extends far off, far in the interior—it being the longest river in the State. The French, as was customary with them, took the Indian word and translated it into their own language, using the word nearest in meaning, and called it Grand River. The valley of the Grand River had a considerable Indian population, and before the Government survey the Indians generally called the region west of Detroit district, Ouwashenong, and when Governor Cass laid out this new county just west of Wayne county he appropriated the general name to this specific territory and called it Washtenaw, although the name then ceased to have any proper local application.

After the creation of the six counties there was a lull for a short time. The Erie canal was opened in 1825 and the tide of Western travel and settlement was flowing in and the Government surveyors were busily at work laying off the public domain into townships and sections. The National turnpikes from Detroit to Chicago, Toledo, Fort Gratiot and Saginaw were being constructed. Michigan had in 1823 come under an advanced form of territorial government by provision for a legislative council of nine members, and on December 26, 1826, the Council established the county of Chippewa, to include the settlement of Sault Ste. Marie and extending westward to the Mississippi River. The name was taken from the Chippewa or Ojibway Indians, the largest of the Algonquin tribes, and who had from immemorial times dwelt around Lake Superior and also spread over the Lower Peninsula. They were closely related to the Ottawas and Pottawatamies, and their rights to the land within Michigan were acknowledged by the United States and they were parties to practically all the important treaties by which lands in Michigan were ceded from 1795 to 1842.

They were a timber people mainly, expert with the canoe and chiefly dependent upon fishing and hunting for food. The Sault had always been one of their favorite resorts and, indeed, one of the earliest references to them in the Jesuit Relations calls them "Les Saulteurs."

The naming of the county for them was very appropriate. The form Chippewa is an adaptation of Ojibway, which means to roast until puckered up, referring to the puckered seam on their moccasins; other meanings ascribed to the word are: he who wears puckered shoes; also he surmounts obstacles.

Although the public surveys were not completed in the southwestern part of the State by 1829, the Indian title to the extreme southwest corner not having been completely extinguished until the Treaty of Chicago in 1833, the Legislative Council took time by the forelock and prepared for the future growth it knew was coming, and on October 29, 1829, set off twelve counties, which included all

the land west of the principal meridian and south of the fifth township north of the base line except what is now Allegan county. These twelve counties were named Jackson, Barry, Berrien, Branch, Calhoun, Cass, Eaton, Ingham, Van Buren, Hillsdale, Kalamazoo and St. Joseph. It would not require much knowledge of political history to determine the political affiliations of a legislative body, which would name eight of its new counties after the Democratic President, Andrew Jackson; his Vice-President, John C. Calhoun; his Postmaster-General, William T. Barry; his Secretary of Navy, John Branch; his Attorney General, John M. Berrien; his Secretary of War, John H. Eaton; his Secretary of the Treasury, Samuel D. Ingham, and his Secretary of State, Martin Van Buren.

It is to be regretted that men of so little permanent National or State reputation as most of these should be so commemorated, when Cadillac and Frontenac among the French, and representative leaders in the English part of our history, as well as desirable and appropriate Indian names, remain unused.

Cass county was named in honor of Michigan's most eminent citizen, who spent fifty-six years in public life, and who filled all the positions to which he was entrusted in such a manner as to reflect the greatest credit upon the Territory and State, as well as himself. A student, lawyer, executive, diplomat and statesman, his statue most worthily occupies one of the niches assigned to this State at the Hall of Statuary at Washington, and the county commemorating his name has reason to congratulate itself.

Hillsdale county has a descriptive name and is fairly appropriate, the surface being rolling, originally well timbered and the combination in the name of the hills and dales is a pleasing one.

Kalamazoo county was named for the river, which at that time bore the name Ke-Kalamazoo, which is seen in the early "Farmer" maps of Michigan; the Indian form of the word was probably Ke-Kenamazoo. In a memorandum found in the Haldimand papers of about 1770, showing the roads from Detroit to the Illinois, this river is called Reccanamazoo, but this is probably a misprint of the "r" for "k." The early French maps and some English ones as late as Pownall's map of 1794 show this river under the name of Marameg, or slightly varying forms. It means Great Cat Fish, or possibly has the same derivation as Merimac, and may mean in that case "rapid," which would be quite appropriate. I have found no reference to this name other than the maps. The meaning of the Indian word Kekenamazoo is variously interpreted, bright sparkling water, boiling kettle (from the eddying waters), boiling water, beautiful water and stones like others. W. S. George says the name signifies the mirage or reflecting river. Webster says stones seen in water, reflection looking like otters. Verwyst says it is corruption of Kikanamazoo, "it smokes."

St. Joseph county took its name from the river running through it, and the river, in turn, was so called in honor of the patron saint of New France, who had been so designated by formal religious ceremony at Quebec in 1624. The name given to the river by LaSalle, who first explored that vicinity in 1679, was the river of the Miamis, because of finding that tribe in the vicinity. The name seems to have been changed to St. Joseph at or about the time of the establishing the Jesuit mission on the river at or near the present city of Niles about 1689.

The name itself was a favorite one, several forts and missions receiving that name by the French.

The census of the Territory in 1830 showed a total population within the limits of the present State of 31,639, an increase of more than 300 per cent. during the decade. Wayne county led with 6,781, with Oakland second, 4,911, and Washtenaw following, 4,042, while Van Buren bravely ended the list with a total of five. Several of the counties laid out in 1829 do not appear at all in the census, although St. Joseph appears with 1,313 population.

In March, 1831, all the remainder of the State south of town 13 north was laid off into twelve counties and named Allegan, Arenac, Clinton, Gladwin, Gratiot, Ionia, Isabella, Kent, Midland, Montcalm, Oceana and Ottawa, Cass was still Governor at this time although he shortly after resigned to become Secretary of War, and H. R. Schoolcraft was a member of the Legislative Council, and his influence is seen in at least one of these names.

**Allegan.** The meaning of this name is not entirely certain. It seems probable that it was named from the ancient Indian tribe whose name was sometimes spelled Allegans. Golden in his map accompanying his history of the Five Nations, published in 1727, shows the "Alleghens" occupying the country at the head waters of the Ohio. The opinion has been expressed that the last syllable, "gan," is the Algonquin termination meaning lake, but this seems very doubtful.

**Arenac.** This county has had a checkered career. Laid out in 1831, in 1857 a large part was taken off and put into the newly formed Bay county. In 1859 the balance was added to that county and in 1883 it was re-established with its present limits. The name was manufactured by Schoolcraft in accordance with a formula which he developed more fully somewhat later. He analyzed Indian words, obtaining the general meaning, and then by combining various roots and using the proper consonants to give euphony he could produce a large number of words of Indian basis, which could be applied to localities as a more or less descriptive name. In this manner the syllable *ac*, derived from *auk* or *akke*, which means land or earth, gives the idea of locality, and Arenac is compounded from the Latin *arena*, sand—the derived meaning of place of combat comes from the fact that such

places are sanded—and *ac* and therefore means sandy place.

Clinton county was named in honor of DeWitt Clinton, through whose efforts the Erie canal had been built, which was of great effect upon the fortunes of Michigan, and who had died in 1828. This was not the first act by which Michigan had publicly expressed its appreciation of Governor Clinton's work. In 1824 the Legislative Council changed to Clinton through Macomb county and entering Lake St. Clair and which prior to that time had borne the name of Huron River.

Gladwin county was named in honor of Major Henry Gladwin, who was in command of the Fort at Detroit during its memorable siege by Pontiac in 1763-4, and who for his gallant defense was promoted to Lieutenant-Colonel and who afterwards served with distinction upon the British side during the Revolutionary War.

Gratiot county was named for Charles Gratiot, who as captain and engineer built in 1814 Fort Gratiot, at the head of St. Clair River. He was born in 1788, was graduated from West Point, and from second lieutenant in 1806 rose through intermediate positions to be brevet brigadier general in 1828, his rise evidently due to his ability, having served with distinction in the War of 1812. He was Inspector of West Point Academy from 1828 to 1838 and in the latter year was dismissed from the service by the President for failing to properly account for public moneys in his hands. He died in 1855.

Ionia county was so named for the ancient Greek district on the west shore of Asia Minor, which included a number of flourishing cities, which for several centuries were famous for their commerce, wealth, high civilization and social development.

Isabella county either took its name from Queen Isabella of Spain, under whose favoring auspices Columbus undertook his voyages in 1492, or, more probably, from Isabella Cass, daughter of the Governor, and a great social favorite. A tradition seems to have grown up which finds expression in Gannett's Bulletin on The Origin of Certain Place Names, that this county was named from Isabella, the daughter of John M. Hurst (or Hursh), the first white child born in the county. That is clearly a mistake. The county was laid out and named in 1831. At that time it was wholly unsettled, the western part being still within the Indian limits, the Indian title not being extinguished until the Treaty of 1836. The county was not organized until 1859 and Mr. Hurst did not move into the county until 1855.

Kent county was named in honor of James Kent, who was then, at the age of 68, in the height of his reputation as commentator and expounder of the principles of American law. The fourth and last volume of his Commentaries, which have formed through edition after edition the basis of instruction for law students and the source of legal decisions to this day, was published the preceding year, 1830, and the growing terri-

tory conferred honor upon itself by appropriating this name to a county destined to contain one of its largest and most flourishing cities. In the controversy over the south line of the State in 1836-7 Chancellor Kent was employed by the State as counsel to determine whether Michigan had any rights which could be enforced in the courts.

Midland is a descriptive geographical name and appropriate to the location of this county, as it is very nearly in the center of the Lower Peninsula.

Montcalm. In the French and English warfare upon this continent no person engaged in it cut a more attractive figure or was more calculated to appeal to American sympathies in his ability, courage, devotion to duty and final unhappy end than Marquis deMontcalm, whose defeat and death in September, 1759, was the virtual end of the conflict, and a notable name in the history of the continent is commemorated in this county.

Oceana county has a somewhat fanciful name given to it because of bordering upon the large fresh water sea or ocean. It had a rather peculiar career. As originally laid out and named it all lay south of town 13 north of the base line. In 1840 the name was retained but applied to an almost entirely different territory lying on the shore of Lake Michigan, but mostly north of its former north line, its former territory being absorbed into the counties of Kent, Newaygo and Mecosta.

Ottawa county was named for the tribe of Indians who had for a long time been the most numerous in the northern and western part of the Lower Peninsula. The meaning of the name is generally said to be trading or traders, but the more likely derivation and meaning seems to be as follows: Champlain described this people as occupying the peninsula jutting into Georgian Bay from the south and called them Cheveux Releves, from their method of dressing their hair. The Hurons called them *Andatahouats*, from *ondata*, wood or forest, thus meaning people of the forest. Laverdiere, the accomplished editor of Champlain's Works, says: "From the word *ondatahouat* is formed the word *ontaouat*, or Ottawa, the name by which all the upper Algonquins were afterward designated. In fact, all the early French maps designate and locate under the name *Ontaouacs* all the tribes who were subsequently known as Chippewas, Ottawas and other related tribes. The Iroquois name of Lake Huron was *Ottawawa*."

In 1833 the county of Livingston was formed by taking parts of Washtenaw, Oakland and Shiawassee counties, and named in honor of Edward Livingston, then Secretary of State, who had had an unusual career in that having been trained in New York as a lawyer under the common law, and successful, after a financial failure—through dishonesty of an employe—he transferred his activities at the age of 40 to New Orleans, in 1804, where the civil law was in force, and made even a great-

er success there, even framing their codes, still largely in use, and being sent to represent the State in Congress as Senator, and then appointed by Jackson as Secretary of State and subsequently Minister to France.

1835. The settlement of the Saginaw Valley had grown quite rapidly, the Government had built a road from Detroit to Saginaw, the timber wealth and the agricultural value of the section having been discovered. A settlement had been made at the present location of Flint, and in 1835, in response to demand, the county of Genesee was formed from parts of Saginaw, Lapeer and Shiawassee counties and named from the part of New York from which many of its settlers had come. The word itself is derived from the Seneca *Je-nis-hi-yeh*, meaning beautiful valley.

The State had taken a census in 1834 to determine whether it had the necessary population to entitle it to statehood under the act of Congress and found a total population of 87,273, and again in 1837, finding at the latter date 175,998, a gain of more than 100 per cent. in three years—a striking evidence of the "booming" conditions of that period.

William L. Jenks.

(Continued next week)

The man with an eye only for the main chance usually gets off on the side-track of selfishness.



Order from your jobber or The Louis Hilfer Co., Chicago, Ill.

**Sawyer's** 50 Years the People's Choice.

**CRYSTAL**

See that Top  **Blue.**

For the Laundry.

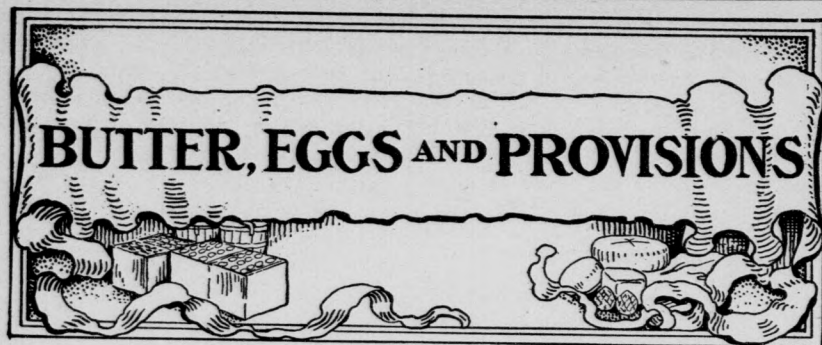
**DOUBLE STRENGTH.**

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.



### Observations by a Gotham Egg Man.

J. A. Babcock, chairman of the Egg Committee of New York Mercantile Exchange, H. D. Wheeler, of De Winter & Co., and F. G. Urner were appointed last week a committee to wait upon the Commissioner of Health of New York to present resolutions adopted by the Exchange urging a reconsideration of the classification of cracked eggs as "spot" made in a recent amendment to the sanitary code as adopted by the Department of Health. The new amendment, together with resolutions adopted by the New York Board of Health for its enforcement, was printed in our issue of June 1, and further commented on last week.

The Committee waited upon Commissioner Lederle last Friday afternoon and explained to him the fact that the traffic in broken shelled eggs was of importance, that the checks and cracked eggs coming in this class may be, and usually are of good useful quality, that they are not "spots" and may contain no more really "spot" eggs than most of the eggs received whole and unbroken.

Dr. Lederle made it apparent by his reception of the Committee and his remarks that the Department of Health has no purpose to exact any unreasonable restrictions. He requested that a brief be filed with the Department covering the points brought out by the Committee and stated that any suggestion made for modifying the recent action of the Department would be given consideration.

There seems to be little probability that the officers of the Board of Health will take any steps to prevent the sale of good sound checked and cracked eggs; if they should do so there is still less probability that the courts would sustain a requirement that sound checks and cracks should be branded "spot eggs." Anyway receivers in this market are selling checks and checks as usual. There is a good demand for them and we hear of no prosecutions.

The idea still prevails among some dealers that a permit must be obtained to sell checked eggs; this is erroneous. No permit is required by the new resolutions except from those who break out eggs for sale in liquid, frozen or desiccated form.

The slump that has come in our egg market is the natural result of the maintenance of a comparatively large egg production in the early summer after a phenomenal spring production and an unprecedented storage accumulation at extravagant prices. The hopes of earlier storers

were based upon the expectation of an early wind up of surplus production; but these hopes have not been realized at the lower prices that have prevailed in May and June—compared with April cost—accumulations have been so heavy as to emphasize the belief that the later packings will be sufficient to supply all deficiency in production until very late in the fall; and of late the maintenance of comparatively cool weather and good egg quality has suggested the possibility that even the May storages might be bottled up until too late to warrant holding them with any confidence for a profit. Eggs are still coming freely and it looks as if country buyers would have to get their prices down to a lower level unless they want to accumulate their purchases in storage at a higher cost than the rank and file of the egg trade would pay.—N. Y. Produce Review.

### What Other Michigan Cities Are Doing.

Written for the Tradesman.

New buildings will be erected on the Northern District Fair Grounds at Cadillac this summer and it is planned to make the show one of the best in the State.

"Grand Traverse, the Summer Land," is the title of an attractive booklet just issued by the Board of Trade of that city.

The Welsh & Kerry planing mill at Reed City, which was destroyed by fire in March last, has been rebuilt and is in full operation again.

About \$9,000 has been pledged in support of the Commercial Association of Pontiac in its work of advancing the city's interests, and it is expected to increase the amount to \$10,000 this week.

The Grand Trunk expects to be able to run passenger trains into Kalamazoo by July 1. Its freight house is completed and a passenger station will be built this fall.

The new organization of business men of Grand Haven will be called the Grand Haven Commercial Men's Association.

Lansing and Grand Ledge are considerably exercised over the electric road that is proposed between the two cities. The line will be twelve miles long and the cost of construction is estimated at \$200,000. It is planned ultimately to extend the road to Grand Rapids and to build another line to Charlotte and Eaton Rapids.

Bay City has entered into an agreement with the Tittabawassee Power Co. for electricity, the city taking 500 or more kilowatts each day at

eight mills a kilowatt. The company will start work at once building dams at Sanford and Edenville.

Saginaw has selected a later date for its Industrial Exposition, the time now chosen being Sept. 16-24, or contemporaneously with Detroit's State Fair.

The Commercial Club of Kalamazoo will this week take up the matter of interesting the railroads entering the city to unite in the erection of a union passenger station.

The Traverse City Board of Trade has issued a folder telling of the Chautauqua course that begins in that city July 27.

Mt. Clemens raises an advertising fund of \$12,000 each year, which is used in pushing the interests of the Bath City.

A Bureau of Information has been opened at Port Huron, in charge of Harlan Davis, instructor in physics and chemistry at the high school during the past year. The railroad and boat lines have aided in the way of supplying the Bureau with booklets, maps and other matter relative to Port Huron and surrounding country, and visitors are always welcome at headquarters.

Benton Harbor seems in a fair way to solve its water supply problem by means of wells. Artesian water in apparently unlimited supply has been secured by sinking wells in the marsh north of Britain avenue.

Hillsdale's first Home Coming celebration and the College Quinquennial will make things lively in that town this week. Wednesday, June 22, is the big day.

Howard City's idle factory, the former Skinner & Steenman plant, will be occupied this fall by the Booth Manufacturing Co., of Muskegon Heights, a wood-working concern employing thirty men at the start.

### 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.

### BAGS New and Second Hand

For Beans, Potatoes  
Grain, Flour, Feed and  
Other Purposes

### ROY BAKER

Wm. Alden Smith Building  
Grand Rapids, Mich.

### 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

Established 1876

WANTED—Fresh Laid and Fresh Gathered Eggs  
Strictly No. 1 Stock

### Moseley Bros.

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

Both Phones 1217

Grand Rapids, Mich.

### SEEDS "For Summer Planting"

Millet	Cow Peas	Turnips
Fodder Corn	Beans	Mangel
Buckwheat	Dwarf Essex Rape	Rutabaga

All Orders Filled Promptly

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

W. C. Rea

### REA & WITZIG

A. J. Witzig

PRODUCE COMMISSION

104-106 West Market St., Buffalo, N. Y.

"Buffalo Means Business"

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

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

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

Established 1873



Paw Paw will install two sanitary drinking fountains on its streets, the same being provided by two public spirited citizens. Almond Griffen.

**Remarkable Growth of Celery City.**

Kalamazoo, June 20—Believing a little data regarding the growth of our city will be of interest to your readers, I submit herewith some figures showing the percentage of our growth during the last ten years. This is, we think, an example of extreme progress without a boom:

	Increase
In population	55%
In freight revenues	52%
In bank deposits	106%
In assessed valuation	110%
In freight tonnage	88%
In postal receipts	283%
In bank clearings	325%
Investments in educational institutions	164%

This increase in educational institutions has amounted to \$1,200,000 in ten years. Over \$4,000,000 have been invested in manufacturing interests during the last sixteen months.

This may not be a record statement, but in comparison with cities in other parts of the country we seem to be near the top. The estimate for new buildings now in process of construction and contemplated for this year amounts to three and a half million dollars.

J. D. Clement,  
Sec'y Commercial Club.

**Powdering Milk By Compression.**

Processes for reducing milk to the form of a powder, or for compressing it into tablets, have led to an increasing use of milk in these forms. Powdered or compressed milk is not only employed for provisioning ships and for transportation to distant places, but for the use of bakers and confectioners.

In France in one process the milk is forced, under a pressure of 250 atmospheres, through a tube one-tenth of a millimetre in diameters, into a closed chamber heated to 167 degrees Fahrenheit by a current of warm air. The rapid expansion of the milk on entering the chamber turns it into a cloud of vapor, the water is carried off by the current of air, and the solid parts of the milk fall in powder upon the bottom.

**Five New Varieties of Mushroom.**

However the average person may look upon the wild mushroom as an edible, digestible and pleasingly flavoured fungus, those more venturesome botanists having a record of 195 specimens from the one State of New York in 1908 seem to have been spurred by the high cost of living into discovering five more varieties in 1909. The student of dietetics in recent years has slighted the mushroom as to its nutritive value, but with the fact that a round 200 edible mushrooms have proved out in the beef-steak combination New York may cheer up at least five points.

No man ever deeply admired a great good without deeply detesting that which stood in its way.

Heaven is often hidden in our hardships.

**NEW YORK MARKET.**

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

Special Correspondence.

New York, June 18 — Steadiness has characterized the coffee market all the week and the favorable tone mentioned in last week's letter seems accentuated at this writing. This refers to speculative coffee. The spot article has been rather quiet, but upon the whole the condition of affairs is satisfactory. At the close Rio No. 7 is worth in an invoice way 8¼@8¾c. In store and afloat there are 2,838,039 bags of Brazil coffee, against 3,351,134 bags at the same time last year. Mild grades are selling in a moderate way, but the market is steady.

Quotations on teas are well sustained, but there has been a lack of animation in the orders. Small quantities are usually taken and the mood seems to be a waiting one.

Almost all the business done in sugar during the week has been in withdrawals under previous contract. New business is still to come, and it seems to linger longer than usual. There was something of a spurt when prices were cut the other day and maybe the trade is stocked up for the moment and a change will set in at a time "unbeknownst."

Japan and Honduras rice are well held, but the activity which ought to characterize the market is conspicuous by its absence. When sales are made they consist of the smallest possible quantities and neither side seems to care whether school keeps or not. Good to prime domestic, 4¾@5¼c.

Spices are easy. Stocks are not very large, but ample for all requirements. Quotations are without appreciable change.

Molasses moves slowly, as might be expected. Orders are for only every-day needs and quotations show no change whatever.

Canned goods are certainly reaching a more satisfactory condition and even tomatoes are apparently coming to their sown. The report from the up-State pea packing centers indicate a very light output owing to much unfavorable weather. Southern peas have been doing pretty well and rates are well sustained. Standard 3's tomatoes are now well held at 67½c, although some claim to find all they need at 65c. Futures are quite generally held at 70c f. o. b. factory. Weather conditions must improve if the corn pack amounts to much, and packers are not apparently willing to take chances on futures. Other goods show little animation and quotations are practically unchanged.

Butter remains in about the same condition which has prevailed for several weeks. Creamery specials are firm at 28c; extras, 27¼@27½c; firsts, 26½@26¾c; factory firsts, 23½c; imitation creamery, 24@25c.

Cheese is steady, with full cream New York State held at 14½@15c. Eggs are quiet with finest stock

held at 24@26c; Western fresh-gathered selected extras, 22c; firsts, 20@20½c.

**Test for Fresh Eggs.**

If an egg is fresh, when placed in a glass of water it will remain resting on the bottom of the vessel; if not quite fresh it will rest with the big end raised higher than the small end, and the higher the big end is raised the older is the egg. As the egg gets older the water contained in the white of an egg evaporates and this causes the empty space at the thick end of the egg to become enlarged. The larger the empty space the more the egg rises in the water, until in course of time it floats.

**Tip For the Ambitious.**

Here's a highly specialized tip to some one who has ambition to start a lunch counter "on wind." In this present period of high cost of living—and buying—it's worth a thought.

Why sell solid-food at table when holes in the food weigh nothing and cost in proportion. Start in with the specialty "swiss-on-rye" combination and work up. Make a specialty of holes in the Swiss cheese; they weigh nothing at wholesale, but spread amply between slices of bread. Have the baker dope the rye dough with more yeast and get more holes in the bread. See?

There's the present popular doughnut. Bore a bigger hole through it. The hole won't "brown nicely," but it never is underdone and never burns. Making the hole larger, there's less danger of giving the customer in-

digestion and he gets hungry again just in proportion to the hole.

There's the baked apple. Core it with an inch and a half auger bore, after which boil up the cores into apple sauce; then bake into pies. Punch the pie crust full of holes. Indent edges to the limit on the edges of the tin.

Don't be satisfied with a "Hole in the Wall" cattery. Get the holes in the food!

Receiver of Butter, Eggs,  
Poultry and Veal.  
**F. E. STROUP**  
7 N. Ionia St. Grand Rapids, Mich.

**YX BRAND** 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

**EGG DISTRIBUTERS**

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**

**A. T. PEARSON PRODUCE CO.**

14-16 Ottawa St., Grand Rapids, Mich.

The Place to Market Your  
**Poultry, Butter, Eggs, Veal**

**C. D. CRITTENDEN CO.**

41-43 S. Market St.

**Grand Rapids, Mich.**  
Wholesalers of Butter, Eggs, Fruits and Specialties

**The Vinkemulder Company**

Jobbers and Shippers of Everything in

**FRUITS AND PRODUCE**

Grand Rapids, Mich.

## BRUSSELS EXPOSITION.

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

On Ocean Liner, May 25—Since our arrival in Europe, now past seven months, perhaps no one thing has greeted our eyes oftener than the sign reading, "Exposition Universelle de Bruxelles, 1910." It was tastefully printed, well distributed and tactfully done throughout, and, altogether, was a piece of advertising that would impress the reader favorably. So when we learned that the opening would take place on April 10, our plans were made to include this as one of the attractions that would afford us pleasure about the middle of May; and when the 14th day came it found us alighting from the Munich-London express train at Gare du Nord (North station) and soon after wending our way towards the grounds located in the northeastern part of this beautiful city of Brussels. No sooner had we entered the spacious tract of ground than we noticed in what a confused state of existence nearly everything seemed to be. Hardly a building was complete and if this should be found otherwise, many of the exhibits within would help to make the former statement warranted.

As the name implies, the Exposition is one in which all nations were invited to participate and the following named countries have had space and buildings assigned to them: Belgium, England and her colonies, France and her colonies, Holland, Switzerland, Germany, Italy, Denmark, Luxembourg, Greece, Spain, Turkey, Peru, Persia, Monaco, Republique Dominican, Uruguay, Canada, China, Hayti, Nicaragua, Brazil, Austria, Japan and Guatemala.

As one enters the grounds at the main entrance, Avenue Emile De Mot, the first thing that greets their eyes is the Jardin de Bruxelles. The city of Brussels has laid out, in front of the Belgium building, a very pretty garden, commencing with some fine terraces just in front and gently sloping to the roadway 250 feet away. Finished, it represents two quadrangular plats of green, between which lies a small lagoon, at the end of which and separated by a little space, is a large oviform basin filled with running water coming from a fine central figure representing a mammoth vase of flowers.

Just back of this, as above intimated, Belgium has erected her gift, a very beautiful building, presenting 300 feet of grey surface imitating stone. On top of same and over the entrance are two Belgium lions, and much evidence of sculpture and artistic arrangement can be seen throughout the exterior construction. The space inside is mostly taken by the merchants and manufacturers of Brussels and is far from complete in its arrangement. Just back of this and connected with it is the exhibit of Great Britain and Ireland, and these, together with Canada, whose building is somewhat removed from this point, have the best and most complete exhibits which it was our good fortune to see.

Upon entering the space allotted to Great Britain and Ireland, which is only separated from that of Belgium by a stairway, one is attracted at once with the beautiful fixtures and fine arrangement, as well as the completed state in which he finds everything.

Perhaps it is not too much to say that about one-fourth of this exhibit pertains to chemicals, pharmaceuticals and their allied lines. Some of the leading exhibits were made by Burroughs, Welcome & Co., who had the largest one, perhaps, and consisted of a large list of chemicals and alkaloids that this firm manufactures; also an extensive display of pills, tablets, extracts, serums, etc., that originate in their laboratories just outside of London. Stafford, Allen & Sons, London; T. & H. Smith, Edinburgh, and Thos. Tryer & Co., Ltd., Stratford, England, all make fine and quite extensive displays of chemicals. Price's Patent Candle Co., Liverpool and London, make a good showing with their glycerine, with which American druggists are familiar; also on candles, which are made in all sizes and in many fancy colors and decorations.

The United Alkali Co., Ltd., Liverpool; the British Cyadine Co., Oldburg, and the Gas Light & Coke Co., London, all have beautiful displays of chemicals and dye stuffs, particularly of Ferra and Ferri Cyanide of Potassa, the former in various shades of yellow and the latter in a bright red, and each shown in a multiplicity of shapes as to do the manufacturer great credit. The latter named firm also manufactures a long list of colors that are obtained from pitch blende and they are so arranged within the exhibition case as to represent all the colors of the rainbow. It is really marvelous to look at the black substance as it lies within the case and learn that all the bright colors about it are extracted by means of chemical processes from this self same inert looking sticky mass.

The Mond Nickel Co., Ltd., Clydach, North Swansea, Cheshire, England, shows an original display in nickel and its compounds, also Brunner, Mond & Co., Ltd., Northwich, England, does on zinc and the salts made therefrom. Everything for the dealer who desires to do his own plating can be obtained from these firms.

The Borax Consolidated Co., Ltd., Belgium, makes one of the finest displays of borax it has ever been our lot to see. It is shown in many sized crystals and arranged in the most fanciful designs, so that this large case will be singled out from many others for its beauty and attractiveness.

Messrs. Brady & Martin, Ltd., Newcastle on Tyne, make a display of pills and tabules; Wright, Ayman & Nurney, London, of chemicals, and Ashgrove Hackner, London, of oils, all of which are large and tastefully arranged, so that considerable credit is due to each. The Erasmic Co., Ltd., Warrington, England, has done itself proud also in its display of soaps and perfumes of its own manufacture. Irish lace and embroideries, china and fine pottery, petroleum

products, books and stationery, automobiles and steamships, ammunition, fishing tackle, coal, granite and slate—all of these are shown as being produced here. A novel method of showing the attention given live stock throughout these countries is illustrated by means of a photograph gallery, where the horses, cattle and sheep are all shown by photographs, upon which one reads their pedigree and description, the whole making a very pretty exhibit.

Italy will have a good exhibit, it is said, but the building was so incomplete that no one was allowed inside. Florence and Rome are the cities that will make the fine showing for their country, and this through the marble and statuary made therefrom principally, we were told. Just at the left of the Belgium and Great Britain buildings there has been appropriated a considerable space to what the Brussels folk term a unique feature of the Exposition—the Kermisse. In this there may be seen and enjoyed a scenic railway tickler, Ceaser, Menagerie Bostock, Palace of Follies, Escaliers, water chute, Hale's Tours and the Caves of Capri. All of these are in addition to the regular plan of attractions, which occupy a more central position and consist of the following named amusements: Senegal Village, the Royal Mavel, Creation of the Earth, Dip the Dips, Wild West, Mirror Maze, the Tickler, Railway Miniature, Theater of Marionette, Mountain Slide, Scenic Free Railway, the Charmed Bags, the Joyous Wheel, Water Bumps, Musical Kiosk and Niagara.

To the north of the Kermisse France has her main exhibit, while those of her colonies, Tunis, Algiers, Madagascar, etc., were near the pavilion that this country has erected for showing the science of aviation and her part in the same, together with a display of automobiles, in both of which this nation shows great aptitude and skill. The latter is on the eastern portion of the grounds, just beside the section allotted for attraction and sports. Taking France and her colonies as a whole the following were what we noticed as particularly attractive: A large showing in agricultural implements, coming from Paris, Montaire and Lisscon; locomotives, the output of Vve. Carpet, Louvet & Co., of Boulogne and Bourbon, with offices in Paris, which formed a striking exhibit both in size and quality. R. Marot, Paris, manufacturer of cocoanut paste, flake, string, in fact, in all of its marketable forms, made a most beautiful showing, for there were twenty-four shades, running from pure white to dark brown, with pinks and other tints also shown and all artistically arranged in the form of a wheel. This firm makes a specialty called Butter Fruitine, a product from cocoanut. It expresses the oil and manufactures the fiber into cord. Charles Diemer, Marseilles, made an extensive exhibit of wines, coming from vineyards in both France and Martinique. A very creditable botanical exhibit of flowers and plants, with extracts therefrom, was made by Tunis, and one of laces by Algiers, both of which were

very interesting and complete. Mantie & Co., Marseilles, and E. Thibout & Co., Nantes, both have good displays of their own manufacture, the former on chemicals and the latter a line of pills and tablets. The Societe Ano-

## 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*

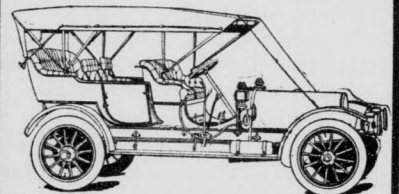
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Auburn, Ind.

## 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.

nyme des Forets de la Calle, Constantin, Algeria, has a very interesting section, as its display is one not often seen. It consists of piles of corkwood in bundles of many pieces strapped together, standing six to eight feet high, and curiously arranged between these can be seen the various sizes and qualities of cork ready for use that this firm manufactures. The whole makes a very unique exhibit.

The firm of De Lacotellerie, Paris, shows the variety of forms in which Cacouchouc comes in from its importation from Madagascar and Dahomey; also of cocoa beans from Guadeloupe and the Congo country, and sugar from the Isle of Martinique.

Ed. Massinot, Paris, shows vanilla beans from Tahiti, Madagascar, and Anjora sago and rice from the Far East, Indo-China possessions and alcohol, 96 per cent. made from rice; also gum benzoïn and nux vomica. Max Getting, Paris, has fine samples of gums Copol, Senegal and Acacia as his importations from Soudan, Africa, while Justin Dupont shows an extensive line of essential oils, produced by him at his distillery located at Argenteuil. Many other items were shown by various firms, such as silks, tortoise shell, Crontcharic gums, used in the arts, from Indo-China; jute and other fibres for rope making; Tonki fibre d'Agave, from Sisalana; cotton from Soudan and Dahomey, and ostrich plumes and plumaged birds from Senegal Niger.

Holland will have one of the finest buildings on the grounds, judging from the exterior appearance, but it was so incomplete that the No Admittance sign was displayed and a man stood at the door to remind one that it meant what it read. This country is first for the growing and exportation of bulbs and to prove something of this it has had allotted to it a small park immediately in front of its building, separated by a roadway only, and here it is to show its skill in this branch of industry. The ground has already been beautified by four octagonally shaped buildings for each of the four corners and a pretty octagonal fountain for the center. Scattered over the ground are brick pedestals, upon which are pretty vases filled with flowers. We predict this to be the beauty spot of the Exposition before another month shall have passed.

Germany, with her various states, altogether known as Allemagne, proves herself the great nation she is, if one goes no farther than the machinery hall. Here you will find the largest and far the grandest display of locomotives, both steam and electrical, to be found here. The cities of Berlin, Hanover and Chemnitz are famous for the production of the steam engines, while the first named city carries the honor for those of electrical construction, with the firms of Dr. Paul Meyer, A. G., and Breest & Co. to the fore.

Iron construction, bridges, etc., of a number of types are to be seen as coming from the foundries at Augsburg, Derisburg and Dusseldorf. Shipbuilding, with an immense and very interesting lot of models, is

shown as the product of the yards at Magdeburg and Dusseldorf. Burother Marchinen fabrik, of Danzig and Buroth, have an extensive and complete display of stationary engines. Linoleum is given a very large space and forms as good an exhibit as one will see for any article, perhaps. The firm of Delmenhorster Linoleum fabrik, A. G., of Bremen, is credited with having made the display and same consists of the various size rolls and colors in which it is made, with the walls covered with squares arranged artistically to show the large variety of patterns and beautiful shades in which it is produced.

On a table at one side of the room are glass containers filled with the following ingredients, all of which are used and needed in the production of the article we know as linoleum:

Raw linseed oil—gum kauri.

Boiled linseed oil—gum copal.

Oxidized linseed oil—raw umber.

Ground oxidized linseed oil—raw sienna.

Cement of linseed oil—red lead.

Linseed—Rosin.

Corkwood—groundwood.

Corkwood ground—jute.

Mass linoleum, green and brown, eighteen items to consider and carry in stock, for the production of this common floor covering. Perhaps we need go no farther in the write-up of this subject to advise the reader of the character of the displays and about what has been undertaken. However, it might be well to add that along several of the avenues dividing the grounds there are small but fancifully designed buildings which are taken by individual firms. One of these is the Liebig Beef Co., of a circular form, on top of which are three cattle with heads bent and upon their necks is held a mammoth sized jar, representing their extract of beef.

Boriril, a similar article, which is extensively advertised over here, also has its own building, as do the manufacturers of Creolin Pearson, a well known and good selling article with American druggists.

Near the Canadian building, in one of these natty offices, the Grand Trunk has its headquarters and this will be much appreciated by all English speaking people. In the largest of these smaller buildings, on a corner location, the city of Brussels has a novel exhibit and one that is very instructive. It has named the building Palais de la Ville de Bruxelles and in it has shown in an elaborate manner the water and gas systems, workingmen's homes, elevation and depressions by means of succo work; showing plan of the entire city, public school system, with samples of the scholars' work in book form and other items in which its citizens are interested. In a prominent place there is an octagonal tower with glass sides. Within is displayed eight colors of starch, the whole figure making a very beautiful piece. The rooms are hung with pictures, making the interior one in which the citizens are very proud indeed.

That one-half of the exhibits were not ready within a month's time after the gates were thrown open is, perhaps, the worst thing one can say of the Brussels Exposition for 1910.

Charles M. Smith.

#### Expert Opinion.

"Yes," said young Mrs. Torkins, "I am sure our garden is going to be a success."

"So soon?"

"Yes, the chickens have tasted everything and they are perfectly enthusiastic."

When a man makes his own halo he always gets tangled up in it.

#### The Old Negative Man.

There are people in every large city who make a business of buying up old used photographic plates, cleaning and reselling them. They get their supply mostly from the photographers who make a specialty of commercial or newspaper illustrations. No one knows how many thousands of these squares of glass are sold every week, but the number must be enormous in the aggregate.

While it is the custom for photographers to preserve carefully all plates that they think may be of future value, they discard a great many more than they keep. A firm of newspaper photographers, for instance, will send out several men to get pictures of snow scenes or of spring in the suburbs or of summer at the seaside. Each will bring back half a dozen views. Only three or four will be selected as being worth preserving. The other twenty or thirty plates will be dumped in a big box with the other discards to await the coming of the glassman.

The average selling price for the plate of ordinary size is three dollars a thousand. These plates cost the photographer originally about eighty cents a dozen. By means of an acid bath the dark covering is quickly removed, and the glass becomes as clear as though it had never been used. Some of these plates are sold to manufacturers to be recoated with the sensitive film and to be used once more in photography. A far greater number, however, are disposed of to dealers who sell them to people who are fond of making passepartout pictures. Still more find their way to greenhouse men and those gardeners who have acres of "cold frames," where vegetables are propagated under glass. A few are used as decorative or protective features around flower-beds in suburban estates.

**PROGRESSIVE DEALERS** foresee that certain articles can be depended on as sellers. Fads in many lines may come and go, but **SAPOLIO** goes on steadily. That is why you should stock

# HAND SAPOLIO

**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.

## STORE MANAGEMENT.

## When To Start and the Way To Do It.

The old superstition that a good beginning makes a bad ending has nothing to do with business. In trade the bad beginning makes a bad ending and it makes it very soon. There is everything in a good start and there is the seed of failure in any other kind. It is hard enough to make a success of a store with the conditions all favorable. No need of looking up handicaps.

"Where shall I start a store or buy one?" That is the vital question with the young would-be merchant.

"Will it pay me to change my location?" That is the question that agitates the mind of the man who finds his trade perhaps slipping away or finds that he is not developing the business as he had hoped to do.

"If I am to buy my first store, or if I am thinking of buying another in some other location, where shall I buy it and what kind shall I buy?" More questions of importance. "Also, is it better for me to start a new store, buy an established business or take up one that is being closed out for some reason or other?"

They say that a fool can ask more questions than ten wise men can answer. If that be true there is no limit to the number of questions a shrewd business man can ask about the conditions for starting a store or restarting one.

As to location, whether a man is starting a new store, buying an established business or adding a branch, it is all the same when it comes to picking out the place to start or to buy. It is a question of what location will produce the most trade.

There must be in this connection a careful consideration of the class of trade wanted. Also the amount of capital available is important in its bearing.

One thing is certain, the number of people who pass the location in a day is important and it can be ascertained easily with a man and a little numbering machine or numbering stamp—anything that can be used automatically to register units of counting. Hire a man to sit in a window or stand in an out-of-the-way place and keep a record of the passers-by. This record will form a basis upon which to make calculations. It will gauge the worth of the store windows and if the record further shows the class of the people who pass it will determine to an extent the class of trade a store there might most easily command.

The mistake should not be made in figuring on the number of passers-by of thinking that necessarily the place showing the greatest crowd is the best location. A nearby factory might crowd the streets in a locality at certain hours without making business. The proximity of large stores with many employees going and coming might influence one to his detriment. Quality of crowd is even more important than quantity. A steady crowd, although small, is better than a spasmodic large rush.

In general the best location for a

store is in a section where there are many stores. People go to shop where the most shops are. If a man were of the opinion that he would get more trade by having it all to himself and should locate in some place where there were no other stores he would die of starvation. He would not even get the trade of that locality for the people living next to him would go into the general retail section to buy. A neighborhood store will never be anything but a neighborhood store. For it to become anything else would be moving the mountain to Mahomet.

And in locating in a business section one should locate in a strictly retail section. A banking or office section might do for a small store that wanted the trade of the office men or bankers, but it would not answer to get the general shopping trade. Trade follows the flag abroad, but it follows the crowd at home.

One thing is certain, if you have a location where you are doing a fair business now you will be foolish to make any change unless you can get just such a location as you have dreamed about. There is no money in changing for something just as good or for something just a little better. The cost in money and loss of customers in changing is too great to make that profitable.

The man who is dissatisfied with his location and is determined to move should keep a careful watch for opportunity elsewhere. The best plan is to find what you want and then make your opportunity to get it. Get your mind settled upon a location that will be a possibility, not on one that it is a foregone conclusion you never can get, and then bend every effort to secure it.

In going into a new section of the city or into a different city or town the greatest care must be made to study the habits and customs and requirements of the new territory. Because you are able to handle a certain store well and sell large quantities of certain goods does not argue that a different section will want the same kind of service or at all the same sorts of goods.

The public must be studied carefully to make any store a success, even in the store you are already in, and unusual care must be exercised in getting acquainted with a new trade center.

There are plenty of merchants who are satisfied to let well enough alone. They are getting a good business where they are and they do not care to take any chances in changing and the amount of labor and expense involved in a change is not attractive to them. Of course there will always be plenty of men who are easily satisfied and then, too, there are plenty of stores that are so situated that they can increase their business as much where they are as in any location they could choose. But the fact that no one can succeed on a side street or on the wrong side of the street does not argue that it would not be productive of a bigger success to move. Stores on the wrong side of the street never succeed there on account of the

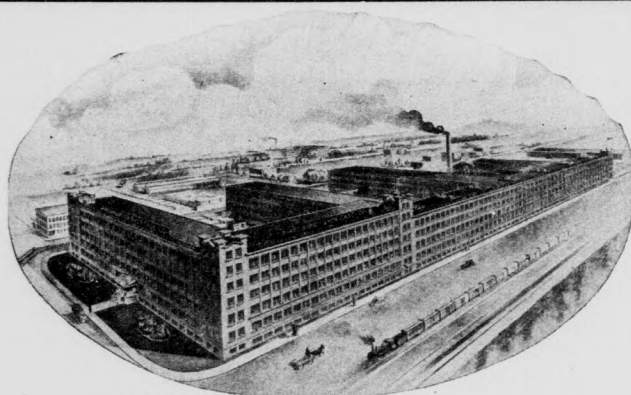
location. They may succeed in spite of it. That is all.

It is ambition that gets a man's ideas above his present business and makes him want to go farther. Ambition is a common thing and works wonders where it is properly handled. If you are ambitious try to give your ambition a little leeway and see what it will do for you in the direction of improvement in location.

In moving it should be considered that your present location is very likely to be snapped up by someone who would profit by your established position and prestige among people who would continue to drop into the

old stand because they did not hear of the change or because they found the location a convenient one. It is up to your advertising to take the trade with you when you move.

Whatever your new location may be see that the store is made thoroughly modern before you move in. It is no trouble to have almost anything done in the way of painting and repairs while the store is empty, but after you are in there it will be a tremendous job to do so simple a thing as to paint up the interior. Better delay moving a year even and borrow more money for it in order to get things right to start with.



## 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.

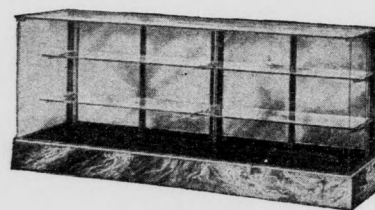
Let us figure with you whether you require one case or an outfit or more. Write for catalog T.

## GRAND RAPIDS SHOW CASE CO.

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

The Largest Manufacturers of Store Fixtures in the World

## The Best In Show Cases



## Is the Crystal All Plate Glass Case

Have you seen the Gannon-Paine store recently outfitted by us in Circassian walnut and equipped with these cases?

It is worth a visit.

## Wilmarth Show Case Co.

936 Jefferson Avenue

Grand Rapids, Mich.

Downtown Salesroom—58 S. Ionia St.

Detroit Salesroom—40 Broadway

The store must be level with the pavement. The windows must be properly planned. It ought, if possible, to be a corner store with windows on the side street. Do not move into a corner store without having side street door and windows. Otherwise you waste a big source of revenue.

You make a change, if you make it, or you locate in the first place with a view to pushing your business along the line of the least resistance.

If it is a possible thing for you to handle the financial end of it, when you find the right location, buy rather than rent. It is cheaper to own your own real estate and it insures your permanent location.

The less experience a merchant has had the less his qualifications for running a store, the more necessary that conditions be favorable for his business, hence the more necessary it is for him to have a good location. The better the location the more business he will do while he is learning business methods and the faster he will learn them.

The conspicuous location is a better trade getter than the inconspicuous and this makes the corner store better and the flatiron location best. A store where it will be seen by people coming from either direction so that its sign will advertise it to every stranger and newcomer, will get trade in spite of disadvantages that will keep people away from a store huddled down in the middle of the block where it is almost hidden from sight between stores of three times its size and has no opportunity to make its individuality apparent on the outside.

Narrow sidewalks on a street where there is much travel reduce the value of the windows. There is no fun in stopping to gaze into a window with people crowding up behind you, stepping on your heels every minute and no woman will stop there. The busy street should have walks wide enough to give window gazers a chance, or the store front should be indented to make room for them to examine the goods displayed.

The postoffice in the average town is a good neighbor for a store. It draws everyone with an irresistible force. People have to go to the postoffice. Other public buildings are a detriment. They occupy a good deal of space and are large, making the store look small, and then they draw very few people into the neighborhood.

One big store will bring more people your way than a dozen court houses, even if the former is a competitor.

Look out for overhead viaducts of any sort. Any constructive work present or future that makes the location dark or dirty or attracts any undesirable element will injure business.

On the other hand street railway junctions or places where many people take the cars attract business. The more transportation lines there are delivering people to a point the better that point for business. A section around an interurban terminal is always a fine location.

In most towns, or many at least,

there is a steady tendency on the part of the retail section to move in one direction, as in New York it steadily edges along northward year after year. This condition should always be taken into consideration and if the tendency is a permanent one it is well to get at the head of the procession or even a little in advance of it.

The question of whether a man should choose for his business a small town or city is one that calls for the consideration of many points.

It begins with the fitness of the merchant himself. The man who can make a success of a small-town trade will often find that he can not handle the city business at all. A young man can adapt himself to changed conditions more easily than an older man and will find it easier to increase his pace to fit a more lively section. The man past 40 who has always done business in a quiet way may well doubt the advisability of trying to meet city competition. Better a smaller success where he will be happier.

The small town has many advantages and not the least is the fact that prices are apt to be better maintained there and help more easily retained. Also, the man who has the ability to grow great can make himself the one merchant of the town in a small place without much trouble or expense when in a city he would find himself outclassed in a race for the actual top by reason of many deficiencies.

There are many ways in which you can improve the location in which your business is at present situated.

Perhaps you are on the wrong side of the street with the best drawing stores in town opposite. You can make yourself almost as much in their section as if they were on your side by making it easy for people to cross to you. See that you have a broad, well-made crosswalk in front of your doorway (unless you are in a section where there are so many trolleys that no one will cross except in case of necessity). Then keep this walk clean clear to the other side winter and summer. Do not stop with cleaning to the middle of the street. If the man across won't come halfway you go all the way. Keep the gutters clean in winter so that the water won't back up and obstruct the way every time it thaws. If you make this crossing obvious it will be easy for people to come over and they will do it, and more, any woman who wants to cross the street anywhere in your vicinity will come to that crossing.

A person crossing toward you is looking squarely toward your store front all the way over.

It might in some cases, and especially on busy days, pay you to have a man in uniform to help ladies and children across. This is advertising that is of the most practical sort. Put up a sign if you can, saying, "Come here."

Since you want to attract attention of people who are on the other side, you particularly need to have a sign that will be easy to read from over the way. It might even be pos-

sible to have one that would say, "It is worth while to cross over here," or, "It pays to shop on this side."

A sandwich man who will walk up and down on the opposite side of the street will send some people across if his sign is simple and say merely, "Shop at Stern's," or "Look at the windows across the street."

If there is any billboard space across from you it ought to be used to your advantage similarly to the sandwich man's sign.

It may be that there is a vacant store or a cigar store window that you can get directly opposite you for this purpose, or a little piece of dead wall to be rented. Of course in doing this you ought to make an arrangement that will preclude the possibility of the competitor whose business you harm getting your space away from you in a few days.

The merchant a little off from Main-street has a harder row to hoe than the man on the wrong side. He must keep up a deal of advertising in order to get people to make the trip to his store. He is outside of their regular line of march and out of their sight.

The man on the wrong side or the man on the side street should lose no opportunity to get other stores, especially in non-competing lines, on his side or on his street. The side street or the off-side should have an organized association of the merchants doing business there, all of them working together to make their section grow and to get trade to come their way. There is much in organization and there have been cases where the side street has been made into the main business street by organized effort.

If you are around the corner, make it easy for people to get around the corner. Make the trustees of the village widen the walk at the corner and get room for a sign on the corner if you can, pointing up your way. Get the corner store to put in a corner door so that around the corner won't seem so much like off from Main street.

If there is any existing prejudice against your present location set to work to eliminate it. If your section of the town is being treated unfairly in any way by the politicians in office, get matters set right. See that you are set back by no unnecessary or unfair discrimination.

A careful study of the condition of the business of other stores in any section to which you might think of moving will sometimes reveal the fact that the location is not at all that might be desired. If the stores there are making money and you know it, it is a good location, but if they are dragging and keeping up a volume of business by sheer force, then the location is not all that it might be. Something is wrong.

In buying a business many things must be considered and considered carefully. It is not difficult to see how much stock a store has or in what condition its fixtures may be. If the books are well kept it is a simple thing to see how much business the store is doing—provided you are being dealt with honestly, and there is where special care is needed.

It is pleasant to assume that everyone with whom we do business is honest, but events have shown that there are tricky business men and sometimes men who were supposed to be thoroughly honorable have proved to be quite the reverse.

Taking chances on a man's honesty when it is to his advantage to be otherwise is like going without fire insurance. It may turn out all right, but again it may not.

One should have a thorough knowledge of the business he is buying out and ability to investigate books and accounts in such a way that anything crooked about them will be discovered. It is buying a business of the details of which a man is ignorant that there is the greatest chance of being deceived. The temptation to deceive is greater where it looks easy and safe.

If you want to buy a store and are not absolutely competent to tell whether the owner's statements are honest or not, employ an expert and

## Chicago Boats

Every Night

Fare \$2

Holland Interurban and  
Graham and Morton  
STEEL STEAMERS

Boat train leaves  
Grand Rapids at.. 8 p. m.

# 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!**



a good one. Take no chances. You are taking chances enough in starting in business at all without adding any unnecessary ones.

Avoid irritating the owner of a business by a thousand questions that have no bearing at all upon the situation. They harass the seller and they confuse the buyer. Study up in advance what you want to know. Make a memorandum of the points you want to cover and then hew to that line.

Get plenty of references and look them up! Some men who make it a point to ask all kinds of references in doing business never look them up at all. That may be confidence, but it is not business.

If you are buying a business that is prosperous be sure that you discover the real reason for the owner selling. Many times an excuse given that the "owner is going South," "getting too old," "wants to get into other business," or "has too many outside cares," etc., covers a shrinking trade or a fault that is fatal.

No man is going to sell without reason. Few men will sell a business that is making them money, as much money as they claim it is making. No man is going to admit that his business is a failure, because that would prevent it from selling. That makes it necessary for the buyer to take a thousand precautions to see that he is getting something besides a gold brick.

In buying it is just as necessary to look out for the business that appears too prosperous. Sometimes the seller in his anxiety to make his proposition look good will make it look suspiciously good. If the store seems to be selling more goods and making more money than one would naturally think it should, investigate the more carefully. See that there are no fake sales being made, sales of goods carried through only to make the gross business seem large. Investigate not only how many goods are sold but also where they are sold, to whom.

When there is any disposition to hold back a part of the financial secrets of the store press the investigation the more earnestly. There ought to be nothing you can not know, even down to why, if so, there is a difference in the apparent showing of cash book and bank book.

The other day I saw a business advertised for sale with the statement that in a village of 1,500 with gross sales of \$4,500, the rent was \$600. Rent of the store is something to be considered. There should be no opportunity given the seller to tie up with an exorbitant rent. The above instance looks as if the man who wanted to sell was anxious to get a rent that would equal the net profits of the whole business. The store that would bring a rent of 13 1/2 per cent. of the gross sales made in it would be a remarkable investment for both parties.

Business is business we often say. Well, so it is, or should be, and friendship should be laid one side in buying a business. When one's business career is at stake it is folly to take anything for granted. Get right

down to brass tacks and leave nothing to guesswork or to the imagination of yourself or the other fellow.

In buying a stock which is presumably in good shape all these precautions should be taken and in buying a stock which the owner is admittedly closing out even more consideration should be given to the value of the location and of the stock which has undoubtedly been allowed to go below par. Unless you know of some good reason for believing that you can make a success where someone else has failed, don't buy any dead business. Don't pay money for dead stock anyway.

In the actual purchasing of a business there should be the utmost care to secure a perfectly legal title to all the property you think of buying. Do not pay a man for his fixtures, for instance, unless you know that he owns absolutely instead of having bought them on the instalment plan and not fully paid for them.

There may be consigned goods on hand in the store, too. Do not let any such stock go into the inventory. In a case where there is any doubt about fixtures or stock insist upon seeing receipts showing payment in full.

If in your State there is any law regarding "bulk sales," see that you are protected in the matter of having to notify all the seller's creditors of the transfer in order that they may protect themselves by security collateral for their claims before you buy.

It is wise too, to have written into the agreement of sale the promise that the seller is not to engage in the same business again within certain specified distance or within a certain time.

Whatever agreement made should be in every detail set down in writing, leaving nothing to the imagination. The final bill of sale should be drawn by an attorney.

There are often instances where a good location has proved a Jonah for a number of merchants in succession. Sometimes the right man can make the biggest sort of a success in such a place. However, a good deal of study of the situation is desirable and an ability to size up one's own business getting qualifications.

Reid, Yoemans and Cubit, three young druggists, took up a New York store that had been blackened by a hoodoo for years. The store was a little below the level of the sidewalk and a half dozen men had failed there, but these men could see their possibilities and they knew what they could do. They had self-confidence and they had something to back it up with. They had business getting ability in large quantity. They made good.

In starting a brand-new store one should consider many things beside the business possibilities. Personal health or that of family may draw a line through otherwise attractive propositions on account of city or other location.

If one has a family their interests should be considered. Are there good schools and educational advantages

where one would need to live? Is the cost of living in one place enough to offset the extra chances for business profit? Is competition, present and future, such that the buyer's capital is likely to prove sufficient to carry the store through hot times? Is the locality one where a valuable personality can be made to count, or is it one where the merchant's individuality will go for naught with most possible customers?

Everything else being anywhere near equal a man will do better right in his home town where he understands all the local conditions and knows the people than he will ever do in a strange place.

His money will go farther there and his credit will be better. They say that one should never buy real estate in any locality as an investment until having lived in that vicinity for at least ten years. That principle should hold good to as great an extent, or even greater, in the case of buying a business.

I believe that the man who wants to start in business for himself will do better in the smaller town if he is an average man with an average, or smaller, capital. There are big chances for development in the smaller places nowadays. Stores in villages of 1,500 doing a business up to \$350,000 a year in general merchandise are not so uncommon.

The man who has from \$10,000 capital up, if he is young and a hard worker and posted on the ways of a small city, will find that field the best, perhaps. The city certainly of-

fers opportunities of some sorts that the village does not offer.

One thing that is worthy of consideration, especially nowadays, is the advisability of getting into business at a point where the chain of stores' people are not troubling the small villages much. The village stores carry so much variety that that kind of a store is not suited to the syndicate idea. Specialty shops can not be supported well in the village. In the village the personality of the merchant counts for a good deal and that is handicap for the trust store idea.

But even in buying a store in the city one may find certain locations that are pretty sure always to be good, so prominent that no competing store of the syndicate sort could take all their trade away.—Clothier and Furnisher.

No man knows how much joy there is in the world until he becomes concerned in the sorrows of others.



## 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.**

# FIREWORKS

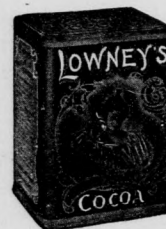
We are Headquarters as usual

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

TOWN DISPLAYS FURNISHED

PUTNAM FACTORY, National Candy Co.

GRAND RAPIDS, MICH.



**LOWNEY'S**  
**COCOA and**  
**CHOCOLATE**

For Drinking and Baking



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

**The Walter M. Lowney Company**  
**BOSTON**

CLAIMS FOR SHORTAGES.

Directions To Ensure Rapid Settlement of Claims.

Time is the first essential. If anything is wrong with your shipment place yourself in communication with the shipper at once. Lay aside the questionable case, examine it to see if it has been tampered with, and, last of all—check off your invoice and see that cartons have not been misplaced or thrown in the rubbish pile. There is nothing so complicated and complexed, so intricate and misleading as a claim six months old. Promptness is the one big thing in freight claims.

It has been found after an extensive examination that although concealed losses of goods are decreasing in number, the slow settlement of claims was not up to the investigation departments of the railroads, but up to the retailer who delays a week or a month before presenting claims.

In presenting claim to the railroads the following papers are needed:

- 1. Bill of lading.
2. Paid freight bill.
3. Bill against line for loss.
4. Certified copy of original invoice to consignee.
5. Affidavit from the man who packed the goods.
6. Affidavit from the man who unpacked the goods.
7. Certified statement from teamster who hauled from shipper to depot.
8. Similar statement from teamster who hauled goods from depot to consignee.

Receiver's Affidavit.

State of ... ss.
County of ...

On this...day of...A. D. 191..., before me, a Notary Public, in and for the said State, appeared ...who, being duly sworn on his oath, says that he is in the employ of...in the said County and State, in the position of Receiver; that on or about the...day of..., 191..., he received a certain lot of merchandise from the ... Railroad Company, consigned to the said ... of... by ... and upon opening the goods found there were... short, as per memorandum hereto attached marked (A).

Subscribed and sworn to the day and year above written.

Notary Public.

Packer's Affidavit.

State of ... ss.
County of ...

On this...day of...A. D. 191..., before me, a Notary Public, in and for the said State, appeared ...who, being duly sworn on his oath, says that he is in the employ of...in the said County and State, in the position of Packer; that on or about the...day of..., 191..., he packed for shipment to ...

as per memorandum hereto attached, to be shipped via... Railroad Company, and when delivered to the said company the cases contained goods as invoiced.

Subscribed and sworn to the day and year above written.

Notary Public.

The owner of the goods, or consignee, is the only man who is logically entitled to make claims. Many of the manufacturers and wholesalers, however, assume this duty—partly because of the slack methods of the average dealer in forwarding information and partly because of the fact that the shipper knows just the operations necessary for a rapid claim. In many cases shipped out the following form is inserted:

Packer's Slip.

We insert this slip in every case to aid our customers in checking their invoice. In the event of a shortage you should at once enter claim against the railroad company for the value of the missing goods. Return this slip to us with the date of the invoice and we will at once send papers necessary for the support of your claims.

Packed by..... Date.....

Thus it may be seen that the manufacturer or wholesaler assumes in some measure the responsibility of the claim. They guarantee to the customer the net cost of the goods at his door at the catalogue price plus expressage, and assume all other liabilities. That little clause, "enter claim against the railroad company," is one that meets the ire of the railroad companies, for they consider the chances for theft and concealed losses are three to one against them. That is, the goods are in the care of a teamster from the factory to the railroad station, then are placed in sealed cars and guarded to the destination point, from which they are taken by another teamster to the store. The science of railroading, they say, has been so perfected that losses en route are in the small minimum to the claims presented.

Current claims within six months' period are more easily handled at the railroad claim bureaus than those presented after a longer duration of time. Records become so voluminous after that space of time that your claims will be held until some clerk can go to the store room and dig up the memoranda on the shipment. Thus if you wait a year or eighteen months for a settlement of a claim after presentation of a long overdue set of papers, charge the interest up to your own neglect.

Straight theft should be taken up with the railroad claim offices immediately. Evidence is wiped out after a delay of from one week to six months.

Damaged cases received from the railroads are the most rapidly settled claims, for the agents at all points make memoranda of the breakage and so report. The railroads realize their obligations in these cases and pay in short order.

These papers are needed to make the rapid claim possible. In conceal-

ed losses they must be filed in the entire. In others the requirements are governed by circumstances, for often claimants will fail to file one of the last two documents and the claim is paid. The safest and best way, however, is to have each and every document bound in one package and forwarded to the railroad.—Boot and Shoe Recorder.

"Merely To Save Six Cents."

Sometime ago a business man was walking down Broadway, New York, with an elderly person accounted at that time one of the richest men in America. Two motives actuated the millionaire in this promenade. First, he saved the 5 cents that would have been expended on a street car, and second, he desired to make a purchase. He wished to acquire that harmless, necessary article we call braces in England, and which are termed suspenders in America.

He made enquiries at one shop after another, but Broadway prices ruled, and these prices were too high to suit one who had made his millions by buying in the cheapest and selling in the dearest market.

Finally he said to his companion: "Let us cross over to Sixth avenue and see if we can not do better there."

The wisdom of this move was soon illustrated, for the pair of braces he ultimately purchased was 6 cents cheaper than the price asked on Broadway.

My friend, who was a poor man, was amazed at this action on the part of the millionaire, who had spent as much time and worry on the outlay of 50 cents as another man might have done on the disbursement of \$10,000.

"Do you mean to say that you have taken all this trouble merely to save 6 cents?"

The millionaire stopped and looked at his companion as if he could not credit him with the recklessness implied by that statement; then he drew from the pocket of the trousers ultimately to be held up by these newly purchased braces a silver dollar, and holding it visibly in the palm of his hand, said solemnly:

"Merely to save 6 cents? Young man, do you realize that one of the most difficult things in this world is to make that silver dollar earn 6 cents in the course of a whole year?"

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.

## A START IN BUSINESS.

## How the Three Johns Managed to Get One.

Written for the Tradesman.

When a young man thinks of starting in business now he imagines himself sitting down in a leather chair with a black cigar in one hand and a check book in the other. He resolves to be very careful about drawing the checks, but he always figures on having money in bank to meet the checks.

Then he figures on the furnishings of his business office, and the color of his stenographer's hair, and the best way to keep accounts which run up into the thousands each week. He makes up his mind to work very hard, and take only a couple of months at some cool resort during the hot weather.

He imagines how much nicer it will be to be in business for himself, to be his own boss. He looks forward to the time when he can retire on a competency and leave the business he has built up to a son. This is the way the young men of the present day figure when they imagine themselves going into business for themselves.

A good many do go into business in this way. If you look at the records of failures, you will see that they do not come out in the way they figure on coming out, however.

This is not the way some of our leading merchants started in business. There are the Three Johns. It does not matter what their tribal names are. In the world of commerce they are known as the Three Johns, and that is good enough for this history. They are now millionaires, every one of them, and are making more money every day of their lives.

They worked together a long time before they ever thought of setting up a grocery for themselves. They were clerks at Black's, on West Madison street, Chicago. They went to work at six in the morning, every day in the year, Sundays included. On week days they quit work at nine p. m. On Sundays they got off at one p. m. It was quite a rest to have that half day on Sunday!

They received for their services \$8 a week. That was the West Madison street rate at the time. If they had kicked on the size of their stipend, Black could have filled their places a dozen times over in one hour. Therefore they didn't kick.

The Three Johns boarded at a place on Peoria street, which is the one street in the world where cur dogs have the right of way, morning, noon and night. If you go into a rooming house on Peoria street you fall over a dog on the stairs. If you go into a restaurant on Peoria street a dog sits by your table and winks at you as you Fletcherize your piece of shoulder steak.

Anyway, the Three Johns boarded at a place on Peoria street, paying for one room with two beds and three meals a day the sum of \$15 per week. They got lower rates because there were three of them in one room. It may be well to state here that if

there had been a bed in the room for every one of the occupants thereof the beds would have piled up to the ceiling and shunted out of the window on some stray dog. The other roomers there did not pay rent, so they were not entitled to any beds except the ones in which the Three Johns tried to sleep.

"What's the use?" John No. 1 demanded one hot night.

Johns 2 and 3 did not know.

"What's the use of smothering here?" continued John No. 1, "when we can get a cool room out in Oak Park?"

Johns 2 and 3 decided that there was no use.

So the three boys went out to Oak Park Sunday afternoon to look for a room—a cool room with two beds in it. They found a large one for \$3 a week, but it was unfurnished. Still, it was a nice room, with a bath next door and a sink where lake water ran night and day. They looked at the room longingly and counted their money. The Three Johns had \$8 each, and their board was paid until the next morning. Sunday, you see, was pay day at Black's, which accounts for the temporary opulence of the three clerks.

"Let's furnish it," suggested John No. 1.

Johns 2 and 3 were willing. That night they made up a list of the things they would need, and the next forenoon one of them got off duty long enough to step over to Smyth's and buy a lot of furniture on the uneasy installment plan. When the three got out to their room that night the furniture was there. When they rattled it about getting the rug down and the beds up they heard dishes rattle.

In for a penny, in for a pound. The clerks were going to do their own cooking. They had to get up earlier, and stay up later. They had to buy most of their food at bakeries and delicatessen shops for a few days, until they learned how to boil potatoes without burning the water, and make coffee, and fry pork chops.

It is surprising how little money a healthy clerk can live on if he cooks his own meals. When the Three Johns got their establishment to running they lived better than at the old place on Peoria street, paid their rent, car fare and laundry and had \$4 a week left, each one of them. When the furniture was paid for they began bunching their money and putting it in the bank.

They were not out nights any more, and Black noticed that they did not invade the store with a beer breath every morning. He also noticed that they did not sneak out into the alley to smoke cigarettes. Their eyes were bright and their motions were quick and effective. He raised their wages to \$10 a week. If you clerks do not believe this, just try the system on your boss. The three boys now put \$18 in bank every week. They were talking of starting in business for themselves, but they couldn't sit down and write checks for their stock. They pinched along until they had \$500, and then found a little store

in the heart of the tenement district on Monroe street. It was a little bit of a store, but it held all the stock the boys could buy and pay cash for.

The store was half grocery and half delicatessen. There was a little room over it, and they lodged there so as to be on hand late and early. This wasn't writing checks on quarter-sawed oak tables, but it was making a start. When things went wrong the Three Johns laughed. They were getting their eatings and their sleepings at any rate, and that was all they had been receiving in the old days at Black's.

The first morning they opened up they had some handbills printed telling about the "Three Johns Store." They told what they had to sell, and what they asked for it, and offered a reward of \$5 to any person discovering them in the act of trusting out any goods. This last might not have been good business in a country town, but it was, and is, good business in the Chicago tenement district.

One John remained at the store and the other Johns went out with the handbills. They did not leave them in cigar stores and on saloon bars. They lugged them up many staircases and knocked on doors with them in their hands. When they could get a chance to do so they smiled on the tired women who came to the doors and offered to take any orders right then and deliver the goods right away. They got many orders in this way, and secured customers who remained with them for years.

This wasn't starting in business with blonde stenographers and leather chairs, and tickers in the private room, but many a man started in business with tickers and all that, that same year, who did not keep going as long as the Three Johns did. There was one word in that store:

"Work!"

If there had been another word, that, too, would have been "Work." The boys enjoyed being their own masters. They enjoyed seeing their stock grow. They enjoyed hearing customers say that their goods were fresher than those they bought at Black's. They enjoyed seeing the money pile up in bank. From the start the boys made as much money each week as they had made at Black's, but they did not put this in

bank to draw interest. They bought more goods, and fixed up the store. They made the interior all bright and white with paint and electricity.

If you know anything about Chicago business men, you know that these boys soon had all the credit they wanted. Sometimes beginners have credit when they do not need it.

There is no need of following these boys step by step. They are away up in the commercial books now. They grew from one store to another until they sell almost everything now. They are still comparatively young men. The best of their lives is still in front of them.

They didn't do so much, did they? They just sacrificed their "good times" for a little while. They cooked their own food and saved their money. They wanted to get into business, and they succeeded. There are clerks at Black's who laughed at them because they did not take in the Sunday excursions and stand out on the corners after 9 o'clock at night, smoking cigarettes and making mouths at West Madison street girls.

The Three Johns said that they would take their "good times" after a while, and they are taking them now. They have country homes and city homes, and one of them goes to Europe every summer.

It all began in a hot room on Peoria street the night John No. 1 asked what was the use! They couldn't have had any fun to speak of on the little money left of their wages after paying board, anyway, and so they saved it. When you see a young clerk doing as they did, you may make up your mind that he will be in business when some of the men who start with splendidly furnished offices are out at elbows.

You can't get into business, young fellow! Have you youth, strength, a will of your own, and a job? Well, why can't you get into business?

There is a way!

Alfred B. Tozer.

Some have no faith except when they are feeding.

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

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16 oz. Atlantic  
13 oz. Chapman  
12 oz. Dover  
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For delivery up to September 1st.

**P. STEKETEE & SONS**

Wholesale Dry Goods

Grand Rapids, Mich.



**THE HOOSIER STOREKEEPER.****He Would Make Each Month a Busy One.**

Written for the Tradesman.

It is quite natural and not at all surprising that the very first criticism I should hear is that my letters are somewhat peculiar and different from what is usually expected. Also there is some danger that the high standard of dignity which has always characterized these columns may suffer by some old-fashioned "Hoosier" talk.

You know that we get so much in the habit of talking "straight from the shoulder" when we face a customer that we are apt to fall into this habit when we write these letters for the benefit of brother merchants.

**Running a Country Store.**

First and most important is to "run it right." There is an old Franklin proverb which is so apt and that seems to fit in here so well that we must repeat it: "Keep thy shop and thy shop will keep thee." To keep what people want is no small task; to keep abreast with the times, not to fall into a rut; to buy the goods through the eyes of your customers and not to favor some drummer; to select the right goods to use for leaders and to hold the business are some of the things that constitute running the store right.

**Easiest Way Not Always Best.**

It is ever so much easier to keep the old store plugging along on the same old lines. Just the same old way may be the easiest, but is it the best?

**Just stop and think a moment!**

Let us use the brains that God Almighty has given us. Why not study out some new kinks? Why not tell the salesforce that the boss will take a little run down the State; get out among other storekeepers; take a few days off and look around; gather new ideas; come back to the store and surprise the clerks some morning with a whole lot of new changes and revolutionize things!

**You may even surprise yourself.**

Don't you know that for various reasons fully half of the retail stores are not making any money? "Ten per cent. of the shoe dealers make money—90 per cent. don't." This is the startling statement recently made by one of America's largest shoemakers. The sum and substance of this shows that there is something radically wrong with the business. This statement continues in this fashion:

"If you made a careful investigation of the retail shoe business throughout the country you would find about three classes. Ten per cent. are making money. About 50 per cent. are just breaking even. The other 40 per cent. are unsuccessful and go out of business."

The theory advanced is that there is too much haphazard buying, which results in too many odds and ends at the close of the season. I have thought of this a great deal and I believe the average dealer loses entirely too much time figuring and scheming how he can save an extra

discount. It is right that a storekeeper should see that his stock is kept up and purchases made right at the right price, but there is a great mistake in buying a large lot of goods in order to get the quantity price or a little extra discount. Too many dealers are continually overstocked. More attention should and must be paid to the selling end.

**New Plans.**

New sales schemes should be devised and used to clear the decks, to move out the old and to bring in the new, which means more attractive goods on your shelves.

Up-to-date, successful merchants are paying more attention to display fixtures than ever before. Last night I was talking to a merchant in a town of 6,000 and he told me that they spent \$15,000 last year in new fittings for their store. It pays and it pays big. Why this expense? It simply means that this store is willing to pay out a fortune to increase the selling end of its business. "Goods well displayed are half sold." The desire once created the sale naturally follows. The science of retailing merchandise covers such a vast field that these letters will naturally drift into specialized topics.

**No Dull Season.**

The modern store has succeeded in eliminating the quiet season. There is, of course, certain times of the year that trade naturally slackens up, unless the dealer is alert, watchful and gets his wits to working. Then the result is usually a surprise, not only to the outsider but often a great big surprise to the merchant himself.

Haven't you ever tried it? Well, then, you will never know the real pleasure of turning a dull month into an active business record. Stir things up! Go through your stock and pick out something you want to move and move it, put a price on it that will make folks stop and wonder where you stole it. Look at the great success of the 5 and 10 cent stores. Their greatest advertising is done right in their windows.

True, we can not all afford to hire special men who are expert window trimmers, but we can all do something, if only in a small way, to make people stop and look at our leaders. This is only good advertising and it takes good inducements nowadays to draw trade.

We can not all afford to hire an expert to get up our advertising matter, but you must admit there is a big chance for improvement along these lines.

To make our store literature of a high order is one thing and to give it pulling power is another.

But this is such a big subject that we can only say that it will have to be handled in sections. There are many kinds of advertising. The kind that doesn't pay is just as important for us to know as the right kind.

**Hoosier Storekeeper.**

An honest prayer for harvest always inspires a man to get out and hustle.

A large part of theology rises in the liver.

**The Stars by Day.**

Is it possible for astronomers to see the stars in the daytime? Of course the astronomers have devised a way. Any one can see stars in the daytime if he chooses to go to sufficient trouble. At the bottom of a deep well an observer on looking up will see stars if the sky is clear and the sun does not happen to be shining directly into the well.

Why can not the stars be seen from the surface of the ground? They certainly give out their usual amount of light and it will be remembered that the moon is frequently seen during the day. The question resolves itself into the capacity of the human eye. During the day the sun shines on particles suspended in the atmosphere itself, and its rays are reflected in every direction from the different particles. We thus have diffused light, by means of which we can see objects not directly in the sunlight. If it were not for this diffusion of light, or irregular reflection, as it is called, we could not possibly see anything not in direct sunlight. Now these rays irregularly reflected enter the eye in enormous numbers, so the intensity is comparatively great with starlight. But to a person in a deep well or mine shaft only the perpendicularly reflected rays enter the eye, and from only those particles directly over the mouth of the shaft. Thus comparatively little light enters the eye and any starlight that comes down at that time is easily perceived and the presence of the star is recognized.

The astronomer applies this rule to his telescope and places long black tubes called shields on the end of his glass. Field-glasses to be used at night have these on also. They are entirely necessary for good work with heavenly bodies even at night, when the observatory is in a large city of many lights.

Never judge people by their aims; it's what they hit that counts.

The airs of a self-made man are mostly of the fresh or hot brand.

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Packed by

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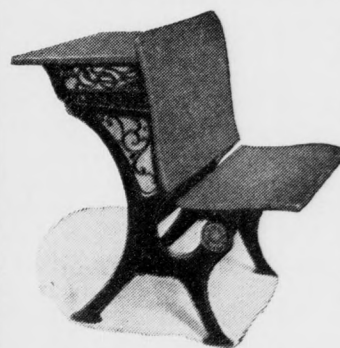


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We can also ship immediately:

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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.

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## BEHIND THE COUNTER

### AMBITIOUS JOE JAMES.

#### Clerk Who Set Out To Do His Own Thinking.

Written for the Tradesman.

You may pour water into a sieve. It will only run out and go to waste. This is like unloading information and experience on a heedless young chap who is thinking of the batting average, or the discount he hopes to get from Jimmy Green in the coming game of billiards.

It is discouraging to waste Solomon on a young man who does not hear half you say and would not believe the things you tell him if he did hear them.

But there are worse things than this.

You may pour water into a barrel of sugar and do a great deal of mischief. This is like unloading knowledge of the world on a young man whose brain catches the drift of the ambitious initiative you recommend but doesn't digest it.

It is discouraging to waste your time telling a young man to be ambitious, and self-reliant, and ready for any emergency, and have him warp your information about in a crooked brain until it is a positive source of evil. This is about the worst thing I know of.

After all, it takes a pretty good sort of a man to decide exactly what dope to give a young fellow just touching elbows with the world. If you tell a feeble-minded young chap that he must think for himself, must go right ahead of his own notions and not bother his employer with useless questions, you are likely to give his head a swell, and also get the employer into trouble.

When Joe James came to town and "accepted" a position in Harvey's grocery, he had a pretty good idea as to who the brightest, handsomest, most interesting young man in town was. He thought he saw his face every morning when he looked into his own mirror. And Joe James looked into his mirror pretty often.

It was Harvey himself who gave Joe James his first lesson in initiative, and self-reliance, and thinking-quick-in-emergencies, and all that kind of mental fodder which is thought so nourishing to the youthful intellect.

Harvey never intended that Joe James should think for himself in anything. He even picked out his boarding house for him and told him what colored tie to wear, and stood by and made him do up a bag of crackers with the knot of the string on the southwest side, just as had always been done in the Harvey store.

But Harvey was reading in the magazines that a young man must be resourceful and all that, so he willingly unloaded what he read on Joe James. The first morning he called Joe James up to his desk and said to him:

"You're going out to deliver goods now."

"All right," said Joe James. "Where do I deliver them?"

"The packages are all marked," replied Harvey. "You drive up here to the first turn to the right and turn south. That is Turner street. You have several calls on that street. After that you go right on and find the streets for yourself. When you deliver the last order on Turner street, ask where Scribner street is. When you deliver the last order on that street, ask where Clinton street is. And so on."

"All right," said Joe James.

"And I want to warn you against loitering by the way," added Harvey. "Keep the old horse moving."

"Bet your life," said Joe James.

"Don't be a stick," said Harvey. "Show life and animation when you get to the houses where you stop."

"Sure," said Joe James.

"And I want you to be pleasant, and polite, and all that, yet dignified."

"That's my long suite," replied Joe James.

"Don't be familiar with my customers," warned Harvey, "and don't permit them to become familiar with you."

"Sure," said Joe James.

"And if you get into trouble out on the route, don't be wasting your time running to the telephone and asking for instructions. You must learn to act quickly in emergencies, to think for yourself, to respect yourself."

"I won't trouble you with questions," said Joe James.

Then Joe James got on the west end of the high seat in front of the delivery wagon and set off to deliver the goods. When he got out to the end of Turner street he found a package marked for a "white house with green blinds." He couldn't read the name on the slip of paper. He had been told not to ask questions by phone, but to go on and do his own thinking, so he walked up the front walk and knocked at the front door. He had been instructed to be dignified and to think a lot of himself, and no such person would go to the back door.

This house was not the one where the three pounds of porterhouse steak was to go. There was another white house with green blinds down the street which was not inhabited by a bulldog who also thought a good deal

of his personal dignity. But Joe James did not go to this white house with green blinds. He went to the one in which the bulldog held high revel.

When Joe James knocked on the front door the bulldog came around on a side path and looked him over. Joe James also looked the dog over. Then a voice from the house called out:

"Give it to the dog and get out!"

For the man who owned the dog was expecting the butcher in the next block to bring the bulldog's food for the day. That is why the bulldog came and looked around the corner of the house when Joe James knocked. He, also, was waiting for the butcher.

Joe James looked at his three pounds of porterhouse and also at the bulldog. It seemed a pity to feed meat like that to the dog. Perhaps he had made a mistake in the house. He could find out by yelling through the door to the man who had given him the order concerning the meat and the dog.

But then Joe James reflected that he had not been told to ask questions. In fact, he had been definitely instructed not to ask questions of any one. So he untied the string on the meat and held it up to the bulldog, who was not used to having his breakfast held danglely before his eyes like that.

The dog approached Joe James with a growl which would have warned an ordinary young man not instructed according to magazine rules. Joe James did not take the warning. Instead, he took offense. This, clearly, was undue familiarity on the part of a customer. This had been denounced by the boss, and Joe James resolved not to stand for it.

So he lifted up his number ten cowhide shoe and gave the bulldog a jolt in the jaw which landed him over on the nicely-mowed lawn. But the bulldog came back at Joe James. There were doings.

Joe James had been instructed to act quickly in emergencies, so he decided that the best way to detach the bulldog from the bosom of his trousers would be to interest the owner of the dog in his behalf.

But this was difficult, for the owner was not in view. Anyhow, Joe James thought, it would not be dignified to appear before the owner in that plight. Besides, it would be showing a lack of initiative. He must resent this familiarity on the part of the bulldog by his own self. He must show life and animation, as he had been told to do.

Joe James picked up a rock which lay hard by the scene of riot and laid it over the bulldog's nose with a speed and directness which caused the dog to let go and seek the backyard for the purpose of making complaint to his owner. Joe James was lucky to find the rock and the nerve to use it. In about another minute the dog would have been chewing on the anatomy of the young man. But what is a bulldog, even although he be short-legged, and red-eyed, and ugly-jawed, to do with a broken nose?

And the owner of the dog came

around the corner of the house and mixed it with Joe James. When the policeman came up with the patrol wagon Joe James was getting rather the best of it, with the dog preparing to form an alliance with his master. This was not what he had expected on that delivery route, still, for the second time that morning, he was experiencing familiarity from a customer. And this had been set down as not to be endured by the boss.

"Now," said the policeman, "you go call up the store and tell the boss where the delivery wagon is. I'm going to run you in."

"The boss told me not to call the store up by phone if I got into trouble," said Joe James. "Call him up yourself."

Later a policeman drove the delivery wagon up to the store, and Harvey found that Joe James had gone to jail for ten days because he had been told not to bother the boss with his troubles. If every employe would mind as well as that!

Joe James went back to the tall timber. He was not to blame. It was Harvey who was to blame. He had unloaded a lot of twelfth grade material to a boy still in the primer and the boy hadn't assimilated it. He had talked glittering generalities which he had read in the magazines to a boy who should have been given concrete instruction.

After all, it does take a pretty good man to know exactly what to say to a bit of raw product just entering business life. You've got to study your raw product and give him just what he will absorb. You've got to see that he understands what you are saying. You've got to use judgment. Joe James was ambitious to follow instructions, and he did so. It was the fault of the instructions that he did not succeed better. Study the boy you are trying to instruct.

Alfred B. Tozer.

#### Those Embarrassing Questions.

Not so long ago it was the custom for girls to collect canes from their favorite boy friends as sentimental souvenirs. One girl, in asking a young man of her acquaintance for his cane, requested him to tie it with a piece of ribbon of his favorite color. When he presented himself at a ribbon counter a day or two after he felt very ill at ease, being quite unused to surroundings that savored so much of femininity.

"What kind of ribbon do you want?" asked the saleslady.

"Any kind will do," he replied.

"Baby ribbon?"

"Oh, I—I'm not married," remonstrated the young man, timidly, shifting his weight from one foot to the other.

#### Why Boys Are Brave.

To his teacher's request that he give the class ideas on the subject of "Bravery," little Johnny delivered himself of the following:

"Some boys is brave because they always plays with little boys, and some boys is brave because their legs is too short to run away, but most boys is brave because somebody's lookin'."

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### Some Things Great-Grandmother Did Not Do.

Written for the Tradesman.

On the wall hangs great-grandmother's portrait. Beneath the dainty frill of her white cap is a strong, courageous resolute face, softened and made lovable by lines of patience and motherly tenderness.

Wonderful encomiums of her virtues and excellencies have been handed down to us. She was a loving wife and a devoted mother; she was kind to the poor and to all who were in trouble; she was a master hand in sickness and a peerless cook; a bright, cheery, companionable woman who cracked good jokes and was famous for her wit in repartee. Great-grandmother was great.

But of all the annals of her abilities the most astounding to us of the present time are those wonderful accounts of the things she could do and the amount of work she could turn off in a single day. She could wash, iron, bake, scrub, render lard and make butter, cheese, soft soap and cider apple sauce. She it was who could catch a sheep, shear it, scour the wool, card it, spin it into yarn, color it, weave it into cloth and from it cut and make men's garments, so that great-grandfather and the boys had whole new suits of clothes without being set back a dollar in money. How many knots was it great-grandmother could spin in a hour? And how many yards was it she wove on that memorable day when she was weaving a race with Sally Simkins, who lived over in Hopkins Hollow? Of course, great-grandmother came out way ahead in amount and the cloth she made was far better than poor Sally's. Great-grandmother could milk ten cows and cook for thirty men at a raising and could knit a sock or a man's double mitten of a long winter evening and make a quilt of the double sawtooth pattern that contained 6,827 pieces. This quilt she did just for pick-up work, when time was hanging heavy on her hands. It took a premium at the first fair ever held in the county. Aunt Kate has that quilt. Truly great-grandmother was great — so great that her descendants feel like degenerates and pygmies when they measure up their achievements beside hers.

But there were something great-grandmother did not do. She raised nine children but she did not study "the child" so much as does her great-granddaughter who has only one. There were no mothers' meetings, so she didn't have the duty of attending them. She brought up her family in the nurture and admonition

of the Lord and didn't consider it necessary to consult 800 lesser authorities on how it ought to be done.

Now it is an open question whether it was really as much work to bring up nine children, or nineteen for that matter, as great-grandmother did it, as it is to rear one by the highly elaborated methods in vogue with the conscientious mothers of to-day.

When one of great-grandmother's young sons needed correction she promptly made vigorous application of a hickory switch, a form of chastening supposed to fit every case of juvenile delinquency; just as the bit-ter she made of burdock and tag alder in the spring of the year were regarded as the proper medicine for any kind of illness.

Had one of great-grandmother's boys gone wrong the sad calamity would have been laid either to the innate depravity of human nature or to the machinations of a real and personal devil. No one would have dreamed of springing the hypothesis that his downfall was because his mother had failed to understand him and differentiate her treatment to the peculiarities of his individual temperament.

Great-grandmother attended district school when she was a young girl and then went away a term or two to a young ladies' select boarding school to be finished. Here she learned to embroider and make wax flowers and did a really wonderful thing in the shape of a hair wreath which adorned the parlor walls for a score of years afterward.

The beauty of great-grandmother's education was that when it was pronounced completed it was really done with and she didn't have to keep up a never-ending consultation of cyclopedias and dictionaries, nor attend clubs, the members of which are all engaged in the hot pursuit of such subjects as political economy, Egyptian hieroglyphics, Browning, medieval art, socialism, James Whitcomb Riley and the Increased Cost of Living, together with all else included under the comprehensive term of "culture." Great-grandmother said "school deestric" and "cal'alate" and "obleeged" and "programmy" to the end of her days and lived in blissful unconsciousness of Noah Webster and diacritical marks. The very limitations of her knowledge had advantages. She knew nothing of bacteriology and so didn't have to disinfect and sterilize and fight germs.

Great-grandmother was not athletic in modern sense of the word and never learned to play golf or basket ball, but she could ride a mettlesome

horse, and when she and great-grandfather were young and just starting she used sometimes to go out in the fallow and help him log up, which really wasn't as hard work as cranking an automobile.

In middle life great-grandmother was inclined to be fleshy, but she didn't think she had to lie down on the floor and roll over 250 times every day or do any other laborious stunts to reduce her weight and keep down her hips. Bless her dear soul, her hips weren't kept down, but attained a size and rotunity that is good to remember.

There were in those days no advice columns in the newspapers telling women how to do everything under heaven from making Welsh rarebit to retaining their husbands' affections; and so there were a whole lot of things that great-grandmother never knew she ought to do and life was far easier for her in consequence.

When great-grandmother sat down to work she wasn't interrupted every ten or fifteen minutes to answer the telephone or to turn down a book agent or to give an order to the grocery boy or to be consulted in regard to plans for beautifying the city or getting up an immensely remunerative tag day. Her time wasn't all chopped up into bits by the causes and demands and complications that go to make up modern life, else she never could have done those tremendously big days work which have been the wonder and admiration of all who have come after her.

Great-grandmother "dug into it" all the time, being compelled to toil early and late by the necessities of life in a newly-settled country. Her great-granddaughter works no less strenuously, being urged along by the invisible yet compelling goad of a superlative civilization. Great-grandmother was likely to contract muscular "rheumatiz," while great-granddaughter suffers from neurasthenia. That is the difference.

If from the placid face on the wall the real great-grandmother could look down upon her descendants it would be with pity and amazement. She would declare that their labors are more Herculean than were her own and she would turn to her dye-pots and loom and spinning wheel with a sigh of relief, giving us moderns to understand that progress, with all its vaunted utilization of new powers

and invention of marvelous machinery, has succeeded only in increasing and rendering more gigantic the task of living. Quillo.

### Fish That Carry Candles.

Some of the fish found at a depth of about ten thousand feet by a German deep-sea expedition, resembled the fossil species in the rocks of the Mesozoic era, when the earth's atmosphere was dense with carbon. These fish in many cases had special means of collecting light. Some possessed enormous eyes occupying nearly the whole side of the head and some were supplied with telescopic organs. Others carried their light on their heads in a manner similar to that of the glow worm.



### 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.

## THE TOBACCO HOG.

## Why the Druggist Threw Out His Cigar Case.

Written for the Tradesman.

"Do you smoke cigarettes, Miss Smith Premier?" asked the boss of the department store where the stenographer worked.

The girl blushed and said that she hated tobacco and especially cigarettes.

"There seems to be a flavor of cigarettes about these letters," insisted the boss.

"Well," replied Miss Smith Premier, "my desk is back there by the stock room door and the clerks sneak out there occasionally to smoke. They lower the windows, but when the door is opened I get the full benefit of the smoke."

"So the clerks go out there to smoke, do they?"

The boss was plainly angry and the stenographer was frightened.

"I didn't mean to complain, sir," she said.

"You should have told me before," said the boss. "There is no knowing how many sales the clerks have lost by being away from their places and being scented up with tobacco. There are people who can not endure the least odor of cigarette smoke."

The boss touched the bell and a clerk made his appearance.

"John," said the boss, "watch the stock room on this floor. Fire the first clerk who sneaks in there to smoke. Then put up a notice that any one smoking here, anywhere, during business hours, will be discharged."

"Thank you, sir," said the stenographer.

"Do you know," said Mrs. Conway, who lives away, away, away up on Easy street, "that I have a suspicion that Katie, the new nurse, smokes cigarettes? She doesn't smoke about the house, of course, but nearly every time she returns from a walk or an errand I smell tobacco in her clothing."

"That's too bad," said Mr. Conway, taking a long, black cigar from his vest pocket and lighting it. "We can not have a girl about the children who smokes! You'll have to discharge her, I'm afraid."

"Of course we can't have the little dears contaminated with tobacco," said the wife. "I'll talk to Katie."

"Katie," said the woman who lived away, away, away up on Easy street, to the girl that night, "why do you smoke cigarettes?"

The pretty little girl pouted.

"I don't," she said.

"Then why do you smell of cigarette smoke every time you come in from the street?" asked the mistress.

"Because," said the girl, "I like to ride on open cars and usually get as far front as I can in order to get fresh air. Lately I've had the misfortune to get behind cigarette smokers on the front seats every time I went out."

"It's a wonder they permit smoking on the street cars," said the mistress.

"Susie," said Mrs. Fenton, who lives in a big house set in the middle

of a smooth lawn, "why do you look pale and ill every morning after you go out with John? I hope you don't drink wine or eat late suppers. Besides, I often note the odor of tobacco in the morning."

"Last night," replied Susie, "I went to the lodge. You know we had a supper there at the rooms and I was one of the waiters. I was obliged to pass through the ante-rooms many times, and there were a lot of young men out there smoking. Tobacco always did make me sick."

"I wish," said the mistress, "that men wouldn't smoke in public."

"Did you have a fine time on the excursion?" asked Mary of Myrtle. "If you did you do not look it."

"I've been sick all day," replied Myrtle. "The car we were in was full of tobacco smoke both ways. There were cigarettes, cigars and pipes going like mad. I never experienced such foul tobacco. Some of the ladies were so ill that they were obliged to leave the train before they got home."

"I don't see why the railroad officials permitted smoking on the train," said the other. "It is a shame to spoil a girl's day like that."

There are a good many people, both men and women, who can not breathe tobacco smoke without becoming ill. Therefore, it is a wonder the tobacco hog doesn't do his smoking where he is not imposing on others. All men who smoke are not tobacco hogs. It is no harm to smoke if one likes it and the health is not affected by it. But smokers should have a little consideration for others.

It is a question if smoking should be allowed at all on street cars or in the ante-rooms of secret societies, or in public restaurants. There is no doubt at all that it should be prohibited in all places of business. No one knows how many patrons the department store lost by the clerks going to the stock room to smoke. No one knows how many people walk because street cars are filled with smoke. No one knows how many stay away from lodge suppers and festivals because young men gather in the outer rooms and fill the air with smoke. The railroads will never know how many people refuse to go on their low-rate excursions because a lot of tobacco hogs fill the cars with tobacco smoke.

It simply is not business to permit one-half the customers of a place, whether a street car, a railroad train, or a lodge hall, to insult the other half by puffing tobacco smoke into their faces. People who smoke should go away to places of their own to take their comfort, just as men do who want to drink out of a bottle. It would cause a terrible row if a lot of excursionists drank whisky out of a bottle in a car with ladies, yet that is not so bad as smoking there.

At the public banquet where ladies pay for seats in galleries the tobacco hog shines in all his glory. A good many ladies have paid a dollar for a seat at the Lincoln banquets in Grand Rapids and been obliged to leave without hearing the speaking because the men at the tables filled the hall so thick with tobacco smoke that one could almost cut it with a knife. Of

course there is something to say in behalf of the man who goes to the banquet to smoke as well as to eat, but if the ladies are asked to pay their money for seats their presence there should be respected.

One man who found that it does not pay to mix tobacco with business is Tom Craig, the druggist. Tom is a great smoker himself, and kept at one time about the best line of cigars in the city. The result was that men who enjoyed a good smoke congregated there to talk and indulge in their favorite pastime. Day or evening, there was hardly a time when there were not men standing in front of the cigar case smoking.

The cigar case was not far from the soda fountain. The soda fountain was a big money maker all the year round. But finally trade there began to fall off. Tom watched his clerks. They were polite and attentive. Nothing wrong there. He inspected the soda and ice cream sold. All first class. One evening he found out why the fountain was not paying expenses.

It was at a party and Edith Edie was there. Tom and Edith were old chums, and so were Edith and Mrs. Tom. Tom hadn't seen the girl before for a long time, and said so when they met. Edith laughed.

"Why," she said, "when you get rich enough to build a smoking room at the back of the store, I'll come there after my perfumes and soda again."

"Why," replied Tom, with a grin, "if you really want to smoke in private, I'll—"

"You're a brute," laughed the girl. "You know very well what I mean. Your store has become a regular tobacco shop. It is full of smokers all the time. Now, I'm not going in there to eat ice cream perfumed with cigar smoke, or drink soda mixed with the fumes of cigarettes. Besides, I always get my clothes scented with tobacco when I go in there and people will be accusing me of smoking next."

Tom stopped laughing. This was something he had never thought of before.

"Have you heard other girls speak in this way?" he asked.

"Why, of course."

"Then that's what's the matter with my fountain trade!"

"I presume so, sir. Girls simply won't go into a tobacco store to buy their soda and ice cream. If you did not smoke, would you?"

"No," replied Tom, "I wouldn't."

At first Tom moved his cigar case away back, a good distance from the fountain, but that did not remedy the trouble. Then he fired the cigar business out of his store. That did correct the evil. When he wants to smoke himself he goes out on the street, or into a cigar store, or a hotel lobby, where people can smoke without imposing on some one else.

A good cigar is a mighty comforting thing to a man at times. Most of the men who have made their mark in the world were smokers, but it is not probable that they forced their lady friends to become users of tobacco, too, and at second hand at that.

The tobacco hog should be held in check. Even smokers who are gentlemen will agree with this statement.

Alfred B. Tozer.

## Village Moved By Railway.

A village loaded upon a train and rumbling along a railroad's right of way under locomotive steam.

Recently a trainload of miners' houses, a two room cottage to a car, was made up at a way station on the Weatherford, Mineral Wells and Northwestern Railway in Texas and taken at a fifteen mile clip to another and better mining site along the line. Each room in these cottages was 12x14 feet, with nine foot ceilings, and as mounted on the cars the comb of the roof stood fifteen feet and four inches above the rails. At this speed of fifteen miles an hour a number of 6 per cent. curves were negotiated, where the outer rail was elevated four inches.

It is not stated if the houses were stripped of furniture or that the domestic economy of the households was interrupted during the trip.

## RAMONA

## 5th Great Week

Headed by  
The Sensational Musical Act

|| GUS EDWARDS ||  
|| NIGHT BIRDS ||

with

Nellie Brewster

And her Company of Singing and Dancing  
Young Ladies and Men

5 Other Big Offerings

## DREAMERS AND ENERGIZERS.

## Some Get-Rich-Quick Schemes and Schemers.

Written for the Tradesman.

Since the beginning of time humanity has exhibited two orders or types of people, namely dreamers and energizers.

The dreamer is the man who contemplates doing something—and ordinarily it is something big and important and spectacular and wonderfully remunerative; the energizer is the fellow who stays on the job, sparing as little time as possible to the luxury of soliloquizing and gets things done.

These two divisions into which the human family may be roughly divided are not, to be sure, mutually exclusive. A man may be for the most part an energizer—seasoned to hard service and “content with his wages”—merely doing a little sporadic pipe-dreaming by way of recreation. In so far from being a bad thing, under these circumstances, there are many things which may be said in its favor.

But all dreamers are alike in that they live and move and have their being in a highly attenuated atmosphere. When the spirit of their dream is upon them they live in an unreal world. They see things “that ain’t so.” (Sometimes they form the habit of thinking and saying things that have “no objective validity.” And when it comes to that pass it is getting pretty bad.)

Ordinarily the dreamer dreams about making money, waxing famous and doing things that will cause the daily newspapers to incorporate his name in scare-head type on the front page and keep a few reporters detailed to report his sayings and informing the public how he takes his eggs for breakfast and such other edifying items as the public hankers for particularly when it gets really interested in a genius.

The dreamer dreams that he is a genius. He opines that he can do things on imperial lines. It seems to him that on general principles he ought not to be required to do ordinary prosaic, unremunerative, manual work, or clerical work, or any other subordinate task. He reminds himself that the world is full of people whose caliber fits them for just that sort of thing. On the other hand, he (the dreamer) is built for Atlantean jobs.

“The really big things which men do under the canopy,” so runs his fancy when the dream-dope is at work within, “are done in a very little while. It isn’t extension, it’s intension, that counts.” And so he comes to the conclusion that he is working too many hours per diem and that the toil wherewith his hands are calloused or his brain fatigued isn’t up to his size. He must look about and find his chance.

“But there’s the rub,” so he reasons within himself; “there’s the rub; I never seem to have time. Now there’s Billy Brown, he has all sorts of time—and money, too. If I had Billy’s chance; or if I just had a few hundred plunks ahead like Tommy Jones,” etc., but you know the sort of chaff they talk.

The dreamer’s characteristic hobgoblin, his perennial stumbling-block, his insuperable obstacle, is something or other which he evermore lugs in with an “If.” He could dig tons of gold out of the sand of some stream or other up in Klondike if he were only there and knew precisely where the stuff was and had something to dig with and something to live on while he dug, and a few more things like that. He has the notion of a new time-and-labor saving device—if he could just get the model made and if he could get it patented.

In his mind’s eye Horatio, he is always seeing himself in the glory of achievement, realization, full possession—with all the attendant glory, tribute and emolument incident to public recognition. If he had a big shop like Edison; if he had resources like the Wright Brothers; if he had money like J. P. Morgan; if he only had means to put through a land or timber or coal or gas deal that he has thought out; if he only had the means to buy up, organize, capitalize, water, sell, realize—but what’s the use—you understand the magnitude of propositions which dreamers subsume under the head of one little word with a couple of letters in it.

With the dreamer it’s always If, If, If. In imagination he sees an empire and then says: “If it were only so and I were the Emperor.” To his imagination he conjures a world of wealth, with the ease and comfort and enjoyment popularly supposed to be incident thereto and sighs: “If it were only mine.” Certainly, I could jump a block if I didn’t have a droll way of lighting so quick; and your dreamer would be a veritable prodigy if nobody else had half as much sense as he.

In the meanwhile the energizer plods on. He isn’t doing anything startling as a general thing, but he’s always doing something. He is fitted for something (we all are, you know) and he does to the best of his ability the thing for which he is fitted.

He believes with all his mind and heart and soul in the gospel of hard work. He has a lingering suspicion that everybody that actually made good, made good because of some preliminary hard work. And he gets to thinking that hard work will put anybody anywhere and at any time to the good. So he plugs away with grit and determination.

Somehow his work seems to agree with him. He really likes it. It might be a little better in some particulars and the hours might be shorter; but anyhow it yields him enough to pay the household expenses, send the little ones to school, buy a few things for his wife and still “lay by in store” a few dollars now and then for the rainy day or to help in paying for the little home. While it might be better, on the other hand it might be a whole lot worse. So he does not complain.

And then your energizer is committed to another proposition: namely, that the job, whether a big or a little one, is capable of growing. He

feels that the more he puts into it (judging from economic equity and the eternal law of compensation) the more he is going to get out of it. He likes to think that the job will expand *pari passu* with his expanding qualifications. Therefore the important thing is to make himself indispensable to the house, the firm, the shop, the factory, or whatever it is for which he works.

He realizes that the people at the head of the business are intelligent, capable people. They are not stone-blind to merit. They are not insensible to genuine devotion, conscientious service and loyal co-operation for the sake of profits alone, if for no higher motive, they must see and reward their most devoted and capable employees.

Therefore the supreme thing with the thorough-going energizer is to make himself efficient. He will know all that he is expected to know and if possible just a little more for good measure. He will do all that is required of him—do it in the right manner, do it at the right time and do it cheerfully. He isn’t grouchy. He doesn’t go around with a chip on his shoulder. He never permits himself to get at loggerheads with the universe in general and his employers in particular.

So at the end of the day’s grind he comes home tired and hungry and good-humored and happy. He enjoys twenty-one substantial meals a week, pays his bills promptly, reads a few good books from time to time and occasionally takes his wife and children out for a half-holiday. There is an atmosphere of substantiability about him. He is one of the sort that you can depend upon. He is right there Johnny-on-the-spot with the goods when the call is issued.

In saying all this I am not meaning that your energizer is dull, phlegmatic and mechanical. There are many varieties of energies. And many of them now and then run on the low gear. There are times when “the wheels of the chariots drive heavily,” and there are times when much achievement is compressed into brief time-limits. But the important point is that your energizer isn’t eating any idle bread. He’s either doing things, or trying to do things, or getting himself into a position to do things. His mind is bent towards achievement. He has a penchant for the tangible, the practical, the mundane. He realizes that he is a creature whose feet must rest on terra firma if he is ever going to get anywhere. The dream-life doesn’t impress him as being a very edifying and remunerative thing. He’d rather earn a piece of money than indulge in a pipe dream.

He’s sober-minded, even-tempered and thoroughly reliable, is your energizer. When his world-view is reduced to philosophical form it yields what present-day authorities call “Pragmatism,” namely, practical things for practical folks. What is truth? It is the thing that works. How do I know what is worth while? By results. What is a tree essentially? Eat its fruits and decide for

yourself: “By their fruits we shall know them.”

Your dreamer resents work—don’t like it—tries to get on with as little of it as possible, yearns for its elimination. The energizer believes work is essentially good; that it makes a man better; that there is in it as Thomas Carlyle used to say, a redemptive principle; that the smithy who hammers the red hot iron and perspires copiously over his work is burning dross out of his nature and building up healthy tissue all at the same time.

Your dreamer thinks that the men who have struck it rich from time to time are born lucky. It was largely a matter of chance. And so the dreamer vainly tries to slip up on the blind side of Nature or play a clever trick on the Goddess of Chance. He doesn’t like to serve an apprenticeship. He isn’t willing to reach the goal by the laborious process of running a stage at a time. He wants to make a single dash do the work of time and effort and close application.

Therefore the dreamer is on the outlook for short cuts. And he is always leading around the idea (and speaking softly to it) that one day he’ll hit upon that short cut. While others toil he’ll enter into the fruits of cleverness. While others sleep from sheer exhaustion he’ll attain, by a coup de maitre, the coveted goal of fame and wealth and prestige.

Consequently he’s an originator of schemes and, at the same time, an easy mark for schemers.

Think of the enormous amount of ganglionic effort spent in the elaboration of get-rich-quick schemes!

Consider the cleverness with which these schemes are exploited and the money spent in advertising their merits to the unwary!

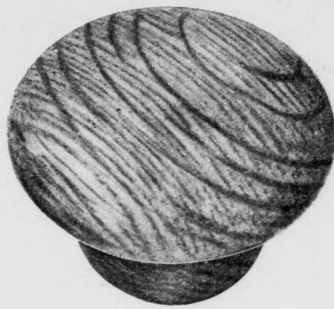
All of this grows out of a perverted and mistaken view of the economic order. The desire to get something for nothing begets a horde of dreamers. This pipe-dreaming constituency supplies an ever-ready market for worthless stocks and bonds.

Although it is written in the book of the law that you can’t get something from nothing, people keep on trying just the same, unmindful of the futility of their efforts. The instruction of history and the inviolate laws of Nature have neither meaning nor restraint for the dreamer.

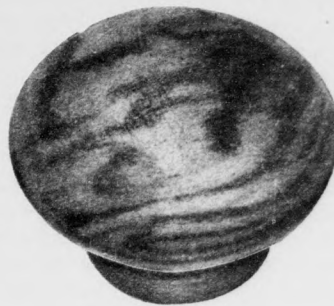
The alchemists of a pre-scientific age used to dream about transforming base metal into gold. And in spite of our accumulated knowledge and better insight you’ll find people here and there who contend that this feat will yet be accomplished. It hasn’t been so many years ago when each community had one or two respectable citizens who were at work on the so-called problem of “perpetual motion.” It seems inconceivable that intelligent beings would squander their time and substance attempting to do a thing so obviously absurd and impossible. But when one reads about the historic tulip craze in Holland, when intelligent men went tulip-mad and paid fortunes for a few tulip bulbs, one isn’t apt to be astonished at the capers of



MAPLE



OAK



CIRCASSIAN WALNUT



MAHOGANY

**T**HE 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. ❁ ❁

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## Halftones Etchings, Wood-cuts Electrotypes



Illustration for all Purposes



*Booklets and Catalogues*

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Tradesman Company, Grand Rapids, Mich.

modern dreamers. We have had some manifestly visionary schemes and schemers in our day, but in the Elizabethan era an English company was organized for the avowed purpose of "extracting sunbeams from cucumbers."

Now the history of modern times affords, to be true, many edifying and inspiring examples of achievement. We have our inventors, our business builders and sales generals. If we eliminate the matter of methods, processes and essential preliminaries which everywhere and always condition achievement and look at results alone we find ourselves looking upon successful people as merely fortunate people. And this is precisely what the dreamer does; and right here is where his theory breaks down.

The dreamer's life is truly pathetic, often tragic. His bright days are all ahead. He cheats himself out of present enjoyment by contemplating a future good. His prosperity is always remote. He never does actually attain, but he flatters himself that he is going to some day. In the meantime opportunities pass by unheeded and the dull, lean, prosy years come and go. One by one his splendid air-castles totter and fall and he is evermore building anew. The story of hope deferred writes its sad lines in silvered locks and furrowed brow. Vigorous, determined energizers pass him by in the struggle of existence and the world takes on a sinister and heartless aspect. He finally gets to thinking that he is unjustly dealt with and unmercifully kicked and buffeted by an untoward fate. And by and by the innocent but misguided dream of youth changes to the horrible nightmare of disappointed and fruitless old age and the dreamer goes down scourged, embittered and impoverished in purse and mind and soul. And the tragedy is his own handiwork, for he has defied the code.

Charles L. Garrison.

**Gyroscope by No Means Omnipotent.**

In the suggestion that the gyroscope might be used in keeping a torpedo in a straight line through the water, some one has called attention to the fact that the general public is misinformed on the subject, as usually the general public is on scientific and technical truths.

At best the gyroscope does no more than hold itself as best it can to that plane of revolution on which it was started. It resists with all its power the force that would force it to revolve on another plane, but if that force overcomes it, and the gyroscope is tipped aside, it rights itself to this new plane and takes the direction in which its momentum carries it. In fact, the gyroscope is not to be considered as an absolute preventive of deflection. It will resist to the point where its resistance is overcome, after which it accepts the inevitable.

He can not love his fellows who helps one man to hate another.

Casting your care on the Lord does not mean quitting your job.

**Condition of Desk Index of Store and Business.**

There are desks and desks, just as there are men and men. Some cleared ready for the next thing, others ready to bury the next task.

Like many like desk. Like desk like business.

You have seen the desk I refer to littered with papers of all ages and conditions, pigeon-holes crammed with memoranda; nothing to be found when wanted, ecstatic surprise expressed when things turn up as sometimes they do.

It is dollars to a section of stale doughnuts that a manager who keeps such a desk is deficient in executive ability, his mind more or less confused and that throughout the house you will find dirt on and under the counters, with a fair share on the windows, and the walls covered with what is left; dirty cuspidors and goods on the shelves five years young and older.

Sometimes this condition can be altered by the hiring of a competent clerk, but mostly it is because the manager does not know any better.

While a house managed in this way can muddle through, enjoy a good business and even increase it, and sometimes make money, it never can hold its own in competition with a management whose manager's desk is always cleared ready for the next thing.

It may be fun for the old man to keep his desk in this way, but it is hard on the energetic, ambitious up to date department manager who sees his chance of advancement injured by an any-old-time policy of the head of the business.

On the other hand, a great big flat top desk with trays for correspondence, everything in ship shape, indicates a man with a clear, calm mind, full of energy and executive ability, who sees that things are done.

He has no dirty windows, no filthy floors, the walls are not covered with three-year-old dust, but he has business acumen enough to get rid of old goods the first year and not the second, who, not tolerating a disorderly desk himself, would recognize instantly that a man whose desk was never cleared up was either not competent and ought to be discharged, or was overburdened and ought to be relieved.

Are you guilty? — Commercial News.

**Something In It.**

"Say," said the hilarious man, as he heaved his way to a cop at midnight, "this hain't much of an old town."

"Alas, no!" was the reply.

"I've run up against a dozen cops to-night, and not one of them has cracked me on the head."

"I know—I know."

"I give some of them chin music and they almost cried."

"And there are tears in my own eyes."

"Say, cop; what's the matter of your village, anyhow? It used to be a jim-dandy."

"It's the new Mayor."

"Won't he stand for cracking heads any more?"

"Not a crack. Not a head. More than a hundred of us got the bounce for it."

"Queer man—queer Mayor," mused the man.

"Oh, but he's right about it," sighed the cop. "You see, we used to fracture three hundred skulls a year and the Mayor found out that every one of them got elected to the Legislature to make our laws, instead of bringing up in idiot asylums!"

**GRAND RAPIDS FIRE INSURANCE AGENCY**

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency



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Dealing in Bank Stocks and Industrial Securities of Western Michigan.

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Grand Rapids, Mich.

Capital . . . \$500,000  
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Deposits  
5 1/2 Million Dollars

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

3 1/2 %  
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You can do your banking business with us easily by mail. Write us about it if interested.

THE

**Capital**  
\$800,000



**Surplus**  
\$500,000

**Our Savings Certificates**

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

**THE NATIONAL CITY BANK**  
GRAND RAPIDS

**WE CAN PAY YOU**  
3% to 3 1/2 %

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

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

We Make a Specialty of Accounts of Banks and Bankers

**The Grand Rapids National Bank**  
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Samuel S. Corl	John Mowat	Justus S. Stearns
Claude Hamilton	J. B. Pantlind	Dudley E. Waters
Chas. S. Hazeltine	John E. Peck	Wm. Widdicomb
Wm. G. Herpolsheimer	Chas. A. Phelps	Wm. S. Winegar

We Solicit Accounts of Banks and Individuals



**THE MODERN SPIRIT.**

**Local Furniture Manufacturers on Good Terms.**

The modern business spirit, the spirit of friendly co-operation, is no where better exemplified than among the Grand Rapids furniture manufacturers. The old time manufacturers, the fathers of the trade, in this city had very little of this spirit. They scarcely recognized one another on the street, exchanges of courtesies among them were almost unknown, in trade they were jealous, envious, rapacious and not always fair. Those old timers, bless their memories, would prefer almost any time that an order go to some other town than to have a home rival get it. And none of them became wealthy; some did not even prosper. But how different is the situation now. The furniture men of this generation are friendly. They know one another, meet together, scarcely a day but some among them are in conference personally or by telephone over some proposition of mutual concern, and during the seasons when the buyers are here the exchanges of courtesies are frequent and many. The new spirit puts Grand Rapids foremost. It never casts aspersions on the goods manufactured in other towns, but when a manufacturer finds he can not get an order he does his best to throw the business to some good neighbor in Grand Rapids. The outside world rarely hears of or sees the workings of this mutual boosting, but it is going on constantly and to an extent that would surprise most of us. It should not be inferred that the rivalry for trade among the Grand Rapids manufacturers is not as keen as in the old days. The difference is that the rivalry is rational, that the manufacturers play fair and above all else they realize that more is to be gained by friendly co-operation than in pursuing a cut throat policy, that there is strength in standing together and danger of disaster when a concern tries to go alone.

A notable instance of the friendly spirit among the manufacturers is that eight concerns have united in issuing a joint catalogue. These concerns are the Imperial, the Grand Rapids Chair, the Stickley Bros. Co., the Macey, the John D. Raab, the Grand Rapids Fancy, the Luce and the Nelson-Matter Co.

The catalogue will be of 450 pages, with the pages 12x16 inches, and will come as near being a work of art as any catalogue can be. It will be profusely illustrated with high grade halftone reproductions of the photographs of the goods manufactured by the different concerns and numerous color plates. For a preface will be given a history of the Grand Rapids furniture market and a description and history of the period goods. None of the eight lines represented compete to a degree to make co-operation in getting out a catalogue impossible. But imagine any of the old time manufacturers getting together in a joint catalogue on any terms,

The fall furniture season will open Friday of this week and the indications are good that the attendance of buyers will be large. Friday is late in the week to expect much of a crowd for the first day, but the impression among the manufacturers is that there will be a good showing. The Eastern buyers will come first and many of them will endeavor to get through in time to return home for the Fourth. The West will not be heard from to any extent until after the celebration. A number of the buyers will combine buying with pleasure. They have taken cottages at the resorts or rooms at the hotels and will bring their families along. The interurbans will bring them in in the morning and take them back to their families for the night, and most of them so situated will prolong their stay considerably beyond the strict requirements of business. The resorts will greatly relieve the congested hotel situation in the city.

Two of the local factories will open new show rooms this season. The Sligh will make its exhibit on the second floor of the 132x96 feet four-story building completed this spring and will also use the corresponding floor in the adjacent building. The selling offices will be on the first floor and will include a reception hall and office in Circassian walnut, a dining room in rosewood, and kitchen, toilet and cloak rooms. The quarters will be very sumptuous. The Century Furniture Company will make its display in its new building on South Ionia street and the quarters will be spacious and handsome. Meuller & Slack occupied their new show-rooms for the January opening. The exposition buildings downtown will be filled to capacity. This includes the Leonard building, which represents seven big floors added to the exposition area since a year ago. Two of the large outside exhibitors have taken space in the new building of the Wm. A. Berkey Company, and it is probable there will be several others in such quarters as can be found convenient and available.

The close of the old season was undeniably slow, but most of the manufacturers figure that they are comfortably ahead of last spring for the total of six months' trade. The orders came in in a lump when the season opened and the early orders seem to have been large enough to last through the season. The prospects for the fall trade are believed to be good. There will not be enough politics to disturb business. The industrial situation is much better than it was three or four months ago, the crop reports are good and those citizens who have been spending their substance for automobiles will find that they must have furniture for the homes for the winter. All these are regarded as factors that promise prosperity in manufacturing circles. Whatever may be the outcome it is certain the manufacturers in Grand Rapids are prepared for a larger volume of business. During the past year large additions have been made to the Sligh, the John Widdicomb,

the Meuller & Slack, the Stickley and the Royal. The Century has built an entirely new plant. Plans for the future include expansion by Berkey & Gay into the factory vacated by the Century, the building of a large addition to the Imperial, making the Luce three stories instead of two, a new building for Stow & Davis and a new building for the Macey, now under construction, to increase the capacity by one-third. The many and large expansions indicate that the Grand Rapids furniture manufacturers have been having at least a reasonable degree of prosperity.

**Getting Posted.**

"May I see my father's record?" asked the new student. "He was in the class of '77."

"Certainly, my boy. What for?"

"He told me when I left home not to disgrace him, sir, and I wish to see just how far I can go."

A good deal of our dignity is really but impudence in view of our large indebtedness to the world.

Your success is to be measured by your service.

**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.

J. T. Watkins.

**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**

**Klingman's Sample Furniture Co.**

The Largest Exclusive Retailers of Furniture in America

Where quality is first consideration and where you get the best for the price usually charged for the inferiors elsewhere.

Don't hesitate to write us. You will get just as fair treatment as though you were here personally.

Corner Ionia, Fountain and Division Sts.

Opposite Morton House

Grand Rapids, Mich.

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

**"MORGAN"**

Trade Mark. Registered.

Sweet Juice Hard Cider  
Boiled Cider and Vinegar

See Grocery Price Current

**John C. Morgan Co.**  
Traverse City, Mich.

**Your Customers**

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



**Minute Gelatine (Flavored)**

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

MINUTE TAPIOCA CO.,  
223 W. Main St., Orange, Mass.



### Problems and Difficulties in the Children's Shoe Department.

Written for the Tradesman.

During the last few years there has been going quietly on what may be called the renaissance of juvenile footwear.

The so-called grading-up process in the production of shoes for little people has been quite generously exploited in the trade publications. Still greater things have been presaged for it, while the beneficent features of the somewhat tardy movement have been generously applauded.

While manufacturers have been concerned with the problem of making better shoes for children's wear, retail shoe dealers have been interested in the question of better selling methods for this department of their service. Thus the whole subject has assumed a dignity and an importance which did not obtain a few years back.

The business of catering to the shoe requirements of little people has certain disadvantages and certain advantages of its own. Let us consider the advantages first:

To begin with, the demand for children's shoes is more uniform and constant than it is with adults. Little folks' shoes are wearing out every day. When the shoes are practically "done for" your youthful customer appears (either alone or with his parents) for a new pair. And he is just as apt to come in the middle or towards the latter end of the so-called "season" as he is to put in an appearance at the beginning. As a matter of fact seasonableness does not cut much of a figure in the children's department.

And then, of course, the profits are attractive; and more especially as the price of footwear of all sorts has advanced so materially. When you sell a pair of shoes for a little boy's or girl's wear at from \$1.50 to \$2.50, or \$3 per pair—and many of them are selling at these prices now—there is a nice profit in it for the dealer.

And then for another thing, sales are quickly made. It ought not to require very long to sell a pair of children's shoes. If the salesman knows the stock, and also how to ingratiate himself into the good graces of little people, he can soon sell his customer. Little people are quick to decide, quick to act. They know what pleases them and they don't hesitate to tell it out. If the little girl takes a violent fancy to that little pair of two eyelet oxfords you might just as well save time and prevent a scene by yielding to her entreaties. At all events that's usually the principle

upon which the father acts if he's buying the shoes for her.

And this suggests still another advantage in selling shoes for little folks: their youthful and exuberant enthusiasm supplements your salesmanship. When bright little eyes dance at the sight of a particular pair of shoes, and the youthful tongue begins to sound its unstinted praise, he's a poor salesman indeed who does not prick up his ears and enthuse a little on his own account. Thus the business of selling shoes to little people is anything but irksome and prosaic.

And finally it is much easier to fit little folks than it is grown-ups. If there's a little surplus leather in the toe they don't raise such a prodigious hue and cry; and they haven't any corns to be dealt with ever so gingerly; and they don't have a thousand and one "kinky notions" in their heads which must be deftly eliminated before the sale can be consummated. If you are within a size or a size and a half of the actual foot you are on safe ground, and it is all one whether there is scant room, sufficient room, or an abundance of room for the toes. If the shoes strike the little one's fancy the fit will take care of itself. But in saying this I am not suggesting, mind you, that you sell anything to any child which is likely to punish its feet. But we will probably come to that point later in this discussion.

On the other hand, however, there are certain difficulties in the problem of catering to the wants of little people. And I am convinced that the greatest difficulty is that of getting shoes that actually make good. Children are so notoriously and outlandishly hard on shoes. They rip out, wear out, tear out, grind out, run over, break down, go to pieces—and do every other undesirable stunt which a mere shoe has done, or may do, or, under given conditions, will do. Sometimes when you think you've got a good, honest shoe, strongly and substantially built; built with alleged wear-resisting qualities—sometimes, in spite of the maker's claims and your confident hopes, you are doomed to disappointment.

Plenty of juvenile footwear is long or good looks, style, "class," and all that sort of thing, but when it comes to withstanding the wear and tear of little feet that's another proposition.

Some of them, in all truth, go to pieces all too quickly. Some leathers are not adapted to juvenile wear. Although entirely satisfactory for men's and women's shoes, they "skuff up" deplorably on little feet. I think this

is particularly true of gun metal shoes for little folks' wear. For older children who know how to take care of their shoes it may be a serviceable leather.

It takes a solid finish and a tough piece of leather to hold these ever-active, never-tiring, indiscriminating little feet. And they've got to be substantially put together. Too often the workmanship looks better than it is—and how the soles do grind out!

To be sure the nervous energy of little people is intense, and the strain upon little shoes the severest imaginable; but it is hard to convince a doubting parent that a given pair of shoes has done fairly well to last his "young hopeful" for a period of five or six weeks. He expects more

service for the money; and, to be candid, he ought to have it.

In most cases where the higher prices are asked the dealer (it is to be hoped) is honestly trying to secure the best values he can. I know of several dealers who have tried out one line after another, and are willing to admit that they haven't as yet found the ideal shoe for children's wear. All other problems connected with the retailing of children's shoes are slight compared with this. If

MAYER Martha Washington

Comfort Shoes Hold the Trade

## MICHIGAN SHOE COMPANY

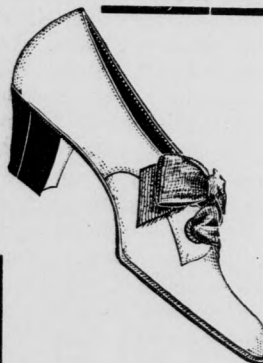
Wholesale

# SHOES

AND RUBBERS

146-148 Jefferson Ave. DETROIT

Selling Agents BOSTON RUBBER SHOE CO.



This Is  
No Time  
To Get  
Cold Feet



The hot weather is all ahead and you'll run out of Oxfords sizes in about two days, then you'll write or telephone or wire us to hurry them along by express.

Today is the time to order hot weather sellers.

The Bertsch Oxfords  
Specialty Line Oxfords

For Men

Gloris Oxfords and Ankle Ties  
For Women

Buy where you can get quick action on sizing orders.

HEROLD-BERTSCH SHOE CO.

Makers of the Famous

H B Hard Pan and

The Bertsch Shoe Lines

Grand Rapids, Michigan



some genius would only work out the problem of incorporating some metallic substance with tan liquor so as to make a sole-leather that crushed rock, glass and concrete couldn't cut! And then if we could somehow reinforce upper leather and stitch with wire—but what's the use speculating? All we can do is to get 'em as strongly and substantially built as we can and trust to luck for the rest.

**Featuring Children's Shoes.**

Judging from the desultory and in-expert manner in which some dealers conduct their children's shoe department it is evident they are not yet converted to its possibilities.

They seem to act upon the assumption that the children's trade will take care of itself; that it will come gratuitously, so to speak. The newspaper advertising contains few appeals to this class of their trade; or if they are made at all, they seem to be incidental.

An incidental appeal is ordinarily unconvincing. It looks as if it were thrown in by way of an after-thought. The importance of attracting juvenile trade to one's shoe store is great enough to justify some specific and direct advertising. And this can be done only through an advertisement devoted wholly to this class of one's trade.

A good many shoe dealers never really feature their children's shoes except in early fall just before school opens up. This is a mistake. The time to feature any merchandise is when you want to sell it. And it is assumed that the shoe merchant wants to sell children's shoes at any and all times. Therefore the perennial need of advertising the juvenile footwear department.

And it is an easy thing to do. In fact, I think there is no class of footwear more easily advertised in a forceful manner than shoes for little people. You have all the staple motives, such as fit, comfort, wear, style, good looks and good workmanship; and then you have such a limitless scope for illustrative features and little human interests which catch the eyes of both little people themselves and the eyes of those who love little folks.

And then think of the novel and fetching window trims that may be built up for the exhibition of little shoes! Give 'em the right of way once in a while. Break with tradition. Smash conventionalities into smithereens. Throw prudence (often ingrown conservatism masquerading under the name of prudence) to the four winds and fill your window with nothing but shoes for little people.

Hot weather shoes for little people would make a timely and effective subject to work up some advertising upon. And you could build up a suitable window trim to back the newspaper talk. You have plenty of those dear, little soft soled baby shoes—those foxy little creations in white, pink, blue, tan and patent leather; and you have 'em with silk eyelets and with pearl buttons; you have various styles and sizes of barefoot sandals and all manner of low cuts in tan, vici, gun metal, patent leather and

combinations of leathers. You have pumps for misses and strongly-built shoes for growing boys. You have shoes for the everydays and shoes for Sunday wear. You have tennis shoes for boys and girls, outing shoes for girls and boys and base ball shoes for boys. You have shoes for every imaginable service to which little people can put their footgear—and having all these wares, you have the necessary materials of a stunning window trim. Cid McKay.

**Making Good.**

Nothing is so much on the mind of the average business man as the question as to whether he is "making good." From the man highest up down to the man at the foot of the ladder, it is the same old grind. Keep plugging, or fall behind is the universal law.

Moreover, no matter what a man's business and no matter how much or how little money he is making each man believes he has the toughest job on earth, and he wishes he only had Bill Jones' job—then how happy he would be.

But he wouldn't. He would be wishing he had Sam Brown's job then.

One of the arts of making good consists in squeezing all of the juice out of the lemon you've got.

If you are dissatisfied resign, quit, vamoose! Go get another job. But first go off by yourself and think things over. Are you doing your best where you are? Can't you do more than you are doing? Have you done everything you ought to have done? If not, take a fresh grip on yourself and get busy. Stick to what you know.

In fact, another of the arts of making good consists not only in being satisfied with what you've got, but also in being dissatisfied with the way you're taking advantage of your opportunities. Do more than you are paid to do. Fit yourself for bigger things.

Be ready to step into the shoes of the man higher up, and first thing you know you'll be occupying his berth. Success is for the man who makes success come to pass. The only luck in this world comes as the result of preparation, foresight and devilish hard luck. Stop whining and get busy.—The Hub.

**The Weight of One Dollar Bills.**

Most persons would be surprised to learn that one dollar bills are worth almost their weight in gold.

A twenty dollar gold piece weighs five hundred and forty grains. Twenty-seven crisp, new one dollar bills, fresh from the Bureau of Engraving and Printing, weigh the same as the gold piece.

Bills that have been in use have been tested, and it has been found that it took but twenty six of them to balance the gold piece. It follows, of course, that the used bills gather an accumulation of various matter, in passing from hand to hand, that causes them to take on additional weight equal to about that of one new bill.

Saint's sighs may do more harm than sinner's smiles.



**Quality Comfort and Profit**

You're in the shoe business for a profit. But getting a profit is one thing and holding trade is another. It takes quality to hold trade.

You must sell at a profit shoes that contain big value in durability, style and foot comfort—that is quality.

That's where we come in. We make the shoes. Our trade mark guarantees them to your customers. Our reputation for quality was established years ago and we're adding to it daily.

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

**OXFORDS**

**SLIPPERS**



No. 3523

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



### Sales of Featherweight Clothing Below the Average.

June first is the time ordinarily looked upon as the opening of the outing suit season. Much of the outing clothing, light flannel suits and trousers, light coats, serges, alpacas and other featherweight clothing, is usually sold at this time. The present season has been an exception in this respect, there having been practically no movement in these lines. This information is confirmed by the absence of a demand upon the manufacturers for this lightweight clothing which is usually evidenced immediately at the opening of the season by the mail orders. These orders ordinarily form a considerable proportion of the business. There is no other cause to which this can be attributed than the weather, which has made the season a backward one. Some precaution has been exercised by manufacturers of this line, which accounts for the fact that stocks are not as great as a backward season might ordinarily cause.

This assertion applying to outing clothing stocks does not apply to the regular lines of clothing either in two-piece or in three-piece suits. There is an abundance of these and the retailers who are at this time interested in the purchase of more goods have no difficulty in procuring desirable patterns. These merchants, though, are few at the present time, although more are expected to materialize shortly.

There are some who are buying and these are looking for concessions which they think ought to be forthcoming in view of the conditions as they are known to exist in the trade, and in some instances they are getting such concessions. In the wholesale market much complaint is heard on account of slow deliveries from the mills. They say that they get the patterns that they least desire, and those for which there is a crying need are coming so slow as seriously to affect the manufacture of their fall lines. This may have the effect of making deliveries later than usual, but as there is no urgent demand for early shipments this may not result as disastrously as though the stocks were low.

As previously reported there are indications that the fancy waistcoat is reviving. Manufacturers report an increase over a year ago, ranging from 10 to 40 per cent. The fall season will run strong to browns of various shades, ranging from the light tan to the golden brown. The corded effects and plain colors seem to be in the lead, but there is also a good sale of figured patterns.

The opinion of a man who is thoroughly familiar with the clothing market is here quoted because it covers the retail situation: "Everybody is complaining about business, but it is not very different to the usual. Most

about the same as in former years. There will be another good month, which will even up with other years and show a reasonable increase. April was bad, but March was good. The warm weather that comes in April came in March, and then in April we got the March weather, and this reversal of conditions has somewhat upset calculations and given rise to complaints."

A touch of novelty in the trade may be created by a cloth which is being produced in semi-mourning effects and which will be designated as "King's Mourning." This, it is thought, will meet with a ready acceptance by clothiers everywhere. The announcement of a large Eastern retailer that he will shortly be able to supply such a demand is only one instance of a desire on the part of the retailer to take advantage of and turn to good use anything that will stimulate trade. This cloth is especially designed for the class of trade which will readily follow the fashions and it will be ready for delivery to the manufacturer soon.

Clothing salesmen, a few of whom are returning, having completed their trips, report that they have met with satisfactory sales, and while they admit that in some sections they have found some anxiety over the heavy stock being carried late into the season, the belief is quite general that they will close the season with stocks in normal condition. At least, if there is any apprehension it has not had a material effect upon the orders for fall.

Most manufacturers are operating at the fullest capacity permitted by the arrival of goods from the mills. Efforts are being made by all to be ready to deliver promptly; the outlook in this respect is somewhat uncertain. A few have deferred manufacturing until later, preferring to put their goods through within the shortest space of time possible, rather than to run only a part of the capacity and extend it longer.

It is now fully determined that browns will form a considerable part of the fall clothing business. Buyers have taken to them liberally and believe that they will strike a responsive chord.

An analysis of the trade conditions as they prevail throughout the different sections of the country, and these viewed in their relation to the weather, shows conclusively that there is no other disturbing element entering into the industry, and that the present conditions in all branches of the industry are directly traceable to this cause. A comparative study of the temperature in relation to the same period during former years reveals the fact that the aggregate variation for the entire season is usually very slight, and it has been the experience of many years that the aggregate of business varies only in proportion to the variations from the normal temperature. This would lead us to believe that the aggregate of the season's business in clothing will not vary in any perceptible degree from former years, unless it be from the fact that the greatest variations seem to have come at a time when the

clothing sales to the ultimate consumer should be at their height. There is therefore reason to be optimistic. —Apparel Gazette.

#### His Fatal Mistake.

"Yes, ma'am," said the seedy wanderer; "I used to be an actor."

"And you had to give it up?"

"I did. I wasn't what you would call a success."

"You failed to achieve either fame or wealth?"

"To the best of my recollection I did, ma'am. I was a pretty bum actor."

"You did what they call the thinking parts, I suppose."

"Lady," said the seedy pilgrim, frowning gloomily, "if I had ever done any real thinking I never should have gone on the stage. May I ask you for another cup of coffee?"

#### Vain Mathematics.

The Absent-Minded Professor—My tailor has put one button too many on my vest. I must cut it off. That's funny; now there's a button-hole too many. What's the use of arithmetic?

There's a world of difference between borrowing trouble and sharing it.

"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

### THE CREDIT MEN.

#### Their Association Represents Higher Business Ideals.

The meeting of the Grand Rapids Credit Men's Association last week closed a very successful season. The membership is now 281, an increase of about 50 since Jan. 1, and the record of achievement has been notable as to those things in which the Association has been interested and active. At this last meeting of the season was reported the decision of the United States Supreme Court sustaining the Michigan sales in bulk law, also the passage in Congress of the Shirley bill amending the bankruptcy law. The sales in bulk law has already been explained. The most important points in the Shirley amendments gives courts in other districts and states concurrent jurisdiction so that assets owned by the bankrupt may be reached wherever they may be found, and making a minimum of \$500 for bankruptcy cases. This may seem an unfair discrimination against the small tradesman who goes to the wall, but apparently it was the theory of the lawmakers that the man who owes only \$500 ought to be able to work out of his trouble and thus has the means of relief in his own hands. There are other changes in the law but they are not radical and are intended to make the law more workable.

The Credit Men's Association, as it has been conducted, has been a very practical and useful organization. It has promoted good feeling and better acquaintance among the members and thereby encouraged co-operation, but more than this the meetings have been instructive. Scarcely a meeting has been held that in itself has not been worth the annual dues to those credit men who are seeking better methods and to improve themselves. The organization as a whole represents higher business ideals, a clearer conception of commercial integrity and a wider application of the Golden Rule. Not only is it educational in its work, but its influences are for good morals.

The dinner and banquet season is about over and there are those who rejoice exceedingly that this is so. This city has had the dinner habit strongly developed. Meetings of all kinds, association, committee, social, political, business and as many other kinds as can be thought of are preceded by a discussion of the menu. It can not be deemed but that the custom of meeting at table has done much to promote harmony and good feeling among the citizenship of Grand Rapids. This influence on the whole has been good. As they have been conducted they are to be encouraged rather than decried. But even good things with frequent repetition became wearisome, and there are few things that become more wearisome than a prolonged series of dinners. The dinner season covers about nine months, from October to June, and a rest of three months will be welcome to A. B. Merritt, Heber

A. Knott, Walter K. Plumb, John Sehler and a long list of others.

Wm. M. Eaton, of the Commonwealth Power Railway and Light Company, was in town last week, and what made his visit notable was the fact that he talked. He told some of the good things it will be for the State to have the various power companies under a single control and their capacity developed to something like the possibilities. A large steam power plant has been built in this city, one twice as large is under construction at Flint and a third plant will be put in at Kalamazoo. These steam plants will be auxiliary to the water powers of the Kalamazoo, the Grand, the Muskegon and the Au Sable, and when completed steam and water will be linked together to give the entire jurisdiction a source that will be equal to all demands and to every emergency. If one source of supply runs short or if any town that is served wants an extra load for any special purpose all that will be necessary will be to turn a few switches and the current will flow from those parts of the State that have a surplus. The perfected service will, Mr. Eaton declared, be a great benefit to the State as an encourager of small industries. Now when a man of limited means wants to start a factory he must spend a large share of his capital for a power plant, and this capital once invested is there to stay. With the Commonwealth in the field the man just beginning has only to hitch on, and he gets his power as cheaply as he could produce it himself and has his capital to use in the development of his business. Mr. Eaton predicts with electrical power as an aid Michigan will become a great industrial State, that the small towns as well as the cities will become manufacturing centers and that with the industrial development the increase in population, wealth and importance will be rapid. All of which is so very reasonable that the surprising thing about it is that somebody connected with the Commonwealth Company has not said so long ago. The company is planning the expenditure of many thousands of dollars in extensions, improvements, construction and development and if the general public had a better understanding of what it was proposed to do and how and where and when it is very likely the opposition would disappear.

The Commonwealth contemplates an immediate expenditure of something like \$150,000 in Grand Rapids as soon as the finances of the Grand Rapids-Muskegon Power Company can be arranged. It is spending a quarter of a million or more at Flint, twice as much more on the Au Sable and wants to spend a lot at Kalamazoo and other points. Does anybody know of any reason why the company should not be allowed to go ahead?

Child, Hulswit & Co. have put their gas, electric and traction properties into a holding company to be known as the United Light and Rail-

ways Company, organized under the laws of Maine. The company will issue securities to the amount of \$2,133,000 6 per cent. first preferred stock, \$866,500 3 per cent. second preferred, convertible in two years into preferred or common at the option of the holder, and \$800,000 common stock. The authorized capitalization is considerably larger, but the securities above the present issue will be retained for the purchase of other properties if deemed advisable. The properties to be taken over are the Fort Dodge, Iowa, Light, Muscatine, Iowa, Light and Traction, Cadillac, Mich., Gas Light, La Porte, Ind., Gas Light and Electric, Mattoon, Ill., Gas Light, Chattanooga, Tenn., Gas Light and the Cedar Rapids, Ia., Gas Light Company. All the properties except the La Porte Electric and Cedar Rapids Gas Light have been under the Child, Hulswit & Co. control for several years and have been successful. The net earnings of the individual companies show a surplus of about 5 1/3 per cent. on the common stock of the holding company after paying operating expenses, interest charges on the underlying securities and dividends on the first and second preferred. The properties in the merger are well bunched and their administration from a central office ought to be advantageous. The towns in which the properties are located are all prosperous, progressive and growing industrial centers and under the circumstances rapid increase in the earnings may be looked for. The merger will pay all the floating debts

of the constituent companies and bring about \$250,000 into the treasury for development purposes. The active management will be in the hands of President Frank T. Hulswit, Vice-Presidents Richard Schaddelee and Ralph S. Child, Secretary and Treasurer L. H. Heinke and Consulting Engineer T. J. Weber.

#### The Evaporation of Gold.

Some years ago Roberts-Austen proved, through a series of experiments extending over four years, that when a column of lead is allowed to rest upon a column of gold a slow diffusion, or evaporation, of the gold takes place, resulting in the appearance of traces of gold in the lead. When a degree of heat not sufficient to melt either of the metals is applied the diffusion of the gold takes place more rapidly. The tendency of the gold particles is upward into the lead. As far as is yet known the evaporation of gold occurs only in the presence of another metal.

We are manufacturers of

### Trimmed and Untrimmed Hats

For Ladies, Misses and Children

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Grand Rapids, Mich.



## Nobby Patterns Men's Neckwear

We have just received a new lot of ties. These are popular priced and many of the styles shown are equal to the higher priced lines. This shipment contains a good variety of Shield Tecks at \$2 and \$2.25, Band Tecks at \$2.25, Four-in-hand Ties at \$2, \$2.25 and \$4.50, Bows at \$1.25 and \$2; also Club Ties at \$2.25 per dozen. Get your pick before the best numbers are gone.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

N. B.—We close at 1 P. M. Saturdays



### Some Things That Make or Mar a Business.\*

You recall the beautiful story of the Feast on the Mountain; how after all had eaten bountifully they gathered up the fragments so nothing should be lost, and then it was found that what was left was greater than the original feast. Perhaps I can take up the fragments; talk to you about the odds and ends that have been and are being forgotten in this daily life that you and I are leading as hardwaremen.

#### The Little Things of Life.

Let us, in considering these fragments, bear in mind that life is made up largely of little things—the big ones are events that occur now and then. The happiness that comes to us and the sunshine and gladness that we contribute to the world, to those we meet daily in our business and in our homes, is made up by a due regard for the things that are sometimes, unfortunately, considered of little consequence.

Speaking solely from the standpoint of a business life, my observation has caused me to particularly note that those who have accomplished results really worth while are men who learned early in the game to do the common things uncommonly well. Such men are the real leaders, the creators of opportunities.

Their genius is woven into the fabric of the business, of which they are a part, by the infinite pains they give to the little things. They catch and turn to their good the fragments of opportunities that the average man lets pass without seeing.

Admitting as a basis of argument that all of the happenings, all of the conditions that surround us, are opportunities in one form or another, and, generally speaking, the power is within ourselves to decide as to how these happenings or conditions will finally be labeled so as to show the class, good or evil, to which they belong, as affecting us in a personal or a business way.

#### Energy and Buoyancy.

For instance, there is no law that says what we shall eat or how much of it we will eat for breakfast, and yet few of us hardwaremen stop to think that this breakfast plays a most important part in the character of the service we give to our business in the forenoon of the day, and if we add to the loss of the morning an underfed or overfed or injudiciously fed body by the noonday meal we will subtract from our afternoon efforts much of that keenness of perception, eagerness for work and feeling of

buoyancy so necessary to keep us in the front rank as business men in this keen competitive business age.

Shall we call our failure to give attention to these things a missed opportunity or pass it over as not worthy of consideration?

#### "Pink of Condition."

Just at this time we can hardly read a daily paper that we do not see something printed about what is termed "A Great Prize Fight" that is to take place, I believe in July in California—detail notes of the training and condition of these two men, how they are being brought up to the highest state of physical perfection described as the pink of condition, so that they may be ready for this great contest.

Did it ever occur to you that the business of which you are a part as employer or clerk has a right to expect perfect physical condition for the daily service that you are to give—that a night of dissipation or sleepless rest as a result of excess or indiscretion is evidence of a missed opportunity to be in the pink of condition for the coming day?

In the game of business in which the retail man takes the brunt of the fray, if we are to reap the fullness of success, mind and body should be ever ready, the one to grasp the opportunities as they pass and the other to stand the strain of the fight. Certainly there is no contest that requires more energy and more thinking than the hardware business, if it is to show the results of more than a living for the owner and his clerks.

In an address which I delivered in Louisville, Ky., in February, I made the statement that out of every ten men who embarked in the retail hardware business two failed outright, one only of the ten made a signal, comprehensive success, varying in importance in accordance with environments and conditions, and seven out of the ten "also ran" "made a living"—nothing more. It was, of course, my purpose to analyze the reason for this state of affairs because it is practically true.

#### Clean in Mind and Body.

I did not mention fitness in mind and body as an important factor in the success or failure of the store, because they are regarded by the average dealer with little consideration, but I bring to your attention that the young man starting on a business career must be clean in mind and clean in body and strong in both, not some of the days of the week, but all of the hours of all the weeks of his service, if he expects and hopes, as he should, to reach the front ranks of business success.

Employer's Interest and Example.  
Speaking of young men in business brings to my mind another fragment that seems to have been generally overlooked—a missed opportunity if you will permit me to so class it—the lack of appreciation of the average merchant of the responsibility which is his and he should not try to shirk it, of earnest thought to the proper training of the clerks that work in his store and the responsibility of setting them the example of giving to the business of which they are a part the fullness of complete and satisfactory service.

This clerk behind the counter, whenever he comes in contact with your customers, has in his keeping the good reputation of your business. How many of them by carelessness and ignorance betray that trust because the owner of the store has shirked his responsibility? How many of these clerks are simply clock watcher and payday lookers, because the boss has inspired them with no higher aspiration?

The first impression that man or woman receive on entering your store is almost indelible, and if the continued going to a particular store by the average man or woman to trade is a matter of habit—and this is generally admitted to be a fact—how exceedingly important it is to always have your lights trimmed and burning, ready at all times to make these first impressions lastingly for good.

#### Reputation vs. Character.

I recall a case that is always before me when I think of a prominent hardware dealer. I have tried to forget it, but do not. His store is a model of neatness and arrangement; his clerks are above the average. This man is an example of refinement and courtesy—the world is bet-

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**The American Gas Mach. Co.**  
Albert Lea, Minn.

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**PEANUT ROASTERS,  
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**Columbia Batteries, Spark Plugs  
Gas Engine Accessories and  
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Grand Rapids, Mich.

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Iron Pipe  
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Galvanized Iron Work**

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The Only Exclusive  
Wholesale Hardware House  
In Western Michigan

32 to 46 S. Ionia St.

Grand Rapids, Mich.

**FOSTER, STEVENS & CO.**

Grand Rapids, Mich.

Exclusive Agents for Michigan. Write for Catalog.

\*Address by John Hall before Alabama Retail Hardware Association.

ter because he lives. The first time I went into his store I noted one of his clerks sitting on the counter smoking a cigar and talking to a traveling man. There were two customers in the store, one being waited on by another clerk and the other waiting to be waited on when somebody would seemingly by accident discover that he was there.

Now, that sort of thing perhaps is all right for a general store in a crossroads settlement, but how many of us would feel complimented if our hardware store were regarded in that class by the public in the towns and cities where we do business.

It seems almost elementary for me to remind you of the difference between reputation and character. The one is what we would have the public think and the other is what we are, that God knows us to be; and so it is with the store character, just as tangible and just as important as personal character.

Now, this merchant, by the neatness of his store and the general appearance of it shows that he appreciates the power of public opinion, but it is evident he has missed the opportunity of inoculating his clerks with the feeling that the name over the front door—his name—must stand as a guarantee, not alone for the quality and character of the merchandise sold, but the quality and character of the service rendered.

Perhaps it would be argued that these customers were old friends, men who traded every day and often, and for that reason indifferent attention was paid to their coming and going. That is equivalent to the mother who teaches the child one set of manners for company and another set for home and then when this child grows up, gets this dual life mixed, and has reputation, but little character, to command our respect, our confidence and our love.

**Likes and Dislikes.**

Let me submit this proposition: If a man or woman likes you—likes your store—they will find a way to trade with you, to give you the order they otherwise would send away to some larger city. You know this to be true, because 75 per cent. of the goods the average merchant buys is on the basis of his like or dislike to the salesman who visits him.

How, then, can we increase the influence of our business—the sales, if you please—and the consequent increase of profit by the increased business done? This is a live question and I believe one that will interest you, for my observations in the last few years lead me to believe that very few hardware dealers cover the field of opportunity which is theirs, too often satisfied with a partial success.

You allow some outside dealer to come in and sell the builders' hardware for the new home of the druggist and the dry goods man, and take orders from the blacksmith for his hammers, files and nails. You allow the carpenter and the farmer to ponder over some mail order catalogue and send their money away for what they want, when they could serve their best interest by buying from your store.

If you could carefully tabulate the thoughts of yourself and your clerks during any working day, you would find in the average store about 75 per cent. of the thinking done was on things other than selling, and only 25 per cent., perhaps less, devoted to the purpose of the store, which is for selling and enlarging the field of your opportunities in this all important part of the business.

**Territory for Each Clerk.**

Suppose you should divide the territory you are entitled to cover into sections and assign a certain section to each clerk, not forgetting to let the boss have his share. Hold each man responsible for results from his field of operation, fix his compensation on profits made and you will find an awakening to ways and means to sell goods not thought of before. Every farmer, every carpenter, every household would become a prospect and would be worked intelligently and continuously, so that no outside competition at least could get a foothold in your territory.

Put no man on guard who is not worthy to carry your good name and the reputation into the fold of your fair dealing. A failure to bring into the fold of your business the men and women who do not now trade with you will be evidence of bad management.

Remember, salesmen can not be driven; they will follow a leader who is worthy; they will quickly respond to the genius of encouragement. Cultivate that as a great asset. Refrain, of course, from expecting unreasonable things; be slow to expect others to do what you yourself under the same circumstances could not accomplish.

You should know positively the reason why any certain man does not trade at your store, and if it is within the limits of good business, remove the reason or prejudice. Nine cases out of ten you will find the reason for your failure to enjoy the business from some particular source because of your failure to properly think about and plan ways to get it.

Banish from your mind the idea that price sells goods; it plays a minor part in the harmony of business. Impressions, likes and dislikes are the controlling factors, and when you find that one clerk can not get the business of some particular farmer or carpenter or family, try another clerk. Never lose sight of the fact that any man or woman feels complimented in being asked directly to give their trade to a store, and if they are asked in the right way they will do it.

**The Right Price.**

Do not for a moment construe my statement about price to mean that you should rob or overcharge your customer. Such is not my purpose, but you must remember that you can not run a business without a profit, and it must be a healthy one. There is a price in each locality for any article in the hardware store, at which price more of that article can be sold and more net profit made than at any other price, either higher or lower, that you may ask for it, and the merchant who during his working day gives 75 per cent. of his thoughts,

as he should, to the selling end of his business, will soon find out what that price is.

**Influence of the Clerk.**

I came here to-day, intending to talk principally on the retail hardware clerk and his power for good or evil in and out of the store. It seems to me this is the one subject overlooked by the big guns, the big talkers and orators. Why, I do not know, because every retail hardware

We have recently purchased a large amount of machinery for the improvement and betterment of our Electrotype Department and are in a position to give the purchaser of electrotypes the advantage of any of the so-called new processes now being advertised. Our prices are consistent with the service rendered. Any of our customers can prove it.

**Grand Rapids Electrotype Co.**

H. L. Adzlt, Manager Grand Rapids, Mich.

**Mica Axle Grease**

Reduces friction to a minimum. It saves wear and tear of wagon and harness. It saves horse energy. It increases horse power. Put up in 1 and 3 lb. tin boxes, 10, 15 and 25 lb. buckets and kegs, half barrels and barrels.

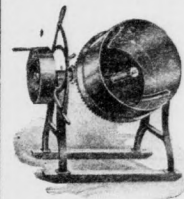
**Hand Separator Oil**

is free from gum and is anti-rust and anti-corrosive. Put up in 1/2, 1 and 5 gallon cans.

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- Power Drain Tile Machines
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- Architectural Molds
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**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

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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 cultivate 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.**

store is just what the clerk makes it; just that and nothing more, and it is the custom, universally so, to let the clerks dig out their knowledge, form opinions and adopt principles, rules of conduct for their business life to be spent in your store and at your expense, with no guiding hand or wise counsel from the owner whose success or failure is in their keeping.

Happy is that merchant who can truthfully say that he loves his employes, and fortunate beyond measure is that young man, starting on a business career, who can look up to, honor, respect and trust the head of the business in which he is employed. These clerks are your mouthpiece; be sure they are properly trained, know the game and are in every way competent to interpret the high character of the business that bears your name or for which you are responsible.

#### Example and Teaching.

The essence of all religion is right living and right doing; let us teach that to the young men about us. Let us set them the example of being dependably honest, especially in the little things of life. Let us teach them by example the sweetness of self-denial and to practice in their daily lives the spirit of gentleness and politeness. Particularly would I urge the consideration for others, their feelings and their rights, at all times and in all places.

Let us teach these clerks to be quick to respond to the requests and suggestions of those in authority over them, to learn to do first and discuss the advisability of doing afterward. Let them learn to measure the value of the business of what they do and the way they do it by the value they would put on another if they had to pass judgment. In this way teach them to be creators of business instead of mere task doers.

Let them buckle on the armor of loyalty, faith and earnestness, and go cut in the business battle and win honestly, for no other success will bring the sweetness of peace when our shadows commence to fall behind us.

#### The Selling End.

My theory in trade building is to perfect yourself in the game of selling and then multiply yourself by teaching those around you. The time spent in selling is an investment the same as the money paid for your goods and should be so reckoned in the theory of selling. In fact, if we could gather up the fragments of time, the wasted moments, hours, the lost motion, the doing of things that do not count in the average retail hardware store, and apply this force intelligently, what a difference it would make in the profits at the end of the year.

The one fragment which I commend to you is to religiously cultivate the habit of giving, at least, one hour each day to profound thinking of how to sell more goods. This should be a quiet hour of meditation. Nothing should be allowed to interrupt you. Do not try to cover your goods as a whole; think in lines.

Take, for instance, cutlery first,

then paint if you keep it, then builders' hardware and on through the whole list of your stock. When you have reached the end of the list go back and think it all over again and keep on turning the pages, as you can never exhaust the subject.

Give another hour each day in earnest thought to the people who do not trade with you; do not think of them collectively, but individually; get a list of their names, check them off as you bring each into the fold.

Call your clerks into counsel once each week and put these kind of problems before them. We are not selling enough pocket knives or enough locks; what is the reason? Ask them to suggest a plan to change this condition. Take your list of non-buying names, select individual cases. Here is John Brown, he has not bought from us in a year. We want his business and ask for a plan to get it.

Promptness in Paying Is a Habit.

After selling comes collecting the money for what you have sold—a

customer expects you to do it then and no irritation is probable, but each day you delay not only weakens your standard of promptness but lessens the customer's respect for your business methods and makes friction and feeling a certainty.

#### Getting Boys' Trade With Free Jack Knives.

The Harvey Shoe Store, Des Moines, Iowa, being very desirous of getting a larger part of the school shoe trade of the city, decided to adopt a novelty and after some correspondence with the manufacturers of novelty devices, a pocket knife was adopted. The question of distribution having come up, it was decided to print cards and have them distributed by hand at all the schools in the city. Accordingly the following form was got up in good style for this purpose:

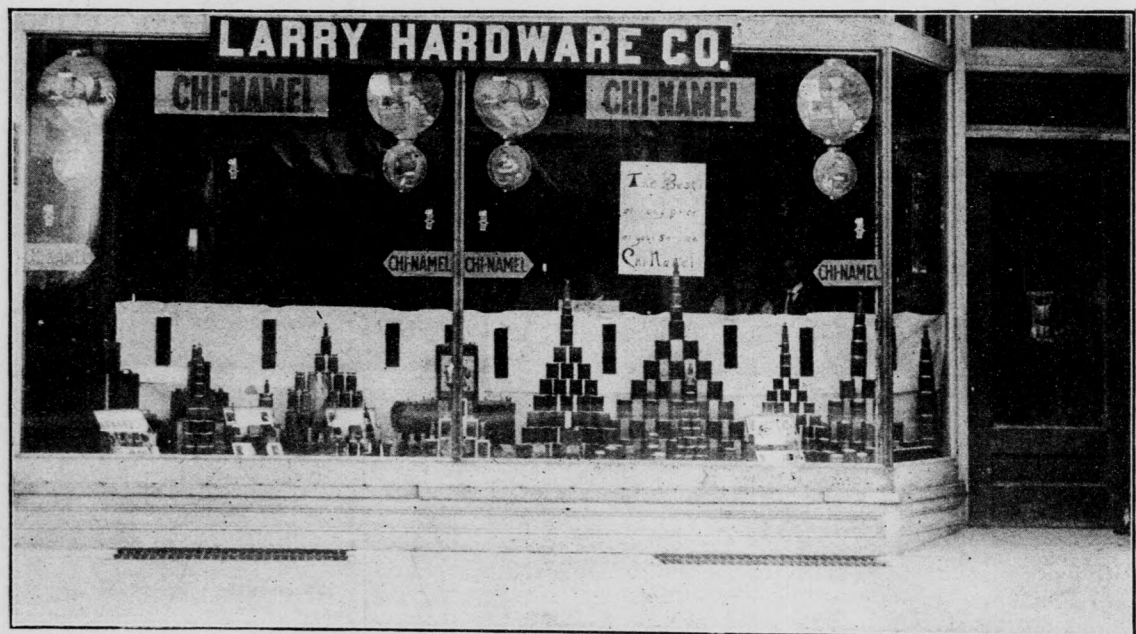
Pocket Knife Free.

Boys, I want to get acquainted with you. You will soon be men, wearing men's shoes, and I want

#### Try Before You Buy.

One of your subscribers who specializes in tools and cutlery, and whose stock includes all the leading makes of safety razors, has placed a card in his window notifying shavers that they are at liberty to try any of the patterns shown until suited. This is a piece of enterprise which it is a pleasure to record, but I suggest that the retailer should go one step farther and should set up a demonstration room where customers could actually try the razors. Equal facilities for trying other goods would be appreciated by the public.

Exhibition demonstrations, carried out under more or less ideal conditions, are of little use. Even the vacuum cleaner exploits which excite the astonishment of visitors to the Agricultural Hall or Olympia are seldom conducted in circumstances identical with those which obtain in the home, but if a householder were offered a free trial of an apparatus for a few days the opportunity would not only be appreciated, but probably



Window Display by the Larry Hardware Co., Howard City.

most important part of the business. Every transaction in the hardware store is in the nature of a contract; you deliver the goods and receive immediately the money. We call it a cash sale and the contract is closed. But if you deliver the goods and the payment is deferred, there has been a definite date of the performance on your part of the contract by this delivery, and there should be equally a definite time of payment by the other party—the purchaser.

Promptness in payment is a matter of habit, and unless the merchant propagates and cultivates that good habit among the people to whom he sells, it is only human for those customers of yours to drift into the bad habit of ignoring the respectability of promptness, and that is the beginning of friction, that eventually loses the trade to your store.

Certainly it is a wise business policy to create as little friction as possible, and the way to do it in handling collections is to ask for your money promptly when it is due. The

you to remember my store. If you will come to my store and buy a pair of shoes, I will give you a brand new two-bladed razor steel jack knife free. Tell your friends about this and bring them along. Don't forget the number, 318 Seventh street, Harvey's Shoe Store..

A man was hired to distribute these cards to boys going to and coming from school, and the result was that there was a tremendous expansion in the business at the Harvey Store. The knives cost about \$2 a dozen, but it is the impression of Mr. Harvey that nearly every boy in Des Moines either has bought or intends to buy shoes at his store, as long as the knife offer lasts, anyhow, and probably a good deal longer. The experiment doubled the business.—Show Card Writer.

Ever know a sneak thief to steal in to a house and take a bath?

You can't please yourself and your neighbors simultaneously.

lead to business, with satisfaction to all concerned.—Ironmonger.

#### Pneumatic Chisels for Fossils.

Until recent years it was often extremely difficult to remove fossils from their encasement of rock without breaking or destroying them. Dental engines and electric mallets were employed in some laboratories, but their efficiency was limited. Pneumatic tools are now, however, employed with great success. The lightest pneumatic hammer on the market as a stone-working tool is found to be the best adapted for work on fossils. With this tool a small chisel can be driven at the rate of 3,000 to 3,500 strokes per minute, the compressed air being controlled by a push button valve, and the instrument being so small that it can be held in any position and used to clear out deep cavities without injury to the fossil.

There is no peace for the would-be peacemaker who butts in.



## REPRESENTATIVE RETAILERS.

## M. L. De Bats, the Well Known Bay City Grocer.

Co-operation—the joint efforts of individuals or bodies—whether it be in mercantile, in industrial, in municipal or in social affairs, always has been the means of bringing to the forefront the purposes for which the organization was perfected. Success seldom is achieved in any particular line where the energies of a single person alone are responsible for what is attempted. It is an old saying that "two heads are better than one" and the pointedness of this remark may be seen in numerous cases in the mercantile world where the combined brain forces have evolved business structures that adverse trade winds may not move from their foundation. In the various organizations of merchants can be seen the advantages of co-operation in many forms, all tending to the one end.

M. L. De Bats was born in Detroit September 22, 1860. Three years later his family removed to Bay City, which had at that time about 700 inhabitants. He attended school until he was 11 years of age, when he went to work in a sawmill, which at that time made sawdust twelve hours per day, from 6 o'clock a. m. until 6.30 p. m., with one-half hour for lunch. His father died when he was 14 years old and he, with his brother, who was three years his senior, supported the mother, brother and sister, the latter of which were younger. Three years later the mother again married and he left home at that time to make his way in the world. He learned the trade of pail and tub making and continued at this until he was compelled by sickness to give up the work. He started in the grocery business with a capital of \$160 and did not ask a jobber to give him credit, but three years later, when he had built up a fair business, he was persuaded by a jobber to put in a larger stock of goods, since which time he has accepted credit and his business has always been prosperous.

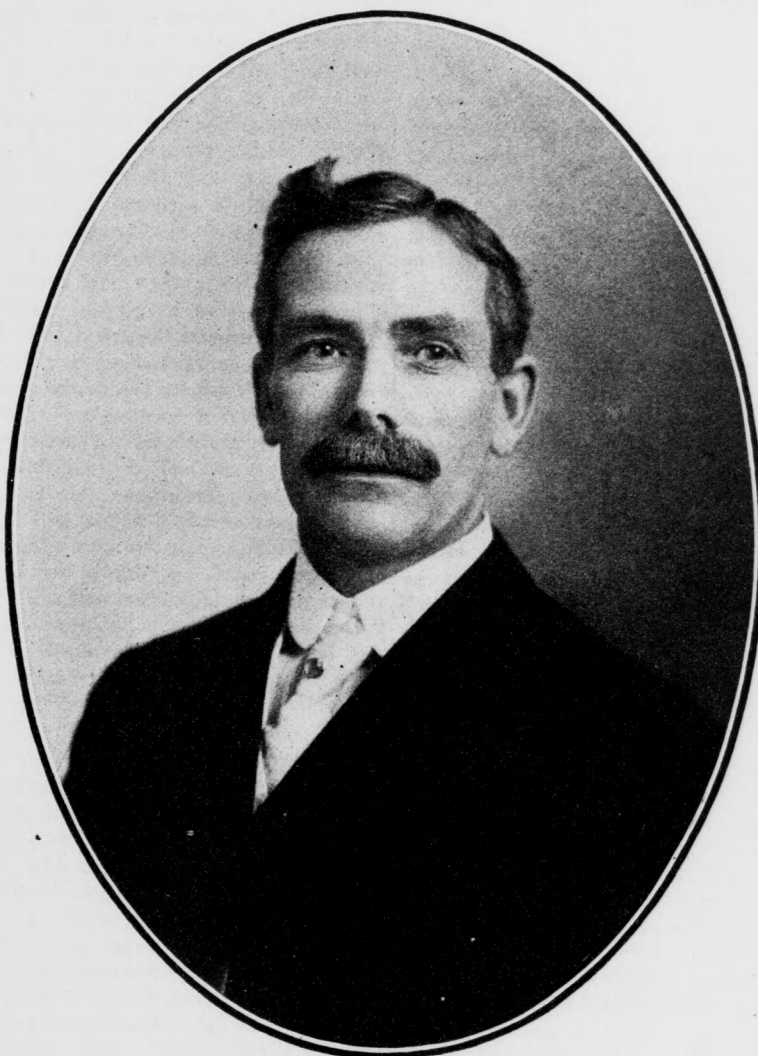
At the last meeting of the Michigan Retail Grocers' and General Merchants' Association, held in Detroit, Mr. De Bats was elected President and he is now giving considerable time to the work of that organization. Naturally, he is anxious to make a good record as President of the Association, and, being a man of high ideas and enthusiastic expectations, he is trying to raise the standard of the Association so that the annual meetings will be something more than mere pleasure occasions. It is a little unfortunate that not more effort has been made in this direction in the past. There are many features which should be taken up by an organization of this kind which could be discussed with profit and acted upon with advantage to every member. Unfortunately, there has appeared to be more of a disposition to have a good time than to delve deep into problems of merchandising and this probably explains why the Association has not grown

more rapidly. Mr. De Bats expects that his term of office will mark the beginning of a new era, during which the Association will seek a higher level and reach a higher standard. In these efforts he will have the hearty co-operation and good will of every retail merchant in Michigan. There is ample room for an organization of the kind and there is no reason why it should not be made as valuable to the retail merchant as the old Michigan Business Men's Association was to the mercantile fraternity of the State. The latter organization was in existence only about half a dozen years, but left a lasting impression on mercantile conditions. In fact, it accomplished more in a single year than the present organization has ac-

complished during the ten or twelve years it has been in existence. He is a politician of principle and for principle. When he thinks a good cause needs assistance he leaves his business and goes to work with might and main for what he believes to be right and, although many oppose his beliefs, none question his motives. No better law-and-order man lives in Michigan than M. L. De Bats, and he is a credit to the city in which he makes his home.

## Mrs. Immen Has Formed No Organization.

Grand Rapids, June 20—Upon my return home from Washington a year ago I consulted with the Common Council in regard to the gift of my home for an art gallery at my death and found that the charter would not admit of their receiving it if I offer-



M. L. De Bats

ed it, which I did not do. Now that is all there is of it, so far as I am concerned, such assertions as "Efforts by women may develop into a lovely feminine row" and "Because Mrs. Immen was denied recognition in Mrs. Perkins' organization Mrs. Immen has formed one" and "As the situation stands there are two organized efforts for an art gallery and businesslike men may yet have to be called on to bring the art gallery into existence," are untrue. I have formed no organization. If I had I certainly should have formed it with the aid of business men and they should have had a place as officers.

So far as any other art organizations that are formed or will be formed, I certainly should endorse the movement. When I suggested giv-

ing my home no public art organization of any kind was formed or suggested. If I have been instrumental in creating an art movement strong enough to influence the creation of an art organization, congratulate me instead of making such assertions as I have quoted. An art movement in this city by women or men and women should not be belittled, but all citizens and newspapers should encourage the same.

Lorraine Pratt Immen.

"Mister" or "Esquire?"

The words "esquire" and "mister" are among those in daily use and yet most of us would be rather puzzled to say in precise language what we meant by them. In a recent county court case in England a schoolmaster was ruled out of the "gentleman" or "esquire" list. British legal distinctions on this point have been anomalous, however. The following are not "gentlemen": a buyer of silks, a solicitor's clerk out of regular work, a commission agent and an audit office clerk. On the other hand, the following have been held "gentlemen" — viz., one following country pursuits and a silent partner in some business, a medical student, a dismissed coal agent out of work and a person living on a parent's allowance.

Aside from legal authority, it may be said that Matthew Arnold explained the difference in the English custom by an assertion that signified that a gentleman, or any one who is engaged in a "gentlemanly" occupation, is denominated "esquire," but that the tradesman is entitled to nothing better than "mister."

The English themselves are not always sure in making the distinction. Not long ago it was found by one who took the trouble to investigate that the railway companies vouchsafe the honor of "esquire" only to those passengers who care sufficiently about their social standing to be holders of first-class season tickets.

The real derivation of the word "esquire" is, as most people will remember, from "escuyer"—old French for "shield-bearer"—and so it came to be applied to the chief retainers of knights. When the feudal days passed the word remained.

## Scientist Chief Force of Civilization.

"The last hundred years, under the influence of the modern engineer and scientist, have done more for the betterment of the human race than all the art, all the civilizing efforts, all the so-called literature of past ages for which some people want us to have an exaggerated reverence."

Dr. Leo. H. Baekeland, in his presidential address before the American Electro-Chemical Society at Pittsburg, uttered these challenging sentiments some time ago. He did not confine the remarks to Pittsburg, but to civilization everywhere.

Are there any new counties to be heard from?

Nothing will keep men from becoming saints better than the sight of some who are dead sure they are.

A good deal of honest impiety is due to sham piety.



### Talk of a Salesman To His Former Sales Manager.

You have made a good many ginger talks to me. Turn about is fair play. I want to make a little ginger talk to you.

I am no longer in your employ.

You taught me so much while I was in your business that I resigned to go into business for myself.

I appreciate all that you have done for me in the way of training and development. I am making this little ginger talk to you not out of any motive akin to vindictiveness, for I have none—far from it—but simply because I believe it is a duty I owe the other fellows who worked with me in your sales force and who are still your salesmen.

I believe furthermore that it is a duty I owe to you. You gave me in your talks a great many wholesome pointers that increased my earning capacity and helped to make me a bigger man, and I believe that I can give you in this talk a few pointers, from the standpoint of the man in the ranks, that will help you in your future dealing with men in the ranks.

As you used to say in your talks to your salesmen, "No man who is a man is afraid of having the truth told him. Our best friends are those who talk to us most plainly. People who criticise us constructively—that is, who do not merely rag us for the sake of making us miserable, but who point out flaws in us which if eliminated would make us stronger men and more effective workers, are our truest friends." You will remember how often you said this in your talks to your salesmen when I was one of them.

#### On the Firing Line.

I hope you will receive my remarks in the same spirit with which I and your other salesmen received your talks.

You were always strong in insisting that your salesmen should be loyal to you and to the house. You said no house could live and progress without the loyalty of its employes.

It is even more true that a salesman can not do work effectively unless he has the loyal backing of his manager.

A salesman is always on the firing line, fighting desperate battles. Many prospects whom he meets oppose him tooth and nail; barring him out of offices; rubbing it into him that he is a nuisance; reminding him that time is precious—that he is endeavoring to waste the prospect's time; giving him an audience, if at all, with reluctance; listening to his arguments with a cold and fishy eye; endeavoring to quench his enthusiasm, when-

ever possible, with icy indifference; questioning his sincerity; discounting his statements; putting him off with fake excuses; watching continually for an opportunity to throw him out and get rid of him.

It is the toughest kind of work—this salesman's work—this continual battling with indifferent, obstinate and pugnacious prospects. The minute one fight is over another fight begins. A salesman's life is a ceaseless round of such nerve-exhausting, mind-wrenching, courage-sapping combats. A fellow must have more grit than a prize fighter to stand the strain and come up smiling after every round, ready to face an opponent again at the tap of the bell.

Now no prize fighter ever lived who could keep his nerve through a fight if he knew that his seconds in the corner behind him were not with him heart and soul. Jim Jeffries in his best condition could not have licked a string of forty cab drivers in forty days if his seconds had gone at him between every fight and every round and called him down as a dub and a coward. Jeffries might lick the first twenty men, but the ceaseless criticism and negative suggestion of his seconds would take all the fight out of him and "get his goat" in the end.

#### The Slap on the Back.

And if this is true of Jeffries matched against a string of inferior fighters, it is far truer of a fighting salesman, who is matched day after day against men that in most instances are bigger guns in the business world than he is.

When a fighter has gone to his corner after getting the worst of a round, there is only one thing that can make him jump up at the tap of the bell and go at his opponent, with renewed ambition and determination; and that is a hearty slap on the back by each of his seconds and their assurance that they believe he is still in the fight and has a chance to win. And if there is one thing more than another that will make a salesman go back at a prospect after he has been turned down, or go after new prospects with undiminished courage and determination, it is the salesman's consciousness that his manager thinks he has done his best—that his manager believes, despite his former defeats, that he is going to win out in the end.

We salesmen do not mind having our mistakes pointed out to us. Any salesman with ordinary human intelligence is glad not to make the same mistake twice. But he wants above all things in the world to know that

his manager believes in him; that the big warm hand of his manager and his company is always pressed against his back, despite discouragement and defeat, supporting him, bracing him up, pushing him on to more and more determined efforts.

I didn't care, when I was in your sales force, how many times I was licked. If I knew that you thought I could win the next fight I always had the grit and determination to go out and start that fight.

#### You Will Land Him Yet.

I have gone into your office sometimes to report the loss of a sale and been received with a kindly silence that dissolved my back bone and nerve for future fights as acid dissolves soft metal. I have come into your office at other times after a prospect had knocked the stuffing out of me and received a "Never mind, old man, you will land him yet" that has sent me back after him with the same fire in my eye that a bull dog has when he goes after a rival that has bitten him.

Oh, you big man in the home office—you man in authority—you commander of the fighting brigade—you have no idea how much your encouragement and support means to us fellows who have to go out on the firing line and meet the enemy. When we and our sample cases are hundreds of miles from home, you do not know what a warm glow at the heart it gives each of us, after we have been man-handled by a bunch of tough prospects, to be able to reflect, "Never mind, I had a bad day to-day, but my manager at the home office believes I am doing my best and that I am going to make a ten strike before this trip is over. And this being so, by the eternal I shall start to make that ten strike to-morrow morning as soon as the sun is up."

I want to call to your mind an incident that happened five years ago. I was a green man with you then. You had sent me half across the continent to close a big deal. I told you before I left that I would be back in five days. At the end of the ninth day the deal was still unclosed. I was getting nervous about what might be taking place in your mind. I said to myself: "For all our sales manager knows, I am down here loafing around the hotel, running up an expense account and having a good time." I telegraphed you, "This deal is taking longer than I expected. Hope you haven't lost faith in me." You telegraphed back: "Have all the confidence in the world in you. Stay as long as your judgment tells you is wise."

#### Taking the Fight Out.

That telegram of yours, coming 1,500 miles over the wire, filled me so full of gratitude and grit and gumption that I went straight out and tackled that tough prospect again with such resistless force that I swept him clean off his feet. I left town that night for home with his signature on the dotted line. You may have forgotten the incident, but I will remember it to my dying day.

There have been other times in my experience under you when you call-

ed me down so fiercely after I had done my best that you took all the fight out of me for a week.

Never forget that a salesman is a man of a tremendously nervous temperament. If he were not, he could not be a salesman. He could not call up at a minute's notice the enthusiasm that is necessary to break down indifference, persistence, obstinacy and abuse. The same high-strung nervous system that enables him to call all his resource into play and throw himself body and soul into a fight with a tough prospect makes him abnormally sensitive to criticism from his home office.

Anybody can drive a plow horse—an animal with bones and muscles but no nervous system to speak of. But it takes a master driver with a delicate hand to handle race horses.

A word of kindly encouragement at the right moment, a pat on the neck—a steady sympathetic pressure of the heels, has enabled many a thoroughbred to win a steeple chase.

Dull minded jockeys who know nothing more than the use of the whip and spur are the fellows whose mounts pass last under the wire every trip. You can saw on the bits in the mouth of a cab horse, but you have got to be careful how you handle the reins when you are riding a blooded hunter. His mouth is sensitive.

If you have read Lew Wallace's great historical novel, "Ben Hur," you know how the Roman Messala lost the chariot race by lashing his four horses with the whip and how the Jew, Ben Hur, took the lead in the stretch by talking to his team of blooded Arabs—how the Jew's masterful shouts of encouragement and praise and inspiration fairly lifted his team out of the ruck—started their tired hearts to pumping with new

The American in London starts for Hotel Cecil, the Englishman in America hunts for St. Regia.

The tide of popular favor in Grand Rapids is turned toward

**Hotel Livingston**  
Grand Rapids, Mich.

**Hotel Cody**  
Grand Rapids, Mich.  
A. B. GARDNER, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan.

All meals 50c.

born energy, flooded their veins with the fire of resistless determination and sent them thundering across the line lengths in advance of their rivals.

Never forget that the salesman is running a tremendous race, often against the worst kind of odds. Never forget that he is not a wood and iron machine, but a human being—a MAN, with a man's susceptibilities and emotions. You can not run him as you would run an elevator or an automobile. If you try to, it will be only a question of time before he will balk or break down. To keep his motor, which is his heart, in good working order you must make liberal use of warm human sympathy, understanding and consideration.

After all, it is only a matter of treating the salesman as you would like to have him treat you, if under any circumstances you two changed places. W. C. Holman.

#### Gripsack Brigade.

A Negaunee correspondent writes: Will H. Wagner, who traveled in the Upper Peninsula for Siegler Bros. for many years, was in Negaunee Saturday in the interest of the Wagner-Gilger-Cohn Co., which he organized a few months ago. The firm's headquarters are in the Hippodrome building, Cleveland, and it is doing an exclusive wholesale jewelry business.

South Bend Tribune: A desire to boost South Bend as a manufacturing and trading center caused the South Bend Council, No. 438, United Commercial Travelers, to pass a resolution Saturday night at their meeting held in the Owls' hall to make application for co-operation with the South Bend Chamber of Commerce. There are 1,700 members of the organization in the State and the Grand Council meeting next year will be held in Madison and the following year in South Bend. A report of the Grand Council meeting held in Vincennes, Indiana, recently was read by Past Counselor A. R. Fisher, delegate to the convention from South Bend. The local members have planned to give the visitors an excellent entertainment in 1911. Invitations will be extended to all travelers and their families for the annual picnic and ball game to be held soon. For the increasing of membership there has been a Booster Committee appointed and meetings will be held every Saturday afternoon at 2 o'clock, in the Typewriter Shop, 119 West Jefferson boulevard.

#### "Hydro" the Latest in Aeroplanes.

Marseilles is laying claim to an aeroplane that may be either water bird or land bird, as occasion may demand. Strictly speaking, it is called the hydro-aeroplane. It is driven by a fifty horse power Gnome engine and in flights has been credited with thirty-three miles an hour. In local experiments it has risen out of the water to a height of fifteen feet and maintained its course nearly half a mile. Over a land flight it has sailed at heights under ten feet and brought gently down at the edge of the water.

#### Thoughts on Approaching a New Customer.

It rarely occurs to the successful salesman how it is that he is able to go into the store of a man whom he has never seen before, who has never heard of him, and, in the great majority of cases, get an order for goods. It has never occurred to him what he said or did that, in a few minutes' time, would gain his customer's confidence and secure for himself business that the less brilliant salesman would make four or five trips to accomplish. To the man who has been traveling the same territory for several years, calling on the same trade, knowing all the buyers by their first names, it is a comparatively easy matter to do business; but to the salesman who is sent out, frequently with a brand new piece of goods, in many instances unheard of, to call on a strange trade, in a strange territory, it is a vastly different proposition.

To-day any man can go out and sell a widely advertised piece of merchandise, whether it has merit or not, whether he knows the trade or not. As a consequence some men who call themselves salesmen are merely automatons and are compensated as such.

A high-priced salesman to-day must be a diplomat, a hypnotist, a good fellow and, above all, a brainy worker. Hypnotist is not meant in the sense that a salesman must overcome a man's will, but that he must so talk and conduct himself that his customer will and must believe everything he tells him. Such a man cares not what line he sells so long as he himself believes in the merchandise.

To many salesmen a statement to the effect that there are hundreds, nay, thousands, of salesmen on the road to-day earning better than \$5,000 per year would seem absurd. It is, however, true and will be so as long as there are some men who make their brain work, while the other fellow works his arms and legs.

The average salesman to-day, calling on a new customer, does so in the regular stereotyped fashion, "by entering, handing the merchant his card, speaking his name and the name of his house and in all probability putting out his hand for a hand-shake." If you are one of this kind, has it ever occurred to you that the average business man to-day has a large number of salesmen calling on him; that in almost each instance he has had to go through the same formality of introduction—it is an old story with him, nothing new? If he is tired, will your introduction awaken him? Would he rather have you visit him than the man who came before and whom he did not know?

The first impulse of most buyers is to say "no," even although they mean "yes," trusting that the negative may secure lower prices for them, and if you are unable to secure intelligent interest you are unable to secure a sale. Does it not occur to you that you could approach the merchant in some distinctive manner so that he would unconsciously have

the feeling that here was something new, something different, and even although he did not need your goods, nor did he buy, still you have had a chance, and it is the chances that count, and not the introductions. It is possible to have a wide acquaintance but very few orders.

The old adage that "any one can sell a man what he wants," is nearly true, but it takes a real salesman to sell a man what he does not want and make him like it. To such a man goes the palm, and to such a man, who gains entree through his individuality, his personality, and his creative mind, go the most orders and the most compensation.

The writer has in mind a salesman who was continually working on new trade, with a view of placing a new department in the customer's store. The goods in each instance were such a vast departure from the usual line of goods the merchant handled that at first blush it appeared a ridiculous suggestion on the part of the salesman to the merchant. The salesman realized, after some days of vain endeavor to secure some opportunity to present his proposition, that it was necessary to go about it in an original manner. He realized that he was paid a high price for his services, that he had a hard proposition and that easy propositions do not take a high-priced man to handle; realizing, as above stated, that it was up to him to take the initiative, he started out one morning as follows: He walked into the first prospect he had in mind, took off his hat, approached his man and simply said: "I have something you know nothing about!" The buyer laughed and asked what it was. The salesman laughed with him and said: "Well, I am not prepared to talk business this morning with you, but I know you will be deeply interested and I would like to have you make an appointment when I may call and see you." The buyer saw that he had to deal with a man different from the ordinary run of salesmen, and being curious to know what he had appointed a time for the interview. This salesman became so successful that the sales-manager of his house paid him \$500 to write out his introductory talk.

Why did he take off his hat to the merchant he was interviewing? The ordinary salesman would see nothing in that, but it showed the customer more than some hours' talk would show that he had a courteous gentleman to deal with, above all, and he dealt with him as such.

Did he hand him a card and speak his name? Not at first. It is impossible in the space allotted to deal at length with the psychic effect of the introduction of this man; but to the thinker it will be readily seen that the man seeking new trade must impress the man he calls on with his individuality. This salesman referred to once stated to the writer that after the sales-manager had for three or four years instructed his salesmen in this way of introducing themselves he had occasion to go to the Western coast and after making several calls, in each instance when he used

the line, "I have something you know nothing about," the customer replied, "Oh, yes, I know what you have," and named the line, showing that the man had been called on with the same talk, and that he had to find a new catch-phrase. He did and began immediately to tell his customer: "Mr. Jones, I have a suggestion to make to you for a new line of goods. Now, don't think I am crazy, for I not!" On asking him how he thought of that introduction, he stated that several customers had told him that he was crazy for suggesting it, and he thought that while the idea on the surface might appear wild and chimerical he at the same time desired his customer to know that he really had a good proposition if he only had an opportunity to explain it.

We all know that the first impression we make on a man is what counts. To the thinking salesman the style of hat he wears, the color of his tie is of as much importance as the price of his goods. Many a salesman will go without a shave on Friday in order to have a clean shave on Sunday, not realizing what this means to his business. The salesman quoted above made it a point never to try to sell a man on the first interview, never to tell him of his proposition or goods in the first interview, but to go back again, even if the next visit occurred within an hour of the first. You are on vastly different terms then; you are an acquaintance once met—you are expected, and if you are the right kind of man you have made the right kind of impression. You will be listened to most attentively and fearlessly, for a great many buyers when they see a good salesman really have fear to speak with him lest they be sold against their better judgment.

To say that success on the part of a salesman depends almost entirely on his first introduction is nearly absolutely true.

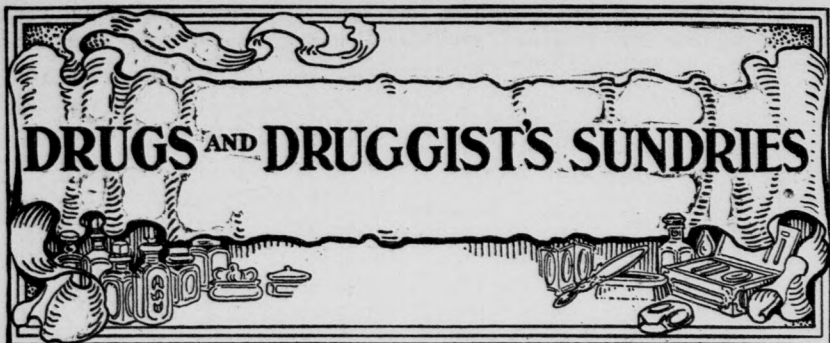
#### Death of a Good Merchant.

Esadore Gilbert, who was engaged in general trade at Beulah, died at his home at that place on June 20. The funeral was held at the residence June 22. The interment was in the Sherman cemetery.

Mr. Gilbert was a pioneer merchant of Sherman, having engaged in the mercantile business at that place about a quarter of a century ago under the style of Gilbert & Sturtevant. He succeeded the firm in business in 1899, remaining in trade there until a few months ago, when he removed to Beulah. He was at one time interested in the Sherman Drug Co. and G. A. Lake & Co. He was about 60 years of age and always enjoyed the reputation of being not only an exceptional business man but a good citizen in all that the term implies.

#### Some Sight.

The tourists were viewing the largest geyser in Yellowstone Park. "Stupendously magnificent!" said the man from Boston. "Pooh, pooh" disdainfully said the man from Chicago; "you just ought to see our biggest fire tug in action!"



**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.

#### Annual Meeting of Indiana Pharmaceutical Association.

Indianapolis, June 14—Drug store blind tigers suffered a severe blow this afternoon at the hands of Burton Cassaday, of West Terre Haute, President of the Indiana Pharmaceutical Association, in his address at the twenty-ninth annual meeting of the Association at the Claypool hotel.

"It is necessary to rid ourselves," he said, "of some of the vicious customs before our profession can claim and occupy the exalted position which in our humble opinion it is entitled to. The chief of these evils are booze dispensing and cut rate methods. These are parasites and barnacles which have fastened themselves upon us and which have no place on our backs, whose evil influences reach to the very foundation of our commercial and professional existence and threaten us with extinction."

Mr. Cassaday declared it was the duty of the Association to take a hand in politics and to attempt to effect the enactment of laws which will place druggists in the class of law enforcers and not in the class of "fellows who are law violators and who are always seeking some avenue whereby they can successfully evade the law."

Mr. Cassaday spoke also of the benefits which have been effected by the Association and urged that there be a strong effort for an increased membership. He had no kind words for the "grouch" who believes that the smaller undertakings of the Association are not worth while.

A discussion of the practical side of pharmacy was started by a paper read by Professor J. H. Gertier, of the Technical Institute. Mr. Gertier said that more time in the schools of pharmacy should be given to the practical training. The practical

training, he said, he would have included some instruction on the best methods of salesmanship. He pointed out that the druggists of the present day do not only dispense drugs, but they also sell various other kinds of articles and are in a way competitors of the department store.

This paper was discussed by Dr. J. N. Hurty, Secretary of the State Board of Health, who said he agreed with Mr. Gertier that the practical side should not be entirely lost sight of in the schools of pharmacy. He said, however, that he would minimize the practical work; that is, that he would give more attention to the professional work.

The Indiana Pharmaceutical Association is in a prosperous condition, and from the standpoint of attendance the present meeting promises to be a record breaker. One hundred and sixty-nine members had registered, and it was known that there were a number present who had not registered. The biggest meeting in the history of the Association was four years ago, when the attendance reached 305. Some of the members believe the attendance of four years ago will lose its first place in the record.

The large attendance at this meeting is accounted for by the extensive programme of entertainment that has been provided. This afternoon the members were to attend the ball game as guests of the Indianapolis drug jobbers, and to-night there will be a musical entertainment and dance at the Claypool Hotel. To-morrow afternoon the Association will go to the aviation meet at the speedway and in the evening the hippodrome will be the attraction.

It was reported also that there are 126 applications for membership on file. Terre Haute holds the record with thirty-three applications and Indianapolis comes second with twenty-five.

The address of welcome was delivered by J. K. Lilly, of Indianapolis, who is a charter member of the Association and has always taken an active interest in its affairs. The response was by Leo Eliel, of South Bend.

June 15—Several changes in the methods of the schools of pharmacy of Indiana were recommended to-day in the report of the Committee on Education at the annual meeting of the Indiana Pharmaceutical Association at the Claypool Hotel. This report was made by W. O. Gross, chairman of the Committee.

The recommendations made in a paper by Professor J. H. Gertier, of

the Technical Institute, that there be more practical training in the schools of pharmacy, was indorsed and was carried farther with the suggestion that such schools be supplied with typical drug stores for practice work so that the students may have training in selling all articles handled in drug stores as well as in the compounding of drugs.

It had been found also by the Committee that there are different entrance requirements in the different schools. Others require a diploma from a high school. It was suggested that there should be uniform requirements as to entrance.

The Committee reported, also, that some schools require two years' work of twenty-six weeks each, while others require two years of seven months each, and others two years of nine months each. It was recommended that the length of term be made uniform. It was recommended, also, that the curricula of the schools be made as nearly uniform as possible.

It was reported by the Committee that the total attendance last year in schools of pharmacy was 380, and 146 students were graduated from such schools.

A motion was adopted providing that a Committee representing the State Association be sent each year to visit the different schools of pharmacy in the State, provided the schools will bear the expense. This motion was presented by Professor Roe, of the Valparaiso School of Pharmacy. It was believed that by having such a Committee to advise schools beneficent results might be obtained.

Aside from unimportant committee reports and other routine business there was a paper by Dr. J. N. Hurty, Secretary of the State Board of Health, on the "Life and Accomplishments of Carl Wilhelm Scheele," an eminent chemist of Sweden, who lived and did his work more than one hundred years ago. The paper was in the nature of a biographical sketch. Scheele did much advanced work in his day, but by many of the chemists of that time he was called "a smart Aleck."

The Committee on Nominations of the Pharmaceutical Association reported the following list of officers: Roscoe Mutz, Edinburg, President; Charles Haupt, Terre Haute, First Vice-President; J. D. Brown, Burnettsville, Second Vice-President; John T. Johnson, Fortville, Third Vice-President; Maurice Swartz, Secretary, and F. H. Carter, of Indianapolis, Treasurer. Those recommended for places on the Executive Committee were: E. W. Stuckey, S. C. Basyne and Burton Cassaday.

There is much talk among the pharmacists in the present session of the best methods for raising the standard of the profession. It is believed that thorough training of students will go a great distance toward winning the confidence of the public. It is the sentiment, also, that with the increase of standards there should be regulations that will prevent any except pharmacists from compounding drugs.

Members of the Association went to the aviation meeting at the Indianapolis motor speedway this afternoon as guests of the Indianapolis drug jobbers and Eli Lilly & Co.

June 16—"The baby is the best customer of the druggist," said C. E. Elliott, of Sheridan, to-day in a paper read before the Indiana Pharmaceutical Association in its annual meeting at the Claypool Hotel. Mr. Elliott's subject was, "Our Best Customer," and he spared no efforts in praising the little Snookums who, from the time he emits his first shriek until he reaches the age of 5 or 6 years, must have a world of supplies, with emphasis on the "must."

"The average baby," said Mr. Elliott, "by the time he is 5 years old has spent \$300 with the neighboring druggist." The speaker then went on to enumerate some of the things the toddler must have with emphasis on the "must," and he included teething rings, rattles, talcum powder, soap, toilet water, "baby jewelry," toys, books and a great many other articles that are usually handled in the drug store. "It is the duty of every self-respecting druggist," said Mr. Elliott, "to encourage matrimony."

The programme also included an address by H. E. Barnard, State Food and Drug Commissioner. Mr. Barnard said the Inspectors of the Laboratory of the State Board of Health had collected samples of standard preparations representing twelve pharmaceutical houses. There had been so much routine business though, he said, they had not had time to examine all of the samples obtained. Of the twenty-one samples of tincture of opium examined, fifteen were found to be of or above the proper requirements. Of the fourteen samples of tincture of opium, deodorized, six were found to be up to or above the proper standard and of thirteen samples of belladonna leaves, only six passed muster.

Mr. Barnard had something rather emphatic to say about the sale of cocaine and similar "dope" which is dispensed rather freely by some of the pharmacists.

"The most notorious case of violation of the drug law," he said, "of the ethics of your profession and of the moral law, which, although not written on the statute book, holds every honest man in the path of rectitude, was that of the sale by a druggist of cocaine under the following circumstances: The illegal practice of the druggist was first learned when officers stationed at Fort

(Continued on page forty-eight)

## 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

Table listing various medicinal ingredients and their prices, including Aceticum, Benzolium, Boracie, Carbolium, Citricum, Hydrochlor, Nitrosum, Oxalicum, Phosphorium, Salicylicum, Sulphuricum, Tannicum, Tartaricum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Cassiae, Cinchona, Myrica, Prunus, Quillaja, Sassafras, Ulmus, Extractum, Ferru, Citrate, Ferrocyanidum, Sulphate, Uva Ursi, Gummi, Acacia, Aloe, Ammoniac, Asafoetida, Benzoinum, Catechu, Euphorbium, Galbanum, Gamboge, Guaiacum, Kino, Mastic, Myrrh, Opium, Shellac, Tragacanth, Herba, Magnesia, Oleum, Absinthium, Amygdalae, Anisi, Auranti Cortex, Bergamit, Cajiputi, Caryophylli, Cedar, Chenopadii, Cinnamoni, Conium, Cinnamon, Crotonum, Cupressi, Eucalypti, Euphorbia, Ferri, Gelsemium, Gentiana, Glycyrrhiza, Hamamelidis, Icthyocollum, Iodine, Ipecacuanha, Juniperi, Lactaria, Licorice, Mentha, Myrica, Nuxvomica, Opium, Quillaia, Ratanh, Scilla, Sassafras, Sennae, Spigella, Symplocarpus, Valeriana, Zingiber, Zingiberis, Zingiberis, Zingiberis, Zingiberis.

Table listing various medicinal ingredients and their prices, including Lupulin, Lycopodium, Macis, Magnesia, Mannia, Menthol, Morphia, Moschus, Myristica, Nuxvomica, Os Sepia, Pepsin, P D Co., Picis Liq N N, Picis Liq qts, Picis Liq pints, Pili Hydrarg, Piper Alba, Piper Nigra, Pix Burgum, Plumbi Acet, Pulvis Ipec, Pyrethrum, Pyrethrum, Quassia, Quina, Quina, Quina, Quina, Rubia, Saccharum, Salicin, Sanguis Draec, Sapo, Sapo, Seidlitz Mixture, Sinapis, Sinapis, Snuff, Snuff, Soda, Soda, Soda et Pot's Tart, Soda, Soda, Soda, Spts, Spts, Spts, Spts, Strychnia, Sulphur, Sulphur, Tamarinds, Terebenth, Thebromae, Vanilla, Zinci Sulph.

PLAY BALL
We Are Agents for
Base Ball Goods
Manufactured by
A. J. REACH & CO., Philadelphia, Pa.
Balls, Bats
Fielders' and Basemen's Mitts
Gloves, Protectors
Catchers' Mitts and Masks
Please send us your order early while
our stock is unbroken and complete
Hazeltine & Perkins Drug Co.
Grand Rapids, Mich.

LaBelle Moistener
and Letter Sealer
For Sealing Letters, Affixing Stamps and General Use
Simplest, cleanest and most convenient device of its
kind on the market.
You can seal 2,000 letters an hour. Filled with water
it will last several days and is always ready.
Price, 75c Postpaid to Your Address
TRADESMAN COMPANY GRAND RAPIDS, MICH.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Index to Markets By Columns

Table with columns A through Y listing various grocery items like Ammonia, Axle Grease, Baked Beans, etc., with their respective prices.

Table 1: ARCTIC AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BLUING, BROOMS, BUTTER COLOR, CANDLES, CANNED GOODS, CARBON OILS, CEREALS, CHEESE, etc.

Table 2: OYSTERS, PLUMS, PEAS, PEACHES, PINEAPPLE, PUMPKIN, RASPBERRIES, SALMON, SARDINES, SHRIMPS, SUCCOTASH, STRAWBERRIES, TOMATOES, CARBON OILS, CEREALS, CATSUP, CHEESE, etc.

Table 3: CHEWING GUM, CHICORY, CHOCOLATE, CIDER, SWEET, COCOA, COFFEE, COCONUT, CRACKERS, etc.

Table 4: COCONUT HONEY CAKE, FROSTED COCONUT BAR, FROSTED CREAMS, GRAHAM CRACKERS, HONEY CAKE, etc.

Table 5: DRIED FRUITS, FARINACEOUS GOODS, FLAVORING EXTRACTS, GRAIN BAGS, GRAIN AND FLOUR, etc.



**5C****10C****25C**

TODAY the big demand for 5, 10 and 25c goods is on such rapid increase that respectful attention is well-nigh compelled.

Everywhere, merchants who sense real home needs are paying the respect due these popular prices.

“Quality” stores now stress 5, 10 and 25c items—goods that do double work in any store: *pay big profits and sell other goods.*

To pull people into your store to clear the decks of seasonable goods—5, 10 and 25c specials will do it.

We are headquarters for these goods. Our July catalogue **COVERS** this field. It contains:

12,000 items to retail at 5 and 10c

3,500 items to retail at 25c

1,500 items to retail at two for 25c

And almost innumerable items to retail at other prices.

If you don't have this book, your copy is now ready. Ask for No. F. F. 806.

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# BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

New York, Chicago, St. Louis, Minneapolis

Sample Houses—Baltimore, Cincinnati, Dallas, Kansas City, Milwaukee, Seattle  
San Francisco, Omaha



Special Price Current



Mica, tin boxes .75 9 00
Paragon .55 6 00



YOUR OWN PRIVATE BRAND



Wabash Baking Powder Co., Wabash, Ind.

Table listing various sizes and prices of Wabash Baking Powder cans and jars.

Johnson Cigar Co.'s Brand



Table listing prices for Johnson Cigar Co.'s Brand products like El Portana and Evening Press.

Worden Grocer Co. brand

Table listing prices for Worden Grocer Co. brand products like Perfection and Londres.

COCONUT Baker's Brazil Shredded



Table listing prices for Baker's Coconut products in various quantities.

FRESH MEATS

Table listing prices for various fresh meats like Beef, Hindquarters, and Chunks.

Table listing prices for various types of pork, mutton, and veal.

CLOTHES LINES

Table listing prices for various clothes lines like Sisal and Jute.

Table listing prices for Cotton Braided and Galvanized Wire.

COFFEE Roasted Dwinell-Wright Co.'s B'ds.



Table listing prices for White House Coffee in 1lb and 2lb quantities.

Table listing prices for various sizes of fishing tackle.

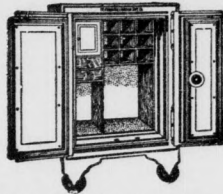
Table listing prices for various sizes of cotton lines.

Table listing prices for small, medium, and large linen lines.

Table listing prices for various types of poles.

Table listing prices for various types of gelatine.

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company.

SOAP Beaver Soap Co.'s Brand



Table listing prices for Grandpa's Wonder Soap in various quantities.

Tradesman's Co.'s Brand



Table listing prices for Black Hawk soap in various quantities.

TABLE SAUCES

Table listing prices for Halford table sauces.

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.

BUSINESS CHANCES.

For Sale—Ice cream parlor and candy kitchen, equipped for making both.

Must sell at once. Large attractive corner store located at Detroit, Michigan.

For Sale—A first-class grocery and meat market, town of 1,500 population.

Mr. Merchant, Are You Satisfied With Your Business?

Don't play a waiting game. Don't wait for something to turn up. Act now.

Brick hotel, centrally located, all cars pass the door; 40 rooms; modern; completely furnished; wet county.

For Sale—Small general merchandise business, growing town Northeastern Michigan.

If you do not earn \$3,000 yearly, our Standard Course in real estate and insurance shows you how.

Wanted—A first-class salesman who understands clothing, furnishings and shoes.

For Sale—The best shoe business in the city of Jackson, Mich.—The hustling manufacturing city of 35,000 and growing fast.

For Sale—\$2,500 up-to-date grocery. Population 3,200, rural 10,000.

For Sale—\$25,000 stock of merchandise or sell at a satisfactory discount.

For Rent—In Milan, Mich., brick store 47x68, old-established, best store.

For Sale—One 300 account McCaskey register cheap. Address A. B., care Michigan Tradesman.

Safes Opened—W. L. Slocum, safe expert and locksmith. 147 Monroe street, Grand Rapids, Mich.

Stock of general merchandise wanted. Ralph W. Johnson, Minneapolis, Minn.

For Sale—Stock of general merchandise, located in Northern Michigan. Write for particulars, as this is a bargain.

A TRIAL PROVES THE WORTH

Increase your business from 50 to 100 per cent. at a cost of 2 1/2 per cent. It will only cost you 2c for a postage stamp to find out how to do it.

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.

For Sale—Second-hand store fixtures, all kinds, eight floor and ten counter showcases.

Shoe Stocks Wanted—Will purchase for cash shoe stocks in Middle West.

Notice—Highest price paid for shoes or dry goods.

Will pay cash for shoe stock. Address No. 286, care Michigan Tradesman.

Plumbing and electrical business for sale. Well-established plumbing and electrical business. Invoices, plumbing \$3,456.

Do You Want 100c For Your Stock?—If so, we can realize you more than one hundred cents for your merchandise.

Notice—Capital wanted and to the right party full control will go for new capital needed by a fully equipped pocket knife plant.

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.

For Sale—In live city in Southern Colorado, grocery and queensware business, annual sales \$125,000.

For Sale—10,000 No. 2 cedar railroad ties. R. W. Hyde, Posen, Mich.

For Rent—In Milan, Mich., brick store 47x68, old-established, best store. Modern equipment, complete for general stock.

For coal, oil and gas, land leases, write C. W. Deming Co., Real Estate Dealers, Tulsa, Okla.

For Sale—One 300 account McCaskey register cheap. Address A. B., care Michigan Tradesman.

Safes Opened—W. L. Slocum, safe expert and locksmith. 147 Monroe street, Grand Rapids, Mich.

For Sale—Dry goods and millinery business in one of the best towns of 3,000 in Central Iowa.

HELP WANTED.

Wanted—Salesmen of ability to solicit druggists. Package goods of finest quality and appearance.

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience.

Want Ads. continued on next page.

### Annual Meeting of Indiana Pharmaceutical Association.

(Continued from page forty-two)

Benjamin Harrison found that many of the soldiers at the post were addicted to the use of the drug, which they knew as 'snow,' and that the users of the drug were known as 'snow birds' to their comrades."

Mr. Barnard then related how an employe of the State Board of Health visited the drug store in question and bought a 25 cent box of "snow," which on analysis proved to be cocaine hydrochloride. The proprietor of the drug store was prosecuted. Mr. Barnard said, not under the law relating to narcotics, but for a violation of the food and drug law by reason of the fact that the package which contained the cocaine did not declare the alkaloidal content.

"It is a travesty upon justice and good government," said the speaker, "that a man guilty of so nefarious a crime as the selling of cocaine, possibly the most dangerous drug known, could be punished in no way except by prosecution for violation of the food and drug law and that the penalty imposed was but \$22.

"It is to be hoped that the next Legislature will enact sufficiently rigid legislation to protect the citizens of the State and the conscientious pharmacists who are trying to elevate their profession from the greed of unprincipled men who are willing to cater to the cravings of dope fiends and to indulge in the unrestrained sale of narcotic drugs."

Mr. Barnard reminded the members of the Association that the laboratory of the State Board of Health was being operated for their benefit and that all of the time that could possibly be spared would be devoted to the analysis of drug samples.

Aviation meetings, base ball games, balls and other forms of entertainment have proved to be too much for the visiting pharmacists and a resolution was introduced providing that in the future the Association shall pay its own expenses for entertainment incident to the annual meeting.

C. E. Elliott, of Sheridan, made a speech against this motion. He declared that the Association should accept the hospitality of the Indianapolis drug jobbers and manufacturing chemists. "We have been living from hand to mouth for a long time," he said, "and we should permit these men to pay the expenses of entertainment until we get on our feet." The resolution was voted down and the pharmacists will again accept the hospitality of the Indianapolis men.

Indianapolis was selected as the next meeting place after the Committee had mentioned Indianapolis, French Lick, Lake Wawasee and Maxinkuckee.

The present meeting has been a record breaker. The number of members of the Association who have registered is 362, which is about fifty above the previous high record in the twenty years' history of the Associa-

tion. One hundred and fifty-seven new members have been taken in, making the total membership 508.

### Chicago's Position As An Egg Market.

Some conception of the rapidity with which Chicago is coming to the front as a market for eggs may be had from a consideration of the fact that out of a total of approximately 10,000,000 cases of eggs stored annually in the various markets throughout the entire country, Chicago handles practically one-seventh. This is the more striking when it is considered that the population of Chicago, including the suburbs, is only about one-thirtieth of the population of the entire United States.

Of course the growth of the city as an egg market may be directly traced to the splendid railroad and shipping facilities. Chicago is directly tributary to about one-third of the total railroad mileage in the country and practically all of the thirty or more trunk lines that enter the city pass directly through the finest and largest egg producing states in the Union. The principal states from an egg producing standpoint are to be found north of the Mason and Dixon line. The great agricultural states of the South, while they send some eggs into the Chicago market, are relatively not large producers. And so not only because of its possession of such unequaled railroad facilities, but because, lying as it does right in the heart of the best egg-producing districts in the country, the railroad hauls are so much shorter, Chicago may be said to come naturally by her commanding position in the egg markets of the country. It might be mentioned in passing that the item of freightage is a very important factor in determining the wholesale price of eggs.

There is another contributing cause for Chicago's supremacy in the egg market, due not at all to natural or physical causes, but rather to characteristic Chicago business enterprise, and that is the excellent warehousing facilities at the disposal of the shippers and producers. There are a number of cold storage warehouses in Chicago that are equipped for the storage of eggs. Among them may be mentioned nine that are larger than the others, as follows: The Armour & Co. warehouse at the Union Stock Yards, the Ashland Cold Storage and Warehouse Co. (Morris & Co.), Booth's Cold Storage, Chicago Cold Storage and Warehouse Co., the Illinois Cold Storage and Warehouse Co., (Swift & Co.), the Monarch Refrigerating Co., the North American Cold Storage Co., the Union Cold Storage and Warehouse Co. and the Western Cold Storage Co. Together these houses are equipped to store at one time about 1,700,000 cases of eggs. While the storage business has been brisk and satisfactory this spring there is very little likelihood of the warehouses being taxed to their capacity with the present season's crop as they still have considerable available space and the season for egg storage is about over.

The surplus crop of eggs is harvested during the months of March, April, May and June and they are stored in these months. They begin to come out of storage, however, during the months of August and September for fall and winter use.

Paul Mandeville,  
Pres. Northern Produce Exchange.

### Business House Seventy-Four Years Old.

Marshall, June 18—This city has a record which is doubtless not equalled by any other place in this section of the State, one business firm of Marshall having been in existence for seventy-four years and the third generation now being in charge.

It was exactly seventy-four years ago to-day that Chauncey M. Brewer opened a mercantile store in a small wooden building situated in what is now a residence part of the city. He was associated with Charles T. Gorham, whose descendants also reside and are in business in this city. The joint capital of the firm was \$600, but their credit was fully backed by a former employer of Brewer who, previous to coming to Marshall, had worked for a grocer at Clinton, Lenawee county.

This firm operated the first "corner" in Calhoun county, holding a monopoly on the tea and salt in this section of the State for a year. It was impossible to get these necessities elsewhere and they did a large wholesale business. In 1836 they built and moved into the brick building now occupied by the "Regulator," as the Brewer store is known, and four years afterwards Mr. Gorham sold out to his partner.

Charles D. and Edgar G. Brewer, sons of the founder of the store, conducted the place for a number of years but now Samuel L. Brewer, son of E. G. Brewer, is the active manager. In comparing the daybook of the concern with the present prices asked for food stuffs and clothing it is noted that the complaint over the prevailing high prices is hardly justifiable. A spool of cotton brought 13 cents, calico 25 cents per yard, mill 63 cents, cambric 20 cents, jeans 25 cents, sugar, unrefined, 20 cents per pound, starch and soda 19 cents each, raisins 25 cents and tea \$1. On the other hand, wheat was worth but 50 cents and butter and eggs a shilling.

### Jackson & Tindle's New Store Manager.

Pellston, June 21—J. Newton Wallace succeeds Clyde Madison as manager of the Jackson & Tindle general store at this place. Mr. Wallace's home originally was in Jordan, N. Y., where he spent eight years learning the hardware business in the employ of the firm of Cole & Brace. From there he entered the employ of the wholesale house of Beals & Company, hardware dealers in the city of Buffalo. He was in their employ nearly three years and in the spring of 1904 severed his connection with Beals & Company and entered the employ of Tindle & Jackson in their mill office at this place. A year ago they purchased the hard-

ware stock of F. J. Meyers & Company here and put him in charge in a general way and at the same time he had charge of the construction work of the building that they now occupy.

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

Buffalo, June 22—Creamery, fresh, 25@28c; dairy, fresh, 22@24c; poor to common, 20@22c.

Eggs—Strictly fresh candled, 21@22c; at mark, 19@20c.

Live Poultry—Fowls, 16@17c; broilers, 25@28c; ducks, 14@15c; old cocks, 12½c; geese, 11@12c; turkeys, 15@17c.

Dressed Poultry—Iced fowls, 17@17½c; iced old cocks, 14c.

Beans—Pea, hand-picked, \$2.50; red kidney, hand-picked, \$3.50; white kidney, hand-picked, \$2.90; marrow, \$3.15@3.25; medium, hand-picked, \$2.40@2.50.

Potatoes—25@30c per bu. New, \$2.25@2.50 per bbl. Rea & Witzig.

### BUSINESS CHANCES.

Wanted—A cook accustomed to institutional or hotel work. Best of wages. References required. Address C. F., care Tradesman. 707

For Sale—Clean grocery stock, good town, 1,200 population. Fine location, reasonable rent, stock, fixtures, including soda fountain, about \$2,300. Box 302, St. Johns, Mich. 708

For Sale—Stock of millinery, fixtures and brick building in city, Zeeland, Mich. Address John Gunstra, Lamont, Mich. 709

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, Calif. 695

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

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

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

Bakery For Sale—Doing \$18,000 business per year. F. A. Orsinger, 1722 Clay St., Dubuque, Iowa. 675

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

# WHITE HOUSE COFFEE



It's "Sweet as a nut"—"Honest as the day's long"—"Pure as water from the purling brook."

IT'S POPULAR, SALEABLE,  
PROFITABLE, RELIABLE.

It doesn't seem that many desirable qualifications are missing. **WHAT DO YOU THINK?**

**DWINELL-WRIGHT CO.**

BOSTON—Principal Coffee Roasters—CHICAGO

## Do Your Customers Dispute Their Bills?

If your customer feels his account is not correct you are in a fair way to lose his business. If he pays under protest, the chances are greater that he will take his trade elsewhere.

The McCASKEY SYSTEM prevents disputes over accounts—every customer has the same record of his account as the merchant, and in the same handwriting. He cannot say the account is incorrect.

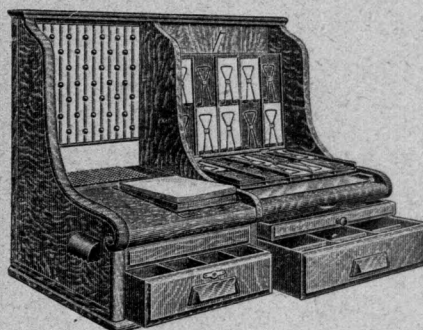
The McCASKEY SYSTEM does more—it handles every detail of business from the time the goods are purchased until the money for them is in the bank.

Let us tell you how. Use a postal card.

**THE McCASKEY REGISTER COMPANY**

The Complete System

ALLIANCE, OHIO



Agencies in all Principal  
Cities

FIRST AND STILL  
THE BEST

# As a Last Resort



a few small, unknown manufacturers of Corn Flakes, who couldn't succeed with their own brands, are packing private brands for wholesalers and certain rolled oats millers.

When these are offered to you, find out who makes them. Ten to one you never heard of the manufacturer.

Some salesmen claim that they are packed by Kellogg, and some only go so far as to say that they are "just as good as Kellogg's." Neither statement is true. Kellogg packs in his own packages only, which bears his signature.

*W. K. Kellogg*

KELLOGG TOASTED CORN FLAKE CO.

Battle Creek, Mich.

## Barlow's Fancy Cake Flour

Barlow's  
Old Tyme  
Graham

Barlow's  
Indian  
Corn Meal

# Barlow's Best Flour

All Choice  
Michigan Product

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**JUDSON GROCER CO.**

Exclusive Distributors  
GRAND RAPIDS, MICH.

## This Is the Time

to tell your customers about

# Shredded Wheat and Strawberries

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

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

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

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

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



him off if they'd had any use for him. Dogs are all right for pets, but when it comes to protection for money, books and papers they don't stack up with a

## Don't Depend On a Dog

We know it is mighty hard work to convince the owner that his particular dog isn't the best all around store protector and the most voracious

### Burglar Eater

on earth, but as a matter of fact thousands of stores have been robbed where nearly everything was taken except the dog—and they could probably have coaxed

him off if they'd had any use for him. Dogs are all right for pets, but when it comes to protection for money, books and papers they don't stack up with a

## First Class Safe

We have the right kind, the kind you need. Write us to-day and let us quote you prices.

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**Grand Rapids Safe Co.** Tradesman Building Grand Rapids, Mich.