

Sidelights on Human Life

When you get into a tight place and everything goes against you until it seems you cannot hold on a minute longer, never give up then, for that is just the place and time that the tide will turn.—*Harriet Beecher Stowe.*

To believe your own thoughts, to believe that what is true for you in your private heart is true for all men—that is genius. Speak your latent conviction and it shall be the universal sense; for always the inmost becomes the outmost, and our first thought is rendered back to us by the trumpets of the Last Judgment.—*Emerson.*

Life is just what we make it. It is no mystery save to the aimless; no task save to the faint-hearted; no hardship save to the indolent; no suffering save to the sinful. The weak-knees, sleepy-heads, self-seekers and sense-gratifiers alone shout, "luck!" Wise is he who recognizes as his daystar a stout heart, a clear mind, an earnest purpose and substantial habits.—*Harry F. Porter.*

A work of literature should give us ourselves idealized and in a dream, all we wished to be but could not be, all we hoped for but missed. True literature rounds out our lives, gives us consolation for our failures, rebuke for our vices, suggestions for our ambitions, hope, and love, and appreciation.—*Sherwin Cody.*

So long as one aspires, daily putting ideals into circulation through the avenues of homemaking, housekeeping, business relationships, keeping much in the open air, there is no danger of morbid introspection. Unless we make use of our ideals they are nothing but spiritual anesthetics.—*Helen Rhodes.*

Everything harmonizes with me, which is harmonious to thee, O Universe. Nothing for me is too early nor too late which is in due time for thee. Everything is fruit to me which thy seasons bring, O Nature; from thee are all things, in thee are all things, to thee all things return.—*Marcus Aurelius.*

Luck means rising at six o'clock in the morning, living on a dollar a day if you earn two, minding your own business and not meddling with other people's. Luck means appointments you have never failed to keep, the trains you have never failed to catch. Luck means trusting in God and your own resources.—*Max O'Rell.*

The "divinity that shapes our end" is in ourselves; it is our very self. Man is manacled only by himself; thought and action are the gaolers of Fate—they imprison, being base, they are also angels of Freedom—they liberate, being noble.—*James Allen.*

A wise merchant takes stock of himself as well as of his goods.

It is always too hot or too cold for the man who wants to quit.

A wise man who made a little improvement each day found at the end of the year a revolution in his business.

He who follows another is always behind.—*Poor Richard Jr.'s Almanack.*

A Reliable Name

And the Yeast
Is the Same

Fleischmann's

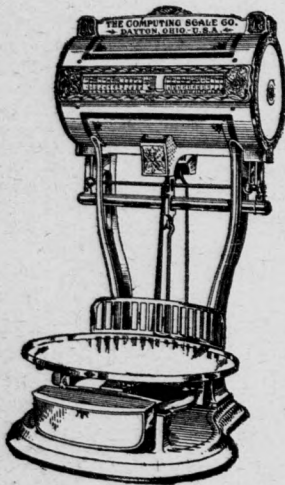
NOTICE

We are sole and exclusive owners of the fundamental patents covering the manufacture, sale and use of barrel-shaped computing scales, disclosed 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 computing 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 instructed to prosecute such suit to a successful 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 possible, 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

Our Brands of

VINEGAR

Have been continuously on the market
for over forty years

"HIGHLAND" Brand Cider and White Pickling

"OAKLAND" Brand Cider and White Pickling

"STATE SEAL" Brand Sugar

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

Oakland Vinegar & Pickle Co.
Saginaw, Michigan



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

Pure Cider Vinegar

We guarantee our vinegar to be
absolutely pure, made from apples
and free from all artificial color-
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of every State in the Union.

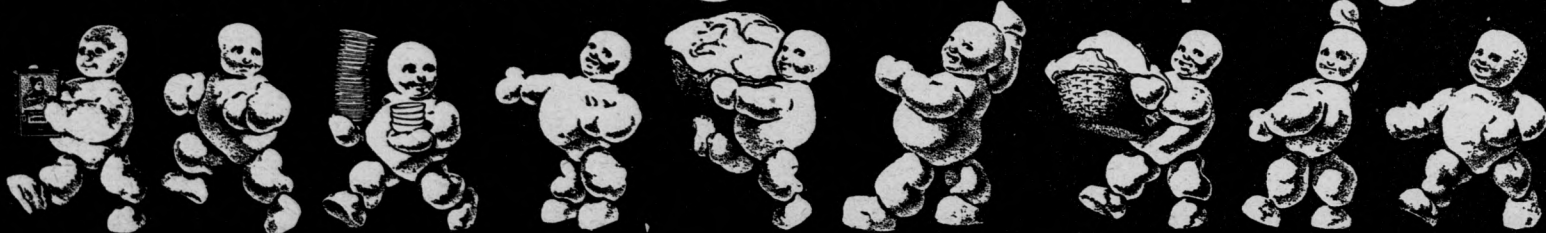
The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

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 29, 1910

Number 1397

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MIGRATIONS OF RACES.

The migrations of races of peoples have been the most striking and fateful events in the history of mankind. The annals of each succeeding age begin with some such human movement, the result of which is to overthrow and destroy all that went before.

The Romans destroyed the Greek republics; the Goths, Huns and the Vandals destroyed the Roman Empire; the Turks out of Asia destroyed the Empire of the east, whose capital was Constantinople; the Anglo-Saxons destroyed the empire of the Celts in the British Isles; the Spaniards and the English destroyed the civilization and the institutions which they found in the American Hemisphere and, apparently, if this rule of destruction is to apply to present conditions, the swarms and hordes from Asia are to overrun Europe, whose fugitive inhabitants, escaping from the slaughter of their armies and the sack of their cities by the Asiatic invaders, are to take refuge in the Americas and to overthrow and subvert then existing institutions.

There are always unhappy and dissatisfied populations, made so by tyrannical government at home, by failure of the crops, by allowing great combinations of capital to monopolize the necessities of life, by allowing organizations of laborers to take possession of all the industries and to shut out all unorganized labor from being employed. These are causes that have operated from the very beginnings of human society to drive great bodies of population from their native lands to seek more favorable conditions elsewhere.

The history of the human race is a history of such migrations. Usually such movements were made by armies or armed hordes for the purposes of conquest and robbery, but in some cases entire tribes migrated with their women and children and such belongings as they could car-

ry with them. It was in this manner that the Goths in the third century of the Christian era appeared on the European borders of the Roman empire. In their own country their crops had failed and they had been invaded by the Huns, a fierce Asiatic horde that had moved westward into Europe.

These Goths, probably several hundred thousand in number, asked to be assigned lands on the frontier and permitted to become Roman subjects. This was allowed, but they soon became very troublesome factors in the population and in time dangerous enemies. In the meantime the Huns made their appearance in great force and threatened the empire. The Goths joined the Romans and defeated the Huns, but in their turn they attacked their allies, and, defeating them, captured the great city of Rome itself. Then in the fifth century the Vandals, Alans and Suevi, all Germanic peoples, poured into the once powerful empire and extinguished it from the face of the earth.

Then came on the Dark Ages, extending from the fifth to the fifteenth century and ending with the nearly cotemporaneous invention of printing and the discovery of America.

In the meantime the population of Europe had been so decimated and devastated that there was no more need for migration until the European adventurers began to pour into the New World. The newcomers slaughtered the natives and sought to destroy both the people and their institutions, and thus Europeans and their descendants control the Western Hemisphere. By the census of 1900 there were more than ten million foreigners in the United States, and in the ten years since then probably seven million more have come in, settling largely in the great cities, so that with the hordes of diverse peoples crowding into our republic out of the countries of Eastern Europe, from Russian on the north to Italy and Greece on the south, we may realize in New York, for instance, as it was in Rome, where there were in its last years Goths, Alans, Franks, Sarmatians, Vandals, Saracens, Armenians, Persians, Iberians and Egyptians, and where amid the vast wealth and luxury on one hand and the widespread squalor, idleness and poverty on the other, no body had any interest in the maintenance of law, government and morals, while the army was made up of mercenaries, who were more intent on plunder and personal advantage than in patriotism and the national protection.

We have not come to that in America, but it may be realized

should the vast population of Asia, armed with the weapons and methods of modern war, be poured out in a never ending flood upon the countries of Europe and drive all who can escape across the Atlantic into the New World to overthrow and revolutionize its institutions.

These are gloomy forebodings, but they are not improbable, and would simply be in line with the entire evolution of human history from the beginnings to the present.

THE WEEK-END TREAT.

A common laborer, an old man, laid three large juicy plums in his wife's lap one evening in the presence of a caller. She looked pleased and explained, "This is Saturday night. He always brings daughter and me some little treat at the end of the week."

The pleasure was more over the simple offering—the best that he could afford—than is seemingly induced in many instances by a costly gift. The dainty plums were sufficient to remind the family that the man thought of them, even in his work; that he was making sacrifices in other things to afford this treat.

In this rush of commercial life, the return to the simpler ways is usually out of keeping. The fruit, you will say, is ordered from the home as needed. But did you ever stop to think that when some choice bit is offered, something which possibly the family may not have realized was in market at this season, it will relish just a trifle better when seasoned with the proof of your thoughtfulness.

Your remembrance may be in any line wished. In the case of the poor working man it was a representation of only a few cents. If you can afford it, let it be as many dollars—or even hundreds of them if you wish. An unexpected outing, a surprise of a visit from a friend, some plan at the end of the week which will weld the family ties more firmly.

The methods of to-day cut much out of the old home life. We may not realize it, but we feel too busy to devote much time to the family. Business cares, club duties, even social matters in which the entire family join, all cut out more or less the special mission of the home. Some pleasing emblem of your thought will be a pleasure at this time. You will look forward to the giving with increased satisfaction, and it will make home brighter, more homelike.

WHERE THE DESERTS BLOOM.

Two stars have been added to the galaxy on our flag and New Mexico and Arizona will join ranks with the states within the next two years. The controversy has been a long one, but

short in comparison with the battle with Nature. Those who studied geography a generation ago recall the map of the Great American Desert, a region as hopeless as the Sahara, which at that time was an embodiment of desolation with no possible ransom. Cactus and sage brush made a suitable bed for rattlesnakes and horned toads, but as a place of habitation for man there was, apparently, no possibilities.

And now! Irrigation has opened up fertile fields and a sunny clime supports in luxuriance many sub-tropical fruits. Burbank has from the thorny cacti produced one from which he has eliminated the thorns. The people may not yet be what we would like to see in one of our great states. The sand heaps may still be left in places, but there are wonderful possibilities. The point of development is the one which remains.

The price paid for Alaska—in reality a scheme to pay Russia an old war debt without the people getting on to the facts—was for years a standing joke. But would not America now gladly pay a hundred times more than Seward did rather than see the territory revert to Russia or any other nation?

What the two new states will offer us in the next generation is largely problematical. But with our advanced methods for irrigating, the determined grapple of the forestry problem and the necessity of spreading out it is safe to say that the waste land will, eventually, be reclaimed and the desert made to bloom still more luxuriantly. May the new states prove their worthiness of recognition as states.

THE NEEDED CAMPAIGN.

More customers!

You need them in your business.

Without new customers you can not expand.

You believe in the principle of expansion, don't you?

Therefore, the matter of prime concern is a campaign for new customers.

THE PERSONAL EQUATION.

Get in the boost wagon.

A knocker is a nuisance.

Anybody can knock.

It takes a big soul to be optimistic.

If your town is on a decline you are partly responsible for it.

There are a thousand different names for taking what does not belong to you. In the dictionary there is one synonym for them all—stealing.

It isn't so bad to make an occasional mistake. Mistakes are the tuition you pay in the school of experience.

FALL FURNITURE.**New Patterns Do Not Show Radical Departures.**

The fall furniture season opened last week. The furniture manufacturers are an optimistic lot and the business sky is full of rosy tint for them, and rainbows and aurora borealis. They are not letting their optimism carry them beyond the safety line in the matter of cutting stock, but nevertheless they are looking for good initial orders and a strong follow-up. Conditions are such that some optimism seems warranted. The crop reports are favorable. The industrial situation is peaceful. Congress has finally adjourned. The political activities in the fall will be local and not exciting. And the popular craving for automobiles will be frosted. Under the circumstances a prosperous season may be reasonably looked for. And prosperity in furniture circles means a lot for Grand Rapids.

The new patterns for the fall trade do not show radical departures from what has been for several years. The same old principles are used, but they are used in new ways, and that makes them different. This is still the day of "periods," and if any previously untried "periods" have been brought out nobody knows where to find them. The fact is the "periods" that have had such long runs represent the best furniture art the world has ever known. They can not be improved upon. There are enough of

these "periods" now in the market, all high grade, to satisfy any taste and monotony is guarded against. Early English in four or five different degrees, Colonial of three or four different types, Louis XIV., Louis XV. and Louis XVI., Sheraton, Chippendale, Hepplewhite, Adams, our own American Mission—here are a dozen or more different periods to select from, and the person who buys not only has the satisfaction of present beauty but he knows his furniture will be something his grandchildren can take pride in. Buying furniture is now more like making an investment than ever before.

One of the new finishes, first brought out in January and elaborated upon for the fall season, is the Jacobean. It is an oak, the body dark and the high spots rubbed. This is producing artificially the effect of wear. In old furniture the arm of the chair where the hands rest or the panel most frequently reached by the house maid is lighter in color than the background. This is a revival in a new form of the once popular XV. Century finish. The XV. Century had a great vogue until its reproduction in cheap goods by stencil, and then it was dropped. In the present instance it is not likely the cheap goods will ever have the Jacobean tried upon them.

A pretty conceit brought out by the John D. Raab Chair Company is chairs for the bedroom in the four poster style of Empire Colonial. The

four poster continues to be one of the best sellers, and these chairs are to go with them. They show the acorn, the flame or the round ball as preferred, and the posts rise just high enough to be noticable but not so high as to be conspicuous.

This season brings an important change in the Phoenix: Frank Smith, who has represented the company in the East for thirty-four years, is saying his farewells to the trade, and when the Eastern buyers have made their visits and gone home, which will be about the middle of July, he will go to his farm on the shores of Lake Winnepesaukee, New Hampshire, to enjoy the life of a country gentleman. This farm is of 116 acres, commanding a magnificent view of lake, forest, mountain and field. It was owned by a wealthy New Yorker who spared neither money nor intelligence in building a home and making the surroundings attractive. Hardly had the house been completed when the owner died and Mr. Smith bought the property at a fraction of what it cost and has grown to love the place. Mr. Smith will retain his large interest and the Vice-Presidency in the Phoenix, at least for the present, and will be succeeded on the road by his son, Harry Smith. Other changes are to call in W. A. Bowen, who has long represented the company in the West, and to make him an associate with Robert W. Merrill in the active management, and to give Mr. Bowen's territory to F. C. Gilner, who has long

been in the office. The changes bring the young men to the front, and all of them are trained in the ways and to the traditions of the Phoenix.

Mr. Smith's connection with the Phoenix, covering thirty-four years, pretty nearly spans this city's history as a furniture market. Furniture has been made here for a longer time, but it was in '76, at the Centennial Exposition at Philadelphia, that the Grand Rapids manufacturers first attracted wide attention. Before that buyers came from Milwaukee, Chicago, St. Louis and occasionally from the East, not regularly but as they might want goods. After the big show the buyers began coming regularly and they have been coming and in increased numbers ever since. In Mr. Smith's starting days the popular cabinet wood was American walnut and the styles of that time were "original." The walnut age passed long ago and oak has had its reign, and to-day mahogany is king, and the styles conform to the best traditions of furniture art. And the personnel of the trade—how it has changed in thirty-four years. The men active in the business thirty-four years ago and still in the same can be numbered on the fingers of one hand.

Mahogany is a strong favorite this season with Circassian walnut a good second. The supply of Circassian walnut is limited, but in the high grade lines more of it is seen than ever.

OF INTEREST TO YOU

When a grocer sells cheap baking powders he invites dissatisfaction. The cake being spoiled by the powder, all the ingredients will be classed as inferior, to the discredit of the grocer who sold them. The sale of lower-cost or inferior brands of powders as substitutes for the Royal Baking Powder, or at the price of the Royal, is not fair toward the consumer and will react against the reputation of the store.

Royal is recognized everywhere and by every one as the very highest grade baking powder—superior to all other brands in purity, leavening strength and keeping quality. It is this baking powder, therefore, that will always give the highest satisfaction to the customer, and a thoroughly satisfied customer is the most profitable customer a dealer can have.

Ask your jobber for Royal Baking Powder. In the long run it yields more profit to the grocer than the low-priced alum brands.

The Circassian is used mostly in veneer, which brings out the beautiful figure to best advantage, and as the veneers are cut very thin the limited supply will be made to go as far as possible. Furniture in Circassian, by the way, is more expensive than in solid mahogany.

The John Widdicombe Company has a suit in William and Mary style, in what is called English walnut, and the ornamentation is English inlays. The English walnut has the same figure as Circassian, but it has a rich golden color that is very attractive.

The Jamestown, N. Y., manufacturers have taken an advanced step in the matter of meeting the demands of labor and what the effect will be in this market remains to be seen. In Jamestown the furniture workers are not organized, but the metal workers are. The metal workers have been making demands and the Employers Association, representing all trades, has signed an agreement, not with the unions but among themselves, to reduce the hours of labor to fifty-eight per week beginning Sept. 1, with sixty hours pay, this to continue one year. The second year it is to be fifty-six hours and the third and thereafter fifty-four hours, or the nine hour day, with the same wages as are now paid. One of the Jamestown manufacturers showing goods here explained that while an immediate reduction to fifty-four hours was impractical, by spreading it over three years matters can be ad-

justed and business will not be disturbed.

The June Brides.

June is the month of brides. There are brides in other months, of course, but the number doesn't compare with June.

This is because, as statistics show, more matrimonial engagements are entered into in March than any other month. Then the dear girl is given three months to get ready in.

By marrying in June you can buy a spring hat at 50 per cent. off.

You can go on a bridal tour without taking furs and foot-warmers along.

Only a dollar a dozen for roses, instead of a dollar apiece. You save \$11 right in the beginning.

If you are going to live on your father-in-law you will find him better natured in June. His gas bills have commenced to decline, while he can still wear his winter hat.

June is the month of sentiment and the only one in the twelve when the heart of a pawnbroker expands toward customers.

If you are to pass your honeymoon in the country you will find the most tender and poetic onions and radishes in June.

Don't delay a good thing. You may be sun-struck in July.

The reason given for so many proposals in March is the high winds. A fellow blows in and the words blow out before he knows it and then he has got to toe the June mark or go through with a breach of promise suit.

Source of Gasoline Supply.

With the increased use of explosive engines for automobiles, motor boats, aeroplanes, etc., the question of an adequate supply of gasoline becomes of growing importance.

One can not but wonder where the gasoline is to come from to fill this increasing demand. Unless some other explosive, like denatured alcohol, is substituted for gasoline to a large extent the problem of furnishing enough of that hydrocarbon for motor purposes will become difficult indeed, and prices of the fluid will soar. This certainty of advancing prices is already felt, and refiners are refusing to sell jobbing quantities of gasoline without an accompanying order for illuminating oils.

Some time ago an announcement was made to the effect that inventors had discovered a method of producing gasoline by the condensation of natural gas. This proves to be an important process which is adding to the sources of gasoline supply, but it has its limitations. Not all natural gas is rich enough in gasoline to make it worth treating. The heavier vapors give the best results because they carry more gasoline. These heavy vapors come from wells that have ceased flowing and are on pump, because the vacuum of the pump draws out oil vapors that are heavier than the ordinary natural gas. With any gas that contains a fair percentage of gasoline the process of condensation is simply cooling the gas by immersing the gas pipes in water. The lighter the gas the colder must

be the water until a point is reached beyond which the process can not go—the lightest gases being so volatile that they require very low temperatures to liquefy and, in turn, will become gas again when subjected to moderate heat.

The scarcity of gasoline is accompanied by a surplussage of burning oils, and an important process seems to be about developed in the method of passing natural gas through tanks of oil, thus surcharging the gas with gasoline, which is subsequently obtained by condensing the gas. If this process can be made commercially successful it will add largely to the supply of gasoline and will utilize large quantities of heavy oils for which there is now small demand.

At the rate at which the use of vapor engines is increasing there appears to be a wide field opening up for inventive skill in providing some substitute for gasoline. Apparently, the course to this desired end lies along the line of cheapening the cost of denatured alcohol production, but some other method may suggest itself to an aspiring inventor who would solve this important problem.

To Say Nothing of Coaling.

The business man was quizzing the applicant who was applying for the position of stenographer.

"Had any experience at billing?" he asked briskly.

"Why,—e—r," stammered the demure little thing, "I guess about as much as any girl of my age would be expected to have!"

Sure, Steady Profits

That's what Dandelion Brand Butter Color means to you—sure, steady profits the year round. For Dandelion Brand is just as dependable a seller as sugar, coffee or flour.

Almost all the butter made in the country is colored with Dandelion Brand. Over 90 per cent. of the buttermakers won't have any other kind.

And your buttermaking customers will buy as soon as they know you are selling Dandelion Brand. For they know that it is easily the best butter color—proved by years of test.

Somobody in your vicinity is selling them Dandelion Brand Butter Color—getting profits you ought to have. Send in a trial order today. Begin to get these Dandelion Brand profits right away.

Dandelion Brand Butter Color is
Endorsed by All Authorities

Dandelion Brand
Purely



Dandelion Brand is the Safe and
Sure Vegetable Butter Color

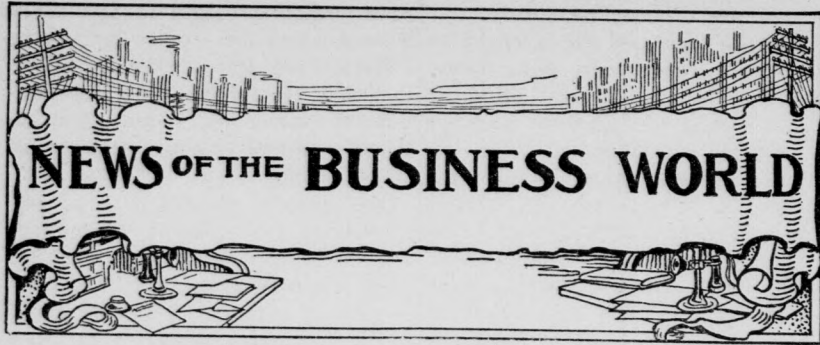
Butter Color
Vegetable

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

WELLS & RICHARDSON CO.

BURLINGTON, VERMONT

Manufacturers of Dandelion Brand Butter Color



Movements of Merchants.

Harbor Springs—W. S. Darling has opened a toy store here.

Mason—Ford Aseltine will engage in the jewelry business here July 1.

Tower—A. R. McKenzie lost his stock of general merchandise by fire June 22. Loss, \$3,500.

Lansing—W. G. Conklin has opened an ice cream and confectionery parlor at 304 Washington avenue.

Dansville—J. Hill is closing out his stock of meats and will retire from business owing to poor health.

Cassopolis—Frank Vaughn has sold his grocery stock to Charles E. Koons, who took immediate possession.

Charlesworth—Clifford Stringham is closing out his stock of general merchandise and will retire from business.

Detroit—The capital stock of the D. M. Ferry Co., grower and jobber of seeds, has been increased from \$800,000 to \$1,050,000.

Cheboygan—Thomas Sheely lost his entire grocery stock and building by fire June 23, lightning striking it during an electric storm.

Ithaca—The Commercial National Bank has increased its capital stock from \$30,000 to \$35,000 and the surplus from \$6,000 to \$17,000.

Big Rapids—A. Amos Crane, of the dry goods firm of Morris & Crane, recently died at his home here, after a long illness, aged 53 years.

Boyer City—H. Jaffee has purchased the hardware stock of Pearson Bros. and will conduct it in connection with his general stock.

Petoskey—John Friend and Harry Long have formed a copartnership and will engage in the meat business at 311 Mitchell street about July 1.

Laingsburg—W. H. Benson & Son have sold their stock of groceries to Elmer E. Bixby, who will consolidate it with his stock of dry goods.

Petersburg—E. F. Cooper, recently of Jasper, has purchased the general merchandise stock of Overmyer & Miller and taken immediate possession.

Leslie—Harry J. King has sold a half interest in his drug stock to Oliver C. Young and the business will be continued under the same style.

Springport—G. W. Bowersox & Son have traded their stock of general merchandise to Ellsworth Collier for his farm, giving immediate possession.

Cadillac—Arthur Anderson has sold his interest in the Cadillac Grocer Co. to the other members of the firm and accepted a position with the National Grocer Co.

Carsonville—The business men have organized an association with Ross Finnlaysor as President, F. M. Weber as Secretary and W. S. Dickler as Treasurer.

Cadillac—E. L. Skinner has purchased the interest of his partner in the grocery stock of Barnes & Skinner and will continue the business under his own name.

Tekonsha—The Farm Equipment Co. has been organized with an authorized capital stock of \$2,000, of which \$1,020 has been subscribed and \$501 paid in in cash.

Rochester—E. A. Tuttle has purchased the interest of his partner, F. Ingram, in the furniture stock of Tuttle & Ingram, and will continue the business under his own name.

Sault Ste. Marie—M. Yalomstein & Co. has purchased the damaged implement stock of Lipssett Bros. Co. from the underwriters, for \$2,200. The stock originally invoiced \$22,000.

Dimondale—The Dimondale grain elevator, owned by Ripley Brothers, has been sold to Crane & Crane, of Eaton Rapids, consideration, \$2,250. The new owners have taken possession.

Hart—B. F. Archer & Son have sold their stock of hardware to John H. Bouton and John F. Fisher, who have formed a copartnership and will continue the business at the same location.

Mt. Clemens—The grocery firm of Hatzenbuhler & Simon has been dissolved and the business will be continued by Ludwig Simon, who has purchased the interest of his partner, J. R. Hatzenbuhler.

Lansing—Mrs. Girardin has sold her stock of millinery goods to Miss Minnie Rupp and Miss Minnie Cushman, who have formed a copartnership and will continue the business at the same location.

Pontiac—Tobin & Seeley have sold their stock of hardware to John Detwiler and W. J. Hazelton, who have formed a copartnership and will continue the business under the style of Detwiler & Hazelton.

Dowagiac—Welsh & Born, grocers, have dissolved partnership and the business will be continued at the same location by Thomas Welsh, who purchased the interest of his partner, William Born.

Battle Creek—The Grain Products Co. has begun the erection of a large addition which is necessitated by the increase of business. The company is thirty-five carloads behind in its orders owing to the lack of facilities.

Alma—William W. Cushing and Chester E. Benedict, recently of Hastings, have formed a copartner-

ship and purchased the bazaar stock of Bert Failing and will continue the business under the style of Cushing & Benedict. The new firm will add a line of shoes, dry goods and crockery.

Traverse City—The Traverse City Shoe Co., which was recently reorganized with a capital stock of \$10,000, is doing a thriving business under the management of M. A. Umlor, and within a short time it is expected that experienced men will be secured from out of the city and added to the force.

Detroit—Geo. A. Marsh, wholesale and retail picture frame dealer, has merged his business into a stock company under the style of the George A. Marsh Furniture & Picture Co., with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$1,000 being paid in in cash and \$2,000 in property.

Allegan—E. F. Sherman has decided to remain in this place and erect a large elevator and storage building to take the place of the one destroyed by fire one year ago. He had options of purchase of elevators, one in Ohio and another in Indiana, but his investigation of conditions caused him to finally prefer to remain here.

Lansing—There seems to be some doubt as to the unanimity of the Lansing grocers and butchers on the subject of closing Thursday afternoons during July and August. Five of the leading grocers of the city: M. C. & E. V. Goossen, John Buehler, F. M. Loftus, M. C. Williams and E. A. Gilkey, have not agreed to the closing programme as laid down by the Grocers' and Butchers' Association last Wednesday evening. They say that their stores will be open as usual during those months with the exception of holidays, when they would close according to the custom of past years.

St. Joseph—Nelson C. Rice, senior member of the grocery firm of Rice Bros., has entered for the Republican nomination for Lieutenant-Governor. The only other Republican candidate is Senator Dickinson, of Charlotte. Representative Rice has been engaged in the mercantile business at St. Joe for forty years, and has been Alderman, City Treasurer, member of the School Board and four times elected Mayor. He was twice elected to the Legislature, and in the 1909 session was chairman of the Ways and Means Committee that handled all appropriation bills. He is a Civil War veteran.

Dowagiac—A deal has just been closed whereby the building occupied by the Phillipson Clothing Co., partially owned by Jacob Hirsh, of Chicago, comes into complete possession of the company, and this means in the near future the reconstruction of the building and enlarging of the stock. This store is the oldest in point of continuous activity now located here. It was established in 1858 by Jacob Hirsh, who first took E. Phillipson into partnership, and later went to Chicago, where he founded the clothing manufacturing house of Hirsh, Wickwire & Co. It has been a number of years since

Mr. Hirsh has been identified with the concern.

Boyer City—Frank M. Chase, a pioneer merchant of this city, died June 19, after a few weeks' illness, although he had been in poor health for years. Mr. Chase had lived here for nearly thirty years. He leaves a wife and four children to mourn his loss. The deceased had a host of friends and he faithfully conducted the affairs of the several positions of official trust which came to him and has always been held in high esteem by all his many friends and acquaintances. He was a man of generous nature and charitable and he bore adversity bravely. Mr. Chase was a kind husband and a loving father and the sympathy of the community goes out to those who were so near and dear to him.

Manufacturing Matters.

Mancelona—Fear & Son's new feed mill has begun operations.

Detroit—The Templeton Du Erie Car Co. has changed its name to the Superior Motor Car Co.

Detroit—The Sibley Motor Car Co. has increased its capital stock from \$80,000 to \$150,000.

Detroit—The capital stock of the Motor Appliance Co. has been increased from \$25,000 to \$50,000.

Detroit—The capital stock of the Michigan Marble Co. has been increased from \$25,000 to \$100,000.

Arcadia—The Arcadia Lumber Co. has been organized with a capital stock of \$178,000. The mill commenced operation this week.

Litchfield—W. A. Scott will act as Manager and Secretary for the Litchfield Creamery Co., taking the place of R. G. Washburn, who resigned some time ago.

Port Austin—The Huron Canning Co. has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in property.

Chatham—The Chatham Creamery Co. has engaged in business with an authorized capital stock of \$10,000, of which \$5,400 has been subscribed and paid in in cash.

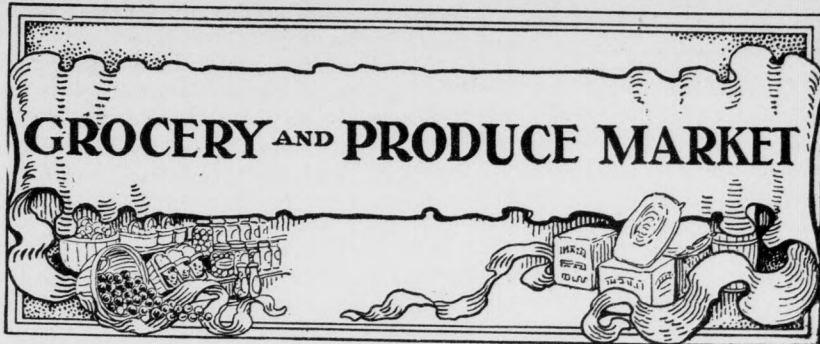
Monroe—The River Raisin Paper Co. has engaged in business with an authorized capital stock of \$100,000, all of which has been subscribed and \$10,000 paid in in cash.

Detroit—The Pilgrim Scale Co. has been organized with an authorized capital stock of \$25,000, of which \$12,500 has been subscribed and \$12,500 paid in in cash.

Pontiac—The Pontiac Foundry Co. has engaged in business with an authorized capital stock of \$80,000, of which \$60,000 has been subscribed and \$20,000 paid in in cash.

Detroit—The United Manufacturing Polishing & Plating Co. has been incorporated with an authorized capital stock of \$3,000, all of which has been subscribed and \$1,800 paid in in cash.

Detroit—The Bauer Steel Body Co. has engaged in business to manufacture and sell automobiles and engines, with an authorized capital stock of \$20,000, of which \$19,000 has been subscribed, \$9,000 being paid in in cash and \$10,000 in property.



The Produce Market.

Apples—Colorado, \$2.50 per box.
 Bananas—Prices range from \$1.50 @2.50, according to size.
 Beets—40c per doz. bunches for new.
 Butter—Receipts of butter are about normal for the season; the quality arriving is very good. The market is very firm on both solid pack and print at $\frac{1}{2}$ c advance over a week ago. There is a very good consumptive as well as speculative demand for all grades and the market is in a very healthy condition on the present basis. Future prices depend entirely upon weather conditions. Should the weather remain extremely warm we are likely to have a shorter make and firmer prices. Local handlers quote creamery at $28\frac{1}{2}$ c for tubs and 29c for prints; dairy ranges from 18@19c for packing stock to 21@22c for No. 1.
 Cherries—\$1.50 per 16 qt. crate for sour and \$1.75 for sweet.
 Coconuts—60c per doz. or \$4.25 per sack.
 Cabbage—Tennessee, \$1 per crate; Louisville, \$1.50 per crate; Baltimore, \$1.50 per crate.
 Cantaloups—California stock commands \$3.50 for 54s and \$4 for 45s.
 Cauliflower—\$1.25 per doz. for home grown.
 Carrots—20c per doz. for home grown.
 Celery—Home grown is now in market. It is small in size, and good in quality. It fetches 25c per bunch.
 Cucumbers—50c per doz.
 Eggs—Receipts of fresh eggs continue liberal, but the quality arriving shows some heat defects. The market on fancy eggs is firm at unchanged quotations, while under grades have to be sold at concessions, according to quality, of from 2@3c per dozen. The present weather conditions are likely to curtail the receipts and we are likely to have a further advance. The stocks in storage are fairly large and the demand for speculation is exceptional on account of the quality. Local dealers are paying 18c f. o. b. shipping point, holding candled 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—Messinas have advanced to \$7.50 and California to \$8 per box.
 Lettuce—75c per bu. for head and 60c per bu. for leaf.
 Onions—Texas Bermudas command \$2.50 per crate for yellow or white; home grown green, 15c per doz. bunches.
 Oranges—Late Valencias are quot-

ed 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—The market continues weak and prices are shaded. Judging from the way demand has fallen off in the last few days, the public must be tiring of this fruit, although dealers are inclined to believe it is just temporary and due to the appearance of so much new fruit. Prices are now on a reasonable level and better trade is expected in near future. The large percentage of poor stuff, due to over-ripe condition under high temperatures, has been a handicap, as it let in a cheap trade which sells direct to the consumer, and hurts the sale of good stock. Receipts are not large, but there is a good supply on hand that has been carried over, and receivers have more than their hands full. Buyers have shown preference for Cuban pines the last few days, owing to the fact that the tops on the Floridas are much larger, and in counts of the same size the fruit in the former cases is larger. Cuban are steady at \$2.50 for 30s; \$2.25 for 36s; \$2 for 42s.

Pop Corn—90c per bu. for ear; $3\frac{1}{4}$ @3 $\frac{1}{2}$ c per lb. for shelled.

Potatoes—No. 1 Virginia stock has declined to \$2.25 per bbl.

Poultry—Local dealers pay $12\frac{1}{2}$ c for fowls; 22c for broilers; 8c for old roosters, $12\frac{1}{2}$ c for ducks; 7c for geese and 13c for turkeys.

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

Strawberries—Home grown stock commands \$1.25@1.50 per 16 qt. case.

Spinach—65c per bu. for home grown.

Tomatoes—85c per 8 lb. basket home grown.

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—\$1.25 per basket.

Frank Keppler has disposed of his interest in the Criswell-Keppler Furniture Co. to James and William Criswell, who will continue the business at the same location under the style of the Criswell Furniture Co.

A. E. Burnham has closed out his stock of hardware in Newaygo and will engage in a similar business at 237 Michigan avenue.

The Grocery Market.

Sugar—Raws are stronger. This has naturally resulted in a stronger feeling in refined. Eastern granulated is now held at 5.15. There was some shading of this price last week, but all the refiners are holding strong this week. The demand for sugar is now very good. The Michigan fruit crop, which was killed several times during the spring, has turned out so well that there is a heavy demand for sugar from all parts of the State.

Tea—The market remains quiet in all lines so far as importations are concerned. Buyers who did not place their import orders early are now holding off, hesitating to pay the present prices asked for new crop Japans, which are considerably higher than buyers seem willing to pay. The market is also firm in new crop Congous and Formosas. Colombo cables: "Market decidedly firmer and tendency upward." In Greens supply and demand have, apparently, created a new and higher level of prices. Hankow cables: "Supplies limited, good demand." The London market is distinctly strong. The general local movement continues fair, mostly at protected prices.

Coffee—The demand is still very good on most grades and prices are firm, Santos being most in demand, although mild grades are moving some. A prominent coffee broker reports that the world's visible supply of coffee is large, but that the Brazil crop this year is not nearly as large as last and the mild coffee crops are reported to be between 600,000 and 700,000 bags smaller than a year ago. The assortment of Santos at this time is small and is causing some trouble in matching coffees that were bought some time ago.

Canned Goods—Tomatoes are much firmer than some time ago in the spot market and the price on futures has advanced this week from $2\frac{1}{2}$ @5c per dozen. Stocks are not nearly as large as they were thought to be some time ago. Corn is still in demand and stocks are cleaning up very fast. Prices advanced some last week and from the present situation it looks as though they would go higher soon. The entire line of canned fruits is some firmer than last week and the demand is heavier than is expected at this season of the year, as the supply of fresh fruit is much lighter than it should be at this season on account of the dry weather. Gallon apples are higher than last week and are very firm. The situation in canned fruits on the Coast is about the same as when last reported.

Dried Fruits—Apricots are quite at prices that show no change; certainly no recession as to futures. Seedless and loose muscatel show a small fractional advance, owing to destruction of stocks in California by fire and an increased demand among the packers. The consumptive demand shows no improvement. Currants are $\frac{1}{2}$ c higher on account of unfavorable crop news from abroad. Other dried fruits are dull and unchanged. Spot prunes are unchanged and in fair demand for the season. Future prices are still maintained on the very high

basis previously reported and very few sales have occurred. Peaches are dull at ruling prices.

Rice—The demand from the consumers continues very good and retailers are replenishing their stocks. Prices on Japan rice are much firmer than on the rest of the line. Advances from the South are the same as last week, offerings being light on most grades and prices firm.

Cheese—The make is about the same as it was last year, which is about 30 per cent. below normal. The quality arriving is very fine and the bulk of the receipts have been meeting with ready sale at the recent advance. There is considerable cheese being bought by speculators and the consumptive demand is very good considering the price, and the trade look for a continued good demand with a possible advance in the market. Under grades are cleaning up at proportionately lower prices.

Syrups and Molasses—Glucose is without change. Compound syrup is also unchanged and in light demand on account of the weather. Sugar syrup is unchanged and active. Molasses dull and unchanged.

Provisions—Stocks of smoked meats are reported a little lighter than usual for the season and the demand is fair, considering the high prices. Barreled pork is very steady at unchanged prices. The make of pure lard is small and there is a ready market for both pure and compound at unchanged prices. Canned meats and dried beef are barely steady and the demand is only moderate.

Fish—Cod, hake and haddock are quiet at ruling prices. Spot salmon is exceedingly scarce and firm, red Alaska being much above normal on account of scarcity. Sales of future Columbia River have been large. Domestic sardines are steady and unchanged. Packers are still talking short pack and advances, but buyers remember that July and August are always good packing months. Imported sardines are quiet and unchanged. Mackerel has developed some slight demand during the week, prices being about unchanged.

L. H. Porter, who formerly conducted a grocery store at 79 Plainfield avenue, but who sold out about three years ago to engage in farming pursuits, has returned to the city and re-engaged in the grocery business at his former location. The Worden Grocer Co. furnished the stock.

Henry Stryker, formerly engaged in the grocery business at 250 Grandville avenue under the style of the Stryker Co., has engaged in the grocery business in his own name at 198 Grandville avenue. The Worden Grocer Co. furnished the stock.

Niles—A new company has been organized under the style of the Wood Garage & Auto Co., with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Albert Stryker succeeds the Stryker Co. in the grocery business at 250 Grandville avenue.

INDIANA ITEMS.

Business News From the Hoosier State.

South Bend—Although the State health authorities have granted six months of grace before the new provision compelling bakers to wrap their product at the ovens will be enforced, firms here are not disposed to let up in their campaign generally to clean up the baking establishments and bakery shops in this city. Through the campaign the local bakers' organization hopes to bring about an agitation that will result in the repeal or modification of the law.

Mishawaka—The "Buyers' Week" plan of the Retail Merchants' Bureau of the Chamber of Commerce, worked with good success last year, will probably be repeated in September. The scheme was discussed by the Bureau at a meeting recently and a tacit decision was reached to repeat the event. Felix Ettinger was made chairman of a special committee that will work out detail arrangements. The plan will be tried from a different angle this year than last, from the views expressed by members of the Bureau at the meeting referred to. Last year railroad fares were refunded through an arrangement in which the principal retail stores cooperated, but the Bureau will probably seek to arrange a week of excursions this year. Leading towns of Northern Indiana and Southern Michigan will be picked out and the Bureau will appeal to the railroads for reduced fares for the week. If the plan is successful the "Buyers' Weeks" will be made annual features of the work of the Retail Merchants' organizations.

Columbus—The McNeeley & Cox nightgown factory, which was moved here from Indianapolis, has resumed operations after a short suspension. A number of local people took stock in the concern to get it moved here, but after it came some of them refused to pay in their stock, asserting that the industry was not what it had been represented. New local capital has been interested in the enterprise.

La Grange—The South End meat market has been purchased by R. F. Baker, of Fremont, and Ralph Terry, of Angola, who will continue the business under the style of Baker & Terry.

Ft. Wayne—The Myers Dry Goods Co., with a capital stock of \$50,000 and with William H. Myers as President, is being incorporated to take over the Wayne Dry Goods Co. Miss Garnet Smitley is to be Secretary of the new company, while Mr. Myers will be both President and Treasurer. The purchase has been made from the receivership of the Wayne company. For nearly twenty years Mr. Myers has been connected with the Hamilton National Bank, and still holds a position there as Assistant Cashier, which he will shortly resign to devote his entire time to the dry goods business. For two months he has been conducting the business of the old company as receiver, and has been so successful that it is predicted he will make a

success at the head of his own company.

Bluffton—Each day the passing of the Indiana oil field becomes more evident. In the past two years dozens of smaller companies have either pulled or sold their holdings in the Indiana field to junk men, leaving with their capital for the great Western fields and in a few more weeks the closing and general cleaning up of the Manhattan Oil Co. and the Indiana Pipe Line Refining Co. will be completed. At one time the companies employed about a hundred men, had 500 operating oil wells and five pumping stations. The stations were located at Van Buren, Mt. Zion, Eaton, Geneva and Montpelier. With the falling of the gas supplies and the dropping off in the price of crude oil, business could no longer be operated at a profit and it was decided that they would quit the local field. While more or less has been done along this line in the past few years the active campaign did not start until this spring, when twenty-five men were put to work tearing up the lines, shipping the pipe to different oil fields; also shipping away the machinery from the five stations and tearing down the buildings. The men on the lines will have the job finished about the last of this month and almost a million feet of oil line will have been taken up.

Indianapolis — The Indianapolis Trade Association plans another Trade Extension excursion July 14. It will be a one-day trip, and it is expected that there will be even more merchants than went on the three-day trip into Northern Indiana recently. The excursion will be over the Indianapolis & Cincinnati traction line. Stops will be made at Morristown, Rushville, Connersville, Shelbyville and Greensburg. The schedule was approved yesterday by the Trade Extension Division of the Association and may be amended before it is finally adopted. All of these towns are regarded as friendly to the Indianapolis wholesale and manufacturing market, and the jobbers and manufacturers are anxious to pay a social visit to the retail merchants in these places. The schedule will be so arranged that more time will be allowed in each place than was the case on the recent trip. A band probably will accompany the excursion and other features will be provided to attract attention along the line. The general sentiment of having trade extension trips frequently met with universal approval, and while no provision is made for a monthly trip, the excursions will be frequent and of such duration as is necessary to reach the territory sought. Some of the future trips will be on the steam roads and may last four or five days.

North Manchester — The Acme Grain Co. succeeds J. C. F. Martin & Co. in the flour, feed and grain business.

Ft. Wayne — The Dukes-Rose-Schirmeyer Co. has changed its corporate name to the Dukes Clothing Co.

Ft. Wayne—D. N. Foster has been elected President of the Old Fort Knitting Mills. The corporation has

decided to place \$50,000 new stock on the market.

Convicted of Being Too Modest.

Indianapolis, June 25—This city was found guilty last night of being too modest and was sentenced to be exploited. The jury consisted of about fifty advertising men and the verdict was reached on the first ballot after a trial lasting two hours, held in the assembly room of the Board of Trade. A special commission of nine men was selected to prepare plans for executing the sentence.

The Indianapolis Trade Association will stand behind the organization which is to carry out the sentence. While the arraignment of the city on the charge of modesty was severe, it was a friendly prosecution, withal, and although not a voice was raised in defense, the accused was treated with great consideration and the jury expressed the firm belief that the sentence that Indianapolis shall be advertised in spite of herself will redound to her own advantage.

The nature of the exploitation and the methods to be adopted are to be determined by the Advertising Bureau, for the organization of which preliminary steps were taken last night. The men who attended the meeting were employed in the advertising departments of the concerns holding membership in the Trade Association, and the need of intelligent publicity for Indianapolis as a city and as a wholesale and manufacturing market was discussed at length. In the end it was unanimously voted that the Bureau be formed as a branch of the Trade Association.

W. J. Dobyms, Secretary of the Trade Association, served as the temporary chairman last night, and Howard T. Griffith, of the Udell Works, was temporary Secretary. Short talks were made by a number of those present, suggesting the possibilities of an Advertising Bureau, composed of practical advertising men. Incidents were cited to illustrate the point where Indianapolis is not as well known in other parts of the country as she should be. John F. Speer said that while in Milwaukee recently he made a purchase in a large department store, and when he asked to have it expressed to Indianapolis was asked what state Indianapolis was in.

Bird's Nest Lined With Gold.

Mysterious thefts of gold leaf used in decorating the dome of the Courthouse have been reported the last few days. Sheets of the valuable material disappeared even with the closest watch kept by the foreman. When it was decided to have a detective guard the dome the thief was discovered.

An English sparrow flew into the building and out again so regularly the detective became interested in its movements. The little visitor was observed to pick up the gold sheets being used by the workmen and to fly across the street to a church tower. An investigation was made and the missing gold recovered. The sheets had been used to line a nest.—Cleveland Plain Dealer.

The Turn in Prices.

Evidences of a downward turn in commodity prices, excepting canned goods, in the last several weeks appear to be unmistakable. Aside from the approach of a new crop season, the chief cause is that the high level from which the recession takes place was largely due to holding back various commodities from the market when prices were advancing until there was a considerable accumulated supply, while consumption was at the time put under restraint by the advance. Advancing prices always induce a tendency to hold back salable goods. But such movements must reach a climax beyond which they can not go.

Then selling more freely will begin and prices will decline, and if the accumulation of unsold stocks has been large there are likely to be "breaks" and "tumbles" until a much lower level is reached.

In the present case there is evidence of large accumulations. Grain and other farm products have been held back for higher prices, and evidently the culmination was reached and a decline was the result of freer selling. There is apparently no such supply as would carry them to a very low level, but there is a substantial recession in some lines.—Canner and Dried Fruit Packer.

Long Distance Examination of the Heart.

The feeble sounds made by our body engine at work have much significance, and new importance has been given to them by the telephone-stethoscope, which the other day enabled a number of physicians in the Isle of Wight to listen to the heart beats of a woman in London.

In ordinary practice tapping over the region and other near at hand observations are depended upon in addition to the indications of the stethoscope. The intensified sounds are made distinctly audible in the telephone, however, so that any irregularities are easily detected and medical men have expressed the belief that with proper training of the ear it will become practicable to diagnose heart disease at a distance. There is little interference from extraneous noises. Other sounds can be transmitted, and it is probable that examinations of the lungs can be made as well as those of the heart.

The new instrument gives the busy physician a means of watching a serious pneumonia or typhoid case without leaving his home, while country patients may be enabled to consult a heart specialist without the expense of a trip to London.

Automobilyously Speaking.

The father of the family of marriageable girls had just kicked a dude off the front porch.

"What's all that racket about, Cyrus?" asked his wife, whose slumbers the noise had disturbed.

"I've been cleaning out a sparking plug," he said, limping slightly.

Quit trying to reconstruct the universe. Stick to the easier and more profitable job of developing the business.

RANDOM REFLECTIONS.

New Mileage—Hunting a Job—Selecting a Vocation.

The Pere Marquette Railroad has made an interesting discovery: The other railroads still penalize the use of mileage books. The price for a 1,000 mile book is \$25, with a refund of \$5 when the cover is turned in, but the refund and all the mileage that may be left is forfeited if the book is presented by any other than the person to whom it was issued. The Pere Marquette, beginning July 1, will sell 500 mile books to anybody at \$10, which is the legal fare in Michigan, at 2 cents a mile, and anybody can use it, individually or in parties, just so long as a mile is left within its covers. The Pere Marquette's discovery is that it is a good thing to sell transportation at wholesale when the retail price is received for it, and that the faster it is used the better. The traveling public will be glad that this discovery has at last been made because at least so far as the Pere Marquette is concerned it will now be possible to carry a book in the pocket instead of having to go to the ticket office every time a trip is taken, and there will be no \$5 deposit or other penalties attached.

The schools and colleges are closed for the summer vacation and the older boys and many of the girls are hustling for jobs not only to keep them busy until school opens again but to earn the money they may want to spend. This hustling for a job of his own is a good thing for a boy—better than being taken into "dad's" store or factory. It is a taste of real life, a trying of the wings for the flight that will have to be taken some day under any circumstances. The job when found may not be anything to brag about, but the boy who finds his own job and makes good is quite likely to do better next time.

At a recent parents' meeting Jesse B. Davis urged that boys should pick out their life work while still boys and then take such studies as will most help them in their future careers. In theory this is wise counsel, but what boy of 14 or 16 or even of 20 really knows what he wants to be or to do? Usually the boy's first ideal of a career is to be a milk man or the driver of a grocery wagon. Then comes the period when to be a policeman or a fireman or a soldier satisfies the ambition. This is followed by an ardent desire to slaughter big game or Indians. The next stage is to be the sporting editor of a newspaper, and so it goes until at last almost unconsciously the boy drops into the groove he was intended for, and he prospers usually according to his deserts and ability and luck.

The planting of the good old fashioned flowers has become much the vogue. In many gardens now will be found larkspur, fox glove, canterbury bells, coreopsis, gaillardia, columbine, shastas, poenias, hollyhock, sweet rocket, phlox, garden pinks and other hardy flowers that our grand-

mothers were fond of. This is a very sane and satisfying vogue, for than these old favorites developed by modern skill there are no flowers more beautiful. And right here let the suggestion be offered that now is a good time to do a little planting. All these plants except poenias and phlox grow readily from seed. By planting now good, strong, thrifty plants will be grown before the season closes, and it is such plants that best stand the rigors of winter. They can be transplanted to the places it is desired to have them grow, in September, but if this is not convenient the better plan is to leave them in their temporary beds until spring. These perennial plants purchased of the florist cost from \$1 to \$2 a dozen, but a five cent package of seed will be enough for a big garden and there will be some to divide with friends. These plants grown from seed will not bloom this season and the place to plant them is in some back row out of the way.

The Grand Rapids Board of Trade shows a commendable activity in one direction: If a public hearing is to be had on any subject of interest to Grand Rapids, this city is almost always represented. The Railroad Commission has been receiving complaints from many directions of the rates charged by the express companies. The making of the express rates seems to be governed by a single principle—that of charging all that the traffic will bear. Distance seems to make no difference, and the nature of the service rendered or the character of the goods carried appears not to be given consideration. The Commission called a hearing last week and invited the express companies and all who found fault with the charges made to appear. The express companies were all there, well prepared to make the best showing possible in their own behalf, but of all the commercial bodies in the State the Grand Rapids Board of Trade and the Muskegon Chamber of Commerce were the only ones represented. It is quite characteristic of the American people to kick early and often, but when it comes to doing something to right the evils complained of it is equally characteristic to let the other fellow do it. The policy of the Grand Rapids Board to be on the spot and to help when possible is the right policy and should be continued.

A Perfectly Awful Cigar.

"I bought a cigar named after you, to-day," said the low comedian, who looked rather pale.

"Really," smiled the prima donna; "I wasn't aware I had so great an honor thrust upon me."

"Honor! Suffering smokers!" gasped the comedian; "but I must not say more; rest assured, little one, your secret is safe with me!"

If consumer-advertised wares are as good as the selling talk, and the profits are right, fall in and sell them to the trade; otherwise—well what's the use talking substitution? You know all about it anyhow.

New Rulings Governing Sale of Tobacco.

Washington, June 28—The Commissioner of Internal Revenue has issued a seventy-page pamphlet including the regulations concerning the tax on tobacco, snuff, cigars and cigarettes and the purchase and sale of leaf tobacco. The regulations are published under the effective date of July 1, 1910.

The thirteen chapters of the regulations deal with the following subjects in order:

Registry and bonds, sale of tobacco products, peddlers of tobacco, dealers in leaf tobacco, retail dealers in leaf tobacco, provisions common to both tobacco and cigar manufacturers, stamp tax on tobacco, manufacturers of tobacco, manufacturers of cigars, assessment for deficiencies, imported tobacco manufacturers, tobacco products, subject to internal revenue tax coming into the United States from Puerto Rico and the Philippine Islands, exportations without payment of the tax.

Important Points Covered.

The following is a list of the most important points covered by the new regulations:

Concerning acceptance of bonds amplified in respect to individual sureties and execution by corporations.

Vending machines and regulations governing them.

Section 35 of the act of August 5, 1909, provided for a new class of tobacco dealers, viz., retail dealers in leaf tobacco, who are defined as follows: "Persons who sell leaf tobacco in quantities of less than an original hogshead, case or bale, or who shall sell directly to consumers or to persons other than dealers in leaf tobacco or to manufacturers of tobacco, snuff or cigars, or to persons who purchase in original packages for export."

The New Tax Rates.

"New tax rates as follows:

"Tax on manufactured tobacco and snuff increased from 6 to 8 cents per pound.

"Tax on little cigars weighing not more than three pounds per 1,000 increased from 54 cents to 75 cents per 1,000.

"Tax on little cigarettes weighing not more than three pounds per 1,000 increased from 54 cents and \$1.08 to one rate of \$1.25 per 1,000.

"Tax on cigarettes weighing more than three pounds per 1,000 increased from \$3 to \$3.60 per 1,000.

"In regard to cancellation of tobacco, snuff, cigar and cigarette stamps—so modified as to make sufficient the imprinting or writing thereon of the number of the factory, district, state and date of use (to include the month and year)—old method of use of six parallel lines discontinued.

Regulations for Packages.

"Packages of tobacco goods as follows:

"Packages for manufactured tobacco and snuff to be ½, ¾, 1¼, 1½, 1¾, 2, 2¼, 2½, 2¾, 3, 3¼, 3½, 3¾, 4, 6, 7, 8, 10, 12, 14 and 16 ounces, also snuff in bladders and in jars containing not exceeding 20 pounds and cavendish plug and twist in wooden packages not exceeding 200 pounds net weight.

"Packages for 5 and 10 cigars, weighing more than 3 pounds per 1,600 and packages containing 5, 8 and 13 little cigars, weighing not more than 3 pounds per 1,000 and cigarettes in addition to those now in use are authorized."

Transfer of cigar and tobacco factories so modified as to permit of same without embarrassment to the business of the factory and without harm to the interests of the Government.

Caution Notice Labels.

Caution notice label, hitherto required to be affixed to wooden boxes by pasting on label, may now be either attached by such a label pasted or imprinted or indented into the wood itself.

Regulations relative to the importation of tobacco goods brought up to date with the provision in section 5 of the tariff act of August 5, 1909, allowing all "wrapper tobacco and filler tobacco when mixed or packed with more than 15 per cent. of wrapper tobacco, up to three hundred thousand pounds, filler tobacco up to one million pounds and cigars up to one hundred and fifty million cigars, which quantities shall be ascertained by the Secretary of the Treasury under such rules and regulations as he shall prescribe," to be admitted free of customs duties.

Take a day off once in a while. There will be merchants and shoppers when you are dead and buried.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

MICHIGAN TRADESMAN

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OF BUSINESS MEN.

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E. A. STOWE, Editor.

June 29, 1910

TOO MUCH PEGGING.

It is a very good plan to "keep pegging away," as Lincoln said he would do until the rebellion was put down. Yet there is such a thing as overdoing this. There are times when we keep the boy pegging away until he concludes that life is nothing but drudgery, and the more he can play the shirk the greater good he will be doing for himself.

A mischievous lad of a quarter of a century ago tells how he acquired a distaste for top spinning which he never outgrew. The other boys took tops to school and spun them and he learned to do likewise. But his top positively refused to stay in his pocket during school hours. Try as he would, it would sooner or later hop out and go to work. The teacher was even more concerned over its persistent activity than was the boy. One day she came along where he was busily engaged with it in the shadow of the seat and said:

"Here, Tom, you have not a good chance to spin the top in that cramped place. Come up to my desk and go to work with it."

He was not bashful so enjoyed the preferred seat. But at last even top-spinning grew monotonous and he quit. "Go to work," said the teacher; "you have not done it half enough." The boy spun on. The dinner hour came with no prospects of lunch for him. His fingers were numb, yet there was no rest. Finally the top dropped in spite of the disabled fingers. "The top is tired," he ventured meekly in response to the strap applied as an incentive. And said the man, "Top spinning never had any more pleasure for me."

All work is as bad as all top spinning. Vary the work and intersperse it with healthy amusements if you would have the boy industrious and willing.

KEEP TAB.

A farmer looked through the assortment of summer hats in a country store in disgust, remarking that "He did not think he had a child who was fool enough to wear one of those things," the pointed-crowned Mexican types being the least objectionable of a lot of grotesque shapes. But the

merchant had the laugh on him when the hat, finally purchased only on the assurance that it was all the style, sold similar ones to every other juvenile in the family. As one of the children of the home was sent the next day for some girls' hats, the first purchase being for a boy, she asked if they could be returned if not satisfactory. "They'll be all right," was the laughing response; "your father was sure the other one would not do, but it did."

Aside from the bit of pleasantry which brightens trade if no objectionable seasoning is added, there is always a good impression left with the personal interest shown. Your patron is pleased to have you make a note of his likes and dislikes, his needs and his pleasures. Every thing which you can add to his inventory of needs, present or future, enables you to do better for him next time. Had the family cited insisted that the new-fangled styles in hats were unendurable, it would have been up to you to offer to order enough of the plain old fashioned kind for them, had the number required justified this trouble. As it was, the new style was adapted; it can be adapted again. They had an idea of what was wanted, but when something new came, even though at first a seeming incongruity, it was readily adapted.

Keep a tab on each of your regulars. Study their tastes and their needs. Keep them moving with the procession, but do not attempt changes in tastes or modes of life so radical that they will refuse to follow you. Keep tab on them and they will ultimately keep tab on you, the result being a mutual advantage.

WISCONSIN'S FOOLISHNESS.

A corn syrup boycott has been declared against the State of Wisconsin as the result of a recent decision of the Supreme Court of that State prohibiting the labeling of corn syrup as "corn syrup," and requiring the same to be labeled "glucose." The D. B. Scully Syrup Co. was among the first to declare against shipping corn syrup to Wisconsin in any form under the new order, and it is generally understood the Corn Products Refining Co. intends to do so or already has decided to ship no more corn syrup to that State until the existing condition of affairs is reversed.

The decision of the Wisconsin Supreme Court was given in a case carried up to the higher courts by the Corn Products Refining Co. to test a ruling of the State Food Commissioner that all corn syrup shipped into the State be labeled "glucose." A decision was reached recently, after the matter had been pending for two years.

The Corn Products Refining Co., immediately after the decision was made public, warned jobbers to notify their Wisconsin customers to withdraw the syrup from sale at once. So far as is known no attempt was made by the manufacturers or dealers to evade the Supreme Court's interpretation of the law.

The great test is, can we bear the little frets?

KEEPING COOL.

This is the season when the ice man smiles. And the broader his smile the more enthusiastic the home physician becomes. In fact, it sometimes seems as if the two have entered into a partnership, with the undertaker often admitted as a third member of the firm.

Iced drinks and applications may be most soothing at the time, yet there are other more permanent ways of securing the same object without courting dire results.

A mother always compels her daughter to wash her face and hands before taking a drink when coming into the house overheated. The aim is two-fold. This not only cools the machinery of the human system gradually but gives a slight chance for rest. The child will not be quite so apt to drink inordinately.

Ice cream is very tempting, but if you are overheated from some exertion wait. Many foods are better when placed on ice rather than having the ice placed in them. Fresh fruits are more cooling than meats or rich pastry at this season. Awnings over doors and windows will serve well to keep the temperature down. Turn the hose on the walks in front and thus reduce the heat.

This is not only a duty to yourself but to customers. Your goods will keep better; your patrons will keep better natured, and you will yourself keep in better health.

Shun ice water, although that cooled by being placed near the ice is permissible. If you are a lover of ice cream let it melt just a trifle before eating. If ice cream cones prove too tempting to be resisted sit down and cool off a little before indulging, and then do not be in a hurry; take your time. A little lemon juice added to cold water will quench the thirst more readily than water alone. Moderation in eating as in movements pays when the mercury is playing in the nineties.

LOWER EXPRESS RATES.

Business men generally will heartily approve of the action of the Michigan Railroad Commission in insisting on lower express rates to competitive points and more equitable rates to non-competitive points. Not only is there no uniformity as to rates, but district managers are unable to explain why the rates are as they are. It is a matter of common knowledge that the express companies are Schools of Dishonesty, pure and simple, inasmuch as the local managers instruct their clerks to make false weights which call for more money than the companies are legitimately entitled to. If any one has any doubt as to this statement all he has to do is to weigh a package when it comes to his place of business and, finding it short, note how quickly the local agent will make the necessary reduction without remonstrance or controversy. Men who have worked for the express companies and are no longer in their employ assert that they have been encouraged in dishonesty of this character and it is a matter of common knowledge that thoroughly conscientious men will not

work for companies which place a premium on dishonesty in this manner. It is a hard charge to lay at the door of any corporation and the Tradesman would not prefer the charge if it had not had actual experience in matters of this character.

The Michigan Railroad Commission has gone at the work of unifying and securing lower express rates as though it meant business, and it is to be hoped, in the interest of fairness, that such results will ensue. That there is no necessity for the present exorbitant rates is evidenced by the enormous overcapitalization of all the companies, due either to the watering of the capital stock or to the declaring of stock dividends representing almost unheard of profits. These facts are fully set forth in the special articles on this subject published elsewhere in this week's paper.

OLD HOME WEEK.

Are you planning to attend the Old Home Week reunion in your native town? If not, why not? "Hadden't thought much about it?" It is high time you were thinking of it. There may be parents and friends back at the old home who are more than thinking; who are longing for your return to the old scenes. They have pointed with pride to your success in business. Their own personal longings have been smothered by the feeling that you are happy and prosperous.

They want so much to show proof not only of your success but of your loyalty to old friends. It is not enough that you write regularly once a week; that is, if you do! It is not enough that you remember them at Christmas with nice presents. The very best present you can give to them is yourself. And even if it is only a loan for a brief time the favor is just as much esteemed.

If you fail without excellent reason there is disappointment keener than words can put upon paper. It may not be expressed even in a feeble way. You may not know of the sorrow which your "regrets" occasion. The sorrow which is pent up is the hardest to bear.

Aside from the personal disappointment there is always the impression which goes to the neighbors. Walter Brown comes back regularly every year and Mrs. Brown never tires of telling how well he is doing and what a dutiful son he is. You may feel as kindly, but if no one, not even your own people, are aware of it, what's the good!

If you had not intended to make the trip, even if only for a day or two, take a second thought. You take time for other pleasure trips. At no other place will you be so welcome as at home. Nowhere else will the memories of the visit be more tenderly cherished by others. Nowhere else should they be more tenderly cherished by yourself.

You can build up your city without tearing other places down. You are not the only burg on the map.

Some men seem to think it is smart and economical to spend five dollars' worth of time on a fifty cent job.

MICHIGAN COUNTIES.

Source From Which Their Names Were Derived.

(Continued from last week)

When the Legislature met in 1840 many changes had taken place since the last county had been set off and named. Michigan had become a State in 1837 after some years of struggle and unfair treatment by Congress. Its population had increased during the decade 700 per cent., from 31,639 in 1830 to 212,267 in 1840. The wave of land speculation which had swept over the country, and of which Michigan more than most other localities had felt the force, had spent its power. Sales of public land, which in 1831 were 320,476 acres, had increased by great leaps until in 1836 they were considerably over four million acres, but in 1839 had fallen to less than one hundred and fifty thousand acres.

The United States surveys of the Lower Peninsula had been nearly completed, the Indian title had been completely extinguished by the Treaty of 1836, and Douglass Houghton, the first State Geologist, who in his second annual report made to the Legislature of 1839, had recommended that the remainder of the Lower Peninsula be subdivided into counties as it would help facilitate his work in the making of topographical as well as geological maps, repeated this recommendation to the Legislature of 1840, and this time he was listened to, and twenty-eight new counties were laid out and named, making for the first time a complete subdivision of the Lower Peninsula. Of these twenty-eight names all but one were of Indian origin, and it is probable that Henry R. Schoolcraft had much to do with the selection of these names. Born in Albany county in 1793, he was graduated from Union College and made a special study of chemistry and mineralogy. He was appointed Geologist to the expedition made by Governor Cass in 1820 to explore the regions around the headwaters of the Mississippi and published in 1821 an account of the expedition. In 1822 he was appointed Indian Agent for the Indians of the Great Lakes, was stationed at the Sault, and thus became definitely identified with Michigan. He was a member of the Legislative Council from 1828 to 1832 and negotiated with the Indians the Treaty of 1836, by which the northwestern part of the Lower Peninsula and the eastern part of the Upper were ceded to the United States. He published many books relating to the Indians, their character, language, religions, etc., and undoubtedly possessed more knowledge of those matters than any other man of his time. His writings, however, are generally poorly arranged and diffuse and contain much repetition. He gave considerable attention to the idea of providing names of Indian origin for political subdivisions and places and in 1838 sent to Governor Mason a plan for a system of Indian names, which the Governor communicated to the Legislature. At this time Houghton, the

State Geologist, committed to him the topic of Indian terminology, and the bestowal of new names from the aboriginal vocabulary. He worked out quite a complete plan by which taking the Indian roots and terminations and with the necessary consonants for euphony, and varying the combinations, he could produce a large number of words of pleasing sound, of descriptive character. This principle, as we shall see, he used in several of the Michigan names.

The names selected by the Legislature in 1840 evidently did not all meet with popular approval, and when the Legislature of 1843 met it changed the names of sixteen counties. Five of the new names were of Irish origin and it is one of the traditions that these names were due to Charles O'Malley, popularly known as "The Irish Dragon," in joking reference to Lever's tale published in 1841 and widely read, "Charles O'Malley, the Irish Dragoon;" it being said that the Michigan O'Malley being in the Legislature and having a quarrel with Schoolcraft, took his revenge by having all these changes made. But this story does not fit in with the facts, the changes all being made by the Legislature of 1843, and O'Malley, who lived at Mackinac, did not become a member of the Legislature until 1846, and of the changes made several were to names of distinctively Schoolcraft origin. These changes, however, were for the most part not desirable ones, but the contrary. Indian names, generally those of chiefs who were connected with the early history of the State, were changed and names of no local significance substituted. In considering the names of these counties I have taken them in the alphabetical order of their present names.

Alcona county was first named Negwegon. The latter was the name of a well-known Chippewa chief who was a firm friend of the Americans in their conflict with the British terminating in the War of 1812. He was a fine type of the race, over 6 feet high, muscular, courageous and of strong intellect. He was known also as the Little Wing, the translation of his name. Alcona was undoubtedly a word manufactured according to the Schoolcraft formula in which "al" is the Arabic for "the." "Co" is the root of a word meaning plain or prairie. "Na" is a termination meaning "excellence;" hence the entire word has the meaning "the fine or excellent plain."

Alpena county was originally named Anamickee. The latter name was that of a Chippewa chief who signed the treaty of 1826 negotiated by Schoolcraft and was a peculiarly appropriate name for this county. The word means thunder, and the county, as laid out, included the entire shore of Thunder Bay. The name of the Bay was the English translation of the French "Anse du Tonnerre," which appears as early as the map of Franquelin in 1688, and which was probably so called from the Indian name, the Indians believing that it was peculiarly subject to thunder storms. Schoolcraft, in his travels of 1820, refers to his belief and says:

"What has been so often reiterated as to the highly electrified state of the atmosphere at this Bay seems to have no foundation in truth; there is nothing in the appearance of the surrounding country—in the proximity of mountains or the currents of the atmosphere—to justify a belief that the air contains a surcharge of the electric fluid. In no place does the coast attain a sufficient altitude to allow us to suppose that it can exert any sensible influence upon the clouds, nor is it known that any mineral exhalations are given out in this vicinity, as has been suggested, capable of conducing towards a state of electrical urativity in the atmosphere." The retention of the original name would have preserved this historical tradition and been preferable to the rather meaningless name which was substituted.

Alpena was a word manufactured by Schoolcraft from the Arabic "al," meaning "the," and either "pinai," meaning "partridge," or "penaissee," meaning "bird." In one place in his writings he himself gives the latter word as the one entering the combination, the name Alpena therefore meaning the bird country, but the former seems more probable, and the word therefore means the partridge, or partridge country.

Antrim county was originally named Meegisee. The latter was the name of a Chippewa chief who signed the treaties of 1821 and 1826, the latter of which was negotiated in behalf of the United States by Schoolcraft, and the meaning of the word is Eagle. The present name was one of the five Irish names to which reference has been made and is taken from that of a county in the north-eastern part of Ireland. The name, as it appears printed in the Act of 1843, is Antim, and is only one of the evidences of careless proof reading found in the act, as several other names are misspelled by omission or change of a letter. It is difficult to properly characterize such a substitution as this and several others. While some of the Indian names as originally given were not particularly euphonic or pleasing, yet they all were more or less appropriate, while with scarce an exception the substituted names were chosen without any reference to locality, historical connection or general appropriateness.

Charlevoix county had as its original name Keshkauko, who was a leading chief of the Saginaw Chippewas and as such signed the Indian Treaty of 1819. He was a noted character in his day, of a tyrannical, overbearing disposition, little disposed to recognize any system of court or legal procedure. He was finally tried and convicted at Detroit of being accessory to the murder of another Indian in January, 1826, and avoided suffering the penalty of the law by taking poison conveyed to him by one of his wives. The present name was given in honor of Pierre Francois Xavier de Charlevoix, the French Jesuit missionary, traveler and historian. Born in 1682, he came to Canada in 1705 and made extensive travels up the St. Lawrence, through the Great Lakes and down the Mis-

issippi in 1721 and wrote during the following year his important history of New France, which, however, was not published until twenty years later.

Cheboygan county, laid out and named in 1840, was extended in 1853, to take in Wyandotte county, which was also laid out in 1840, immediately south of the former county, but was never organized and lost its identity, as stated above. It seems a pity that this latter name was not preserved in some county, as the Indians whose name it bears were an important element of our aboriginal population. The name Wyandotte is a corruption from Wendat, the name by which the Hurons who occupied the region in Canada around the foot of Georgian Bay called themselves. They occupied this region at the time of the coming of Champlain in 1615 and were closely related in language and descent to the Iroquois, but were even then at deadly enmity with them. Lacking, however, the fierce and persistent fighting qualities of the latter, they were defeated and nearly exterminated in 1649. A portion of them fled to the Island of St. Joseph, then to Michilimackinac, then to Manitoulin Island, then, still pursued by the Iroquois, to Green Bay, then, about 1657, a few leagues farther west to the Pottawatomies and a few months later still farther west to the Mississippi. From there menaced by the Sioux in 1660 they came to the region of Black River, Wisconsin, then a little later joined the Ottawas at Chequamegon Bay and about 1670 moved back to St. Ignace, and not long after down to Detroit, Sandwich and Sandusky, where they lived under the protection of the French and became known as Wyandots, uniting with the Chippewas, Ottawas and other Indians in their treaties with the United States.

Cheboygan county is named from the river of the same name and has had nearly as many meanings ascribed to it as it has letters.

Haines says it is derived from chi (abbreviation of Kitchi), meaning great and poygan, pipe. Another derivation giving the same meaning and more in consonance with the French form of the name of the river is Kichibwagan.

Werwyst derives it from ji-bai-gan, a perforated object, hence a pipe.

Another derivation is from Chabwe-gan, place of ore, which is neither appropriate nor probable.

Hatheway, referring to Sheboygan, Wis., derives the name from Shabwa-way-kin, which expresses the tradition of a great noise coming under ground from Lake Superior being heard at this river. This, however, seems doubtful, as the Wisconsin name is the same word as the Michigan, although the first letter is S instead of C, and this meaning could not be applicable to both places and, as a rule, the Indian names had more or less close applicability to the location.

Still other derivation is from Zeebwa-gan, cane, or hollow bone. Sibwagan, according to Baraga's Ojib-

wa dictionary, means sugar cane.

There is one derivation which should not be omitted, on the authority of Richardson's *Beyond the Mississippi*: An old chief who had several daughters, but no son, upon being congratulated upon the arrival of another daughter ejaculated with the greatest disgust, "She-boy-gin," and strode from the place. And when a town sprang up there it was called by common consent "Sheboygan."

Clare county had as its original name Kaykakee. The latter word is Chippewa, meaning pigeon hawk, and was the name of a chief from the Sault referred to in the Treaty of 1826.

Clare was another of the Irish names substituted in 1843, and was taken from a county in the western part of Ireland.

Crawford county, which must not be confounded with the Crawford county of 1818, was originally named Shawono, from a noted Chippewa chief who lived many years at the Sault, was doubtless personally known to Schoolcraft and who, in behalf of his people, signed several of the treaties with the United States, or possibly from a Pottawatomie chief of the same name who was a party to several of the Indian treaties with the United States. The word Shawono means southerner and the same word is found in the name applied by others—not themselves—to the tribe known as Shawnees. It is somewhat uncertain for whom this Crawford county was named. To the Legislature of 1843, which made these changes in the names, there was presented a memorial by Jonathan Lamb, of Washtenaw county, praying that if changes in name were made one of the counties should receive the name of Crawford and the petition was granted. The former Crawford county, by the act of Congress establishing the Territory of Wisconsin in 1834, had ceased to be a part of Michigan, and whether the new county was intended to restore the same name or to perpetuate the name of Colonel William Crawford, who was captured by the Indians and burned at the stake near Upper Sandusky in 1782, is now rather difficult to determine. The original petition has not been preserved, but evidence based upon family tradition seems to render it reasonably certain that Mr. Lamb's desire was to commemorate the Colonel Crawford of tragic fate.

Emmet county, still another of the changes to Irish names, was originally named Tonedogana for an Ottawa chief who was evidently well known and of some importance, as he signed several of the treaties with the United States affecting lands in Michigan. In the treaties his name is always followed by the words "the dog," as if they were the translation, but doubt is now thrown upon that meaning. The name Emmet was given in honor of the Irish patriot, Robert Emmet.

Grand Traverse county was in 1840 named Omeena, the change to the present name being made in 1851 and 1853, the first act being defective in leaving a small unattached and unorganized territory, as Omeena

county, and this mistake was remedied at the following session, when the remainder of the county was merged into Grand Traverse. The Indian name means either "the point beyond" and would have reference to the narrow peninsula jutting up into Grand Traverse Bay, or, as Verwyst says, a corruption of ominau, "he gives to him." Grand Traverse county takes its name from the bay upon which it borders, which itself was so named from the fact that the early French voyageurs, who always traveled in canoes and were compelled to coast the shores of any large body of water, when they passed along the east shore of Lake Michigan, found two considerable indentations of the coast line, which under ordinary conditions they were accustomed to cross from headland to headland. The smaller crossing they called la petite traverse. The larger, about nine miles across, they called la grande traverse, or the long crossing, and this name was transferred to the bay. The Indian name of the bay was Gitchi Wekwetong, which means large bay.

Huron county was so named for the lake bordering on the north, east and west, and the lake in turn was so called because the Jesuit fathers found the Indians, whom they called the Hurons, living on the east and south of the lake around Georgian Bay. These Indians called themselves Wendat, and the explanation of the word "Huron" is given in the Relation of Le Jeune the Jesuit of 1639. He says that about forty years before that some of this tribe arriving at a French settlement, some soldier or sailor seeing them for the first time, and some of them wearing their hair in ridges, which made their heads look like those of boars—hures—led them to call them Hurons and the name has clung to them ever since. Champlain first gave the name Lac des Hurons to the part which he saw, which was in reality Georgian Bay, but the name in time became attached to the entire lake.

Iosco county was first named Kanotin. The latter name was that of an Ottawa chief referred to in the Treaty of 1836, as living in the Grand River district. His name may be derived from the Chippewa word meaning wind, and it is difficult to see any reason for discarding this pleasing euphonious name. Iosco was, apparently, a favorite name of Schoolcraft's. In 1838 he published Iosco, or the Vale of Norma, about fourteen printed pages reminiscent of his boyhood in Albany county. New York, and in 1839 he published *Algic Researches*, consisting of translations and adaptations of Indian tales, and among them is one entitled Iosco, or a Visit to the Sun and the Moon, a tale from the Ottawa, said to have been related by Chusco, an Ottawa chief. It relates the travels and adventures of five young Indian men, the eldest of whom bears the name Iosco, and a young boy. In the *Myth of Hiawatha*, published in 1856, and which contains many of the same tales and legends found in *Algic Researches*, appears this one, but in this the boy bears the name

Ioscodia. It had been said that Iosco was a word manufactured by Schoolcraft according to his formula, but it seems more probable that he found it and then worked out his derivations. In one place in his writings he says it means water of light, but in another he analyzes it into parts of three words meaning "to be," "father," and "plain."

Kalkaska county was originally named Wabassee. The latter was the name of a Pottawatomie chief who signed the Treaty of 1821, and the word itself means swan. Kalkaska was spelled in the Act of 1843 Kalkasca and in its present form looks like a "sure enough" Indian word, and if it is really that, its probable derivation is from the Chippewa and means "burned over." It is, however, possible that it is a Schoolcraft manufactured word, but, if so, I have not discovered its formula.

Leelanau county probably had its name suggested by Schoolcraft, as in his *Algic Researches* is found Leelinau, an Ojibwa tale, the story of an Indian maid living along the south shore of Lake Superior, and in one of his volumes he gives the word as meaning delight of life. In his *Hiawatha* the heroine says, "From her baby name of Neenizu, my dear life, she was called Leelinnau."

Lake county was first named Aishcum. The latter name was that of a well known Pottawatomie chief who was a party to all the treaties with the United States in behalf of his people from 1818 to 1836, his name being spelled in seven different ways, illustrating the difficulty of identifying some of the old Indian names, as each individual in transcribing them might use different combinations in English or French in the endeavor to represent the original sound. The word in Chippewa would mean increasing, more and more, going farther. The name Lake is peculiarly inappropriate to this county, as it is an inland county and contains but few lakes and none of any size.

Missaukee county was named for an Ottawa chief who signed the treaties of 1831 and 1833. The meaning of the word is somewhat uncertain, Verwyst saying that it is a corruption of Missisaging, meaning at large mouth of river. Another derivation is from Mississauga, an Indian tribe at one time living at the northern end of Georgian Bay, the word meaning people of wide mouth river.

Mecosta county takes its name from that of a Pottawatomie chief who signed the Treaty of 1836. The word is said to mean bear cub. The county as originally laid out was larger than at present, including a part of what had been Oceana county and the four townships which now form the northwest part of Montcalm county.

Montmorency county was originally named Cheonoquet for a Chippewa chief who was a party to the Indian treaties of 1807, 1815, 1825 and 1837, his name meaning Big Cloud. It is uncertain whom the name Montmorency was intended to commemorate, and there does not seem to be any one of that name of suffi-

cient prominence in American or Michigan history to justify this action. It is possible some legislator of 1843 thought this a fine high sounding name, preferable to any Indian name, however melodious or full of meaning.

There was a Duke of Montmorency, High Admiral of France, who, in 1620, bought the Lieutenant-Generalship of Canada and a few years later sold it again without ever having set foot on this continent.

There was also a de Laval-Montmorency, the first Roman Catholic Bishop of Canada, an energetic, faithful churchman, who made great efforts to prevent the giving of ardent spirits to the Indians and who for many years during his bishopric, from 1658 to 1684, exerted a very powerful influence in New France. If a French name were to be chosen, it is unfortunate the name of some one of the early, active, energetic explorers, rulers or military men who came in personal contact with this lake region was not selected.

Mason county was originally named Notipekago. The latter was the Indian name of Pere Marquette River and the county was appropriately named after its most prominent natural feature. The meaning of the Indian name was "river with heads on stocks," referring to a tradition that at an early period a band of Indians encamped at the mouth of the river was nearly exterminated by some Pottawatomies and their heads cut off and placed on stocks. The present name was to commemorate Stevens T. Mason, the first Governor of the State, who came originally from Virginia and was appointed Secretary of the Territory by President Jackson in July, 1831, then only 20 years of age, but who rapidly overcame the prejudices against him and acquired popularity and a firm stand in the hearts of the people of Michigan.

Manistee county took its name from the river which flows through it and empties into Lake Michigan within its borders. The word is Indian and various meanings have been ascribed to it. Among others are Vermillion River, Lost River, Island in the River. Hon. B. M. Cutcherson, in an address at Manistee, said that one meaning given to the word was River with Islands, which would not be appropriate, and that another and more poetic one was Spirit of the Woods. Still another interpretation is River at whose mouth there are Islands. It does not seem that this or similar meanings could be correct, as it does not at all correspond with the fact. Another meaning is, the river with white bushes on the banks, referring to the white poplar trees found there. The name is thought to be in origin identical with Manistique in the Upper Peninsula. Charlevoix gives the name of the latter river as La Manistie. (Verwyst says that Manistique is from Manistigweia, meaning Crooked River.)

Early maps and references have the same name for the Manistee and Manistique rivers. The Franquelin map of 1684 has what appears to be this river, bearing the name Ara-

moni. His map of 1688 has it as La Manistre. Bellin's map, 1744, calls it Riviere d'oulamanities, while M'tchell's map of 1755 shows this river as Manistie, but the one in the Upper Peninsula as Oulemaniti. Schoolcraft in his Travels of 1820 calls this river Manistie. Blois Gazetteer of Michigan, published in 1838, gives the name Monetee to both rivers. This word probably is derived from onumitig or oulaman, meaning ochre or red powder, which the Indians used in decoration and face painting. In one of the early English maps of the Upper Peninsula a river is shown apparently to represent the Manistique River and is called Red Clay River.

Newaygo county was probably named for a Chippewa chief who signed the Saginaw Treaty of 1819. Some authorities give the meaning of the word as much water, while another gives it as meaning wing.

Otsego county was at first named Okkuddo. The earlier name is said to mean sickly, but no chief or prominent person of that name appears. The latter name was taken from Otsego county and lake in New York. This would be a Mohawk Iroquois word meaning clear water. Another meaning is said to be welcome water or place where meetings are held. Schoolcraft says the first part of the word denotes a body of water, hence lake, and the term ego means beautiful, hence beautiful lake.

Osceola county was originally named Unwattin. The latter was probably the name of an Ottawa chief, as such a one is referred to in the Treaty of 1836. Why such a name taken from an Indian chief of Michigan should be changed to Osceola, the name of a Seminole chief from Florida, even although the latter had a national prominence and his unfortunate experience with the whites and unhappy death in 1838 were then fresh in the mind, it is difficult to see. The name Osceola is said by some authorities to mean Black Drink, by others, the Rising Sun.

Oscoda county has a name of Schoolcraft manufacture, meaning pebbly prairie from os, for ossin, stone or pebble, and coda from Muskoda prairie.

Ogemaw county takes its name from the Chippewa word for chief. One of the leading Saginaw chiefs for many years and who signed the Treaty of 1819 was called Ogemawki-keto, chief or head speaker.

Presque Isle county was so named from the narrow peninsula—Presque Isle—jutting out into Lake Huron toward the eastern end of the county and which was a well known feature to the early canoe travelers under that name. Schoolcraft speaks of it in his Travels of 1820 as a place where by portaging 200 yards they saved a distance of six or eight miles.

Roscommon county was another of the Irish changes of 1843, from Mikenauk, the name the county first bore, and certainly not a change for the better. Mikenauk was an Ottawa chief, his name meaning turtle, who is referred to in the Indian Treaty of 1836 as a chief of the first

class. Roscommon is a county in the central part of Ireland.

Tuscola county bears in its name evidences of Schoolcraft's handiwork. The meaning is not absolutely certain, as in one place Schoolcraft gives the word with the meaning warrior prairie, and in another he derives it from words or roots meaning level lands.

Wexford county was originally named Kautawaubet and is the last of the Irish changes. The original name was that of a chief of some prominence from Sandy Lake, referred to by Schoolcraft several times, who signed the Treaty of 1825, his name signifying broken tooth. Wexford is the name of a county in the southeastern part of Ireland.

The changes in county names was not the only county legislation had at the session of 1843. The Upper Peninsula was coming into prominence and Michigan began to feel that perhaps it had not made so bad a bargain in accepting the Upper Peninsula as a solace for the strip from Ohio and Indiana, to which it was properly entitled. By the Indian Treaty of 1842 the last of the Indian claims within the State—except certain reservations—were ceded. Something began to be known of the mineral wealth along Lake Superior. Douglass Houghton, the first State Geologist, had in 1840 turned his attention to the Upper Peninsula and in his report to the Legislature of 1841 he gave the first authentic and trustworthy report about the copper bearing rock of Lake Superior, and very shortly after prospectors and speculators began to flock there.

The years 1841-2-3 were in general years of very hard times. The speculative fever which had been so prevalent had died down. The legislatures of those years were called upon to pass numerous acts extending the time for collecting taxes and other measures for the relief of debtors.

The Upper Peninsula, however, felt little of this. The United States Government at first did not sell the land, but issued licenses to mine, but people were rushing in, mining companies were being chartered and organized, and on March 9, 1843, an act was approved greatly reducing the limits of the old counties of Chippewa and Michilimackinac and dividing the rest of the Upper Peninsula into four counties—Delta, Marquette, Ontonagon and Schoolcraft.

Delta county, as originally laid out, included not only the present county of that name, but also Menominee and part of Dickinson, Marquette and Iron counties, giving it the shape of an isosceles triangle; in other words, the form of the Greek letter Delta, which thus explains its name. The present form of the county, which has been greatly changed from the original, gives no indication of the appropriateness of the name when originally given.

(Continued next week)

Circumstances are the nails upon which the weak hang their failures; with which the strong build their success.

Deliberate Workers as Well as Hustlers.

Written for the Tradesman.

Present day methods in work and business requires speedy work in many situations, and yet there are places for those who are naturally deliberate, cautious and not apt to hurry. Many a machine will not do its work properly without a balance wheel. There must be sufficient power applied to the driving shaft, but that power must be controlled, reg-

ulated. If one finds that he is not in his element with the pushing, hustling throng, can not adapt himself to their pace or do his best work, he should try something else. Seek the place for which you are best fitted and when you have found it you need not worry over what the other class may think or say of you. That which is least in evidence may be no less in importance. After correctness in work has been attained increase in speed will naturally follow.

E. E. Whitney.



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.

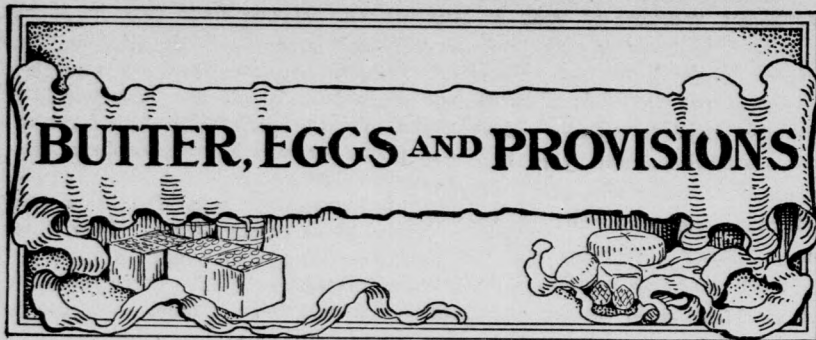
Send sample labels from which I may select. I will then instruct you regarding printing for my OWN PRIVATE BRAND.

Yours truly,

Name _____

Town _____

State _____



Chicago's Position as an Egg Market.

The visible crop of eggs throughout the country has, in recent years, increased at the rate of about 5 per cent. a year, or at a somewhat higher rate than the increase in population of the country. From a consideration of this highly significant fact it is very evident that the improved methods of handling eggs are continually bringing into play new devices which tend to better the facilities by which eggs become available for consumption the entire year round instead of only during a very limited period in the spring and fall, and are contributing vastly to the increasing importance of the egg industry. These same facilities have so materially lessened the risk of carrying eggs in storage that bankers and dealers in paper have come to recognize in eggs desirable collateral on which to loan money. In this connection it is interesting to note that loans are made on eggs up to as high as 80 per cent. of their value.

There is another very interesting fact which a study of the egg industry discloses, namely: that eggs are not very largely used in manufacture, almost the entire bulk of eggs in this country being sold in the shell. As a natural product and a product sold only in its natural state eggs are without any close rival in commercial importance either as to volume or value. The only foods which rival eggs in volume are wheat, corn and meat, all of which enter to a large extent into manufacture in a form quite different from the natural state. This unique fact explains in a large measure why this has never been considered a profitable field for exploitation by trust methods. The economics of labor and the frequently enormous value of by-products entering so largely into the handling of manufactured foods have never yet been found in the egg business.

In considering the fact that trust methods have never entered into the egg business it should also be noted that probably the largest individual interest or dealer handling eggs controls considerably less than 3 per cent. of the total egg crop in the United States, which, it is estimated, will this year exceed \$500,000,000. Six of nine large warehouses depend either wholly or very largely upon the business of the relatively small storer whose dealings are altogether independent of any syndicate or combination. These warehouses consider any individual interest that can store 25,000 cases

of eggs a large customer. The million and a half or more cases that will be carried in Chicago for fall and winter consumption are owned by many hundreds of dealers, a great many of whom are small country packers who invest their entire free capital in a margin with which to carry their eggs forward to the time of year when they will usually sell to the best advantage. The battery of cold storage houses in Chicago, equipped in a scientific way to meet the requirements of the small packer and dealer in eggs, furnishes one of the best illustrations of a public utility business conducted in the interests of small but independent business men. In other words, every encouragement is offered to the small dealer without the depressing thought that sooner or later some trust or monopoly that controls his business will swallow him up.

There is one other phase of the egg business that is worthy of more than passing comment, and that is the ever-increasing confidence that seems to be felt by the bank and the professional note broker in the safety of loans on eggs, with a note and a warehouse receipt as collateral. Loans are frequently made up to 80 per cent. of the value of the eggs. The aggregate of loans on eggs made by Chicago banks is large. It is putting it conservatively to state that there are between \$7,000,000 and \$8,000,000 outstanding at the present time in loans on eggs stored in Chicago. This surely speaks well for the safety of eggs as collateral, and also for the high degree of efficiency maintained by the cold storage warehouses. Modern cold storage plants are equipped with machinery in duplicate, and their construction is so nearly fireproof that they command a very low insurance rate, and the element of hazard is consequently reduced to a minimum. The products stored, more especially eggs, are a ready cash asset which can be liquidated quickly. A part of these Chicago loans is made by the warehouse interests, who in turn make new notes, using their customers' notes and the eggs as collateral. But no inconsiderable number of dealers negotiate their own loans direct with their bank or in the open money market.

Paul Mandeville,
Pres. Northern Produce Exchange.

The Last Word.

The Henpecked Rooster (sighing)—Perhaps some day I shall adorn a woman's hat and then I shall be pointed to with pride!

His Cackling Wife—You mean viewed with alarm, don't you?"

An Obedient Patient.

When the chickens came home to roost they were astounded at finding an owl occupying the best perch in the house.

"You're in wrong, aren't you, son?" coldly remarked the Leghorn rooster; "what brought you here, anyway?"

"Doctor's advice," replied the owl, without ruffling a feather.

"Hurry up with the further particulars!" harshly commanded the rooster.

"Keep your comb on, old chap!" said the owl; "you see, the terribly late hours I've been keeping began to affect my health and the doctor ordered me to go to bed with the hens!"

Education.

Education does not mean teaching people what they do not know. It means teaching them to behave as they do not behave. It is not teaching the youth the shapes of letters and the tricks of numbers and then to turn their arithmetic to roguery and their literature to lust. It is, on the contrary, training them into the perfect exercise and kindly continence of their bodies and souls. It is a painful, continual, and difficult work, to be done by kindness, by watching, by warning, by precept, and by praise, but above all, by example.

John Ruskin.

The Thing To Do It.

Ezra Winrow (with paper)—Well, if that don't beat all! Why, Marthy, this here paper says that 76,000 American farmers own their own auttomobiles! How do you account for that, hey?

Mrs. Winrow—Looks to me like a widespread movement to keep the boys on the farms.

G. J. Johnson Cigar Co.

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

Ground Feeds
None Better
WYKES & CO.
GRAND RAPIDS

BAGS New and Second Hand

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

ROY BAKER

Wm. Alden Smith Building
Grand Rapids, Mich.



THE NEW FLAVOR

MAPLEINE

Better
Than
Maple

The Crescent Mfg. Co.,
Seattle, Wash.

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

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

Established 1876

NEW POTATOES

Best Virginia Potatoes.

Send Us Your Order.

Moseley Bros.

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

Both Phones 1217

Grand Rapids, Mich.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, June 24—The slight although steady improvement which we have noted in the coffee market for the past three weeks continues and jobbers are fairly busy. Sales are not, individually, large, but there is something doing all the time and the aggregate is not to be despised. Mild coffees are in good demand for selected sorts and quotations are firmly sustained. In store and afloat there are 2,775,216 bags of Brazilian coffee, against 3,316,715 bags at the same time last year. At the close Rio No. 7 is worth 8 $\frac{3}{8}$ c.

Spot Japan and Pingsuey teas are firmly sustained, although the volume of trading is not large. Samples of new Formosas and Congous are exhibited and there is some fault found with the quality of the former, but this is almost always the case with first samples. Taking the tea market as a whole, the outlook is better than a month ago, and a good degree of confidence is felt in the future of the market.

A little better feeling prevails in the refined sugar market, but stocks purchased awhile ago by the trade are apparently being worked off—an indication that trade has not been brisk. However, the tide is rapidly turning and next week there will doubtless be an improvement that will be marked. A big cargo of raw sugar was anchored down the bay weeks ago and the consignees have been waiting in vain for the usual rise in price which has practically set in every year. But something has gone wrong. Rates declined and somebody stands to suffer a good loss on this lot. Granulated, 5.15, less 1 per cent.

Rice is steady, with demand moderate. The supply here is ample for all requirements and little change is to be expected. Prime to choice domestic is quoted at 5 $\frac{1}{8}$ @6 $\frac{3}{8}$ c.

Spices are in moderate supply. The demand has been quiet, as might be supposed at this time of year, but a little something is doing all the time and rates are fairly firm. Sales are usually of small quantities, but orders of any sort are welcomed.

Molasses is quiet and unchanged. Good to prime centrifugal, 26@30c.

In canned goods standard 3s, tomatoes, are worth 67 $\frac{1}{2}$ c. Of course, buyers are "utterly indifferent." So are sellers. Perhaps the word "waiting" will describe the situation as well as any other. Some very desirable goods have changed hands at 70c. Little, if anything, is being done in futures. Reports of poor tomato crop prospects are coming in in fine shape, as is the custom, and at the end we shall look for a good big yield. Corn is firm and stocks seem to be running down rapidly. Buyers, however, are, apparently, little interested. Packers of peas are firm and make no concession. The pack of peas in this State promises to be fairly large and the quality is superb. In the South, however, there is a de-

clared shortage. Other goods are moving in about the usual manner.

Butter is worth 28 $\frac{3}{4}$ @28 $\frac{1}{2}$ c for creamery specials; extras, 27 $\frac{3}{4}$ c; firsts, 26 $\frac{1}{2}$ @27c; Western imitation creamery, firsts, 24@25c; Western factory, firsts, 23 $\frac{1}{4}$ @23 $\frac{1}{2}$ c; seconds, 22@22 $\frac{1}{2}$ c. Top grades are in rather firmer condition and there is a larger amount of speculative buying.

Cheese is firm and, apparently, inclined to make some advance. Special New York State whole milk cheese is quoted at 15@15 $\frac{1}{2}$ c.

Eggs are steady, with little change. Western fresh-gathered, white, 22@24c, and others down to 20@21c.

Specials for Hot Weather.

Written for the Tradesman.

Fun may be a good medicine, but not every patient is competent to determine the size and frequency of the dose for himself.

The one who most needs fun must usually be persuaded or beguiled into partaking of such medicine.

There are other and better ways to cool the body than by chilling the stomach.

If there were a State law that every grocer or general merchant must tend store from 6 a. m. to 10 p. m. a great many who are now doing that very thing would discover that they had a right to sit on the porch or recline on the lawn at home as well as other people.

One can many times forget the heat by attending to business and refraining from consulting the thermometer.

No matter what the weather consult the indicator of motives occasionally. Look closely and see if it is not greed instead of need which is in control.

Sun baths are beneficial if you do not wait until July or August to begin indulging in them.

Better back to the soil than back to soil. In other words, it is better to be a planter than to be planted.

Whenever you obtain relief and refreshment from the shade of a tree bless the memory of the man, woman or child who planted it or who protected and cared for it, and then resolve to do your part in preserving, protecting, planting or increasing the number of trees wherever they may be of use to mankind.

E. E. Whitney.

Persistency.

Persistency is the greatest power in the world. All the performances of human art, at which we look with praise or wonder, are instances of the resistless force of perseverance. It is by this that the quarry becomes the towering monument, "the drop of water and the grain of sand makes the mighty ocean and the wondrous land;" it is, therefore, of the utmost importance that those who have any intention of deviating from the beaten roads of life, and acquiring a reputation superior to names hourly swept away by time among the refuse of fame, should add to their reason the power of persisting in their purpose, acquire the art of sapping what they can not batter, and the habit of vanquishing obstinate resistance by obstinate attacks.

Why the Tradesman Ranks High With Advertisers.

Kalamazoo, June 28—I am enclosing you \$2 as my yearly subscription renewal to the Michigan Tradesman because I consider it by far the best trade journal published in this country. It is a well-known fact among horsemen that a race horse can be and many times is overtrained. Singers know that even as wonderful a voice as Caruso's can be worked, toned and finished until it grows "stale." The public knows that the average trade journal can, and as a rule does, contain so much that is dry and uninteresting that it does not bother, as a rule, to even remove the wrapper.

Your journal stands in a class by itself because someone connected with its management has the happy faculty, the good judgment and the sound sense to commercialize human interest. Sam Berger runs a produce store and Hank Weller is engaged in the dry goods business. You give Sam the market price of beans, which is what he wants and expects you to do. Hank does not sell beans but he does deal in prints. Very wisely, then, you give Hank what he is looking for in a trade journal as touching his particular line. Now, after Sam has read his bean quotation and Hank has looked over the market report on prints, what do they do—drop the Tradesman into the waste basket? Not by any manner of means, because, aside from these things, you give them forty-eight pages of good, clean, snappy,

human interest reading. Too much of one or the other would be the "fly in the ointment," but a happy combination of the two ensures a cover-to-cover reading. Right at this point is where the advertiser who can logically use space in any trade journal should pause and reflect for a moment. Any journal whose reading columns are so dry as to crack the paper on which the ink is spread is a mighty expensive place for an advertisement to appear, no matter what the price charged for space. Since its first issue there have been very few numbers of the Tradesman which I have not looked over and from the very fact that you make it unusually readable, I consider it especially valuable as an advertising medium to any advertiser who can logically use any trade journal space within the boundary lines of your circulation.

W. L. Brownell.

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

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.

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

HEAVY BURDEN**Put on Non-Competitive Towns by Express Companies.**

For several months the Michigan Railroad Commission has had experts collecting, interpreting and compiling tariff rates of the six express companies doing business in Michigan—the American, the United States, the Adams, the Pacific, the Western and the Wells-Fargo—and the result of the work is a mass of documentary evidence which will be laid before the companies' representatives, and which show hundreds of specific cases where there is discrimination of startling proportions against non-competitive points. Not only this, but the experts themselves are at a loss to determine on what method or basis the companies proceeded to make rates, except to get every penny possible out of shippers.

Four Rates for Same Service.

In the first place the Commission's evidence shows that the six companies have four different rates for exactly the same kind of service. These are rates for non-competitive points for carrying 100 pounds 150 miles. The rates are on file in the Commission's department, as in fact are all express tariff rates, and it shows that for carrying 100 pounds 150 miles to non-competitive points the Adams rate is 90 cents, Pacific \$1, American and United States \$1.25, Wells-Fargo and Western \$1.50. Cases have been found where the express rate is more than six times the rate

for first-class freight and not infrequently four and five times first-class freight rates.

Why this variation is one of the things the companies' representatives will be asked to explain. One expert says there does not seem to be any recognized basis for express rates in Michigan at the present time.

Some of the Cases.

At one point 139 miles from Lansing the published tariff rate is 60 cents on merchandise, while to intermediate points, where there is no competition, the rate ranges from 50 cents to \$1.10. Here are a few specific cases:

Lansing to Saginaw, 65 miles, American, Michigan Central Railroad, 60 cents per 100 pounds; rates to intermediate non-competitive points run as high as 85 cents.

Grand Rapids to Ann Arbor, 132 miles, American, Michigan Central Railroad, \$1 per 100, and to Detroit, 170 miles, the rate is the same. The short line mileage between Grand Rapids and Detroit is 152 miles (Pere Marquette, United States service), and in this case where the two express companies compete, the American, on a haul of 170 miles, meets the rate of the United States for a haul of 152 miles.

From Grand Rapids to Lansing, 65 miles, United States, Pere Marquette road, the rate is 50 cents per 100 pounds, while to the next station east of Lansing, and but 15 miles from it, the rate is 75 cents, an increase of 50 per cent. for 15 miles. The United States has no competi-

tion at Williamston. The 75 cent rate is continued to the several stations until Plymouth is reached.

From Lansing to Saginaw (United States, Pere Marquette), which means going around by Ionia, making the haul 140 miles, the rate is 60 cents, the same as the American via the Michigan Central charges for the short haul between the two points, the short haul being 65 miles. For intermediate points on the 140 mile haul the United States charges as high as \$1 where it has no competition.

Competition Plainly Counts.

From Lansing to Grand Rapids, 78 miles (American, Michigan Central, via Rives Junction), the rate is 50 cents per 100. To Nashville, on the same line—Nashville is but 33 miles from Lansing—the rate is 75 cents, which means in this instance that the American charges 50 per cent. more for carrying 100 pounds 37 miles to a non-competitive point than for carrying 100 pounds 78 miles to a competitive point. The rate to Hastings on the same run, 46 miles from Lansing, and where also there is no competition, is 75 cents.

Lansing to Detroit (American, Michigan Central), 109 miles, the rate is 60 cents. To Wayne, 95 miles, and Ypsilanti, 83 miles, the rate is 75 cents.

Lansing to Saginaw, Grand Trunk via Durand, American, 72 miles, 60 cents. To Flushing, which is between Durand and Saginaw, the rate is 75 cents, and to Montrose, the next station to Flushing, the rate is also 75

cents. There is no competition at Flushing and Montrose.

It is declared by one who has examined the tariffs closely that no two of the six companies have the same rates for the same mileage in Michigan unless to meet competitive conditions. Where there is competition the company having the long haul invariably meets the rates of the company with the short haul, regardless of intermediate points. Further it is declared that the tariffs filed with the Commission are difficult even for an experienced man to understand in all parts, let alone the average shipper.

Here are how rates from Detroit to points in the Upper Peninsula run. To Bessemer, \$3.25, while the rate for first-class freight is but 60 cents. To Bergland, express rate \$3.75; fast freight, 60 cents. To Charburn, \$3.25, and 60 cents. To Dollarville, \$2.75 and 60 cents. To Escanaba, Hermansville, Ishpeming and Gladstone, \$3 and 60 cents. To Humboldt, \$3.75 and 60 cents.

The Commission's records show that the six companies operate a total mileage of 8,392 in Michigan, as follows: American, 8 on boats, 77 on electric roads, 3,953 on steam; total, 4,038. United States, 537 on electrics, 1,892 on steam; total, 2,427. Western 4 on boats 4 on electrics, 687 on steam; total, 695. Adams, 527 on steam; Pacific, 367 on steam. Wells-Fargo, 336 on steam.

The Commission's records also show that the total capitalization of the six companies is \$54,050,000, and that the net income for each of the

Highest Grade Canned Goods

PACKED BY

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

We operate three model plants, including the largest and best-equipped pea packing plant in the world.

Peas packed fresh from the field by automatic continuous machinery, under perfect sanitary conditions. All water used is from artesian wells. Skilled helpers, expert processors

—all under personal observation of experienced packers—give to the

HART BRANDS OF FRUITS AND VEGETABLES

Distinctive character and make them TRADE WINNERS AND TRADE HOLDERS

Send for Catalogue.

Ask Your Jobber for Hart Brands.

W. R. ROACH & CO., Hart, Mich.

Factories at HART, KENT and LEXINGTON—All Model Plants.

Judson Grocer Co., Distributors, Grand Rapids, Mich.

six in the entire country and wherever else they do business for the fiscal year ending June 30, 1909, was \$12,011,301.52, as follows: Adams, \$2,661,243.08; American, \$3,776,352.01; Pacific, \$425,183.75; United States, \$893,035.41; Wells-Fargo, \$4,664,379.34; Western, \$91,107.93.

The total dividends paid by the six were \$5,161,500, while \$5,849,801.52 was carried to surplus.

The profits of the Wells-Fargo were approximately 58 per cent. on \$8,000,000 capital stock outstanding. Yet the Commission has a letter from the company which contains this remarkable statement: "Existing records do not show whether \$8,000,000 was paid up in cash, real estate, securities or equipment, and no person now living is able to give these details." The company was organized in 1866 and took over the overland service of the famous Ben Halliday.

The Commission's records say that the Western has \$50,000 capital stock outstanding. No dividends were declared last year, but the company reports the division of \$192,300 of profits accumulated to Feb. 28, 1909, upon which date the Soo line purchased the stock held in trust by the Duluth & South Shore Railroad.

The American for the year ending June 30 last paid 12 per cent. dividends on a capitalization of \$18,000,000, less \$340,000 stock in the treasury.

The United States Company has 100,000 shares par value \$100, out, a total of \$10,000,000. Says a communication to the Commission: "There are no records in existence from which it can be ascertained how much cash was paid into the treasury at the time the certificates (shares of stock) were issued."

Look Out For It.

She's coming. We don't mean another comet, which may also lose its tail in trying to show off, but Fourth of July.

She's never a day too early nor a day too late. Right on time and right-side up.

You don't get anything in your stockings and there's no chance to swear off, but she beats Christmas and New Year's rolled into one.

Give her welcome with a bang and keep it up until bedtime. A few arms and legs scattered around to be picked up next morning don't count.

On Fourth of July Liberty Bell tolled out to announce to the world that we were free. That is, that we were going to be free in about seven years. We just got down the old shotgun and went to work and where were the British?

Bunker Hill and lemonade!
Lexington and ginger ale!

Trenton and cocoanuts and fire crackers!

Saratoga and a grand parade!

Yorktown and fizz—bang—whoop!

Put up Old Glory and let us lick all the nations of earth and be some pumpkins!

Although duty should come before pleasure it should not take the place of pleasure. All work or all play will make Jack a ruined boy.

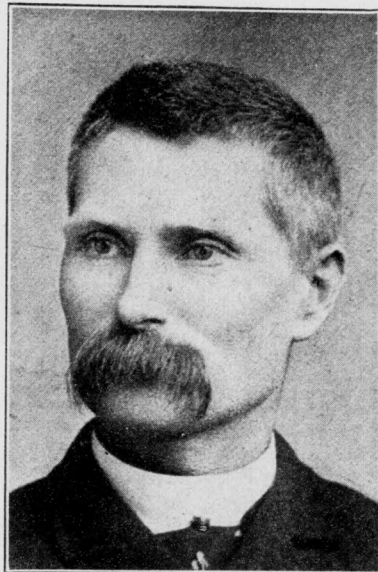
GONE TO HIS REWARD.

Brief Review of the Life of Esedore Gilbert.

One of the best men who ever lived is gone; and the world is poorer. When emperors, kings and great statesmen pass away they are praised or they are blamed; they are held up as models of wisdom or of folly, and for a few short days they receive the tribute of praise or of blame. Then they are laid in the grave and are forgotten until history is compelled to renew their story. Mr. Gilbert's life may not play as important a part in history as the deeds of the mighty, but as long as his friends live he will never be forgotten. He was loved for himself; not fawned upon for his money.

Esedore Gilbert was born in Fremont, Indiana, September 22, 1847, and died at his recent home in Beulah, June 20, 1910.

When about two years old his par-



ents moved to Hillsdale, Mich., where they lived six years, when they located on a farm in that county where Mr. Gilbert became familiar with the various vocations of farm life. At the age of 18 he left home to make his way in the world for himself. He first went to Saginaw and soon after to Big Rapids, where he spent about two years looking land, when he left and came to Sherman. This was in the fall of 1870.

Mr. Gilbert's first business venture was to put a stock of goods in a building at the North river bridge this being the first store in this locality. When the old Sherman House was built, Mr. and Mrs. Gilbert took charge. His next change was to accept a position with Maqueston Bros. and after the death of Edward Maqueston, Mr. Gilbert was taken in as a partner. In the fall of 1883 he sold his interest to his partner, I. H. Maqueston, and went into business for himself, which he conducted about a year then joining his stock with Sturtevant & Hopkins. This firm did a successful business for a number of years when Mr. Hopkins sold his interest to his partners and the business was continued by Gilbert &

Sturtevant. Later on Mr. Gilbert purchased the interest of Mr. Sturtevant and continued the business until last November when he moved to Beulah for his health.

Mr. Gilbert was united in marriage May 28, 1871, to Miss Mary A. Fox, of Hanover township, whose parents were among the first settlers of this locality. To this union were born two daughters, Mrs. Myrtle Slemons, of Grand Rapids, and Miss Ione, who lives at home.

Mr. Gilbert was for many years a member of the M. E. church of Sherman, and a highly respected citizen and neighbor. He was a charter member of the Masonic lodge and O. E. S. of Sherman and a member of the Sherman K. P. lodge, also of K. O. T. M. and National Protective Legion. He did much toward the upbuilding and advancement of Sherman and its various societies and was ever ready to lend a helping hand to those in need and a friend to all.

The funeral was held at their home in Beulah Wednesday and the remains were brought to the Sherman cemetery for interment where the F. & A. M. lodge had charge of the ceremony.—Sherman Pioneer.

And so the genial old gentleman who had a kind word for everyone, and who was respected and loved by all, has gone from among us. The wilderness which he knew in those early days of hardship and toil has given place to a populous country. Many of the men and women who shared with him the struggles of the new land have gone before, leaving honorable records and names to be mentioned only with respect. They have left their mark upon our land, and, whatever the prosperity of Northern Michigan may be in years to come, those who will enjoy the benefits of its progress must ever seek for the foundation of its vigor in the enterprise and unselfish ambition of spirits like that which passed away at Beulah last week.

To-morrow is uncertain and yesterday no longer counts.

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JAPAN-BRITISH EXHIBITION.

Extent and Beauty of a Most Complete Display.

Montreal, Canada, June 1—It was our good fortune to still be in London until after the opening of the Japan-British Exhibition, and this was somewhat delayed because of the sickness and death of the King, whom they hoped might lend his presence to the opening ceremonies. However, three days after the sad and all too soon termination of his life came, the exhibition was quietly and without ostentation opened to the public.

Within the week we attended this very unique but great exhibit, not from an innate desire for things of this character, but because we thought that this would provide something of interest to the readers of the Tradesman. We shall have to frankly confess our overwhelming surprise at the beauty and extent of the display and this, perhaps, because of two nations alone making the exhibit. We shall trust that what we saw and learned may be as pleasing to the Tradesman readers as it was instructive and entertaining to us.

Let us first say that the grounds are in Western London, at a point known as Shepherd's Bush, and are the same as was occupied by the Franco-British Exhibition of 1908 and whose buildings were built to remain permanently for use on similar occasions. It is known as the Great White City and the buildings are not only beautifully arranged, but symmetrically built, so as to make a very attractive show of themselves. As we entered the grounds on the opening days, all was in a complete condition—how different than at the Universal Exposition at Brussels! There hardly anything could be found complete after a month's time had elapsed from opening day, while here, on the opening day, all was found in readiness. We think one of the events of the year and, in some respects, of all time, is this exhibition of Japan and Great Britain. The pages of history contain no more wonderful and significant occurrence than the advance of Japan within the last fifty years, rising from a comparatively isolated position to the rank of a great world power. Now add to this the combining with one of the greatest nations on earth, together with her many possessions, and one can easily see of what immense importance such an exhibit would be.

The relations between Europe and Asia have been the keynote of some of the most portentous events in ancient and medieval history and the alliance between these two nations is one of the striking developments of the time.

In order to emphasize and perpetuate the friendly relations happily existing between these island empires of East and West, to increase the commercial relations between them and at the same time to show to the world at large their combined products and resources, an agreement was concluded between the Japanese government and the authorities of the Great White City to hold this exhibition, commencing

in May and continuing until the end of October, the exhibition to be exclusively confined to the arts, manufacturers and products of the Japanese and British empires. One-half of the space of the covered buildings has been secured by the Japanese government and every inch of space is allotted.

The officers are His Royal Highness, Prince Arthur of Connaught, K. G., as Honorary President, with His Grace, the Duke of Norfolk, K. G., and His Imperial Highness, Prince Sodanaver Fushimi, Hon. President, with the Baron Kanetake Oura, as President of the Japanese section. The rapid and continued development of Japan has created a market for British enterprise that has rarely been equaled. Great Britain sent to her last year \$125,000,000 worth of goods and considers this exhibition a unique opportunity for augmenting these figures.

It does not fall to the lot of many to be able to pay a visit to the beautiful country inhabited by so remarkable a people, but it is well within the scope of millions to witness at this exhibition their achievements in the peaceful arts of modern civilization; to wander at will in the romantic and delightful gardens for which this country is famous; to view its temples and palaces and to revel in that supreme and ancient art which has been, at once, the admiration and—shall we say—despair of the rest of the world. Indeed, in this respect, the visitor to this exhibition, it is said, will have an advantage over those living in or visiting the Land of the Rising Sun, for unique and priceless specimens of this art, which are rarely permitted to be seen in Japan, are here displayed in the Fine Arts Palace of the exhibition. Briefly, it is fair to state that the exhibition presents travel in essence, so far as Japan is concerned, inasmuch as it gives the truly observant a better idea of it than is gained by many who have journeyed through the delightful country itself. This is the first great exhibition of Japanese products ever held beyond the limits of the empire, it is said.

All the departments of the government, the imperial household, war, navy, home affairs, finance, communications, education, agriculture and commerce, railways, etc., have made creditable showing, in lines attempted. From an artistic point of view, the grounds have been much beautified and made appropriate for this particular exhibition by British scenic artists who were sent to Japan, where they might have opportunities of seeing, in order adequately to reproduce characteristic scenery and the marvelous landscape effects of Nippon. Fruits of this are seen on one side of the grounds, between one of the little canals and the outside fence. Here the artists have done themselves proud in imitating the Japanese country. Canvas has been stretched for a number of hundred yards, at a height of thirty feet, and on it there has been painted scenery that betokens the land of the Jap in a truly realistic manner and when one emerges from the Japanese Pal-

ace of Industry and Horticulture, and looks out upon this scenery, they can easily imagine they are in that far eastern land of the little brown man.

As intimated above, canals have been cut through the central parts of the grounds and upon these, motor boats can be seen at all times carrying their human freight. The whole canal system centers in the Grand Lake, which is the real center of the exhibition. Across this lake there has been erected a number of artistically built bridges, from which one may get one of the grandest views imaginable and more especially is this true during the evening hours, when the illumination is simply dazzling. The grounds and buildings are lighted by more than a million vari-colored electric bulbs, an effect never before attempted at any exhibition. One special feature in connection with the lighting is worthy of mention, that of a waterfall in the Court of Honor, which was as though the waters were emerging from one of the buildings and flowing down a system of steps into the Grand Lake below. Between the steps is sufficient space for rows of electric bulbs to be placed back of the waters, and these were turned on in different combinations of colors, so as to make an exceedingly brilliant display and one that is hard to equal. Four bands are constantly discoursing music from noon day until 11 o'clock at night in different parts of the grounds; so that one never lacks for things interesting and pleasing here. The grounds are well sodded with beautifully arranged



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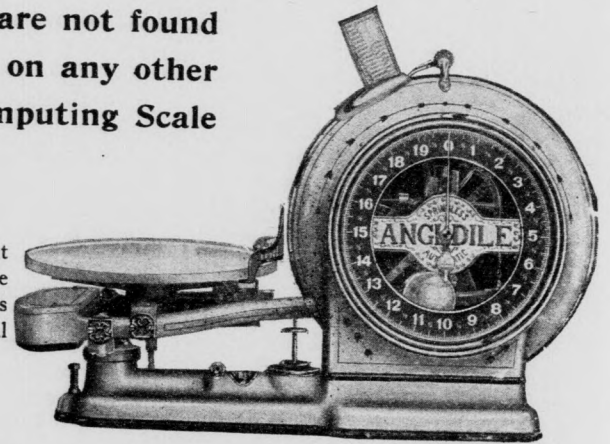
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flower beds scattered promiscuously about and has fine gravel roads and pathways. Two or three times a week James Pain & Sons give a firework display in the Great Stadium of the exhibition, all of which are on a colossal scale, and embody special set pieces of historical interest to the British and Japanese empires. The firework programme consists of forty-five items at each display and are for both daylight (Japanese idea) and evening. The dignity of the exhibition is maintained in keeping the amusements in a separate part of the ground, of which there are many. Admission to the grounds is but one shilling, (about 25c of our money) and we will leave it to the reader if what could be seen from the exterior as one looks about the grounds, would not well repay, without taking a peep at the interior of the buildings. But their contents are where the real merit of the exhibition lies, and therefore will next have our attention.

The first building that is seen as one enters at the main entrance is that of the Japanese Palace of Industry, Horticulture and Railways. Of the first, an interesting collection of the ordinary objects sold in Japanese shops were seen, such as carved wood and ivory; fancy glassware, fans, toys, etc., all painted in a fancy manner. Of these shops there were about twenty with a Jap in charge and English girls as sales ladies.

Following this was the horticultural department and an immense display was made by the Yokohama Nursery Co., of Yokohama. The little brown men show much skill in this class of work. Some of the particular points in which we thought they excelled were in plant designs; shaping shrubbery in imitation of animals and birds and in the making of flower baskets to represent deer, bicycles, monkeys, boats, turtles, etc. This was accomplished by means of moss rolls bound with wire, in which the seeds were planted and this part of their large exhibit was admired and applauded by hundreds of interested spectators daily.

In passing to the third item of this building, that of railways, one has to go through a sort of fairyland. The passage way is narrowed to about half its regular width by means of fences and requires you to pass over a bridge, which is placed as though crossing a stream, while on the banks are growing beautiful shrubbery all out in bloom. The effect is at once a source of delight to every visitor. The exhibit showing railways is all done by painting on canvas. From appearances, this far eastern empire is strictly up-to-date in the rolling stock, both of steam and electric types and figures given show great strides forward in this important field.

In 1893 Japan had but 350 locomotives, but in 1908 there were 2,200. The number of coaches increased in the same time from 1,500 to 7,000 and freight cars, from 500 to 3,400. There are now 4,872 miles of open railways in Japan, with 669 under construction. Korea has 639 miles of open rail-

ways and Manchuria 704 that are owned by the Japanese government.

Next comes the Scenic Palaces, where this people have displayed their skill in the imitation of their country as regards its seasons and the scenery for each. This is done by means of landscape scenery, with real trees and flowers appropriately used, of which the cherry tree and its blossoms will be found the most extensively, as this is the national flower. Midst all of this, running brooks and little ponds may be seen swarming with gold fish. Between the scenes depicting the four seasons are placed stereoscopic sections, nicely mounted so as to be easily seen, and containing views of Japanese scenery, both rural and urban, altogether giving a most realistic impression of the beauties and peculiarities of Japanese life.

The Historical Palace is replete with draped figures and paintings showing the various epochs in the history of this country from the time of the Emperor Jimmie, who lived in the seventh century, B. C., and who was contemporary with the foundation of Rome, down to the present day.

The second period extending from 710 to 784 A. D. is named the Nara period. The third, or Heian period, extends from 784 to 986 A. D., and includes with it the fourth, strange to say.

The fifth period is named the Frywara and extends from 986 to 1159.

The sixth is divided into two parts—6a bearing the name of Gempei period, and includes the time between 1159 and 1219, while 6b extends over the years between 1338 and 1573, and is called the Ashikaga period.

The seventh cycle bears the name of Kamakura and is included between the years 1186 and 1333. (The reader

will discover, at once, that this last period had, by the American way of reckoning, ought to have been placed between the division of the sixth period, but we assure them, we are giving it just as the figures on exhibits were marked.)

The eighth period bears the same name of the 6b period—that of Ashikaga, and extended over a period of 235 years, running from 1338 to 1573.

The ninth period bears the name of Mornoyama, and runs from 1583 to 1603.

The tenth cycle includes the 16th century and is named Tea Ceremony.

The eleventh period is named Tokugawa and extends over the period covered between the years 1603 and 1867.

The twelfth period includes the time since 1868, which is contemporary with the great prosperity of this people as a nation and bears the name Present Day.

The Palace beyond this is known as that of Japanese Textiles and is filled with a large collection of this people's work. Machinery Hall is divided in three sections, one being devoted to Japanese women's work, education and musical instruments, also arts and crafts, and, under this latter head, we do not ever remember of seeing finer carved furniture. An exhibit was made by M. Takamatsu, Yokohama, of carved blackwood furniture and decorated floor matings that would be worthy of a place in a New York Fifth avenue home. R. Tanaka, Kyoto and S. Nishimura, of the same place, each had beautiful exhibits of hand embroidered panels, screens, bath robes, etc., all done in an exquisite manner. A furniture firm of Kyoto made a novel exhibit of art goods in a booth constructed in a Japanese style, in the center of this large building. It was made of

a very fragrant wood, native to this country, and called Hinoka. Here also the firm of Mitsi & Co., Ltd., a firm having its main office at Tokio, but who have many others distributed throughout Asia and Europe, make a really creditable display of the products of the soil. It includes rice, cleaned and uncleaned, also Paddy rice, with husks on it; hemp seed and barley from Harbin; peas, rope and Sesame seeds, maize, wheat and millet, red, white and green peas, the latter being both large and small varieties; Oolong tea, straw braid, silver and copper ingots, camphor, sulphur and antimony ore.

Exhibitors of railway appliances, machinery in motion, connected with the great textile manufactures and illustrations of mining and metallurgy, sanitation, models of ships, etc., make up the balance of this very interesting building.

The Pavilion of Japanese Colonization includes the collections from Formosa, Kwantung and the South Manchurian Railway. It will be remembered that the former named island came to the imperial government as one of the fruits of the China-Japanese war; while the latter came from the later and quite recent war with Russia.

The Japanese government departments include the objects forwarded from their army and navy, home office and Red Cross Society. Japanese gardens have been planted in various parts of the grounds, the most important of which are the Garden of Peace and the Garden of the Floating Island. The British Science section is replete with the results of the latest researches in all the various departments of science—mathematics, astronomy, metallurgy, physics, chemistry, agriculture, geography, oceanography, geology, paleontology

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and anthropology, also interesting exhibits from the Liverpool and London schools of tropical medicine. These are mostly represented by charts and figures, the whole making a truly educational exhibit. The British Naval section comprises a collection of models of ships of war, showing the gradual progress of naval architecture from the days of Henry VIII down to the modern Dreadnaught, also the system of hygiene adopted in His Majesty's navy. The British war office has contributed a collection of the most up-to-date appliances in the shape of quick firing guns, field ambulances, small arms, sabres, lances, etc. A collection of rifles, showing the gradual evolution of that weapon from the earliest days of the old muzzle loaders and the target on which Queen Victoria fired the first shot in connection with the volunteer shooting movement at Wimbledon, and the rifle used by Her Majesty are also to be seen.

The Home office is represented by a complete collection of British minerals, and the system adopted at Scotland Yard for identifying the finger prints of criminals is shown.

The Palace of British Dress, Photography and Loans contains a most interesting collection, illustrating photography, likewise tableaux illustrating British social life, from christening, marriage, mountaineering, racing, golf, cricket, etc., to old age; a collection of fans of historical interest, including those lent by the late Queen Alexandria and other members of the Royal family; the work of the Mother Queen (as Queen Alexandria's new title makes her). Technological school at Sandringham; and a large number of exhibits illustrating the great branches of British industry.

The New Zealand pavilion demonstrates the natural resources and productive economy of that dominion. They are displayed in a very artistic and effective manner. Along one side of this building, rows of snow white bags, with their tops rolled slightly, were placed and filled with grains produced on this soil.

A fine display was made by a woolen mill located at Dunedin and consisted of woolen shawls, rugs and a large line of cloths.

James Moddren & Co., Christ Church, showed flax in all its conditions of growth and manufacture into rope, of which an immense display was shown. This is the home of Gum Kauri and beautiful and large size pieces were shown in the form of utensils and articles of jewelry.

Gold quartz samples were shown and each looked as though the yellow metal could be obtained from them in paying quantities.

The articles of butter, cheese and honey seem to take the lead in number of samples shown, and space allotted to them. Lowe & Sons, Hastings, Napier, and H. Finwald, Champs, Auckland, each had extensive and well-kept displays of these articles. Other notable displays of British manufactures were those made by Hopkins, Williams Co., Ltd., London, on a line of chemicals, an especially

fine and extensive line of varnishes and gums from which they were manufactured was made by Robt. Ingham, Clark & Co., Ltd., London, and showed gum copal in several shades of white, pink, yellow, red, brown and amber gum kauri. A peculiar but costly ornament, was shown as manufactured from gum anime and was securely kept and guarded, because of its immense value. It was a string of beads, each piece (about the size of the thumb nail) containing an insect, a small bug not unlike the little fellow who infests the cucumber vine. The keeper of the exhibit said these undoubtedly represent 2,000 year old fossils. Several pieces of the above mentioned gums shown by this firm would weigh twenty pounds each and more. What was claimed as the largest piece of asbestos in the world was shown by Bell's United Asbestos Co., of London. It was within a glass case and stood four feet high.

Druggists, especially American ones, will all be interested in a little building bordering on the Attractions Section. It is called the Fountain House and bears the following inscription: "This is the old shop of Jacob Schweppe, chymist, who first made soda water in 1787, at Bristol," and therein one may get the article, so popular with the American public, but about which so little is known anywhere in Europe.

The Attractions are of special mention, for they are so different, at the same time meritorious, to the things usually seen.

Little Nippon shows Japan both at work and play. Here, midst proper scenic settings, may be seen artisans at the various crafts, producing the most exquisite articles and art treasures under exactly the same condition as in their own land. There are ivory carvers, cloisonne workers, jewelers, potters, workers in bamboo, tailors, confectioners, artificial flower makers, artists, embroiderers, carpenters, coopers and a lady artist. This place will really convey to the visitor the very atmosphere of the Land of the Rising Sun.

Formosan Sha gives one a good idea of the life and peculiarities of the people who inhabited the island of Formosa before the Japanese occupation in 1895. Their favorite occupation, until quite recently, was that of head hunting. A man's position in the tribe was determined by the number of strands of hair depending from the handle scabbard of his sword. Six of these strands represented a human head. Some of the weapons owned by these Formosa natives at the Great White City have from sixty to a hundred or more of these gruesome souvenirs appended. The natives dwell in their own built houses and are here seen at their various occupations and sports.

The Ainu Home will give one a good idea of a race which, long ago, occupied the same position in respect to the Japanese, as once did the Saxons to the Normans. The history of this little known and declining race is similar to that of our North American Indians. Within the past fifty years, and since Japan's awakening,

they were gradually driven off the mainland to Yezo, where they are now found and, although the government is doing all in its power to preserve them, there has been no increase in their numbers since the year 1882. Here these natives may be seen in their huts engaged in wood carving, embroidering and household work. The men have long flowing hair and full beards and the women are tattooed about the mouth and on their arms. Bears, among other curious things, form objects of special devotion and are carefully tended in pits by each village community. The people themselves have been a subject of deepest interest to many learned societies and their simple folklore is full of quaint symbolism formed in the records of races which existed when the world was young. The Uji Village provides wonderful possibilities for studying their life as lived in hamlets built up mostly of thatched houses. At the end of the street is the most revered tree in Japan—the Cherry. Beyond is a bright red torii, apparently leading through rows of stone lanterns to the temple. These

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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.

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20c Coffee, a Beauty, at 14c

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Draft or cheque must accompany order. No losses, no dividends to pay. you get the benefit. ½c extra in one pound packages.

J. T. Watkins.

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2 lb BOXES—60 IN CASE (120 lbs)
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**BEST SUGAR FOR
TEA AND COFFEE!**

rural artist workers are busy at their various cottage industries. The women are in native dress, with bright handkerchiefs on their heads, some washing clothes and others gossiping at the dainty little tea houses.

Then there are Japanese wrestlers, showing their science in this manly art, also of Jui Jitsu, their style of self defense.

A number of theaters and various entertainments, to show the strange and weird ceremonies which take place at the temples and temple fairs, help to make up the list of Japanese specialties brought here to make it appear as much like the land of Nippon as possible.

Then for a list of sports, a large number of new things have been brought here, some of which are really meritorious. Among these is the Brennan Mono-Rail, a single rail system of locomotion invented by Mr. Louis Brennan. It is shown in public for the first time. On the single track laid down runs a car, capable of holding from fifty to sixty passengers, balanced by gyroscopic wheels. The carriage attains various speeds, turns sharp corners, yet retains its stability, a practical demonstration of the feasibility of running trains at great speed over a single line by means of gyroscopic mechanism.

Then there is the Flip Flop, a recently constructed novelty that has two immense arms, stretching out on opposite sides of the central base, with cars at the extreme ends for carrying upwards of fifty passengers each. Upon the starting signal, then raise, as if by magic, far up into the air—two hundred feet, perhaps—all of which gives one a fine bird's-eye view of the vast grounds of the exhibition. Mountain railways, spiral railways, and scenic railways on land, with a submarine railway, having four huge cigar shaped cars, running beneath the water, affords all a railway ride, if desired, and to those who desire something else there are motor racing rides, whirling waters, the Wiggle Woggle, Spider's Web and the Spiral Toboggan.

If one is weary, they may easily secure a rickshaw or a roller chair and thus continue their sightseeing, at the same time be resting.

We will hope that this rather lengthy article will prove as instructive and entertaining to the reader as it was for us, a sightseer.

Chas. M. Smith.

Put In Your Heart.

To teach young people or old people how to observe nature is a good deal like trying to teach them how to eat their dinner. The first thing necessary in the latter case is a good appetite; this given, the rest follows very easily. And in observing nature, unless you have the appetite, the love, the spontaneous desire, you will get little satisfaction. It is the heart that sees more than the mind. To love nature is the first step in observing her. If a boy had to learn fishing as a task, what slow progress he would make; but, as his heart is in it, how soon he becomes an adept.

John Burroughs.

A Sale That is Full of Salesmanship.

The writer was making his daily visit with a retail furniture client and was talking to Blair, Jr., member of the firm, when the opportunity was offered for a salesman to be a salesman and Blair left me, for a very rich—very elegant—lady was entering his establishment.

Blair's manner of approach was refined and cordial.

The conversation of the lady shopper and the salesman is convincing that salesmanship requires something more than usefulness, shop talk, clever phrases, personality and effort—it requires intelligence.

"I am looking for a library table and would like to see what you have, please."

"Perhaps we can interest you. I am Mr. Blair and you are—?"

"Mrs. Farnsworth."

"Thank you. Is the library on the first or second floor, Mrs. Farnsworth?"

"The first."

"Possibly a north room?"

"No, a south."

"And what size, please?"

"Well, really, I do not know that I can say as to its measurements."

"Perhaps 15x18?"

"More likely 14x20, I should say."

"And do the windows take up most of the south wall?"

"Yes."

"Then you have window seats or chairs about that side of the room?"

"Two large chairs."

"And the east wall?"

"Our bookcases are built in the east and north walls."

"And the west?"

"The entrance to our dining-room is in the northwest corner and a large davenport fills the remaining wall."

"What is the decoration, please?"

"Dark red to ceiling, then buff."

"I see. The floor is rugged?"

"Yes; one large one."

"What pattern, please?"

"Bokhara."

"And the light, Mrs. Farnsworth, is electric? Possibly you have an electric for this table?"

"Yes."

"And how, please, is the room finished—I refer to the woodwork?"

"Mahogany."

"Then the furniture, of course, real mahogany?"

"Yes."

"I see. Now Mrs. Farnsworth, I have the library in mind. I think I have a table ideally suited for it—permit me to show it."

"Thank you."

This all seemed mighty human to me, and I could not help watching Blair down the aisle, where at least fifty library tables were arranged, assist the helper pull out a certain table, turn it around and adjust it very carefully under the proper light and then say: "This is my suggestion for your library, Mrs. Farnsworth."

"Oh, it is beautiful. Just what I have looked days for. I am sure Mr. Farnsworth will be pleased with it. Could you send it out this morning?"

"I fear not this morning, but surely this afternoon. We go over each piece of furniture very thoroughly before sending it out, and it is rather late for the morning delivery. However, if you especially want it, I will put two men on it."

"Oh, no; just so I have it when Mr. Farnsworth comes in to dinner."

"You may depend upon its being there."

"Thank you, Mr. Blair. I want to pay for it, please—"

"One hundred and sixty dollars, Mrs. Farnsworth."

"It is far handsomer than any I have seen and I appreciate the interest you have taken in this selection."

"I hope you will enjoy it in the house. If it does not fulfill your expectations there are some other tables about here."

"Thank you. I am sure I will like it."

By this time the blue-uniformed boy was opening the door and Blair was saying in his own way, "Good morning."

This appeals as a sale full of salesmanship.

In many instances it is because there are so few retail salesmen who are intelligent, energetic and interesting that the advertising of the retail merchant, large or small, can not cash into possible sales and incidentally, were there more Blair salesmen there would be more junior partners.—E. Olin Finney in American Artisan.

Of Course.
The Guide (on Alpine trip)—Do you like mountain scenery?
American Tourist—I might as well.
The Guide—Might as well? I don't get your meaning.
American Tourist—I might as well like it, for I can't change it.



THE MARK OF QUALITY ON SHOW CASES IS THE TRADE MARK

Wilmarth
THE CASE WITH A CONSCIENCE

Catalog and prices on request

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

Prompt Deliveries on Show Cases

With our new addition we have a capacity of about \$2,000,000 annually. We **know** we give the best values.

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

GRAND RAPIDS SHOW CASE CO.
GRAND RAPIDS, MICH. (Coldbrook and Ottawa Sts.)
The Largest Manufacturers of Store Fixtures in the World

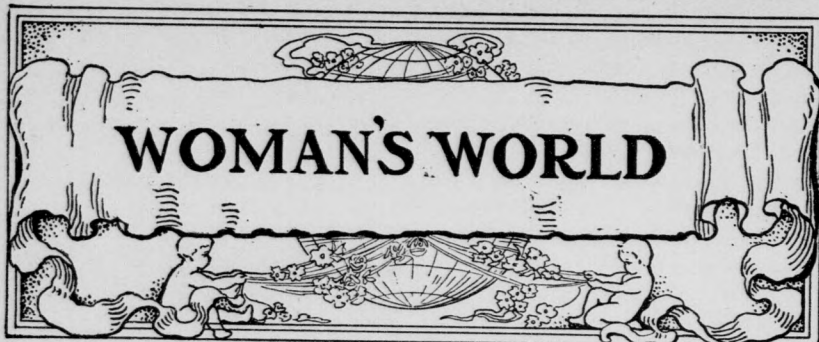
Klingman's Sample Furniture Co.

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.**



WOMAN'S WORLD

The Apron String as a Golden Mooring.

Written for the Tradesman.

Very few men are so wise and level-headed that they do not on some occasions and on some subjects need the guidance of their wives. Sadly unfortunate is the man whose wife's headpiece is so far "past praying for" that it never can be depended upon to make good the deficiencies of his own.

The needs of no two men are alike in this respect. One may be outspoken, rash, hot-headed and require the tempering restraint of a cooler mind to keep him from involving himself in needless disputes and difficulties. Another may be able to maintain a suave demeanor under most exasperating circumstances, but have a foolish penchant for investing his hard earnings in harebrained speculations.

Some, like the two mentioned, need curbing; others are over-cautious or even painfully diffident and should be led into a more sanguine, confident state of mind.

The best of them need something.

How shall the young and inexperienced wife set about her task? The angels above, watching over her, must almost hold their breath, so fraught with results for weal or woe are these first attempts! Well may she summon all her powers of brain and graces of manner and pray for the help of highest Heaven to guide her.

The way many do go at it is by main strength and awkwardness. The honeymoon is scarcely over before the bride sees, or thinks she sees, errors in judgment on the part of her husband. If she were in his place she would manage differently. And with blare of trumpet and beating of drum she announces from the rooftops: "Come everybody and see me boss this man!" Relentlessly she holds up to ridicule his mistakes, small and great, or what she assumes to be his mistakes. She tells how she would do and insists that he follow in the way she marks out.

If weak-willed, he may yield and submissively hand over the reins; but no man with a nickel's worth of resolution and spirit is going to stand this kind of thing at all. The foolish, mistaken wife is peremptorily made to know that she must not attempt to dictate in his affairs. If she persists, at best she will lose all her wifely influence; at worst, some divorce lawyer will get busy and wind up their matrimonial venture in a hurry.

Publicity is all right if you are trying to launch a new breakfast food

on the market, but a heavy handicap in the management of a husband. Do not advertise.

Another thing, little woman, by whatever methods you may seek to bend your husband's will to your way of thinking, be sure that there is necessity for so doing, and that you are not acting merely from a selfish love of power or a vulgar desire to run things.

It may be wisest to let him take his own head in most matters, even if he makes some mistake and meets with some losses in consequence. "Bought wit is best." Only try to have it so that he will be unwilling to enter upon any important undertaking without consulting you.

That is the end to be striven for, the willing and pleasurable counseling together on all matters that seriously concern your common welfare.

This may be done in a way that will not weaken, but rather strengthen his independence of judgment. It is not desirable that he should come to rely upon you unduly, but the very act of laying a project out before another mind may show up flaws to its originator. Two heads are better than one and more than one point of view is necessary to get a true perspective.

When your way of looking at some prospective enterprise does not coincide with his always use gentleness and courtesy in your objections and do not override his opinions with brusque contradictions and denials, nor wound his pride with sneers and sarcasm.

Once in a great while there is a woman who has a knack of bringing a man to change his mind on a subject without his even surmising what is going on. She throws out subtle hints and makes shrewd suggestions and, by her nimbler mental processes, shows up points having a bearing upon the matter which he never would have thought of, so that the conclusion he finally arrives at is exactly to her liking, while he blissfully imagines it is the result of the workings of his mighty brain alone. The sisters who have this power are rare indeed, possessing the very acme and perfection of mother wit and womanly tact.

Take the old story of "The gray mare is the better horse." Had that woman only known her business, had she been an artist instead of the poor misguided bungler that she was, how differently the tale would have ended! By one swift glance she would have sized up all the points of both beasts. Then very gently she would have led her husband to see the per-

fections of the one and the faults of the other. She would have patted the nose of the gray and stroked her wavy mane; while by standing well away from the other nag she could easily have conveyed the impression that he would be likely to bite and kick. In a very short time, had she been the adept she should have been, the good stupid man, as of his own sagacity and knowledge of horseflesh, would have chosen the right animal. Instead of the pitiful hundredth egg they would have had the beautiful mare, and not ignominy but perennial honor would have been her portion in history. It was her blundering way of getting at things that disgraced her; for no one has ever seriously questioned the correctness of her judgment, nor doubted for a moment that the gray mare really was the better horse.

In one of the exquisite poetical figures of the book of Job it speaks of "the sweet influences of Pleiades." Little woman, that is the ideal which you should set before yourself to attain, a "sweet influence," a gentle sway which shall restrain or impel as needed, but which shall be exercised so deftly and tactfully as never to gall or irritate.

Many a successful man is proud to acknowledge the benefits derived from following his wife's advice and to point out that in such and such crises of his career it was her word, fitly spoken, that saved the day for their fortunes.

When all is said and done, the apron string of a wise woman is a mighty

good thing to be tied to. The man who has this golden mooring is fortunate above his fellows, and the farthest possible removed from that most abject creature, despised by himself and scorned by all others--the henpecked husband. Quillo.

The hedgehog and the porcupine are truly a prickly pair.

If wishes were horses there would soon be a hay famine.

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

Let your customers know that you sell "Wayno" Ginger Ale and see how your trade will increase.

You don't have to buy a big supply, for it comes in cases of 30 bottles. Drop us post card now.

Wayno Mfg Co.
Fort Wayne, Ind.



LOWNEY'S COCOA and CHOCOLATE

For Drinking and Baking



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

The Walter M. Lowney Company
BOSTON

FIREWORKS

We are Headquarters as usual

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

TOWN DISPLAYS FURNISHED

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

A CHEAP GOLD SEANCE.

High-Prices Problem Solved At Corner Grocery.

Written for the Tradesman.

Old Customer lifted a package of tobacco off a shelf and filled his old corncob pipe.

The grocer charged the tobacco up to him and set it out on the counter. Old Customer grinned.

"Stingy!" he said.

"Can't sell broken packages," said the merchant.

"I was goin' to buy one," said Old Customer, "but you charged me forty cents a pound fer butter an' thirty cents a dozen fer aigs, an' I couldn't afford it. Not to-day I couldn't afford it. No, sir."

"I didn't make the prices."

The grocer sighed.

Old Customer sat down by the stove and lighted his pipe. A lady who was just entering saw the cloud of tobacco smoke and backed out, going to the next store with her money. The grocer looked ugly.

"Who did make the prices?"

Old Customer puffed contentedly at his pipe. The grocer would have charged him with what the lady would have bought if he had known what it was. At least, he would have charged him the profit on it.

"Gold made the prices," said the grocer.

"Who's Gould?"

The grocer looked helpless. What is profit on the trade of a man like Old Customer, anyway, when one has to put up with tobacco smoke and questions that would look stale coming from the infant class?

"G-o-l-d," said the grocer. "The miners are taking out too much gold. They're flooding the world with it."

"Hain't seen any of it floodin' my yard have ye?"

The grin on Old Customer's face was diabolical.

"Anyway," said the grocer, "it is gold that is fixing the prices. The volume of gold has doubled since 1890."

"Want to know?" said Old Customer.

"Yes," said the grocer.

"Ain't nothin' doubled about my place, only the prices I've had to pay," observed Old Customer.

"Don't you see," argued the grocer, "that when gold increases in volume faster than other things, the value of which is measured by gold, we have high prices?"

"I see we have high prices," answered Old Customer.

"Gold can now be produced for forty cents the dollar," continued the grocer, "and miners are turning it out in ship loads."

"Do tell!" said Old Customer.

"It pays, with improved machinery and processes, to work ore producing only one dollar to the ton," resumed the grocer.

"Who'd a thought it?" asked Old Customer.

"And so gold is increasing in volume faster than wheat, or beef, or anything like that," continued the merchant.

"Or aigs an' butter?" asked Old Customer.

"Sure thing, and when one thing which measures the value of other things increases in volume faster than those other things, one has to give more of it for those other things. See?"

"Fer butter an' aigs?" asked Old Customer.

"Yes, butter and eggs with the rest."

"Do tell!"

The grocer looked in the direction of the hose, but Old Customer was so old and so gentle that he decided not to turn the water on him just yet.

"If," continued the grocer, "you have a field of wheat that turns out forty bushels to the acre—"

"I hain't," interrupted Old Customer.

"Forty bushels to the acre, where it used to turn out only twenty, and I have a field of potatoes that turns out fifty bushels to the acre where it used to turn out one hundred, and you and I are obliged to exchange food products, I'm bound to get more wheat for a bushel of potatoes than when you had twenty bushels to the acre and I had one hundred."

"You be?" asked Old Customer.

"Why, of course, the value of everything depends on the cost of production."

"I didn't know," said Old Customer.

"It is perfectly clear," said the grocer. "Here they are turning out gold until the world has nearly eight billions of it."

"I didn't know there was so much money in the world," sighed Old Customer, pulling at his pipe.

"And now to look at the other side of it," resumed the grocer. "Food products have not kept pace with the production of gold. It costs about as much now to produce a bushel of wheat or a bushel of potatoes as it did when it cost a good deal more to produce a dollar's worth of gold. See?"

"An' butter an' aigs, an' round steak?" asked Old Customer, humbly, dazed at the wisdom of the grocer.

"Therefore, gold is cheaper," continued the grocer, "and you have to pay more for what you buy, more gold, or its equivalent, for flour and sugar."

"An' butter an' aigs, an' round steak?" demanded Old Customer.

The grocer looked disgusted.

"Of course," he said.

He was beginning to think that all this Solomon was being wasted on Old Customer.

"The process of producing gold are now so thorough," continued the merchant, "that the supply of the precious metal is inexhaustible. It will again double in volume in ten years."

"If it does," asked Old Customer, "will butter an' aigs double agin, too?"

"Probably," said the grocer.

"Eighty cents fer butter!" sighed Old Customer.

"Well, but with other things equal—"

"Sixty cents fer aigs!" interrupted Old Customer.

"With other things being equal," continued the merchant, "the prices of 1920 will not seem so high."

"I guess they will," said Old Customer, "with round steak thirty-six cents a pound. I guess they will."

"The only way to avert disaster," continued the grocer, "is to put more capital, energy and brains into the production of articles the value of which is measured by the gold standard."

"You ain't a Bryan man, be ye?" asked Old Customer.

"Gold can be produced for forty cents the dollar, and a dollar's worth of wheat ought to be produced for forty cents. Do you see the point? If the cost of gold should go down to twenty cents and the cost of raising a bushel of wheat should not be reduced, what would be the result?"

"Butter an' aigs wouldn't go up, would they?" asked Old Customer.

"O course they would go up," replied the grocer, disgustedly, "and wheat would go up, or, rather, gold would shrink in value, become depreciated, and it would take more of it to buy a bushel of wheat."

The grocer was stating the case exactly as it is stated by the high-brows in the magazines, but, somehow, Old Customer couldn't quite grasp the idea. You see, it is the theory of those who are asking the high prices of the day that nothing has gone up, but gold has gone down, something like greenbacks went down during the civil war. The remedy, as they state it, is to produce double the quantity of food stuff for the sum now used in production.

Old Customer looked dubious. He couldn't see that the low price of gold was doing anything for potatoes, which were selling for fifteen cents a bushel. Then his face brightened.

"By soda!" he said, "I've got it. When this here gold that's going down gets too cheap we'll put it in cold storage!"

"You need a quiet room in some home for the feeble-minded," said the grocer.

"Oh, I don't know," said Old Customer, "if butter, an' aigs, an' round steak get plenty, they put 'em in cold storage, don't they? Now, if they treat gold the same way, an' keep it at a uniform price the season round, like they do butter an' aigs an' round steak, wouldn't that help some?"

"You don't seem to catch the idea," said the grocer.

"I reckon not," admitted Old Customer.

tomer, "but if there wasn't any cold storage houses nor no trust an' combines to stuff 'em with butter an' aigs, an' round steak when the supply looks liberal an' prices drop, I guess gold wouldn't be so mighty cheap when we come to buyin' of 'em. What?"

The grocer was about to tell Old Customer that he was an old fool, but he thought it over for a minute and held his tongue. Alfred B. Tozer.

Love is the secret of loyalty.

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

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.

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.

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Tanglefoot

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

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpenecless 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.



Why There Are Not More Successful Clothiers.

The more extravagant, modern methods of doing business undertaken by retailers with small and medium-sized trades, retailers who are unable financially to undertake the added responsibility of the most modern improvements, are, in the opinion of the writer, an important reason for this lack of success.

I do not want to convey the impression that I ascribe directly to "modern methods" the cause of unprofitable business conditions; but I do believe that indirectly they lead in many instances to conditions social and otherwise which to many are difficult to carry through.

Retailing of all merchandise has been in recent years very greatly refined; dignity, reliability, cleanliness, light, comfort and even elegance are requirements of the retail store of to-day. From this it might be inferred that retailing merchandise, when refined to the necessary standards of to-day, is liable to become a failure, as far as profits are concerned. Many customs have become the natural consequence of the modern retail store which often make profitable retailing prohibitive. You would not live in a very plain house, carpeted with home-made rag carpets, have your wife cook, wash and help in the store when the latter is furnished like a palace.

I am writing what I really believe are the facts. In traveling throughout the country I am in a position to study conditions and I relate facts as I find them actually to exist.

These questions are facing a large mass of honorable, worthy, well-meaning and hard-working men, conditions often unconsciously brought on. It is my belief that the clothing trade but needs thoroughly to realize the specific causes to find the "answer." The small and medium-sized retailers who have not conformed to "modernizing" beyond their means are to a large extent among the moneymakers. This class of merchants is oftener in the market and offer their trade real inducements, showing that their success is due to the fact that they "do business." This is the strong point, "do business." There is a certain class of merchants who imagine that their trade is not a matter of concentration, work and brains, but that success is a matter of modern fixtures and luck, not thought. They look at the up-to-date store with the hustling, brainy man running it, and they imagine it is just a matter of investment and fixing up. They make up their minds that they can thus increase their business, which is only just making ends meet now. They can not afford the capital to put into these modern fixings, but they imagine that by doing it their business will increase because of the beauty

of the surroundings or air of refinement.

Here, then, is the solution. To do business under the added expense of to-day too many see only the need of keeping down expense in every way possible. It is common to see such storekeepers waste time on trifles. They can not keep a porter; it costs too much. The clerks can not be asked to do the porter's work and so the poor proprietor does it himself. He can not read trade reports, see unusual lines or go to the markets for lack of time.

Modern stores must have modern management—which means, firstly, sell your goods in modern ways, have your clerks do the selling, be one of them at times, but be the manager all the time.

Really successful modern retail stores are not made so by scrubbing, polishing and saving. They are made so by "directing;" by men who live, who use reasonable time for their thinking and planning their business; by men who work after careful deliberation in order to direct others to work and hustle. That kind of men have always time to give to any matter which promises added success to their business.

There are no arguments that can be raised against modern methods and up-to-date fixings, but the point is that remodeling will not do it all.

Let us consider, for instance, a man who owns a clothing store in a city, say, of about 20,000 inhabitants. He has been established for many years and in his early career made money. But he finds the past years have not been profitable. He has made no headway, in fact, a quiet, but not to be downed, something keeps whispering to him from within himself that he has not gained, but lost; that his standing is not correctly estimated by his inventories, that his stock may be as valuable as he figures it while the business is going on, but what if he were to decide the time had come to quit? What can he realize on his costly fixtures; how much on the dollar would his stock bring? In recent years his business has as a whole been good enough, but nevertheless shows no gain.

There is no doubt it is all due to lack of courage to face the real facts and conditions of things. Expenses and depreciation incorrectly estimated, lack of a proper system to find out small but important details, are the secret but sure-working destructive agents constantly at work in such a store. His stock amounts to \$25,000, his business per annum to \$40,000, he owes for discount, merchandise, etc., \$15,000, leaving his clear worth over all of \$10,000. He buys his stock of four to five clothing houses and limits all other lines to a small number of firms. This enables him to pay each of his big accounts in part by note and part cash, and to meet his paper with sufficient promptness to keep them all anxious and glad to do business with him. All but the largest furnishing goods accounts and other small accounts are promptly discounted or anticipated, and thus create for him

the name of a "ten-day man." In consequence, he is treated by houses who have not been able to sell him extensively with a great deal of flattery, which in many cases causes the dealer to believe of himself all that his flatterers have tried to infer. The notes on the larger accounts do not worry him seriously, because "those people are all right; they do not mind; they are good friends and will do anything." He has always lived within his means and he is inclined to ascribe his lack of profit to the high cost of living. That is a good hobby—there always is one of some kind. He is constantly using space in the newspaper, changes his advertisements once or twice a week, although quite frequently he has no time to write fresh copy, and then they run longer.

What is the remedy? If a merchant of this character were to say positively, "Show me how to throw off these fetters—these obligations of accounts due; show me how to do a profitable business," I would answer him as follows:

First, this party has \$10,000 more stock than he should have. In order to have any chance for the business to have a profitable career, \$10,000 of stock in this store must be reduced. For a retail merchant to reduce his stock by such a large amount very extreme methods only are possible, and they are usually objected to by the retailer because he believes they will hurt his business more than they will benefit it. Nevertheless, to continue with so much more stock than he has use for, is to terminate in but one way. He must carefully calculate how much he can afford to lose to get rid of this \$10,000 overstock. A stock surplus of \$10,000 to dispose of will net a loss of \$3,000 to \$4,000 of original cost, cutting down his actual assets to \$6,000 or \$7,000. When the merchant has finally realized the actual necessity for this loss and deliberately goes to work to lose it, it will not take long for him to force his business up to such a condition where the public will give him a large, healthy and profitable trade.

We presume that somebody will want to try it. Here is the way I would go to work at it: I should announce to the public the exact conditions and facts. I should state the amount the stock must be reduced. I should go over the stock and select all the broken lines, the accumulations of all character, in fact, the entire stock except what had been purchased in the last six months, figure up its amount and take from that the amount I have decided I must lose. I would add to this the necessary expenses of doing business. I would advertise not only the facts, as to why I wanted to dispose of the stock, but I would describe as nearly as possible each single lot, not necessarily all in one item and one advertisement, but as many as any one advertisement can well hold. I would continue this advertising until these lots were sold. No merchandise should be bought for a sale of this character except such as is required to keep up the character and completeness of the best end of the stock.

A sale of this kind will injure a business if it is allowed to entirely monopolize the business to the extent that the most modern and best lines are neglected. A live, quick turn and constant hammering to dispose of this \$10,000, with a constant keen watch to keep the other good lines safely covered with the most desirable goods, will not fail to reduce the stock, and will swell the bank account and draw in large numbers of people who have never traded at this store before. In consequence it will not be necessary ever to discontinue that method of doing business. When this \$10,000 stock has been disposed of at a loss, as expected, when the stock is down to \$15,000, when the methods used prove that people will be and are attracted by reasonable statements and good values, then this dealer will find it easy to take the receipts from his \$15,000 stock and buy small lots as

H. A. Seinsheimer & Co.
CINCINNATI
Manufacturers of
"The Frat"
YOUNG MEN'S CLOTHES

"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.

often as he needs them and wherever he finds them, and soon his discounts and a large, live business will repay him for the stand taken.

I have here tried to show you how to do the trick, but I believe in order to teach most people how to do anything it is necessary to also tell them how not to do it. Here is the way many retailers would go at the same proposition of their own accord:

They have made up their minds that they are to lose \$4,000 on \$10,000, but they have not the least faith in the determination. They start into an advertising campaign, and in most cases will mark their entire stock, including their best merchandise, down to cost, the old accumulations included. Very likely the latter will be marked a very small percentage below cost.

When that sort of merchant gets through with the sale he is on the path to bankruptcy, because his entire stock has been sold at a loss. No one has paid him for his expenses of doing business. His accumulated stock has not been sufficiently reduced to have been inviting to purchasers in preference to his new stock. In consequence the latter has sold to a larger percentage. He is obliged to replenish with new goods, and if he has succeeded in reducing stock any, it will generally be found at the close of the next season that his stock is as large as it was, and his condition not as good as it was, because of the merchandise sold without profit.

I witnessed a transaction in a clothing store recently where the merchant called a clerk to show a very excellent suit of clothes to a customer. The suit appeared to be exactly what the man described, although it had been carried over for several years. It was a suit that once upon a time was sold for \$20, and its real cost was \$13.50. It was marked at this time \$13; and I heard the merchant tell the clerk to sell it if he did not get but \$12 for it.

After the clerk had left I ventured to advise the merchant to call the clerk back and tell him to sell that suit of clothes for \$8; and I said to him that at \$12 he had so many good-looking modern goods on hand, although they might not be of quite so high quality, that the chances were that his customer, who had not the advantage of all the technical fine points which suits cost, might pass up his \$20 suit at \$12 in preference to a modern pattern suit of the day at \$12. The latter would probably yield a profit of \$4, but would again leave the old suit on hand, to be sold at some future time at a greater loss. My arguments were smiled at, but in a very little while Mr. Clerk came back with a suit ready to do up that he had sold for \$14, an elegant, desirable, up-to-date article that cost in comparison with the selling price—but the old suit still remained. That merchant went to work there and then and ordered his clerks to go over the stock and pull out all goods on hand with the exception of staples that had been in stock more than six months. I believe that man will

have a great clearing, because he has realized positively the true condition demanded of correct clothing financing to-day. A recent advertisement by an Eastern retailer said, although not exactly in these words, "My stock is always clean, new, spick and span and never quite sufficient for each days business. We could always use more. Thus I am always open to buy the right goods at the right prices."

I believe that this merchant states positive facts, and am almost positive that he is doing a good business.

It is the only way to make a profit in the clothing business to-day. Keep your stocks small, keep them attractive and tell the people of the attractions you have for them. If your stock is larger than it ought to be make it smaller; but take care that the methods of making it smaller are systematic, clean and businesslike. Otherwise, it will be only one other path to failure. There is no gain in switching from one track to another that will eventually merge upon the same path as before. — An Observer in Apparel Gazette.

China's Street Needlewomen.

China is, perhaps, the only country in the world where one may have his garments mended on the street while he waits. In nearly all the principal cities of the Flowery Kingdom native sewing women are to be seen seated on low stools, perhaps on the sidewalk, mending articles of masculine wearing apparel.

The accomplishments of these street seamstresses are somewhat limited, their effort with the needle being confined, as a rule, to "running." Other branches of needlework are practically unknown to them. As a consequence their efforts are better appreciated by natives than by foreign travelers.

They are never short of patrons among the Chinese tradesmen, for these are often natives of other districts and, having come to the city to engage in business, have no one to mend a rent for them. Their wives being left at home, they are glad to employ the street needlewomen. For this class of customers the skill of the itinerant sewing woman answers every purpose.

As a rule, they are wives of boatmen and laborers who live in the house-boats which line the creeks, and their needles are a great help in solving the problem of maintenance in a crowded city.

A Summer Memory.

O impatient ones! Do the leaves say nothing to you as they murmur to-day? They are not fashioned this spring, but months ago; and the summer just begun will fashion others for another year. At the bottom of every leaf-stem is a cradle, and in it is an infant germ, and the winds will rock it and the birds will sing to it all summer long, and next season it will unfold. So God is working for you and carrying forward to the perfect development all the processes of our lives. Henry Ward Beecher.

Your Competitors.

One day the Devil walked into a man's office. He carried a Large Book under his arm. "Look," he said to the man, and opening the volume he showed him many pictures of strong-featured men. Page after page he turned, and on each was a different face. They were men of intelligence, men of experience, men of character, men of force. "Who are these?" asked the man; and the Devil answered, "They are Your Competitors, the men you are struggling against, those who are pursuing your customers each hour of the day. Should they catch them you are as good as lost." Then the man shut his eyes, for there were many faces and they made him feel afraid.

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COMMERCIAL CREDIT CO., LTD., Reports
MICHIGAN OFFICES: Murray Building, Grand Rapids; Majestic Building, Detroit; Mason Block, Muskegon.

We are manufacturers of
Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

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

Grand Rapids, Mich.



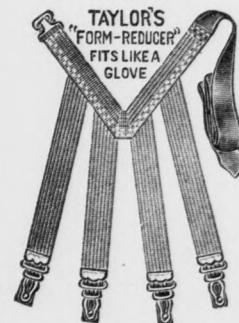
Hot Weather Goods

We still have good assortments of thin goods; Lawns, Organdies, Dimities, Mercerized Goods and Washable Silks. Some at special prices to close.

P. Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.



Women's Hose Supporters Like Illustration

On sale in our notion department at \$2.25 per dozen. We also show a good variety of the regular style **Pad Supporters** at \$1.25, \$2.00 and \$2.25; **Belt Supporters** at \$2.00, \$2.25 and \$4.25; **Side Elastics**, black or white, at 70c, 75c, 80c and 85c, colors at 85c, \$1.25 and \$2.00 per dozen.

Men's Garters

Easy Catch, Knoxall, Boston, Congress, Brighton and Paris are shown by us. Prices range at 75c, \$1.25, \$1.69, \$1.75, \$2.00, \$2.13 and \$4.25 per dozen.

Men's Arm Bands

We offer both round and flat styles at 25c, 40c, 75c, \$1.10 and \$2.00 per dozen. The \$2.00 grade is packed one pair in a box.

Ask Our Salesman

About the "Fitwell," the new popular garment and hose supporter waist for children, ages 2 to 14, solid or assorted sizes, at \$2.00 per dozen. It is a good item. Mail orders given prompt and careful attention.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Mich.

N. B.—We close at 1 P. M. Saturdays

THE MORAL QUEST.

Great Movement in the Interest of Civic Betterment.*

Moral force is more active to-day than at any time in the history of the world. There is an awakening of responsibility which permeates every phase of human effort, and the interrogatory, "Am I my brother's keeper?" is supplanted by the positive assertion that service for one's fellows is the highest expression for the performance of duty. Underlying every movement which is inaugurated for the progress of mankind is the acknowledgment of the universality of human brotherhood and the obligation to serve God through the effort to be useful to our fellowmen.

There is the racial handicap, the sectarian bonds of limitation, the partisanship which counterfeits patriotism, the walls of exclusiveness erected by suddenly acquired wealth, the prejudice enthroned by a narrow interpretation of God's will and a thousand other barriers to the full expression of that spirit of altruism which knows no fences nor barriers nor limitation to the application of the divine mandate, "Bear ye one another's burdens." Still, in every field of human effort, we find somewhere, somehow, the ethical purpose threading its way as an intrinsic element and we do well to recognize this truth when we are tempted to doubt that the world is growing better.

Moral power must be reckoned with as the most potent influence to check the advance of brute force, even when guided by the keenest intellectual acumen.

The individual is learning that the invulnerable armor which shall protect him from malicious enemies is the Garment of Righteousness. The Nation is rapidly awakening to the fact that its real protection does not lie in the size of its battleships nor the multitude of its standing army; but rather in its standard of responsibility to the other nations of the earth.

Great movements are of slow development. It takes a prolonged epoch for a continent to be lifted out of the sea and ages for it to become fitted for the dwelling place of man. The lapse of two thousand years seems to be a tremendously long time for the simple ethical propositions of Jesus Christ to pass through the period of intellectual acceptance into the era when they are made the guiding influence in the world. The assertion often made by broad religionists that the Kingdom of Heaven should not be relegated to the realm of some future existence, but is a condition of our lives here and now, is a simple recognition of the fact that the acceptance and incorporation into life of the enunciation of obligation voiced by our Saviour make a Kingdom of Heaven.

However, taking the most optimistic view of human conditions to-day, there are still many things greatly to be desired in recognition of the universal application of the moral yard

*Address by Hon. Charles W. Garfield before Triennial Alumni Association of Michigan Agricultural College, June 22, 1910.

stick in the measurement of the processes of man's endeavors.

In our moral quest to-day let us first turn our attention to the realm of business:

This is a century of rapid garnering of wealth in the hands of a few. The ability to acquire is coupled with a serious responsibility to property disburse riches. The only righteous way to look upon the acquirement of property is to recognize it as a trust from the Creator's storehouse and the obligation to make it of the greatest possible value to mankind. We, who are contemporaries of persons of wealth, have a right to enquire if the wealth was acquired by oppression, deceit or utilizing advantages of knowledge over ignorance. Fortune

strange that they become imbued with the notion that money can buy anything from a vote in the Common Council to a United States senatorship. Why do so many men become warped in their ideas of obligation and justify their reprehensible practices in gathering wealth? It is the result usually of childhood's tuition.

Not long ago at the table of a friend, who is one of our most reputable citizens, he related in the presence of his family, which included a number of boys, the story of a smart cow trade that he had made, in which he had succeeded in getting rid of an animal with some very objectionable features for a good fair price, and he rubbed his hands in keen sat-

is all and are occurring daily. How can we expect boys and girls to come up with a keen sense of business conscience if stories of this kind are related to them and with the satisfaction that comes from doing a smart thing?

In getting off from the street car the other day near my own home I gathered a little group of boys, as I often do, and said to them, "Boys, I entered the street car and no one asked me for my nickel. What do you think I ought to have done?" One said, "Keep it in your pocket." Another said, "It is just fun to hoodwink the conductor." And a third said, "It was the street car company's business to get your nickel, not yours to turn it over to them."

I was interested enough to take a vote of the eight boys present as to whether it was my duty to take my nickel to the employe or, inasmuch as it was not asked for, to keep it in my pocket. And all but one voted that it was the perfectly right thing to keep my nickel, and there was a freedom of expression with regard to reasons that very much interested me. The sentiment evidently was in favor of "doing" the corporation if one can and that the responsibility for payment was upon the company, whose duty it was to gather the pay.

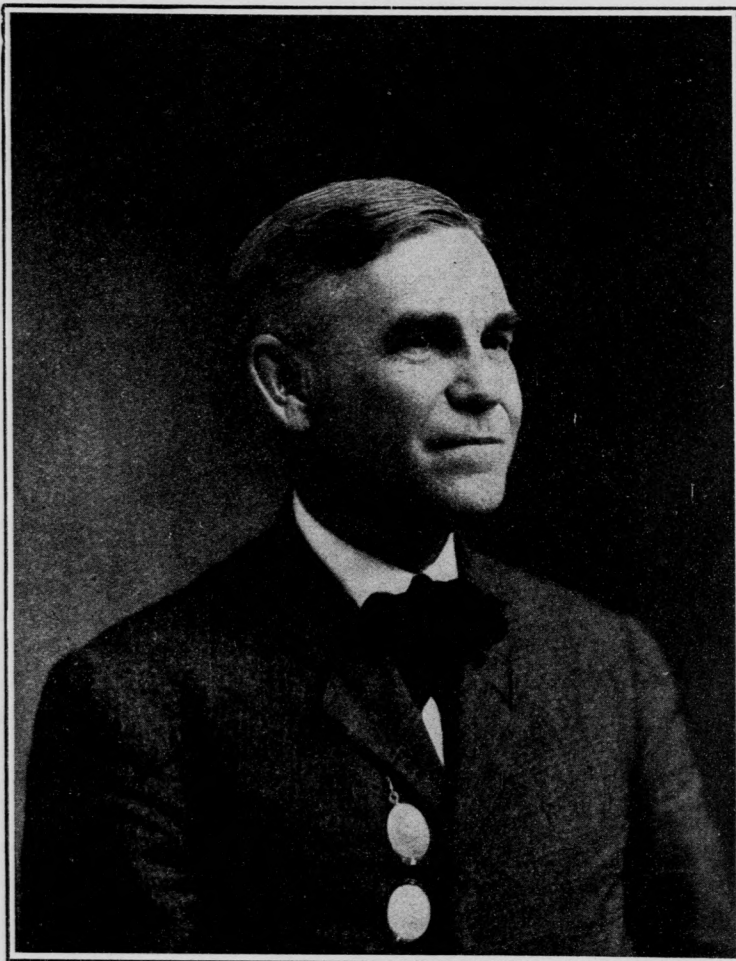
With the development of this low view of obligation, how can we expect a keen and intelligent conscience to be aroused with regard to commercial relationships?

The employer who builds up a great establishment by profits secured at the expense of poorly paid help, and then uses the power of his acquired wealth to checkmate the plans of the employes to organize in their own protection, is unmoral and puts himself on the same level with the men who combine to give us as little service as possible for the wages they get. The movement toward profit sharing and the recognition of the fact that rapid acquirement of stored wealth by taking advantage of workmen is unfair and unrighteous indicates a more literal interpretation of the principles of Christianity as applied to business.

Every day I am approached by propositions which promise large dividends based upon false ideas of business obligation, and the fact that so many catch the bait is indicative of a degredation of business conscience which should command our thoughtful attention.

I am not crying against the gathering of fortunes and I also recognize the great value of segregated capital in carrying on the great world movements. But I do urge the importance of higher ideals of business integrity and the righteousness of judging the methods of the poor and rich by a common standard of commercial morality.

I know a commission man who stands well in the community, who is reckoned as a very liberal-spirited man, who weeps over the heathen and gives liberally to missionary purposes, who does not hesitate a moment to report falsely upon consignments of fruit that he may reap a larger reward. It is not uncommon



Charles W. Garfield

that is made by levying tribute through unfair competition, unjust laws or over-charging for service is no more honestly acquired than the booty of the brigand or the spoil of the privateer. The man who seeks by legislation to acquire an advantage over his fellowman in acquiring property is unmoral. The man who through smart tricks of trade builds up a fortune at the expense of his fellows can never cancel the responsibility to those he has defrauded by gifts to the needy or grants to the unfortunate. Yet with this recognized measure of obligation we are constantly running against men who are gathering substance in this manner and acquiring the reputation of being smart business men, men of affairs, men of great use in the financial world. With the leverage that acquired wealth gives them, it is not

isfaction over his success in the trade.

Only yesterday a merchant, with whom I have very pleasant relations, told me the story of how he succeeded in getting rid of a box of shaving brushes which were imperfect from the fact that the bristles were not fastened securely; and this fact had prevented their disposal. He said one of the girls in the store was quite bright and had a good many friends that dropped in, and he turned the lot over to her, saying she could have 10 per cent. of the returns if she could dispose of them within a week. And every one had been sold. The question of what method had been pursued by this girl in the disposal of the deficient articles was not a matter of importance to him.

These instances are simply samples of illustrations that are common to



Clerk is interrupted and forgets to charge goods

A National Cash Register Prevents Failing to Charge Goods

National Cash Registers are low in price.

Every merchant wants a NATIONAL CASH REGISTER.

Many have not bought because they had the mistaken idea that the price was high.

We can offer you **bigger values** in NATIONAL CASH REGISTERS **today** than ever before.

Fully improved and guaranteed.

Detail Adding Registers as low as - - - - -	\$20
Total Adding Registers as low as - - - - -	35
Total Adding Detail-Strip Printing Registers as low as - - - - -	50

You cannot **afford** to be without one of these late improved NATIONAL CASH REGISTERS. It **pays for itself** in the losses it prevents.

Over 800,000 NATIONAL CASH REGISTERS in use.

Prices as low as \$15.

Easy monthly payments, or a liberal discount for cash.

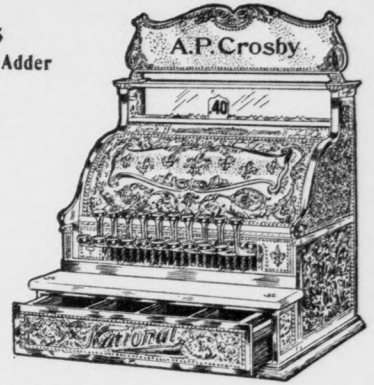
Write today for Catalogue showing **later improved** and **lower priced** registers than you have ever seen before.

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

The National Cash Register Co.

Salesrooms: 16 N. Division St., Grand Rapids; 79 Woodward Ave., Detroit
Executive Offices: Dayton, Ohio

No. 225
Detail Adder
Price
\$30 00



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

No. 420
Total Adder
Price
\$75 00



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

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



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



No. 416
Total Adder
Detail Strip
Printer
Price
\$100.00

Total Adder with all latest improvements. 25 amount keys registering from 1c to \$7.99. No-sale key. Prints record of all sales on detail strip

for him to report goods received in bad shape and make this the excuse for sending small returns when he succeeds in getting large prices for the product.

I have in my mind several men who have their investments in business blocks which are rented at high rates to tenants whose business is the debauchery of youth and the development of criminals, whose livelihood is gained at the expense of human souls. These men are always ready to head subscription lists; they were strongly in evidence at the recent laymen's movement in the interests of the world missionary activity and they are reckoned in ordinary transactions of business life as men of honor and integrity.

When these things can exist without the protest of the community, how can we expect to have a high sense of commercial morality prevail? And is it not in the line of our duty to openly denounce business practices which may bring in large incomes, but which have a tendency to lower the business conscience of the community?

We cry for publicity as a clarifying process, and it is wise, but the kind of publicity we most need is an intelligent recognition of the all-seeing eye of God and the development of God-fearing men.

In the realm of literature and art the moral quest is interesting because of the well framed contention that the purest literary design developed along classic lines must not be tintured with the ethical element; and that following art for art's sake is a clarified ideal to be sought as the acme of human expression unhampered by the weight of responsibility which must be the accompaniment of ethical standards.

This is an attempt to separate the inseparable. The poem, the essay, the painting, the piece of sculpture, the charm of oratory and the instinct of landscape art lose the intrinsic element of beauty unless somewhere and somehow there can be applied to them in the estimate of their value the measure of human betterment. The strain of music, the rhythmic lines, the gem of prose, the triumph of the sculptor's art, the beautiful picture in turf, and trees and flowers and clouds, unless they contain the silver thread that leads to higher and purer ideals of responsibility, lose the distinguishing charm which makes real the immortality of art.

There is a cant of art as well as religion which seeks to separate things that are indivisible. The science of religion must find its most potent expression in visiting the fatherless and widows in their affliction and an unspotted life. So in art the clear perception will not seek to divorce the creative power from that human sympathy which distinguishes the moral outlook. Dramatic art is to-day finding itself and coming to its own as a purveyor of ethical standards. In the Music Master, the Servant in the House and the Melting Pot we find a graphic expression of the same spirit of service which places Florence Nightingale, Francis

Willard and Jane Addams among the immortals.

The most marked examples of the induction of practical moral standards into life are to be found in the religious world. In the conception of God, the interpretation of Scripture, the choice of methods in promoting religious truth, the unifying of moral and spiritual ideals, we find a magnificent evolution of human thought, based upon a rational application of the simple lessons taught by the Son of Man.

In fitting young men for the ministry to-day the emphasis is placed upon morals rather than theology. The churches accomplishing the most for the salvation of humanity utilize their organizations in the great work of making good citizens of this world, finding their ideals in the realm of usefulness here rather than in unthinkable conditions of a Paradise beyond. The missionary spirit, which has never been so strongly in evidence as to-day, seeks to save men from themselves rather than a mythical Sheol of a future life. The religious teacher who strives to enforce the injunction that we are our brother's keeper and conceives the most practical and useful methods of conveying the purest spiritual truth through the agencies of service to fellowmen is the standard bearer of to-day.

The organization of classes in Applied Christianity in all the most effective churches marks the beginning of a new epoch in evangelization. No exponent of theology to-day thinks of separating morals and religion as two distinct concepts or defining salvation in the narrow terms of Puni suffering. Character, based upon the highest moral standards, is held up as the ideal, and any method which aims directly or indirectly to the upbuilding of Christian character is adopted by religion as an ally.

Agriculture is a fertile area in which to delve in our moral quest.

The way I put the case to myself, in thinking over the ethics of agriculture, is this: The proper management of the soil in the practice of agriculture is essentially a matter of morals and a test of righteousness. Man acquires what we term a "title" to a small section of the earth's surface. The title, however, has not passed from God. A proper abstract would still acknowledge the real ownership in Him. We who till the farm are simply tenants under certain well-defined obligations, based upon the central thought that whatever we may take from the land we must restore to it in some other form, so as to leave as a legacy, if possible, for someone else a latent power of production greater than that which came to us under the unwritten contract. Nothing short of this should satisfy our sense of obligation which makes the thrifty farmer essentially a religious man. Practically, it is the inspiration to higher attainment in the science and art of agriculture. A man may be thrifty and still mercenary, never giving a thought to this higher phase of responsibility in the pursuit of agriculture. As the world goes, he may be called a successful

man, but, through a lack of recognition of this ethereal element, he loses the distinguishing charm of his chosen occupation.

The growing tendency on the part of farmers to share their experiences and their successes with their fellows, assisting in every possible way to disseminate information that will be helpful is a distinct expression of moral advancement in the pursuit of agriculture.

The farmer, the gardener and the forester all unite in the pronouncement based upon reason and experience that irresponsibility with regard to the life and conditions and relationships of this world means forgetfulness of the highest obligation to God. The recognition of the operation of God's laws and processes in this world and their relation to the wondrous beauty with which this world is adorned means a lofty conception of the Power that creates and by beneficent law molds the processes which are entrusted to man in his triumphant march toward the Kingdom of Heaven.

In the pursuit of a successful agriculture the first premise is the recognition of the open door to the Kingdom of God established upon this earth. The second premise is the responsibility which grows with the life and which is an intrinsic part of existence in this world. The conclusion manifests itself in more abundant life.

In the arena of politics, however, we find the greatest variety in the conception of obligation to our country and responsibility to our fellowmen, and there is working to-day a leaven which is bound to clarify the vision and raise the standard of public-spirited citizenship.

It would make the sphinx crack a smile to suggest any close relationship between American politics and ethical standards. Still behind and below the professional politician is the moral power of public opinion that has to be reckoned with. It is asserting itself to-day as never before. We note its influence in the wave of protest against the methods of the liquor traffic which seek the control of legislation by ingenious but disreputable processes. It comes to the surface when organized selfishness goes too far in framing tariff legislation. It is strongly in evidence in successfully demanding the applica-

Hot Graham Muffins

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

Wizard Graham Flour

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

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



Crescent Flour Solves the Problem

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

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

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

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

VOIGT MILLING CO.
GRAND RAPIDS, MICH.



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

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

New Perfection "The Faultless Flour"

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

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

tion of the merit system in the selection of public servants. Wherever a great moral issue is inducted into politics the men who control the political organizations may sneer and scorn, but they listen and hedge. In matters of state diplomacy, frankness, truthfulness and the broad views of justice under the leadership of Americans are rapidly taking the place of the old universal practice of indirection, dissimulation, combined with national greed and selfishness.

The Republican party at a single bound came into the control of our General Government upon the great moral issue which was a protest against one man owning another. Its peril lies in its unwillingness to face another moral issue involving the right of one set of men to dictate a governmental policy which permits a few to greatly enrich themselves at the expense of all the people. Political ideals are in the course of metamorphoses, but there is a wide gulf between the domination of the modern commercialism, which is strongly in evidence in the methods and aims of our political parties, and the broad religious principle of the brotherhood of man and the practice of the Golden Rule. The leaders, however, who have inaugurated and maintained the boss system through the practice of methods which absolutely ignore the "square deal," and who have degraded patriotism by dragging it through the slough of organized greed begin to see the handwriting on the wall. The people are long-suffering and slow to anger, but there is a revulsion of feeling that exhibits itself in loosening party ties and demanding a leadership which acknowledges the right authority of a sovereign people to have a voice in the determination of the government policy which should control the overbearing and unmoral aggressiveness of a selfish commercialism.

The moral power of public opinion with the expressive sentiment that was written upon the banners when our plan of government was inaugurated, "Equal rights for all and special privileges to none," is strongly asserting itself in the ballots of our countrymen and the dawn of a great moral awakening in politics is upon us.

There is no phase of life in our country in which moral issues are assuming so commanding a position as in the great movement sweeping over our country in the interests of civic betterment. The rapid segregation of our population in cities and villages is thrusting upon us new and stupendous problems, the solution of which brings to public-spirited citizenship its severest test.

The making of great cities is a distinguishing feature of this century; the making of better cities is the greatest problem of Christian civilization to-day.

In the solution of this problem we are dealing with moral questions involving the welfare of American humanity, and the acumen and devotion put into their consideration will find their richest returns in a clarified view of the intricacies involved in what we denominate socialism.

I have been watching with the deepest interest the moving panorama of events developed in the aggressive movement pursued in my own city during the past three or four years for its betterment, and have been greatly surprised and deeply moved by the altruism awakened in business men and the sacrifices they have been willing to make in their personal affairs in the interest of the whole city. The various movements inaugurated for the cleanliness, health, beauty and social welfare of the city, and the genius exhibited in the installment of promising methods have aroused an interest and enthusiasm of unexpected proportions. Beginning with the simple processes of producing cleaner streets and alleys, the protection of food products displayed for sale from contaminating germs and the inauguration of plans for conserving the city's beauty, the more important questions of pure water and pure milk, more sanitary housing conditions, elimination of smoke and a more efficient form of government, were soon involved in the investigation. There followed a civic revival; the securing of a comprehensive plan by experts employed for the purpose; the bringing together of city and country interests; the making of good roads leading into the country; the beautifying of individual, factory and public premises through the liberal distribution of seeds, plants, bulbs and trees; and finally, the opening of a campaign to reduce crime through the agency of parks and playgrounds and an interest in giving both children and grownups free opportunity to put more relaxation and joy into life by developing a spirit of play and providing convenient and ample areas for motor development under the guidance and supervision of skilled leaders. The moral uplift is already felt in a reduction of juvenile delinquency, and the whole city is aroused to the importance of making people happy as a preparation for moral betterment.

In this great work are engaged the leading business organizations of the city. The allies are the women's clubs, the churches, the social clubs, the school management, the Board of Park and Cemetery Commissioners and hundreds of generous individuals independent of any organization. A moral campaign is on in earnest and not the least item in the movement is the evolution of public spirit in a citizenship devoted to business and which finds the keenest joy in the study and activity engendered by the well directed movement.

The experience everywhere in our urban life which has been moved by this universal awakening has shown as the greatest need an intelligent and self-sacrificing leadership. It is hard to divert men from the prosecution of business concerns followed for purposes of material gain, to the lines of service which have their terminals in civic betterment. It is not strange, however, when we consider the ideals which are placed primarily before children, youth, young

manhood and womanhood during the period of their school and college education. The living, the salary, the competence are the things most talked about, and the reason for educational acquirement is usually stated in terms which relegate to the background the moral responsibility of service to the brotherhood of men.

My appeal to-day is for a greater interest in civic betterment through the intelligent application of the principles enunciated by the founder of Christianity. Whence have we a right to expect the leaders for so important a movement if not in our higher circles of education? The collegian is a selected man. His training should be for leadership in the greater and lesser movements for human betterment. There should be maintained before the minds of the great student body in our institutions of learning as the leading thought and purpose—service to mankind. Personal ambition should find its fruition, not in the attainment of position or wealth but in the ability to serve wisely and efficiently. The size of the salary is the merest incident to the value of the service; the importance of the position of trust and influence the merest index to the obligation of service.

Responsibility in many respects is the greatest word in the language. It is the foundation of character, the inspiration to the most intelligent effort, the essence of religion. Not a silent letter in it, yet we are liable to leave out whole syllables when we spell it in our lives. How prone we

are to hesitate in enunciating its elements! How we hem and haw and evade when we are asked to spell it. In our hours of triumph, when we try to satisfy our moral sense, our conscience, with our effort, how disappointed we are when we analyze to the elementary motives!

The value of our educational equipment finds its surest measure in its intelligent use in the service of our fellowmen. This means for you and me a free expression of our obligation to the State for the education she has given us in terms of the best service we can render to the ultimate factors of the State—the people.

Doing a Good Turn.

Hogan—Be dad, Horan, but thot chauffeur was an accommodating chap.

Horan—In phwat way, Hogan?

Hogan — Phoy, he comes down here ut a mile a minute clip awn knocks me arrum out of place.

Horan—Awn do you call thot accommodatin'?

Hogan — Shure. Don't he come back th' same way an hour later awn knock ut back ag'in?

His Excuse.

The Farmer's Wife—If you chop down that little tree I'll give you a nice hot dinner.

The Tramp—Pardon me, madam, but I'm opposed to the devastation of our forests.

The best way to meet some enemies is to slay them first and argue with them afterwards.

Ceresota Flour

Is a high grade

Spring Wheat Patent

Made for and sold
to those
who want the best

JUDSON GROCER CO.

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GRAND RAPIDS, MICH.

DREAMERS AND ENERGIZERS.

Some Get-Rich-Quick Schemes and Schemers.

Written for the Tradesman.

Second Paper.

I read in the paper this morning where a young lad somewhere was told by his physician that his heart was twice the normal size of a heart which a boy of his tender years ought to be carrying around on his insides; and that being the case he must not "skip and play" like other youngsters, but rather go on the low gear, so to speak.

It is not recorded that this young lad was in the least disconcerted by this intelligence. On the other hand he appears to have taken it quite philosophically; for, as the denouement reveals, this youngster is a prodigy. No whimpering for him. "Just get me some old rubber shoes— and, Oh, yes, I nearly forgot; kindly take this old barlow of mine around to the wagonmaker on the corner and get him to put an edge on it. * * * Oh, never mind what I want with the rubbers, and don't you entertain any lingering suspicions about my doing violence to myself. The truth is, if you must have it, I seem to think I have an idea cavortin' around in my noggin. Maybe I have and maybe I haven't; but anyhow the doctor says I can't play base ball, so I've got to do something to kill time."

Well, they got him the old rubbers. They ransacked the cellar and the garret, and the neighbors, having gotten the tip, gave an old rubber donation party and the perfume of antique rubber doubtless made the atmosphere of the boy's home smell like Arkon, Ohio. And so the small lad with the big heart, who had to cut out base ball, began to cut into rubber shoes and boots. His folks said: "Well, anyhow it won't hurt him to dissect rubber things; and cement isn't very expensive." But the youthful genius didn't say anything. He just plugged away.

By and by he had a wonderful new device—some sort of a safety coupler, if I remember aright, to be used in connection with air brakes on railroad trains. He showed the contrivance to his folks, and they thought it was a corker. He showed it to the neighbors and they said: "Well, I'll be darn!" or something like that. Then there was a friend of the family who was a mechanical fellow; knew brakes and things like that. When he saw it his eyes got as big as saucepans, and he said the best thing up to date: namely, "By Jove, Billy must get this thing patented quick!" So, through the patent attorney, who married a sister of Billy's mother's second cousin, they made application for the patent and—right here let me remark it, is where surprise No. 1 comes in—the patent was granted. It really was "a new and useful improvement." By and by little Billy got the wonderful document from the patent office signed, sealed, attested and otherwise authenticated. Little Billy was proud you bet you.

In due time the news of Billy's

patent got to the railroad people and they first thought they might look into it. Then they thought it wasn't worth while to look into it. Then they thought it might be. And for a long time they forgot to think anything about it at all. But in due time they heard some more about it; and then some more; and then some more. And so one day when one of their very subordinate officials didn't have anything else to do that he could think of; and when none of his superiors were able to suggest a blessed blooming thing that he might do to kill the time until the whistle blew it occurred to him to go over and take a look at little Billy's patent coupling device.

He found Billy out in the backyard cutting up old rubbers and cementing them. He was still making patent coupling devices. By this time, you will understand, Billy had the habit and he couldn't help it. The railroad official said: "Hello, Billy! Is this Billy?" And Billy said: "Howdy do, sir!" And then by way of an afterthought, "Yes, this is Billy; but would you mind stepping down to the drug store on the corner and getting me a new can of LeFuge's Glue, the sort that will mend anything but a broken heart? I see my old can is about all in—I mean, sir, the glue is practically exhausted. You see I use a lot of glue in the course of a week. And, Oh, sir, I nearly forgot; just please charge this glue to Pa. And another thing, sir, if I am not consuming too much of your time—although I trust you don't mind—hurry back with the glue."

When Billy had finished the railroad official smiled one of those benign, impressive and somewhat elongated official smiles and informed Billy point blank that he was a railroad official. Billy said: "Well, I'll be jiggered! Who'd a thought it? Well, then, do come and look at my coupling device!" And so Billy showed the very subordinate railroad official his invention. This official didn't know much about coupling devices, or anything else for that matter, but he somehow seemed to feel that it looked good. So he patted Billy on the head and told him he was a genius. Contrary to the usual run of subordinate officials, this one did actually get up enough energy to say something about Billy's patent to somebody a little higher up; and by and by somebody connected with the railroad who happened to have real brains got around to see Billy's invention, and he was sure enough thunderstruck. He looked at the marvelous coupling device and then at Billy. He asked about Billy's age and incidentally enquired how his heart was getting on. And, in process of time Billy had an offer from the railroad for his new device. They offered Billy's daddy \$50,000 for the patent. This is where surprise No. 2 comes in—a patent that is really worth anything. Most of them, you know (or maybe you don't know, but I do), aren't worth the paper they are written on.

Now, I take off my hat to Billy. (That probably isn't his name—and

after all it doesn't matter—but it will do as well as another.)

Billy is a genius.

Billy has a noggin in which really big, negotiable ideas have a way of getting themselves incubated.

There are not many minds like that. As a sort of a rough estimate I should say about one in every ten or twenty thousand.

Most anybody can invent—that is, think up some outlandish, undreamed-of device or contrivance—but as far as practical results are concerned they'd just as well not invent.

Maybe the thing that they invented has already been invented. That is the way it usually turns out.

Or if the thing hasn't been previously invented, the thing, when it is invented, won't do anything important or serviceable. It may, for example, cost more to make it than it can be sold for when it is made. And so what's the use of going on making things to sell when you lose money on every blessed one you sell? You can't do that unless you have an unlimited capital.

Or, maybe the device or contrivance is ungainly in appearance—and people won't buy it unless you give them a big bonus on every one they agree to take. That often happens. If you have to give it away scot free, and then pay your party so much per week, or by the month, or yearly, to use it and be pleased with it and speak kindly things about it to his neighbors, all that costs like smoke.

And, then, of course, there's all the incidental cost and worry and anxiety in getting your patent—if you do get it; and all the preliminary and fruitless worry and anxiety and expense in trying to get your patent when you can't get it. So, on the whole, I have about come to the conclusion (not alone from observation, but also from experience) that it is better not to be an inventor.

If I hadn't been an inventor I would have had a lot more money in the Building & Loan Association to-day than I have.

Isn't human nature funny? Nine men out of ten think they can write a novel or a poem or a play or something or other; and every single one of them thinks that the thing would make a hit, if only he could find time to write it. He just must get at it; promises himself that he will buckle down next winter. Sometimes he goes as far as to equip himself a little den, provide himself with a choice assortment of stub pens (it is popularly supposed that "the best sellers" have all been written with stub pens, although as a matter of fact most of them were thumped out on the typewriter) and reams of nice, white paper. Ordinarily that is as far as the business goes, although occasionally one of these alleged literary concoctions gets started. Now and then one is quite finished. When it is done it is sent post haste to the editor of one of the big monthlies or to some big publishing house. The editor or the publisher sends it back in from ten days to three weeks. They hardly ever keep them longer than three weeks. I don't know why editors and publishers do

that. I suppose it is just a little peculiarity of theirs. They might send them back by return mail; for it ought not to take more than from forty-five seconds to two minutes to see that it is bosh. But editors and publishers are the politest of men—and long-suffering. I think publishers and editors will occupy very exalted seats in Heaven, for they endure so much boredom (and still keep civil) on earth.

But I am meandering. I said nine men out of ten think they can do something literary in their day. And the ratio obtains also in men's notions as to their mechanical ingenuity. About nine men out of ten think they can invent something. I know just how it is, for I was one of the nine. I have tried to invent things as diverse as smokeless powder and jar-washers. I have been "interested" in warm-air furnace registers and polishing dope to "preserve patent leather, keep it elastic and pliant and give to it a high and brilliant gloss." (Doesn't that sound convincing and winning?) You see I have been the gait, so to speak. I know just how it feels to get stung by the grandeur of a get-rich-quick scheme. It is exhilarating to a degree. There have been times when I walked on thin air and veritably felt fat rolls of bills of big dimensions yielding to my caressing touch. Were these things problematic, uncertain, contingent? Not on your life; they were sure things. They look good—bright—easy—right before my eyes. Could I have been mistaken? Certainly not; didn't they look the very same to my friends and partners? Didn't we have outside testimony? Sure. The opinion of disinterested people? Of course. Expert testimony? Certainly. The thing looked good. Everybody said it was a winner. There was no chance not to "clean up" on it. Nevertheless, in spite of all these good looks and favoring opinions and expert testimonies and fond expectations and optimistic prognostications—nevertheless, I never made a blessed, blooming cent on any of my numerous patents, actual, potential, pending and abortive.

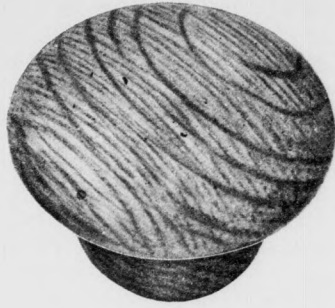
The dollars that I have actually come on caressing terms with are the dollars that I have worked for, wrought out by the ordinary processes of hard, honest work. I have found from my own experience that the surest way to get a dollar (and, doubtless, too, the most satisfactory way) is to metamorphose sweat into the coin of the real—it may be brain sweat, but the principle is the same.

Do you know any better way to make your money? Do you have any easier or simpler method?

To-day I met a neighbor of mine on the street. He was all excited, wrought up, frayed out and nervous. Told me that he was having all kinds of trouble over a big land deal in Texas. He had been down there all winter and a part of the fall and half of the spring; looked the country over, hunting for the very best land value he could find for the money. Found many inviting prospects. At last—Eureka!—he found it! It was a marvelous piece of land. Beautifully



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located, accessible, bound to come. The soil was as deep as a fence rail is long, as black as a black felt hat, as rich as jersey cream in June. The climate in that section was perfect—absolutely ideal; neither too hot nor too cold, neither too wet nor too dry. It would produce anything from ginseng to osage oranges. You could grow at least two crops a year; and, if you cared to work a little overtime might, by a little crowding, get in three. One crop, if it was a good one (and they couldn't be anything else but good ones) would pay for the land; the other two crops would be clear gain. At the end of the year the land might be worth twice, three times, four times—no telling how many times—more than you paid for it at the beginning. My friend was all wrought up. He saw big things. He began to dream of automobiles and Government bonds and all manner of luxuries to boot.

He organized a company, bought an option on I forget how many thousand acres. Had it surveyed, laid out in farms, city lots, truck garden plots, etc., ad infinitum. Came back to his county and kin, and began to make tentative sales. You see he couldn't exactly sell, for he couldn't quite give a clear title to the property. It seems there was a little hitch or flaw or irregularity somewhere away back in the title which had to be straightened out. That would take only a little time. The lawyers down there promised to do it for so much. They tried and they seemed to have been successful. But all at once it developed that something or other that they thought they had straightened out wasn't quite straightened out. So it had to be done all over again. In the meantime my friend's option had just about expired. He had a big bunch of money tied up. If the title could not be fixed up it seems he forfeited his money. My friend couldn't quite remember just how the contract read, for unfortunately he had left the contract in Los Angeles; but it struck him that it read that way. He had to wire Los Angeles. He had to wire some people in Texas. And then some more people in Texas. And then he had to wire the people in Los Angeles again and the people in Texas. When I saw my friend last he felt that he had seen the last of his money. His gigantic plan was all but smashed to smithereens. His air castles were tottering. His bonus was forfeited. His "tentative" sales were off. His six months' sojourn, his traveling expenses, board bills, livery bills, telegraph bills, letters, circulars, boom literature and the Lord knows what all—all this is dead expense; and another get-rich-quick scheme is just about as good as gone to the final abode of all evanescent pie-dreams.

Every community almost has its class illustration of phenomenal success, built for the most part (so aver the natives) out of sheer luck. Somebody struck it rich suddenly, overwhelmingly, spectacularly. He was as much astonished as the other folks, and the other folks were simply thunderstruck. Well, take the classic

example at face value: what follows? Can everybody else strike it the same way? Those other fellows are right there on the ground—and were from the beginning—why didn't they, why don't they yet, get in the way of the golden chariot? Can't they take a hint? Can't they be lucky, too?

But look a little deeper: Maybe that fellow that struck it rich struck it rich because he struck it hard. He was on the job from the word go. He was intelligently on the job. Maybe he did head work. Maybe he happened to have a natural bent, aptitude, penchant—call it what you will—for the thing he attempted to do under the sun. I know a man who made \$200,000 on a patent churn. But there are scores of patent churns—and lots of them better than the one this fellow got rich on. But he sold county rights, state rights and all sorts of rights. He could sell anything. People would buy patches of ozone from that fellow. He was an organizer, a consummate actor and a matchless sales manager. He could have made his \$200,000 on an atomizer or a tooth wash or a window latch. As a matter of fact, just now he has switched to a kitchen cabinet. Says the churn idea is about worn threadbare; but says the kitchen cabinet is a winner. He told me he made \$80,000 the first year with his kitchen cabinet—and I believe he didn't overstate his earnings; for there is nothing of the braggadocio about him.

Now I am essentially and temperamentally an optimist. I don't want to sound a pessimistic note. But I have gotten some hard jolts and I have given a good deal of hard-earned coin for sundry disillusionments; and I therefore feel that I am entitled to speak out on this subject; and the sum and substance of my sermon is this: If you want to make dead sure of actually getting the real negotiable, Work For It.

You have a job—presumably—stay on it!

When the get-rich-quick bee gets to buzzing in your bonnet fumigate the bonnet. Send it to the dry-cleaners. That bee, for your health's sake, must be eliminated. Get out a temporary injunction against him. Institute ouster proceedings. Don't let him pester you; for he'll interfere with your work and it will cost you like smoke to keep him fed.

The get-rich-quick bee has a most omnivorous appetite. He'll consume all the income in sight. He'll even tempt you to wheedle your wife into withdrawing her nest-egg from the Building and Loan Association into his inner-parts. (I came near saying "maw;" but an insect doesn't have a "maw" I believe.) I have even heard of people borrowing money, mortgaging the piano and household effects, in order to get something for this get-rich-quick bee to feed upon.

You know what I think of this get-rich-quick bee? I think he's a sort of an octopus. Maybe that's changing the figure. But I'd even go so far as to change my wash woman if I could get you to realize the mendacity and injuriousness of this universal pest.

Universal? Yes; he is the most widely disseminated pest on earth. He can flourish in any climate. Hot weather and cold are all alike to him. And he attacks all kinds of people—grocer clerks, preachers, lawyers, doctors, bankers, newsboys, everybody. Nobody seems immune. He works persistently. And at times he seems to infect a community. Everybody gets a terrible case of him all at the same time. He dominates an age. He is dominating this age.

Let me exhort you once again to stay on the job. The job pays something—maybe not as much as you would like; but it pays something. A sure something is a whole lot better than a problematic somewhat.

"Oh, but this scheme of mine is a winner!" you say. Of course. Of course. Of course. I have had nine separate and distinct schemes each and every one of which was a winner. Nothing to it; they were simon pure, bona fide, gilt edged, sure, certain, good-as-old-wheat-in-the-barn.

It is characteristic of a get-rich-quick scheme to look good.

That's what it's in business for—just to look good—and it looks good and hard for suckers. It never misses a single one.

The get-rich-quick temperament is peculiarly susceptible. It can see money where there isn't any.

The surest way to get over one's get-rich-quick predilections is to try out a few of these schemes. But it's expensive. Better take my advice and stifle them by a direct act of your imperial will.

Of course you can mix in a little logic if you take to that sort of thing. For instance, here is some scheme or other for making tons and tons of money per annum; but the promoters need a little money to start it. They are generous and agree to divide up on an equitable basis, giving you 400 or 500 per cent., provided you are willing to get in on the ground floor. Query: What makes the chaps so generous? If they have a sure thing why don't they keep it all to themselves? Why

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must they feel that they have to pony up with me, whom they never saw? If it pays so big on a huge scale, won't it pay fairly well on a smaller one? Why not enlarge, double the capacity, increase the output, develop normally—and keep the whole thing?

Now when it comes to the fellows who make a business of preying on the gullibles and fleecing the pipe-dreamers and get-rich-quick devotees the country over, that's another story. Sometimes the law deals with them when they get too raw; but generally they go unwhipped. But they'll get theirs in the final grist. The mills of the gods haven't suspended business. They have the same get-rich-quick temperament, and big fellows higher up take them in by and by, and so on. The big crook fleeces the little crook, and so on, to the end of the chapter.

But what I want you to remember most of all is this admonition to stay right on the job; for it is the only sure thing I know of.

Charles L. Garrison.

Merchant Should Avoid Brusque Manner In Talking.

"Have you ever noticed," said a retail merchant the other day, "that there are a good many people who are kindly and courteous enough when you are talking to them, who immediately when they put the receiver of a telephone to their ear and prepare to talk become brusque, keen spoken and develop a tone that would lead you to believe that you were their personal enemy and had just recently again offended them.

"I do not believe that it is ever intentional rudeness, it is a mere habit, but it is certainly a bad one that the man who possesses it should break himself of or at least stay away from the telephone. When it comes to business a manner of this kind can be the cause of real harm. A telephone enquiry from a customer or someone who may become such should be answered with as much courtesy and civility as a direct call at the store. If anything it should receive a little more, for the hearer at the other end of the wire can not see whether the speaker is pleasant or otherwise. Conceive then the impression upon the mind of a woman who calls up to learn if it will be possible to match her gown with a pair of slippers who in response to her ring gets, 'Hello, what do you want?' delivered in a tone that implies that if it happens to be trouble, the speaker is more than willing to accommodate.

"Then again the person who answers the telephone in the store, I think, should be one who is prepared to reply intelligently to pretty nearly any question that may be put to them, whether it is the price of a certain kind of shoe to information about stock, store service or delivery, or in fact any of the incidentals that go to the making up of store service. It is inconvenient and tiresome for a customer at the other end of the wire to have to wait until such information is obtained, and time seems much longer to such a one than to the man who is going around the store looking for the information desired."

IN BEAUTIFUL GREENWOOD.

Thoughts Suggested By Graves of Deceased Pioneers.

Written for the Tradesman.

A visit to one of the Grand Rapids cemeteries serves to recall to memory persons who were once prominent in the social and business life of the city. In the olden days the cemeteries were more frequented than at present. The public parks contain all of the beautiful features of the cemeteries, but none of the somberness associated with the homes of the dead and are, naturally, preferred by seekers of recreation and pleasure. While witnessing the interment of the remains of the late and greatly lamented George M. Leonard, in Greenwood cemetery, the eye of the writer rested for an instant upon two modest stones, indicating the graves of Edmond J. Hoppins and wife. Mr. Hoppins lived in one of the interior cities of New York thirty-five years ago and became the center of interest in an awful domestic tragedy. A lady of his family had been seduced and betrayed by a prominent business man of the community in which Mr. Hoppins lived. So proud was the man over his villainous achievement and sure of his position in business circles, on account of his wealth, that he openly boasted of his crime. On one occasion he repeated his boast in the presence of Mr. Hoppins, when the latter, outraged beyond endurance, seized a ball club and struck the man a violent blow, causing his death. Hoppins, a bright young man of good principles, was arrested and indicted to answer the charge of murder. He was, at the time of his arrest, engaged to marry a very estimable young lady of Grand Rapids, the daughter of one of the Turner families, all prominent in the early history of the city, living on the West side. Miss Turner proceeded to the home of her affianced in New York and remained there to cheer and console him during the several months that ensued before the trial. When, finally, a jury had been summoned and the trial commenced, Miss Turner took her place in the court room beside her lover and during the three weeks following, while the trial progressed, rendered such assistance as was possible to the man undergoing such a terrible ordeal. In the end, Mr. Hoppins was acquitted and the verdict met the approval of the public. Very soon after the verdict had been announced and, in the presence of the crowd that filled the court room, Mr. Hoppins and Miss Turner advanced to the desk of the judge presiding at the trial and requested him to perform the marriage ceremony. The knot was quickly tied and the couple left the court room to enter upon their wedded life. They came to Grand Rapids and shortly after their arrival Mr. Hoppins entered into partnership with a Mr. Crockett and the firm opened a stock of furniture, occupying the stores now used by Groskopf Brothers on Canal street. The firm prospered for a time, but the panic of 1893 caused their suspension. Mr. Hoppins trav-

eled upon the road, selling goods for a number of years and then died. His wife soon followed his spirit to the unknown shore.

Another grave that attracted attention was that of Dr. Blumrich, a noble soul, who arrived in Grand Rapids more than sixty years ago. Dr. Blumrich was one of a large colony of Bohemians who settled in Grand Rapids about the middle of the last century. All were devout Catholics, but the good doctor and his lovable wife knew no sect when an opportunity offered to help the many poor people that formed a large part of Grand Rapids, citizenship at that period. Dr. Blumrich treated every one who needed his services, never considering, for an instant, the ability of his patients to pay, and Mrs. Blumrich gave the greater part of her time gratuitously to nursing the unfortunate. A more worthy pair never lived in the community. In 1862, the old doctor, worn out by the hardships entailed in the practice of his profession, felt that his days were numbered and called in a priest. In the conversation that followed the performance of the priestly function, the good father asked: "Doctor, where will you be buried?"

"Oh, I have a beautiful lot in Green-

wood cemetery. I shall be buried in it."

The priest, as duty required, gently remonstrated against the purpose of the doctor to be buried in a Protestant cemetery, but to no avail, so he hurriedly left the house, never to return. The memory of Dr. Blumrich and his wife will remain fresh and green as long as time lasts, while the priest rests in an unmarked grave and has long been forgotten.

Travelers on the Northern division of the Grand Rapids & Indiana Railroad, two decades ago, remember the "Smith train," so-called, because all members of the train crew were named Smith. None of the crew are now in the service, having been retired and pensioned. Engineer Smith may be seen driving an automobile on the public streets any day, never waiting for orders or taking to the sidings to allow a vehicle from the opposite direction to pass. Conductor Smith is managing the Union Depot restaurant and lunch counter and is doing very well.

Arthur S. White.

It does no harm to let a little milk of human kindness slop over the sides of the bottle once in a while.

A dog's bark is not as bad as his bite, but it lasts longer.

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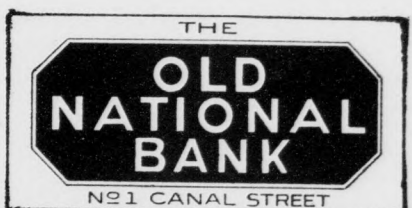
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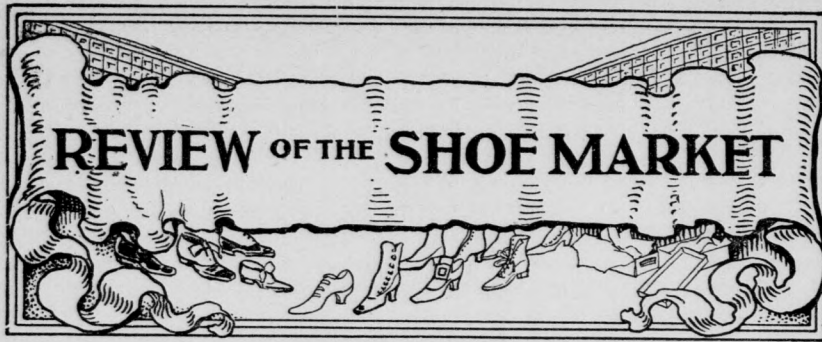
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Suggestions Apropos the Weather— Other Shoe Store Topics.

Written for the Tradesman.

Various surmises to the effect that the good, old summertime was a myth, a delusion and a sham have recently dissolved in their own steaming, sticky moisture under the burning, baking rays of the sun. To the intense delight of shoe retailers the country over the long expected and the devoutly hoped for has happened. And we are actually getting some weather suggestive of urgent and imperative summer footwear needs.

During the months of April and May, and also during the earlier days of the present month of "roses," "sweet girl graduates," "blushing brides," etc., we have a streak of weather almost unprecedented for bleak days and cold nights. We have had hail, snow, rain and "melancholy days" galore, and the shoe business has suffered immeasurably. From Buffalo to a point far south of the Mason and Dixon line the retail shoe trade has been depressed by continued cold weather. March, proverbial for its fickleness, proved by all odds the best month during the entire spring. Most merchants did a splendid business during the month of March. And it was well that they did, for there was precious little done during the months of April and May to encourage shoe-buying.

Hot Weather Stimulates Buying.

It is an up-hill proposition to try to persuade people to part company with their winter shoes before they begin to observe some tangible symptoms of approaching warm weather. The most "nifty" and seasonable low-cuts in tan, vici kid and gun metal do not look good when there's a gloomy, depressing bleakness on the sky-line and a cutting tang in the air.

But the cold, wet, unpropitious days of April and May have passed into ancient history. Old Sol is now on the job; and, judging from his rigorous activities during the last few days he proposes to make up some lost time. Shoe dealers are wishing him well in the task. From the shoe dealer's point of view this is a laudable business—this blazing, blistering, sizzling industry of Old Sol. •

It may be a little discomforting (until people get somewhat used to it), but it certainly does put a hunch on summer footwear. Consequently shoe dealers all over the country are sending in most optimistic reports. What with the special footwear demands created by weddings, graduating functions of various sorts, together with daily increasing calls

for seasonable shoes for men's, women's and children's wear, the shoe dealer ought to be able to roll up an extra large volume of business for June. Many merchants are prophesying that the business will run far beyond that of June, 1909; and some of them are saying that, with an unusually large amount of business for March and an unprecedented volume of business for June, they hope to strike a fairly good average on the spring trade.

Shoe Dealers Selling Hosiery.

Hosiery is becoming more and more an item in the business of the up-to-date shoe merchant. And why not? I seem to recall a bit of childhood doggerel—a trifle anachronistic, perhaps—which ran something like this: "Nebuchadnezzar, the King of the Jews, put on his socks and likewise his shoes." The merit of the couplet, as I see it now, lies in the close association of sock and shoes. Shoe needs and hosiery needs are kindred wants. If one can supply them both in the same store so much the better. The shoe store is assuredly a legitimate place in which to display and sell hosiery. It certainly affords an attractive line; and the profits which such wares carry are large enough to make it worth while.

I know of a big shoe retailing concern which, only a few years back, put in a small, tentative line of hosiery for women's wear. The experiment proved to be a success from the very start. In a short while they put in a line of hosiery for men and children. Now they have ample lines. They sell men's socks at from 25 cents per pair up to \$1 a pair; women's hosiery from the 50 and 75 cent grades up to \$2 and \$2.50 for extra quality silk hose.

One firm which makes a special point of catering to young men's trade in hose carries an ample stock of the bright, flashy, catchy sort. Young America does not take much to somber colors. He likes to part company with conventionality—at least in the matter of hose. Nothing tickles his fancy so much—especially if he is a high school boy or an under-graduate at the college—as an extremely "loud" pair of hose. The gayer they come the better he likes 'em. So this firm made it their business to secure the kind of hose that young men hanker after. This firm was wise in its day and secured the exclusive privilege of showing a special line put out by an alert manufacturer. The heads of this firm are very enthusiastic about this feature of their business. One of them said: "The young fellows of our com-

munity wanted something that was up-to-date. It takes a flashy line nowadays to please the young men and we are doing our best to satisfy them. I feel that we have done the trick with this line, for business in our hosiery department has been remarkable since we put it in." This firm's success in the hosiery line can be duplicated by any alert shoe dealer anywhere.

I think it is unquestionably true that men had rather buy their hose at a shoe store than go elsewhere for it. In many of the smaller towns and cities men not unfrequently have to buy their socks from the dry goods merchant. In the cities, unless their shoe dealer happens to carry such wares, they go to the haberdasher. Few men, relatively

speaking, buy hose at the department stores. And since the number of haberdashers is generally small, it is evident the shoe merchant has a splendid field.

If a shoe dealer is contemplating putting in a line of hose for men's wear he would do well to limit himself to the better grades. Cheap socks are a most disappointing commodity. Nowadays a really good pair of hose can not be sold for less than 25 cents a pair. In fact, that is the standard retail price for men's hose

MAYER Special Merit
School Shoes Are Winners

MICHIGAN SHOE COMPANY

Wholesale

SHOES

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146-148 Jefferson Ave. **DETROIT**
Selling Agents BOSTON RUBBER SHOE CO.

Red School House

Shoes Mean

More Business



For Boys

For Girls

Red School House shoes are **Stylish, Comfortable** and **Long Enduring**, and merchants who sell them do the **Largest School Shoe Business in Their Community**. Parents watch their children's shoes very closely and they usually buy their own shoes of the merchant who saves them school shoe money—not only do **Red School House Shoes** bring the children's business to your store, but the shoe money of their parents, too. Better get in line this fall. **Do Not Place Any Fall Orders Until You See The Red School House Line.**

Send for Catalog

Watson-Plummer Shoe Co.

230-232 Adams St.,

Chicago, Ill.

Factories Located at Dixon, Ill.

to-day. A good many men, of course, will insist on getting their hose for less money; but they get correspondingly inferior qualities. The average man is rather hard on his hose. Holes soon appear in the heels and in the toes. If the quality of the hosiery sold by the shoe dealer is of an inferior grade this creates an unfavorable impression. It were better for the shoe merchant not to handle hosiery at all than to handle that sort, for he can not afford to jeopardize his principal service—the selling of shoes.

Summer Clearance Sale.

Going back for the nonce to the weather question with which this letter began, a widely experienced shoe merchant has suggested that, owing to the extreme lateness of the season, the usual midsummer clearance sale ought to be delayed this summer until August 15.

I have been contending right along that retailers are too anxious to be first in the cut-price carnival. They are so afraid the other fellow will beat them to it that they move up to the very earliest possible moment the time of their cut-price ingathering. This has always seemed to me to be a most foolish and ruinous policy. Why inaugurate a clearance sale about August 1, when perhaps 50 per cent. of the people have not yet bought their summer shoes? Many people actually hold off buying until you offer some extra inducement of this sort. This year the unprecedented lateness of the season has made it extremely easy to get on with their old winter shoes.

Speaking on this point the dealer to whom I referred above, said: "This has been one of the hardest springs in the shoe business I ever knew, and that's why I am so anxious that the clearance sales should be postponed so as to give us a chance to work off these pumps and oxfords at a profit." If retail shoe dealers were thoroughly organized in every community, as they ought to be (and as they will ultimately have to be or be forced to quit the business), it would be an easy matter for them to decide among themselves just when the clearance sale is to start. It ought to start simultaneously. And certainly the 15th of August is none too late for the inauguration of the clearance sale this season.

The clearance sale is legitimate, desirable and effective only when it comes normally and "in due season;" that is, when the majority of people have already bought their summer footwear and the dull, midsummer season is on. But the clearance sale—like the revival—is not a success when it is merely "worked up." For in that event it comes before it is time; consequently it cuts down the profits which would accrue to the dealer under normal conditions. It must come sooner or later, to be sure—but the later it comes the larger the aggregate profits of the year's business. So hold off the clearance sale as long as possible.

The Department Store Idea.

The great masters of modern merchandising, who maintain in the

great cities trade emporiums occupying entire city blocks, who have millions of dollars invested in merchandise drawn from the four quarters of the globe and who employ literally thousands of men and women to assist them in their vast retailing operations, divide their stores into departments. Each department—although sometimes a colossal enterprise in itself considered—is a unit and an integrant part of the larger whole. Each department has its department head, its buyer and its stock man. Each department has also its esprit de corps. And each department is expected to make a creditable showing at the end of the year's business. Not a single department in the vast, intricate machinery of the modern department store is maintained for glory alone. And woe betide the department head who can not show a respectable net profit at the end of the year! His name is Ichabod; and it's dollars to doughnuts that there'll be a new man in his place if he can not do some explaining.

The shoe store may, in a limited manner, imitate this department store method. In many cases, where the store is a large one, the department store idea can be worked to excellent advantage. If it is a general shoe store, for instance, carrying shoes for men's, women's and children's wear, three departments can be run in a sense independently. One man or set of men may do the buying for all the departments, and a single stock man may keep track of the stock; or he may be a combined buyer and stock man for that matter; but each department should at all events be placed upon a profit-showing basis. No department should be operated for glory's sake. An effort should be made to stimulate each department to the maximum of productiveness by the injection of this rivalry spirit; and every department ought to be able to show a sizeable profit at the end of the year's business. Rivalry is wholesome. And it pays to get the salespeople of one department pitted against the salespeople of another department. If the store is large enough to have one clerk (or more) devoting his (or their) entire time to one of these departments, additional interest can be created by offering some suitable prize to the member (or members) of the department which makes the best showing at the close of the year. After all we are all of us just human enough to do a little extra work if there is a little extra prize in sight.

Cid McKay.

Misdirected Energy.

Misdirected energy is the thief of time, as well as procrastination. We are all busy doing something every moment we are awake. Energy is always working. The question to decide is, whether or not it is working as it should, doing that which is best for us. It is a sure sign of growth when the "still small voice" becomes a loud talker. Encourage the voice of conscience by acting on its good suggestions.

J. C. Rahming.

Optimism is infectious.



Sturdy and Staple Rikalog Shoes

Are always in demand the year around. Their greater wear value, good style, foot ease and popular prices make them a line that turns often.

Again the variety of kinds and styles of Rikalog Shoes meeting absolutely every hard wear requirement of the shop and farm, gives them an added value in the eyes of your customer. He knows they are the best.

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

White Canvas Oxfords



These are popular vacation goods, and your stock should not be without them.

We have a full line in Women's, Misses' and Children's sizes. Mail us your order today.

Hirth-Krause Company

Shoe Manufacturers

Grand Rapids, Mich.

THE AMERICAN HOME.

Part It Plays in the Building of Nations.

[June 23, 1833, the first colony of American people reached Grand Rapids to build homes in the wilderness. The seventy-seventh anniversary of this event was duly celebrated last Thursday under the joint auspices of the Sons of the American Revolution and the Daughters of the American Revolution. The programme included the unveiling of a bronze tablet on the National City Bank building, commemorating the location of the first frame house in Grand Rapids, erected by Joel Guild, and an oration by Hon. Roger W. Butterfield. It affords the Tradesman much pleasure to be able to present this able and eloquent tribute to the American home. No more patriotic plea for the maintenance of the home has ever been presented within the space of a few pages.]

In 1833 the city of Detroit was not only the metropolis; it was, in a large sense, the principal gateway of the Northwest. The completion of the Erie Canal and the line of steamers on Lake Erie had made access through it to the new territory natural and easy. All through the season of navigation for that year steamboats and sailing vessels brought loads of settlers with their goods. Most of them went by way of the little villages of Ypsilanti, Ann Arbor and Jackson, through the more southerly and less heavily forested portions of Michigan and Indiana or across the State to the Prairie States beyond.

On the 12th day of May there gathered in the streets of Detroit, ready for departure, a little company in which we are peculiarly interested. They came from Herkimer county, New York. They were sixty-three in number. They carried with them not only their household belongings, drawn in great wagons, but also the cattle with which they were to start their farms. At first, after leaving the city, they turned a little to the north by the way of the village of Pontiac. For the first three days they found a traveled road; after that they followed the trail or, in its absence, the compass. Sometimes the way led through the oak openings, where the ground, burned over by the Indians in the fall, was in May covered with a carpet of thick soft grass, with here and there giant oaks in their natural strength and beauty. They seemed to be traveling through an ancient park such as in the Old World royalty reserves for itself. Then they plunged into the virgin forests where the giant boles of the great trees held up a roof of foliage so thick that scarcely a ray of light could find its way through at noon-day, while, as they walked, their feet were buried in a carpet of moss. Then through swamps, where there was no trail or path, and over creeks and rivers, where there were no bridges, and in the course of time, at the end of eighteen days, over a space which we would now go in less than four hours, they came to the site of our sister city of the Grand River

Valley, Ionia, and from thence, by river, came the family which was to be the advance guard of the great and goodly company who came afterwards to build homes here. It was a hard journey. Only the sick and the little children rode. The wives and daughters walked all day beside the men. The young women rose early in the morning to get breakfast for the men, who were to go ahead and make roads. Sometimes there was no water. At last they were compelled to push on as rapidly as possible by the scarcity of provisions. One of the children sickened and died, and it is touching to see how the whole company felt the shadow of the child's suffering and how they all sorrowed when the little grave was made in the wilderness. The hardships were counted as a small matter, for they were people of healthy nerves, and the beauty of the land and pleasant companionship and the rough outdoor life were to them a pleasant memory as long as they lived.

It is not my purpose to discuss the personality of those who composed that little company. That has been done by their cotemporaries much better than I can do. It is of them as types of the men and the women who founded the new commonwealth that I wish to speak for a moment today.

Their coming was the coming of the American family to the wilderness. It was a coming to stay. For two hundred years explorer and soldier had gone hither and thither and left scarcely a perceptible trace on the face of the wilderness. The American pioneer was a veteran in the war with the wilderness and knew the appropriate times and seasons in that conflict. It was a great day for the coming city and the future state when husband and wife came walking together through the forest aisles, bringing their little children with them, for it meant that, as the period of the savage had passed, so were the periods of the hunter and the explorer passing. It meant that not only in the future would there be a new generation raised on the soil, ready to take the place of their fathers and mothers when the fathers and mothers had ceased to labor, but it meant that the time of opportunity had come; that the long interregnum between savage and civilized life had ended, for the time of the building of the American home here had come and that meant that the time of the building of the new American commonwealth was not far away. It had always been so in the past. When the American home had come into the wilderness it came to stay. It was the long line of American homes that drove back the French more effectively than our armies and determined once and forever that the Northwest Territory should be settled by Englishmen and not by Frenchmen, and the coming of this American home to Michigan meant, as it had meant wherever it came, that it should be the commencement of fixed conditions, of a broader opportunity for the development of civilization and order. They came to

the new land to find a home, and never a land lay fairer before an emigrant seeking a home. It was as if once again the world was new. The splendid resources of rich soil, of river and lake and mine touched the newcomer's imagination and aroused his enthusiasm, so that doubt never seemed to come to him as to the future of the commonwealths he founded. The very largeness of the land broadened his horizon and made them in some ways a different kind of man and woman, more conscious of individual strength and importance and of civic responsibility; made them men and women to whom the great problems of life came very near, who were trained to meet and overcome difficulties and who added to the convictions, which formed part of their traditions, a certain buoyancy of hope and a certain courage to undertake great achievements. In almost every new immigration there is a certain recession movement, the going back of those to whom the adventure has been a disappointment. Did it ever occur to you how few ever went back from the West—how small this recession movement was? Somehow the new land grip men and women and hold them for its own.

They did not come simply as families. They came almost as communities. The little band of whom we have been speaking had come, almost all of them, from the same locality. Instead of drifting away individually into environments entirely strange to them, they took largely their social environments with them. Even where

they did not go in a body, the first few naturally drew others to them, and the communities were largely formed of those who, in the new world which surrounded them, simply renewed relations which had existed in the older order. There is no question but what this contributed to the ease with which social and civil life fell into order in the new State, because the men who formed it were acting in community with those with whom they had acted before, and with whom they were acquainted, and with whom they had a great deal in common.

The men and the women of that company were ordinary American men and women of their generation. They were strong in body, acquainted with hardship, experienced in the building of communities, having the natural traditions of the ordinary American citizen, the faculty of emphasizing points of agreement instead of points of difference, so as to render it easy to secure common action upon political questions. The great purposes of the government which they wished to found were the purposes which the ordinary American citizen desired to accomplish, the protection of his life and his property, the giving of an equal opportunity, so far as the law could do it, to every man and woman. He was satisfied with the general principles of the government with which he had already been connected. He thoroughly believed in it and he had a very strong faith in the national life which was growing up. He was undertak-

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H B Hard Pans For Men and Boys

Mean a whole lot when it comes right down to protecting you against inferior leathers and poor shoes. We simply want you and your customers to know who's responsible if anything goes wrong. That's our way of doing business. Think what an exclusive agency for this line means to you in profits and protection.

You can see the H B Hard Pan samples for a postal—send it in today.

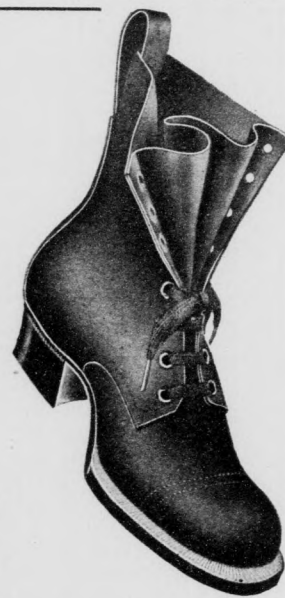
HEROLD-BERTSCH SHOE CO.

Makers of the Famous

H B Hard Pan and

The Bertsch Shoe Lines

Grand Rapids, Michigan



ing to transplant institutions, not to re-create them. Take the laws of our statute book of those early days. Most of them bodily borrow from the statutes of the states from which the men who made them came. And so they were enabled to establish institutions quickly, to establish institutions with which they were accustomed and with which they could work easily and smoothly, and thus, also, they preserved between the new and the older states that uniformity of law desirable among the states composing one nation.

What if these men had been simply students of books, political fanatics or doctrinaires to whom civil institutions are playthings to be altered and experimented upon; to be taken up and turned aside at will; to be tossed hither and thither like shuttlecocks—makers of chaos all of them, and what an opportunity for chaos, and how different the state created by men who put only tried stones into the foundations of a commonwealth!

The new situation was a great promoter of neighborly relations. Men and women found themselves surrounded by forces with which they were individually too weak to contend. There was a necessity for joint action such as does not exist in ordinary life. The little band of women helping the mother of the sick child in the wilderness are the types of thousands of mothers who carried into the homes of those about them a gentleness, sympathy and helpfulness that can not be forgotten by those who came in contact with them. The neighborly helpfulness and sympathy of the men and women of the little company of which we are speaking was a characteristic of the generation. It was not that men and women are different now from what they were then, but the necessities of the times drove men and women to look to each other for help, and this mutual helpfulness and the feelings that it engendered were a tie that bound the members of the little communities together.

If we had searched the great lumbering wagons which the slowly moving oxen dragged in the little caravan of which we have been speaking, we should find little that seemed to us a material basis for the wealth of a new state, but we have come to know that the best offering that good men and women can make to the state is to offer themselves and that the greatest wealth of the state, new or old, are good and efficient men and women. From the standpoint of their character, what had these men and women to offer? They were acquainted with the building of new communities and commonwealths. Their fathers before them had carved these communities and commonwealths out of the wilderness, and they were doing the work which as children they had learned from their fathers. Their lives were guided by traditions woven in the habits of those, which it takes generations to produce, which give them what might be called a political judgment, so that almost unconsciously they turned towards the things that per-

tained to order and good government. They used the language and were to some extent, at least, familiar with the literature of the people who up to that time at least exhibited the most skill in the formation of free institutions and who had participated most largely in the common aspiration. In their hearts most of them were believers in a religion which made civic duty and civic sacrifice a religious duty, which made obedience to the law of the commonwealth part of the law of God. Wherever they went churches were erected. Sometimes, somewhere, we may find a people who preserve order and do justice and put into their lives the virtues which make men love and respect a government, who are not inspired by the Christian religion, but it is well to remember that we have not found it yet.

They brought with them a profound regard for education. By the side of the church they built the school. They meant that, as far as possible, every child should have a chance for an education, and they built the school, as they built the church, not only for the sake of the individual, but for the sake of the state. For they knew that the character of the state must in the final result rest in the intelligence and uprightness of the individual citizen. They founded colleges and universities, of which the University of Michigan is, perhaps, the most eminent example, that there might not be wanting in the new State the opportunities for a higher education.

The intercourse between the old home and the new was constant. In most cases there were members of the family at both ends of the line of communication, and from the older states we drew our cotemporary literature—we took the same newspapers as they did—so that separation was not a break in the continuity and homogeneity of the two sections.

What was the great danger of the new communities? Why, that the relaxation of the ordinary restraints which necessarily comes with the founding of a new country would decay or prevent the crystallization of communities, or would produce communities differing, in some radical way, from the rest of the Nation. What was the work of the new communities? Not merely to create a new commonwealth, but to create a commonwealth that would be a homogenous part of the great nation, so that there should be no dangerous rift to widen into a chasm as the years went by.

All of the ties that we have been considering of a common origin, of common governmental experience and traditions, of common ideas of religion and education, and the tie that comes from intimate associations, helped to accomplish that unity in the character of the people so important in the building of the American Nation.

The time of the testing of this unity came sooner than it was expected. The stranger looking at the map and observing how all the great rivers, the channels of natural transportation, went towards the great

Southland might have wondered why in the Civil War the Great Northwest did not in its struggle unite with the Great Southland, but to the people of the Northwest themselves such a course seemed never to have occurred as possible. As if by a common instinct they turned their faces to cast their lots with those who were to them their own people—the people who belonged in a great United American Nation.

What would have happened had it been otherwise—if the great armies that went forth from the Northwest had been on the other side? If the grain and provisions from the herd had gone to feed the enemy?

Every generation has its own work to do. It is scarcely becoming in one generation to say that the work given to it is of greater or of less importance than that given to its predecessors. To me it seems that any generation which shall so unite a great opportunity with great achievements, as did the generation of the men who came to the wilderness in the little company of which we are speaking to-day, deserves to be remembered at a meeting such as this, whose purpose it is to perpetuate the memory of that which is best in our history.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

Big Rapids will hold the Mecosta County Fair Sept. 6-9.

Ex-Mayor Frank H. Milham has been chosen as President of the newly organized Park and Boulevard

Commission at Kalamazoo. The Commission has five members and is given full charge of the city parks, with authority to condemn property desired for parks or boulevards.

Petoskey has plans for arch lights on Howard and Petoskey streets.

"Remember, Be There, Michigan State Fair," is the winning slogan selected for the Detroit State Fair. Miss Margaret Keydel, of Detroit, won the cash prize of \$25.

Kalamazoo will entertain four State conventions during the month of July.

Battle Creek has awarded a contract for \$20,500 worth of brick for street paving purposes, this being the largest deal of the kind ever made by the city.

The first statement issued by Lansing's new clearing house shows business at the four banks to have almost reached the half million dollar mark.

Kalamazoo will transform the street fountains now in use into sanitary fountains, with the bubbling attachments. The matter of having sanitary fountains in the depots will be taken up with the railroad companies.

Gaylord witnessed a great demonstration last week when the first sod was turned on the site of the \$100,000 automobile plant.

Port Huron has three active booster societies, the Chamber of Commerce, the Young Men's Business Association and the Port Huron Summer Resort Association.

Almond Griffen.



ANNOUNCEMENT

Our general offices and consolidated Dixon and Chicago Shoe Stocks are now located in spacious new quarters at 241-257 Monroe Street and 135-143 Market Street, on the northeast corner. All our various lines of shoes, including *Wales-Goodyear Rubbers*, will be carried in stock at Chicago.

"Red School House" shoes for boys and girls, "The American Beauty" line for women, "The Watson" and "Civil Service" shoe for men, made of the best always, has given these brands their reputation as Universal Sellers.

We invite your inspection of our new quarters and Sample Lines.

WATSON-PLUMMER SHOE COMPANY

Exclusively Manufacturers



CHICAGO AND DIXON, ILLINOIS





How Things Are Done at the Quality Store.

Say, fellows, let's get together for a little heart-to-heart talk. It is good for the business, and we need it. In the first place, as the manager of the Quality Hardware Store and the assistant manager of your business, I want to impress upon your minds one fact: I am a human being just like yourselves—with flesh, blood, bones, likes, dislikes, good-will and subornness all in my make-up. I am so confounded stubborn at times that I really object to being hit on the head with a brick, and ever since childhood days when I chose a young skunk for a playmate I have firmly believed that an ounce of prevention is worth a pound of cure.

Heads Together for Defense.

For the past few years a storm cloud has been gathering strength, and unless we take prompt measures for protection that cloud is going to send some of us scurrying into our cyclone cellars. In hundreds of our large and thousands of our small cities the furniture and department stores have slowly but steadily encroached upon rights which we should consider almost God-given. I refer to the stove business. This encroachment is an evil we are forced to face, and if we get our heads together I am sure some of us can dig up a remedy.

Diagnosis.

In some of our communities this dread disease has already fastened itself, in other communities symptoms of the contagious evil are just beginning to show, and in a few particularly fortunate districts the stove business is still the recognized right of the hardware merchant.

In the first case a few specialists should be called into consultation, in the second case the local hardware doctor should take strong measures and treat the disease from its symptoms, and in the third case the particularly fortunate chap should by good, clean, wholesome business methods refuse to expose himself and profit by the examples of his less fortunate neighbors.

You belong to one of these three classes.

Pay Your Bills.

We all have the interest of our life's vocation close at heart. One of the prime objects of this article is to get your opinions. The manager who tries to run a one-man store is going to fall down, and this subject, covering as it does a great encroaching evil, can not be covered in all its phases by any one man. Some of you have surely run up against the

same snags as has your assistant manager.

Did it ever occur to you in accepting the hundreds of improvements in business methods that have come in these recent years that you have incurred obligations to this and the next generation of hardware merchants, and that some of these "notes" of experience are past due?

You are the manager, I am the assistant, can't we swap ideas more in the future than we have in the past and begin with this stove question?

Not Catalogue House Quality.

Is this business slipping away from us because we have not properly cared for it?

Is the stove peddler (he still exists in some states) doing business under our very noses because we have failed to be good citizens in every sense of the word?

Is the department or furniture store taking over this business because of our imperfections?

These questions are facing us today and demand our immediate attention.

Stoves and ranges are usually sold by furniture or department stores on the small weekly or monthly payment plan and at a long profit. But a very few years ago the statement could have been made that their stoves were of the catalogue house variety and would not stand the test of time. In some sections that statement can be truthfully made to-day, but in many other sections we know these people are selling stoves of quality.

Flat Pocketbook Proportions.

Their reasons for handling stoves are very apparent. Hosts of the "newlyweds" and a great many of the "oldweds" are more or less troubled with flatness of the pocketbook. They can not always pay cash down for their house furnishings, and our competitors mentioned evidently prefer a \$75 payment on a \$500 bill to a \$40 payment on a \$400 bill.

Everything But the Baby.

It is a great thing to be able to say to one's customer that your store can supply absolutely everything to furnish a home. If the department store sells the range it also sells the cooking utensils and a hundred other little household necessities. Sometimes we think they sell these goods without a profit, but that is not usually the case. Small payments, long time and a stock from which to completely furnish a home is what takes the stove business.

Carcasses or Trace Tighteners?

The question which confronts us is, Are we going quietly to lie down

and let this New Era Furniture Department Store machine leave imprints of its mud chain on our carcasses, or are we going to lay into the collar and tighten up the traces?

It is small wonder that so many hardware stores have added furniture departments to their business. In the smaller towns and cities this is one of the simplest solutions of the problem.

At the Quality Hardware Store.

We are trying with a marked degree of success to retain the stove business at the Quality Hardware Store by another method. Our ranges are sampled down the center of the main salesroom on a permanent platform, which is about 4 or 5 inches above the level of the floor.

Displayed Merchandise.

Other merchandise is never piled on these sample ranges, the tops of which are painted with a black enamel (this, of course, doesn't apply to polished tops). The crimped end of the first joint of pipe which usually projects above the warming closet is painted a bright red color and helps show up the stove. Our heating stoves are sampled in about the same way.

A Practical Payment Plan.

We have adopted the monthly payment plan and find that it works pretty well. Our profitable stove business has stopped slipping away and our sales of kitchen utensils is still on the increase.

I once worked five years for a certain hardware concern in a small city, and our fine stove trade was a source of pride to every one in the store. In the course of time I moved to other fields, and it was two years before I again visited my old home. Imagine my feelings at finding the hardware store's stove business a thing of the past. Two furni-

WALTER SHANKLAND & CO.
85 CAMPAU ST., GRAND RAPIDS, MICH.

Mich. State Sales Agents for
The American Gas Mach. Co.
Albert Lea, Minn.

Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and
Everything of Metal



TRADE WINNERS

Pop Corn Poppers,
Peanut Roasters and
Combination Machines.
MANY STYLES.
Satisfaction Guaranteed.
Send for Catalog.

KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.

**Columbia Batteries, Spark Plugs
Gas Engine Accessories and
Electrical Toys**

C. J. LITSCHER ELECTRIC CO.
Grand Rapids, Mich.

Mica Axle Grease

Reduces friction to a minimum. It saves wear and tear of wagon and harness. It saves horse energy. It increases horse power. Put up in 1 and 3 lb. tin boxes, 10, 15 and 25 lb. buckets and kegs, half barrels and barrels.

Hand Separator Oil

Is free from gum and is anti-rust and anti-corrosive. Put up in 1/2, 1 and 5 gallon cans.

STANDARD OIL CO.
Grand Rapids, Mich.

CLARK-WEAVER CO.

The Only Exclusive
Wholesale Hardware House
In Western Michigan

32 to 46 S. Ionia St.

Grand Rapids, Mich.

FOSTER, STEVENS & CO.

Grand Rapids, Mich.

Exclusive Agents for Michigan. Write for Catalog.

ture stores of that city are now doing the stove business on the easy payment plan.

Smoke Up.

Board and room rent are not the only two acids that will dissolve gold, and a failure to heed these stove storm-cloud warnings will surely turn some of our cake to dough. There is plenty of tobacco in the bowl of our old hardware pipe, smoke up by laying your shoulder to the wheel of this stove question, and you will be blowing rings of success as never ending as the twists in a corkscrew long after your new competitor's pipe has gone out.—Assistant Manager in Iron Age-Hardware.

The Arresting Power of Distinction.

A thousand things that were sensational novelties a quarter of a century ago have become commonplaces of the commercial world to-day. Their power of magnetism has gone, although their usefulness may remain as great as ever. Every smart business anticipant is eager to secure some unique feature to incorporate into his own campaign and thus score at least a temporary success over his competitors.

When one considers what has been accomplished in the name of enterprise, there does not appear to be much room for the belief that the future can eclipse the past. Yet such a faith is bedrock truth. The triumph of to-day is the foundation stone for to-morrow's building. Every man has to justify himself by his work and submit to judgment on its results. The right to survive must be earned by the quality of distinction in one or more directions.

The man in the crowd is but a unit, sinking his individuality in the whole. But the same man on a solitary eminence is individual and distinctive. And the same reasoning applies to the office, the shop and the factory.—Ironmonger.

Duty.

There is a time when the pulse lies low in the bosom, and beats low in the veins; when the spirit sleeps the sleep which apparently knows no waking; sleeps in its home of clay, and the windows are shut; the doors hung with the invisible crape of melancholy; when we wish the golden sunshine pitchy darkness, and wish to fancy clouds where no clouds be. What shall raise the spirit? What shall make the heart beat music again and the pulses throb through all the myriad-thronged halls in the house of life? What shall make the sun kiss the eastern hills again for us with all his old awakening glances, and the night overflow with moonlight, love and flowers!

There is only one stimulant that never intoxicates—Duty. Duty puts a clear sky over every man, in which the skylark of happiness always goes singing.

George D. Prentice.

Don't fail to put into practice a good idea, even although it comes from the boy who sweeps out.

A woman's idea of heaven is a place where she will always be popular.

The Power of the Imagination.

The present age demands a new system of thought. Modern systems do not satisfy. Their explanations of the great principles of life are inadequate, and they do not tend to promote the progress and welfare of the race. Instead, they actually retard that progress in many instances, and what advancement is being made to-day, is being made, not by following recognized beliefs, but by breaking loose from them. But progress made through the periodical breaking loose from system and order is not satisfactory.

The new system, to be ideal, must be guaranteed against ossification. It must have that something within it that invariably moves outward and onward into the greater and the better. It must be absolutely free from the contractive element and must be literally alive with the expansive element. Above all, it must be made to grow, not simply for a while, but continually. One of the greatest obstacles to human welfare is found in the tendency of all systems of thought to come to a standstill. Health, happiness and well-being is found only in growth; and progress in all things is the only assurance of freedom in all things. We want neither conservatism nor radicalism; but calm, continuous research along all lines.

At first you may not see anything practical in such a practice, but you will change your mind when you discover the remarkable power of imagination. The fact is there is no more important faculty in the human mind than that of imagination, and there is no faculty that is applied with less care. Imagination is usually permitted to run wild, or to run its course, regardless of the fact that there is no mental action that affects life, well-being and destiny as the actions of the imagination.

We repeat it, imagine yourself a genius. We do not promise that this will make you a genius without fail, but it will cause all the building powers of your mind to develop genius; and that your ability will increase, at least to some degree, is therefore an assured fact. And every gain in ability is worth while.

Every thought is a force, and as a mental force it has the power to build up the mind. We are always thinking; the mind is always in action, and, therefore, we are constantly placing in action mental forces that can build and develop in the world of ability and genius. But whether these forces will build or not, depends entirely upon the attitude of the imagination. These mental forces must have something to go by; they must have models and architectural plans; and it is the imagination alone that can furnish these.

If you are a business man, imagine constantly that you are conducting a larger business. This action of your imagination will gradually arouse and expand your business faculties more and more until they become sufficiently developed to give you new ideas on the enlargement of your business. Then if you apply those ideas you

will succeed in building up the larger business you have daily had in mind.—Progress Magazine.

Five Business Maxims.

To secure promotion, a young man must do something unusual, and especially must this be beyond the strict boundary of his duties.

Aim high. I would not give a fig for a young man who does not already see himself the partner or head of an important firm.

Begin early to save. No matter how little it may be possible to save, save that little.

Look out for the boy who has to plunge into work direct from the common school and who begins by sweeping out the office or store.

Business is a large word and covers the whole range of man's efforts. The same principles of thrift, energy, concentration and brains win success in any branch of business.

Andrew Carnegie.

We have recently purchased a large amount of machinery for the improvement and betterment of our Electrotpe Department and are in a position to give the purchaser of electrotypes the advantage of any of the so-called new processes now being advertised. Our prices are consistent with the service rendered. Any of our customers can prove it.

Grand Rapids Electrotpe Co.

H. L. Adzit, Manager Grand Rapids, Mich.

H. LEONARD & SONS

Wholesalers and Manufacturers' Agents

Crockery, Glassware, China
Gasoline Stoves, Refrigerators
Fancy Goods and Toys

GRAND RAPIDS, MICHIGAN

Established in 1873

Best Equipped
Firm in the State

Steam and Water Heating
Iron Pipe
Fittings and Brass Goods
Electrical and Gas Fixtures
Galvanized Iron Work

The Weatherly Co.

18 Pearl St. Grand Rapids, Mich.

**It Is Better to Buy
"SUNBEAM" Harness**

Than

To Wish You Had

You have heard of people who wished they had done this or that only after it was too late.

There are lots of them—anywhere.

If you're not buying "SUNBEAM" harness now, some day you'll wish you had—some day when it's too late.

Why buy the "just-any-old-kind" of harness—why buy it when you don't know whether it will please you or not? It doesn't take many dissatisfied customers to spoil a good business.

YOU CAN DEPEND ON "SUNBEAM" HARNESS TO PLEASE YOUR CUSTOMERS, because it is guaranteed. We stand back of your sales. Don't shut your eyes when you buy—open them up and FIND OUT whether you're getting your money's worth or not.

Eliminate guess work—get down to facts—don't be in the "wisher" class, but drop us a postal RIGHT NOW—TODAY, for our catalog No. 7.

BROWN & SEHLER CO.

GRAND RAPIDS, MICH.

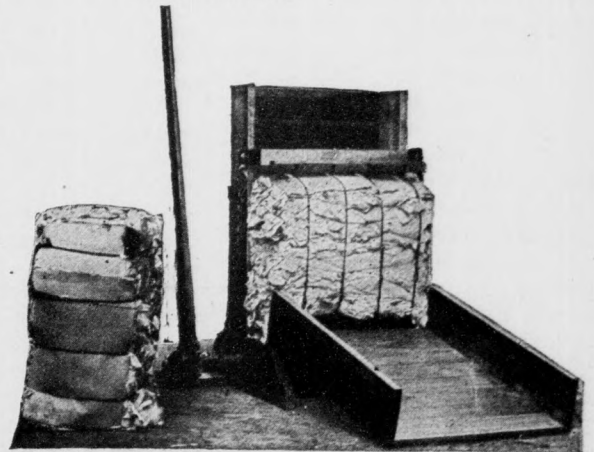
New Invention Just Out

Something to Make Every Pound of Your Waste Paper Bring You Good Dollars

The Handy Press

For bailing all kinds of waste

Waste Paper
Hides and Leather
Rags, Rubber
Metals



Increases the profit of the merchant from the day it is introduced. Price, \$40 f. o. b. Grand Rapids. Send for illustrated catalogue.

Handy Press Co.

251-263 So. Ionia St.

Grand Rapids, Mich.

THE HOOSIER STOREKEEPER.**What's the Matter With the General Merchant?**

Written for the Tradesman.

In a recent discussion between one of the big wholesale houses and its customers the pertinent question was asked:

"What's the matter with the general merchant?"

Evidently there is something wrong and I will take the liberty of quoting:

"Talk with a hundred general merchants in a hundred average small towns and you draw forth a chorus of complaints."

Why this everlasting complaining? I have talked with any number of small dealers and if you have ever done the same you could not help but notice what a "bunch of kickers"—we have gone to extremes on complaining—we have simply overdone it. You know that we all think—and we have so often expressed ourselves regarding the farmer—"What an awful kicker he is," but we have the reputation among wholesalers and jobbers of being as great kickers as are the farmers; or is it our association that does it?

"Complaining about mail order houses; of the encroachment of large stores in nearby cities; the impending calamity in parcels post; of growing expenses and lessening profits and a narrowing field."

Mr. Merchant, did you ever stop to think that all this infernal kicking is only time and energy wasted? The mail order people are waxing fat on your lassitude. The big stores are drawing your trade because you don't try to supply the wants of your trade and the demand for better goods, better and newer styles, better service and better stocks. Don't deceive yourself. You know that the cheaper grades of goods are not selling. So, why do you persist in stocking up on the kind of goods you sold ten or fifteen years ago?

"Go into one of these stores at random and what do you find—a well kept tidy store, clean and fresh with inviting windows? No, the store is dirty with the smear of years."

The same old methods of store-keeping that were in vogue twenty years ago still prevail; the same old windows; the same old counters; the same old poles with goods dangling down; the same old fixtures that were given away by some jobber a dozen years ago; the same old wooden desk with the store accounts exposed to fire; the same old-fashioned money drawer; ancient methods and ancient merchandise; perishable goods exposed to dirt and dust and—you know the rest—no need of telling you—it's true, too true, and then the natural question:

"How long do you intend to keep this up?"

The new firm with new blood will appear on the scene. Trade that has been in the habit of going to the county seat will begin trading once more in your town—but not at your store. People who have bought hundreds of money orders to send to

the big mail order houses will find that they can get what they want in your town, where they can find the goods they want at tempting prices and they will once more leave their good money with the home store—but not at your store.

Not unless you get out of the old rut.

Not unless you put your wits to work.

Not unless you wake up and do things.

I have faith that you will get the dust out of your eyes and see things as they really exist. Kicking—complaining and growling—won't help—not a bit.

"Fight the Devil with fire."

I just wonder if you are doing this? As you read these words, do they appeal to you? Are you applying the old Mosaic law: "An eye for an eye and a tooth for a tooth?" Are you fighting the mail order houses with their own weapons?

Advertising Is the Big Stick.

Unless you swing the same club as they swing your chances of capturing the business are, indeed, slim.

No, I don't expect you to get out a catalogue, but I do think that we can all get a whole lot more shekels in our day's work by going after the business.

Laying down never wins; complaining and wearing the grouch that won't come off will never get back the lost trade.

Advertising—this is the loadstone—the lucky weapon—when wielded in the right way. Advertising is the big stick. Swing it, old man! Shut your eyes and if competition in any form, local or foreign, gets in the way, let them look "a leetle out."

What do you care if you do smash a few heads. Let them get out of your road. You are after the business. You will get it, too, if you go right straight to the people you want.

You'll win, because you are on the ground. You come in personal touch with your customer. You have the inside track. The advantage is yours.

Will you use it?

Advertising it not a failure because those last advertisements of yours didn't crowd the store. It was not the fault of printer's ink. It is a big subject—this advertising proposition—one not to be tried and then, just because the first efforts did not result in a golden stream of success, thrown aside.

Modern storekeeping includes modern advertising. It includes modern ideas; modern goods; modern fixtures; a fire proof safe; a cash register; a clean store; obliging, willing clerks and a proprietor with a smiling face.

Is your problem hard to solve?

If your advertising does not seem to pull the dollars your way; if your present methods do not bring the business you would like to see; if your store seems to be at a financial standstill and your efforts are not bringing you the reward you deserve, sit right down at your desk and tell me all about it. You know the old saying, "Two heads are better than one." Maybe I can help you turn the

tide your way. Write to me in care of the Tradesman. Send me some of your advertising. Perhaps I can tell you what's wrong—your correspondence will be in strictest confidence. I want to help you if I can.—Write today—Do it now.

Hoosier Storekeeper.

What the Store Stands For.

We once heard a merchant address some of the boys who were to represent him in the store. He spoke some such words as these:

"Boys, I want you to remember that this store stands for me. I am honest and I want you to be honest, because you are my representatives. I want you to be frank, and ready and willing on all occasions, and courteous, for these are the things I stand for and these are the policies of the store."

This was good stuff, and all true, but when we looked for his advertising we found none of the points of individuality that the proprietor was trying to bring out in his clerks and his store. He did not consider the advertisement as a representative of the business at all. Yet it is. Make the advertising just as forcible as you are, just as individual, just as representative.—Oregon Tradesman.

The Story of Mary and Her Brother.

Mary had a little lamb, its fleece was white as snow; it strayed away one summer day where lambs should never go. And Mary sat her quickly down and tears streamed from her eyes; she never found the lamb because she did not advertise.

And Mary had a brother who kept a village store; he sat him down and smoked a pipe, and watched the open door. And as the people passed along, and did not stop to buy, John still sat and smoked his pipe and blinked his sleepy eye. And so the sheriff closed him out, but still he lingered near, and Mary came along to drop a sympathetic tear.

"How is it, sister, can you tell, why other merchants here, sell all their goods so readily and thrive

from year to year?" Remembering her own bad luck, the maiden then replied: "These other fellows got there, John, because they advertised."—Emporia Gazette.

MOTOR DELIVERY

McIntyre

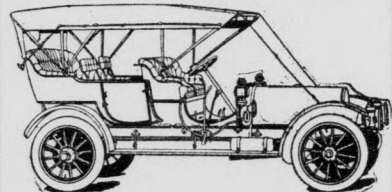
Catalog 182

Auburn, Ind.

THE 1910 FRANKLIN CARS

Are More Beautiful, Simple and Sensible than Ever Before

AirCooled, Light Weight, Easy Riding



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

Other Models \$1750.00 to \$5000.00

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

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

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

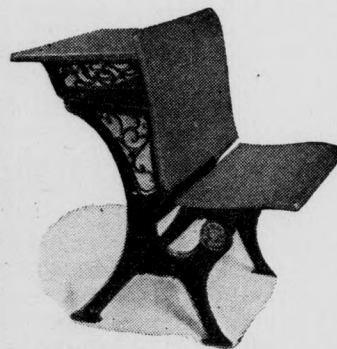
If you want economy—comfort—simplicity—freedom from all water troubles—light weight and light tire expense—look into the Franklin.

Catalogue on request.

ADAMS & HART

West Michigan Distributors

47-49 No. Division St.

More School Desks?

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

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

We can also ship immediately:

Teachers' Desks and Chairs

Office Desks and Tables

Bookcases Blackboards

Globes Maps

Our Prices Are the Lowest

We keep up the quality and guarantee satisfaction.

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

American Seating Company

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA

GOUGE THE PUBLIC.

Extortionate Rates Maintained by the Express Companies.

Chicago, June 27—Eldon J. Cassoday and Rush C. Butler, attorneys for the Chicago Association of Commerce, have submitted a brief to the Illinois Railroad and Warehouse Commission, based on the evidence obtained at a series of hearings before the Commission extending over four months. It is said to comprise one of the most complete reports presented to a governmental regulating body of the methods by which the public is mulcted for the benefit of the express companies and the railroads.

Several hundred pages of the brief contain the unwilling testimony of express officials on the basis of which the Commission is urged. The purposes which are named are:

To establish rates for express companies within the State of Illinois based upon weights and mileage.

That in general the rates be reduced approximately 33 1/2 per cent.

That it establish a special suburban rate for Chicago consistent with the large volume of business and the density of population and railroad mileage in Illinois.

That the graduate scale be graduated equitably from a proper minimum up to the full 100 pounds and that it be consistent in its graduation and in the charges it imposes at the different rates.

It is claimed that such rates would increase the net earnings of the express companies besides providing equitable charges to patrons.

"A careful investigation of the conditions which surround and compose the essence of the express business," the brief says, "gives rise to serious doubts either as to the desirability or necessity for the existence of express companies as common carriers and leads almost inevitably to the conclusion that the railroads themselves should perform the express service, to the entire exclusion of the express companies."

This is explained as follows:

"Almost without exception the express companies pay the railroads for transportation service a certain percentage of the express companies' gross earnings on the lines of the several railroads, which percentage varies from 40 per cent. to 57 1/2 per cent. and even more of such gross earnings. Under the practical working out of this percentage system the railroads and the express companies point unduly and unreasonably at the expense of the shippers by express."

As a result of this system it is demonstrated that if the express company desires to increase its revenue by a certain amount it must add double the amount to its rate, because half of the increase goes to the railroad. Also as the railroad agents are paid a percentage commission for handling the express business, their compensation must be increased with each addition to the rate.

Throwing light upon the reasons for such contracts, is this explanation:

"The record shows that railroad

companies own approximately \$25,000,000 of stock or interests in express companies, the voting or interests of which, being concentrated, can and no doubt does control the express companies.

"No reason appears for the accumulation of the tremendous surpluses by the express companies except it be that those surpluses have been found available by the railroads at any time they needed money. The various railroads have succeeded in selling to the Adams Express Company nearly \$15,000,000 of their securities, to the American a like amount, to the United States over \$3,500,000, and to the Wells-Fargo Company over \$1,000,000. It can not be doubted that the railroads have completely dominated the express companies in the making of their percentage contracts to their own liking and substantially upon their own terms."

As an example it is shown that the entire \$6,000,000 capital stock of the Pacific Express Company was issued to the three railroads that still own it.

Methods by which unreasonable rates have been imposed are described in detail with the following conclusions:

"The scale itself imparts no information whatever as to the charge on any particular shipment. Such information can be obtained only by the use of a 'key' book, with which only the agents of the express companies are intrusted.

"The scale gives no information as to the distances to which any rate thereon shown is applicable.

"The graduate scale is based upon 100 pound weights, whereas the large proportion of packages handled by express companies weigh less than seven pounds.

"Express companies have so 'graduated' their scales as to impose the maximum charge under the various rates upon packages weighing less than 100 pounds.

"There is no minimum charge of less than 25 cents on the graduate scale.

"The graduation under the different rates as compared with each other is inconsistent and without justification.

"The graduate scale has been so manipulated by the express companies as to increase charges without an apparent increase in rates.

"The number of pounds carried for certain charges under the different rates has steadily decreased."

As further proof of the combination existing among the express companies it is noted that "the Adams owns \$100,000 par value in the American, \$650,000 in the Southern and \$906,000 in the United States; that the American owns the National entirely and \$1,000,000 in the United States; that the Southern owns \$111,800 in the Adams, \$118,500 in the American and \$70,000 in the United States, and that the United States owns \$51,200 in the Wells-Fargo. E. H. Harriman, who dominates the Union Pacific Railroad, owner of 40 per cent. of the Pacific Express Company, was at the time of his death chairman of the Board of Directors of Wells, Fargo & Co., probably the most influential of all the express companies."

Fans For Warm Weather



Nothing is more appreciated on a hot day than a substantial fan. Especially is this true of country customers who come to town without providing themselves with this necessary adjunct to comfort. We have a large line of these goods in fancy shapes and unique designs, which we furnish printed and handled as follows:

100	-	-	-	\$ 3 00
200	-	-	-	4 50
300	-	-	-	5 75
400	-	-	-	7 00
500	-	-	-	8 00
1000	-	-	-	15 00

We can fill your order on five hours' notice, if necessary, but don't ask us to fill an order on such short notice if you can avoid it.

Tradesman Company
Grand Rapids, Mich.



Some of the Fundamental Requirements of Salesmanship.

We find in all trade journals opinions and advices on and to salesmen. They are recommended to be patient, courageous, enthusiastic. Correct and good recommendations; follow them!

The majority of men who have elected salesmanship are usually honestly desirous to follow each one of these recommendations. No doubt the great body of salesmen, young or old, know as well as the recommenders or this writer that patience, courage and enthusiasm are really the fundamental requirements of salesmanship.

To be courageous, enthusiastic and patient seems to most of the men who advocate these qualities a natural acquirement at will. They are wrong. Men who are determined to succeed, who are bound to "make good," can be educated to be patient, in spite of the fact that such may not be natural to their disposition. I intentionally start with enthusiasm, believing that the most difficult acquirement. Salesmen very frequently are actors and they must be good actors to be salesmen. This statement rudely tears the veil of righteousness from much of salesmanship.

Are salesmen truthful? Do they, and can they, strictly adhere to truth? They are to sell the goods placed before them—in most cases other people's selection. Their bread and butter and advancement mean, sell these goods. Are there better goods to be had for the same money? That is not the salesman's business. They are the best his firm can afford to place.

Now, most salesmen are intelligent men. Many reason and compare and advance because of the fact that they are well posted on values. Isn't it natural that their personal opinions must often conflict with the required enthusiasm? If that is allowed, it must also be conceded that the most effective patience, courage and enthusiasm of a salesman is often mechanical. In consequence, these arts can be and should be acquired.

A traveling man generally lays out his territory and plans to be in specified places each day. His call on John Doe proves that customer busy, "just out" or in a "visiting mood." If Mr. Traveler isn't impatient, it's a mistake—but, if he is a good salesman, no one would suspect it. He simply recognizes he must be agreeable. In this case he displays patience by sheer will-power in consequence of controlling circumstances.

The retail salesman will do well to bear this example in mind. He needs patience, if anything, through the many unreasonable tasks his daily work encounters. His customers often want to see and try on more suits than his judgment thinks necessary; they also ask unreasonable questions, guarantees and concessions which he knows to be not feasible. By enforcing patience he will be able to speak and act with proper courtesy and overcome or properly meet many such difficulties.

Patience is the quality underlying courage. His will-power, his determination to win, added to studied patience, constitute a salesman's courage, which must be acquired by the fixed resolve to meet and overcome difficulties. It will teach him to draw on his brain matter and imagination, to present his case and his merchandise properly.

I do not mean to recommend that a salesman under any circumstances should endeavor to force on people, or even to recommend to people, unsuitable goods for such as are desired in any particular instance. The very thing the customer wants, or that you or I want, has never existed. We form an idea of what we think we desire. We describe such, and a good salesman will speedily form an opinion as to the nearest and most suitable in his stock.

An everyday phrase among the recommendations to salesmen and among hints for good salesmanship is the statement that it is important for salesmen to judge human nature correctly and rapidly in order to guess suitable requirements. Many salesmen and storekeepers will positively deny that they have ever recommended goods which they do not really believe in, or that they state other than their actual opinions. That sounds well, and is freely talked between salesmen and drummers when spinning yarns.

Salesmen are graded according to the amount that they can sell. Many are so fortunate as to represent merchandise of which they can justly be proud and which they can enthuse over, but what about the poor fellows who find their honest opinions differ with the buyer's judgment of values and taste? In most cases they have to be just as enthusiastic or quit. In other words, mechanical enthusiasm means to state your case positively, clearly, briefly; look your customer straight in the eye—or, better, catch the center above his nose square between his eyes and keep your eye on it. Such will express more enthusiasm and earnestness

than all your other actions combined; it will drive your statements home; it will also enable you pretty accurately to guess the effect of your words. You will see your customer's start to decide in your favor or otherwise. Catch that start; the right or wrong word may change him; the expression in his eyes may suggest to you a change of your presentation.

Mechanical courage is acquired by self-confidence. Forget the word "can't." Be determined to try and to persevere. Faith in your ability will laugh at the bluffs, criticisms and prevarications which your trade often employ to draw you out and to prove to you that your goods, prices or styles are other than you represent or that are wanted.

There is just one other great point in salesmanship to which I wish to allude, namely, quick appreciation of the customer who can be influenced by conversation or the opposite. It is wonderful how effective silence may be employed. A brief, snappy statement and then a chance for the customer to grasp your meaning and think it over. This is really an artistic trick of salesmanship when properly applied. It is very difficult for many to impress by silence; nevertheless, it is a very effective method when properly employed. It sort of puts the customer on the defensive, and forces him to make clear his opinions or objections.

It is a well-known fact that many men greatly overestimated and called "good fellows," on close acquaintance prove to be extremely dull or uninteresting. Such impressions are often caused by meeting that kind of people casually and their silence keeps one guessing or exaggerating what they might be able to say.

Recently a man who had sold clothing all his lifetime saw an extra good opportunity to enter the employment of a very important furniture house. His personal acquaintance with the town, together with his ability, gave him assurance that he could overcome the difficulty of not knowing "furniture." If the job could be had, he'd be able to make good and to keep it.

The writer lately found him in charge of a large, important furniture department. It was natural to want to learn how he could make good, or how he could have succeeded in getting the place. He explained that he applied for this position, and that he could recommend himself as a first-class salesman, having been in stores which had furniture departments, but omitted to state that he never had been in a furniture department. He further told me that when he went after this job he made up his mind that he would get it, and that he would answer all questions relative to furniture with "yes" or "no." He stated that he followed this course absolutely for more than one hour, and that the manager told him all about the stock and gave opinions on this and that maker. He listened very attentively and never deviated from the course of watching the man's face and the spot in the center just above the manager's

nose. The latter engaged him and related delightedly what an experienced furniture man he had acquired.

This course would be very dangerous with some people and would be easily misunderstood. It is therefore most important to make each customer realize that you are pleased to deal with him.

Men who receive such trivial but scientific flattery often buy most liberally. Joking and familiarity are always dangerous. It is always wise, when selling to your best friend, to preserve a more respectful attitude than that adopted in social intercourse with the same person.—Apparel Gazette.

Merely Common Clay.

Nan—I congratulate you on your conquest of young Mr. Krewdoyle. His people are well off, and he's making quite a reputation as an amateur artist.

"O, yes; he isn't a bad sort. But his necktie and his socks don't harmonize."

The Breslin

Absolutely Fireproof

Broadway, Corner of 29th Street

Most convenient hotel to all Subways and Depots. Rooms \$1.50 per day and upwards with use of baths. Rooms \$2.50 per day and upwards with private bath. Best Restaurant in New York City with Club Breakfast and the world famous

"CAFE ELYSEE"

NEW YORK

Hotel Cody

Grand Rapids, Mich.

A. B. GARDNER, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms. Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan. All meals 50c.

The Handshake

If you have ever noticed any difference between one handshake and another you'll understand the reason why so many travelers prefer the

Hotel Livingston

Grand Rapids, Mich.

Beecher's Farm As Described By Mark Twain.

Henry Ward Beecher's farm consists of thirty-six acres and is carried on on strict scientific principles. He never puts in any part of a crop without consulting his book. He plows and reaps and digs and sows according to the best authorities—and the authorities cost more than the other farming implements do. As soon as the library is complete the farm will begin to be a profitable investment. But book farming has its drawbacks. Upon one occasion when it seemed morally certain that the hay ought to be cut, the hay book could not be found, and before it was found it was too late and the hay was all spoiled. Mr. Beecher raises some of the finest crops of wheat in the country, but the unfavorable difference between the cost of producing it and its market value after it is produced has interfered considerably with its success as a commercial enterprise.

His special weakness is hogs. He considers hogs the best game a farm produces. He buys the original pig for \$1.50 and feeds him about \$40 worth of corn and then sells him for about \$9. This is the only crop he ever makes any money on. He loses on the corn, but he makes \$7.50 on the hog. He does not mind this because he never expects to make anything on corn anyway. And any way it turns out he has the excitement of raising the hog anyhow, whether he gets the worth of him or not. His strawberries would be a comfortable success if the robins would eat turnips, but they won't and hence the difficulty.

One of Mr. Beecher's most harassing difficulties in his farming operations comes of the close resemblance of different sort of seeds and plants to each other. Two years ago his far-sightedness warned him that there were going to be a great scarcity of watermelons, and therefore he put in a crop of seven acres of that fruit. But when they came up they turned out to be pumpkins, and a dead loss was the consequence. Sometimes a portion of his crop goes into the ground the most promising sweet potatoes and comes up the most execrable carrots.

When he bought his farm he found one egg in every hen's nest on the place. He said that here was just the reason why so many farmers failed—they scattered their forces too much—concentration was the idea. So he gathered those eggs together and put them all under one experienced hen. That hen roosted over the contract night and day for many weeks under Mr. Beecher's personal supervision, but she could not "phase" those eggs. Why? Because they were those shameless porcelain things which are used by modern farmers as nest eggs.

Mr. Beecher's farm is not a triumph. It would be easier if he worked it on shares with someone; but he can not find anyone who is willing to stand half the expense, and not many that are able. Still, persistence in any cause is bound to succeed. He was a very inferior farmer when he began, but a prolonged and unflinching as-

sault upon his agricultural difficulties has had its effect at last and he is fast rising from affluence to poverty.

Why the Salesman Must Increase His Sales.

In building a good house they usually start with a good strong, substantial foundation. The top is reached last. From the cellar up the building goes on, one brick and stone at a time carefully laid and securely fastened to stay. So with your success in selling, look your foundation over. Your health, appearance, character of self and firm. Your selling talk, credits, delivery, etc. Your foundation O. K., look around for material to build with—customers that stick to you, new customers, new accounts.

So many salesmen travel in a rut. They never go out among prospects. They pass them by. They plod along among the old accounts. The old accounts are valuable, of course, but successful selling means spreading out, taking on new business, opening new accounts, adding new goods to the line.

You have simply got to call on every person or firm in your territory who buys competitor's goods of the same character as those you carry. The material you need is there. New accounts; spread out; line up the prospects and canvass them thoroughly. So many salesmen spend time.

Few salesmen get started before 8:30 a. m. and few work later than 5 p. m. Few but those who have luncheon at midday. Few who take less than an hour at luncheon. The average day then is seven and a half hours. Now, you who spend an hour or two at billiards, pool, or "rest a while," you are spending time.

The fact is that every minute you waste during the working day is a powerful sledge hammer breaking the bricks you need to build successful sales.

Make up your mind to keep on the go from the time you leave the office until you return or quit for the day.

Have no time to spend.

Plugging is tiresome work and keeping everlastingly at it is tedious until you see what it brings you.

When you see what it brings you in selling success, however, it will be impossible to hold you down. What you want to do, Mr. Salesman, is: Get into condition every morning. Be watchful of your personal appearance and the character of self and firm you represent. Be frank and truthful. Know your line. Interest those who give you an audience. Do not stuff nor write "phony" orders. Be aggressive and show confidence in your line and what you say. Confidence in your firm. Study your argument and see that the customer agrees. Hustle for new business.

To do this means successful sales for you.—Henry Baxton in American Artisan.

Sitting around talking weather and politics and the President's message to Congress don't get you any business.

Honesty Fundamental Element in Salesmanship.

The fundamental element in salesmanship is honesty and if it is an earnest honesty which the salesman possesses his selling arguments are doubly effective. Backed by good goods, handled by a good house, the salesman can forget self and thereby make his words the more resultful. In this way he attains that unconscious salesmanship which is also earnest and honest. He forgets self, but still self shows up and makes its magnetic impression.

The approach is important; a quick wit to seize the psychological moment is desirable, while an eloquent tongue and a strong personal impression are also good assets for the seller. The brilliant man invariably has all of them, yet often falls short of what one might consider logical results, because of the lack of confidence in this very brilliancy.

This magnetic fellow charms always, but sometimes does not convince. The buyer fears inwardly that he is listening to the seductive strains of a swan song. He fears that his visitor has succeeded in carrying even himself away by his eloquence; and this very perfection of salesmanship makes it often fail of its logical results.

This very perfection involuntarily brings to mind the realization that in the old ages there were two kinds of men—the fighters and the orators. In those days, if a man were unusually able as an orator he was not much of a fighter and vice versa. Modern civilization has changed these things, of course, but there are still talented talkers, whose words are greater than their deeds, and these few reminders of the old regime sometimes bring their conscientious fellows under question.

But do not lose any sleep if, as a salesman, you lack showy qualities, if you lack a magnetic personality, an interesting character, which is an advertisement in itself, if you lack brilliancy. Just be yourself, your own best self, and put this best self in the place of the man with whom you do business.

Sidney Jerome Rockwell.

The Local Assessment Insurance Co.

Grand Rapids, June 28—What can you tell me regarding the Grand Rapids Merchants' Mutual Fire Insurance Co., which is soliciting business in this city and surrounding country? Do you consider the company thoroughly reliable? Has it a sufficient fund on hand to meet any losses which may occur at any time? Please favor me with this information, either by letter or through the columns of the Michigan Tradesman. Merchant.

The annual reports of the company, filed with the State Insurance Commissioner on Dec. 31, are as follows:

Members, 201.

Risks, \$158,500.

Resources, \$398.69, of which \$223.75 is cash and \$174.94 uncollected assets.

Income, \$1,335.64.

Disbursements, \$1,111.89.

There have been no losses since the company was organized and the officers insist that there are no liabilities.

On the face of this statement it looks as though the company had \$223.75 on Dec. 31 to meet any possible losses, but being an assessment company, of course, the members are liable to be called upon to contribute their pro rata in the event of fire or conflagration.

If Harriet Beecher Stowe had lived until next year, 1911, she would be 100 years old, and she would greatly enjoy the centenary celebration that will be given in her honor. Uncle Tom's Cabin has been read by more people of all classes, high and low, white and colored, than any other book ever published except the Bible. Its presentation on the stage has been enjoyed by many thousands and it is still a popular play. The woman who wrote it is everywhere recognized as a mighty factor in the great struggle for the abolition of slavery. Whites as well as the negro races will join in honoring the name of a noble woman as well as a famous writer.

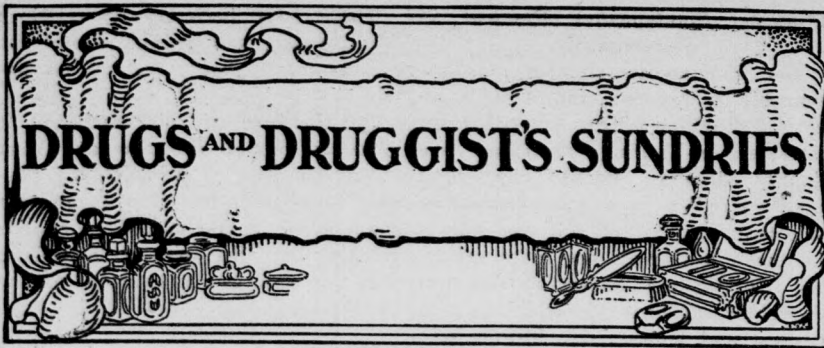
William Morningstar, a New York manufacturer, has secured a verdict for \$400 against a Buffalo hotel, for what might be called an attempt at extortion. Morningstar was a guest at the hotel about six months ago. He brought some spare ribs to the chef to be cooked and when they were served he refused to pay \$1 charged for cooking and serving them, saying the charge was exorbitant. The day following he was informed that he would not be served with a meal until he paid up. He sued the hotel for damages and a jury last week gave him a verdict for \$400.

A Benton Harbor correspondent writes as follows: Burleigh R. Downey, who recently resigned from the Washburn-Crosby Co., has gone on a business trip North as traveling representative for the Daisy Roller Mills Co., of Milwaukee. In his new capacity Mr. Downey will have a much larger territory to cover. He is the only representative of the Milwaukee corporation, which is a large one, in this territory.

A Port Huron correspondent writes: Ellsworth Miller, formerly a drug clerk of this city, who is traveling for Frederick Stearns & Co., of Detroit, is here to visit friends until July 4. Since traveling with Stearns & Co. in Illinois he has purchased a drug store in Bluffs, Ill. On a recent visit to Monmouth, Ill., he met "Punk" Lamlein, the Port Huron twirler.

Parke, Davis & Co.'s traveling salesmen to the number of fifty went to Rochester last Saturday to attend the annual dance and outing given them by the company at their biological branch, Parkedale farm, just east of town.

Stopping leaks doesn't mean curtailing legitimate expenses. There is an economy so-called that cuts to the quick.



Michigan Board of Pharmacy.
 President—Wm. A. Dohany, Detroit.
 Secretary—Ed. J. Rodgers, Port Huron.
 Treasurer—John J. Campbell, Pigeon.
 Other Members—Will E. Collins, Owosso; John D. Muir, Grand Rapids.

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, October 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.

Who Owns the Prescription?

The written prescription is a communication to any druggist to whom it may be presented. Therefore it can not be the property of the one for whom it is written, or of the one who presents it to the druggist. In the absence of special instructions, a prescription may be filled but once, as it is presumably designed to meet present conditions and no other; and as it is written from the standpoint of a single individual, it may not be filled for more than that one. As a medical means, the prescription is solely the property of the physician who devises it and expresses it in language. As the intermediary between the doctor and the druggist, it is simply a written communication and follows the law of all communications. It therefore remains in the possession of the recipient. This fact is enforced by the fact that after the instructions of the communication are complied with, as a medical means, the life of the prescription ceases and it is reduced to a simple communication.

The conclusion of the whole matter is that after a prescription is once filled it no longer can be considered as an authority and takes the rank of a simple communication, being reduced to a simple record, which should be filled by the one who carried out the instructions contained in the communication. This conclusion is borne out by the various laws with regard to the dispensing of certain poisons, notably cocaine, etc., and the specification of these certain things is due to the general recognition by the public of the danger of their indiscriminate use. When the time comes when the public realizes the danger in the indiscriminate refilling of prescriptions, laws will be passed by all states prohibiting:

The refilling of any prescription for any but the one for whom it was written.

The refilling of a prescription for any one without the special order of the writer.

The giving of a copy of any prescription and requiring the keeping of all prescriptions filled as a matter of record.

Such laws necessarily deny the right of ownership to the patient and the doctor as well as to the dispenser, but they vest the dispenser with the rights of a custodian and sooner or later to this complexion will we come and the moss-grown question will be decided for good.

J. Winchell Forbes.

Syrup of Wild Cherry.

Syrup of wild cherry prepared in accordance with the formula appearing in the Pharmacopoeia, 1890 revision, produces a preparation essentially superior to the product obtained if 1900 revision formula be used.

I make use of the term essentially in this connection because I believe syrup of wild cherry should be regarded as a very desirable vehicle or solvent for certain drugs and chemicals to allay coughing and that therapeutically the syrup is of little value.

As a vehicle the 1890 preparation is superior because, due to the different mode of preparation, it is a beautiful wine-red solution, while in strong contrast the 1900 preparation is a sickly reddish-brown tinged with yellow. Furthermore the 1890 preparation is more highly flavored, both as to odor and taste. It keeps quite as well as the 1900 preparation and may be criticised only as regards the greater percentage of extractive matter, particularly of tannin character held in solution. It seems to me that there can be no great objection to the presence of tannin in the syrup because it is rarely used in combination with anything which is incompatible with it.

I therefore most earnestly suggest to the Pharmacopoeia Committee that they consider the advisability in the next revision of substituting the 1890 formula for the 1900 without change, except perhaps that the moistened wild cherry be macerated the required time loosely packed in a suitable percolator in which it is subsequently packed without removal.

H. A. B. Dunning.

Give more time to big ideas concerning advertising, selling plans, window trimming, and the like, and less time to little jobs that any subordinate can do as well as you can.

Cleanliness in the Drug Store.

Cleanliness is something that should not be forgotten in the drug store. Just think how easy it is to keep the store in perfect sanitary condition, and not half try, by doing a little every day.

Clerks should not lose a minute in the store. Remember the old advice, "Work while you work and play while you play."

The prescription department is just as important as the front. A great many of us try to keep the front like a polished mirror and neglect the dusty bottles in the prescription department. Our main object should be to keep every bottle, box, spatula, graduate, etc., in place, so we need never lose any time in looking for misplaced drugs, pharmaceuticals and working utensils. This makes work more pleasant and easier. By giving the bottles a lick with the duster or towel each morning you will keep the prescription case in a neat sanitary condition and therefore can advertise your pharmacy as a clean, up-to-date drug store in every respect.

As to the front, the cigar salesman should straighten out the cigars and tobaccos, just as the pharmacist in his department.

The soda fountain, as a general rule, gets more attention than any other department. Why? Because the dispenser is always at his job, and therefore does not have to lose time in trying to get the fountain in a neat condition.

Every proprietor should be proud of his clean drug store, and it can be kept so by every one doing a little, and not a few doing it all.

Newman A. Smith.

Cleaning Compound.

The modern type of cleansing fluid consists largely of carbon tetrachloride, which has certain and exceptional qualities for this employment. Otto Raubenheimer was the first to call attention to this substance in a paper which he read before the American Pharmaceutical Association in 1903. He enumerates many users for carbon-tetrachloride, some of which are: solvent for fats, oils, rosins, etc.; removing spots from clothing, carpets, etc.; dissolving paints and varnishes; as an insecticide; for extracting alkaloids; for cleaning all sorts of materials and removing all sorts of stains, etc. It is non-inflammable, a special virtue. Mr. Raubenheimer advocates a non-explosive cleaning fluid made by adding to one pound of carbon tetrachloride sufficient benzene to make a total measure of one pint. From experience we can testify to the superior excellence of this compound.

For a cleaning paste or cream we can advise this:

White castile soap 1 dr.
 Alcohol ½ doz.
 Glycerin 1 oz.
 Ammonia water 1 oz.
 Sulph. ether 1 oz.
 Water to make 16 ozs.

Dissolve the soap in the water, then add remaining ingredients. Then take a 4-oz. wide-mouthed bottle, add 3 drams of the above solution, and

then add benzene, little by little, shaking well after each addition, until the bottle is full. The finished product will be a thick white cream.

Making Up Stock Elixirs Extemporaneously.

There are many elixirs in the National Formulary which can be made up extemporaneously as needed by adding one or two ingredients to a stock elixir. Thus: Elixir of terpin hydrate and codeine can be made by adding the codeine as needed to the elixir of terpin hydrate; elixir phosphorous and nux vomica can be made by adding nux vomica to elixir of phosphorous; elixir pepsin and iron can be made by adding iron to elixir of pepsin; elixir cinchona and iron can be made by adding iron to the plain elixir of cinchona, and there are several others where this same rule applies. It is not necessary for the pharmacist to carry all these combinations in stock because it would unnecessarily tie up too much capital. However, such elixirs as terpin hydrate, potassium acetate, phosphorous pepsin, pepsin and bismuth, gentian, cinchona and buchu compound are not only often prescribed, but they are useful stock elixirs to make others from and these ought always to be in stock.

Shipping Inflammables By Express.

The leading express companies have compiled a set of rules and regulations for the guidance of shippers of explosives, inflammables and other hazardous articles, which went into effect June 15. Each outside package containing any quantity of inflammable liquids, inflammable solids, acids or corrosive liquids, must have attached a diamond-shaped certificate label. The color is red for inflammable liquids, yellow for inflammable solids and white for corrosive liquids. The limit of quantity which may be accepted in one outside box or in one shipment is, for alcohol, five gallons; benzene, kerosene, gasoline, etc., half a gallon; ether, 25 pounds in cans not exceeding one pound each; and liquid shellac, one gallon.

The Drug Market.

Opium—Is unchanged.
 Morphine—Is steady.
 Quinine—Is unchanged.
 Cocaine—Is very firm.
 Glycerine—Is very firm and is tending higher.
 Santonine—Has advanced.
 Balsam Peru—Has advanced.
 Short Buchu Leaves—Have again advanced.
 Asafetida — Has again advanced and is very firm.

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 drugs and their prices, including categories like Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Flora, Folia, Gummi, Herba, Magnesia, and Oleum.

Table listing various drugs and their prices, including categories like Lupulin, Lycopodium, Macis, Magnesia, Mannia, Menthol, Morphia, Myristica, Nux Vomica, Os Sepia, Pepsin, P D Co., Piel Liq, Pip Hydrarg, Piper Nigra, Pix Burgum, Plumbi Acet, Pulvis Ip'cet Opil, Pyrethrum, Pyrethrum, Quina, Quina, Quina, Rubia Tinctorum, Saccharum La's, Salacin, Sanguis Drac's, Sapo, Sapo, Seidlitz Mixture, Sinapis, Sinapis, Snuff, S'nuff, Soda, Soda, Soda, Soda, Spts, Spts, Spts, Spts, Strychnia, Sulphur, Sulphur, Tamarinds, Terebenth Venice, Thebromae, Vanilla, and Zinci Sulph.

Advertisement for PLAY BALL. Text includes: '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', and 'Hazeltine & Perkins Drug Co. Grand Rapids, Mich.'

Advertisement for LaBelle Moistener and Letter Sealer. Text includes: '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 for market categories (A, B, C, D, F, G, H, J, L, M, N, O, P, R, T, V, W, Y) and corresponding commodity prices.

Table with columns for market categories (1, 2) and commodity prices, including items like Arctic Ammonia, Axle Grease, Baked Beans, etc.

Table with columns for market categories (3, 4, 5) and commodity prices, including items like Oysters, Plums, Peas, Peaches, etc.

Table with columns for market categories (3, 4, 5) and commodity prices, including items like Cheating Gum, Chococolate, Cider, Sweet, Cocoa, Coffee, etc.

Table with columns for market categories (3, 4, 5) and commodity prices, including items like Cocoanut Honey Cake, Cocoanut Hon Fingers, etc.

Table with columns for market categories (3, 4, 5) and commodity prices, including items like Festino, Bent's Water Crackers, Cream Tartar, etc.

Table with 1 column, listing various goods and prices under column 6. Includes items like Kansas Hard Wheat Flour, Spring Wheat Flour, and various oils and flours.

Table with 1 column, listing various goods and prices under column 7. Includes items like PROVISIONS, Barreled Pork, and various meats and fish.

Table with 1 column, listing various goods and prices under column 8. Includes items like Mess, 40 lbs., Soap, and various household items.

Table with 1 column, listing various goods and prices under column 9. Includes items like Pure Cane, Tea, and various oils and chemicals.

Table with 1 column, listing various goods and prices under column 10. Includes items like Butter Plates, Churns, and various household items.

Table with 1 column, listing various goods and prices under column 11. Includes items like Pelts, Tallow, and various household items.

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon 55 6 00

BAKING POWDER



Royal
10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

YOUR OWN PRIVATE BRAND



Wabash Baking Powder Co., Wabash, Ind.

80 oz. tin cans 3 75
32 oz. tin cans 1 50
19 oz. tin cans 85
16 oz. tin cans 75
14 oz. tin cans 65
10 oz. tin cans 55
8 oz. tin cans 45
4 oz. tin cans 35
32 oz. tin milk pail 2 00
16 oz. tin bucket 90
11 oz glass tumbler .. 85
6 oz. glass tumbler .. 75
16 oz. pint mason jar 85

CIGARS

Johnson Cigar Co.'s Brand



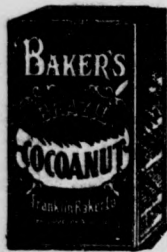
S. C. W., 1,000 lots 31
El Portana 33
Evening Press 32
Exemplar 32

Worden Grocer Co. Brand

Ben Hur
Perfection 35
Perfection Extras 35
Londres 35
Londres Grand 35
Standard 35
Puritanos 35
Panatellas, Finas 35
Panatellas, Bock 35
Jockey Club 35

COCOANUT

Baker's Brazil Shredded



70 5c pkgs., per case .2 60
36 10c pkgs., per case 2 60
16 10c and 38 5c pkgs., per case 2 60

FRESH MEATS

Beef
Carcass 6 1/2 @ 9 1/2
Hindquarters 8 @ 10 1/2
Loins 9 @ 14
Rounds 7 1/2 @ 9
Chucks 7 @ 7 1/2
Plates @
Livers @ 5

Pork
Loins @ 16
Dressed @ 11
Boston Butts @ 15
Shoulders @ 12 1/2
Leaf Lard @ 13
Pork Trimmings @ 11

Mutton
Carcass @ 10
Lambs @ 12
Spring Lambs @ 13

Veal
Carcass 6 @ 9

CLOTHES LINES

Sisal
60ft. 3 thread, extra. 1 00
72ft. 3 thread, extra. 1 40
90ft. 3 thread, extra. 1 70
60ft. 6 thread, extra. 1 29
72ft. 6 thread, extra. 1 50

Jute
60ft. 75
72ft. 90
90ft. 1 05
120ft. 1 50

Cotton Victor
50ft. 1 10
60ft. 1 35
70ft. 1 60

Cotton Windsor
50ft. 1 30
60ft. 1 44
70ft. 1 80
80ft. 2 00

Cotton Braided
50ft. 1 35
40ft. 95
60ft. 1 65

Galvanized Wire
No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE Roasted
Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, Blend, 1lb.
Excelsior, Blend, 2lb.
Tip Top, Blend, 1lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination

Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

FISHING TACKLE
1/2 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 to 2 in. 11
2 in. 15
3 in. 20

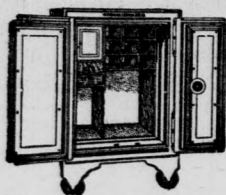
Cotton Lines
No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines
Small 20
Medium 26
Large 34

Poles
Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE
Cox's, 1 doz. Large .1 80
Cox's, 1 doz. Small .1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's 1 50
Knox's Acidu'd. doz. .1 25
Oxford 75
Plymouth Rock 1 25

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Beaver Soap Co.'s Brand



100 cakes, large size. .6 50
50 cakes, large size. .3 25
100 cakes, small size. .3 35
50 cakes, small size. .1 95

Tradesman Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large 3 75
Halford, small 2 25

Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

Butler Brothers

New York

Chicago St. Louis

Minneapolis

Chicago Boats Every Night

Fare \$2
Holland Interurban and Graham and Morton
STEEL STEAMERS

Boat train leaves Grand Rapids at 8 p. m.

Sawyer's Crystal Blue.



50 Years the People's Choice.

For the Laundry.

DOUBLE STRENGTH.

Sold in Sifting Top Boxes.

Sawyer's Crystal Blue gives a beautiful tint and restores the color to linen, laces and goods that are worn and faded.

It goes twice as far as other Blues.

Sawyer Crystal Blue Co.

88 Broad Street,

BOSTON - MASS.

What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

Tradesman Company

Grand Rapids

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES

For Sale—A good custom flour and feed mill in Southern Michigan. Located in fine farming country and doing a good business and all machinery in good shape. Village has two railroads. For further information address Samuel Curtis, Cadillac, Mich. 715

For Sale—Two wagons. Have used for wholesaling tobacco, cigars and notions. Could be used for medicine. Write for price. O. P. DeWitt & Son, Wholesale Grocers, St. Johns, Mich. 717

For Sale—Clean stock general merchandise, good Northern Michigan town. Terms easy. Will take some cheap land. Deal with owner, save commission. Wish to retire. Lock Box 40, McBain, Mich. 713

For Sale—Relinquishment 160 acres surveyed to be surveyed at once, 2½ million saw timber, 2,000 cedar poles, 1,500 cords wood, 40 acres easily cleared, fine orchard and strawberry land, \$600 improvements. Fine fishing and hunting close. New town and railroad 1½ miles from old town. Price relinquishment \$1,500. Address F. J. Oliver, Metaline, Wash. 714

Something New—Town, county agency, \$12,200 annually. Three times day necessity. Every home wants them. Akers-Resh Supply Co., Lamar, Mo. 712



Mr. Merchant, Are You Satisfied With Your Business?

Don't play a waiting game. Don't wait for something to turn up. Act now. A special sale conducted on the square will put money in your business. Stocks reduced or closed out. Write me to-day.

B. H. Comstock, Merchandise Sale Specialist, 907 Ohio Bldg., Toledo, O.

A Live Wire Proposition—For a good live merchant to invest in a wholesale coffee and tea business and take an active part as a producer of sales. We have the goods that bring the business and have always paid good dividends. Must be able to satisfy us as to being the right man. When writing, give references. Address Coffee, care Michigan Tradesman. 711

Rich Gold Mines—Only 2c per share; great bargain; deep tunnel on ore; monthly payments accepted; advances certain; references, reports, specimens, monthly statements free. Address Lansford Butler, 201 Coronado, Denver. 710

For Sale—Ice cream parlor and candy kitchen, equipped for making both. Southern Michigan. Will sell cheap or trade for something I can handle. Address No. 702, care Tradesman. 702

Must sell at once. Large attractive corner store located at Detroit, Michigan, west side. Excellent location for any business. Modern twelve room flat above, bath, gas, etc. Five excellent living rooms in rear, large basement, large barns, cement walks. Rent \$40. Ill health, must sell at once. \$4,500 takes it. ½ down, balance very easy terms. Full particulars on request. Wm. Gamrath, 60-33rd St., Detroit, Mich. 706

For Sale—A first-class grocery and meat market, town of 1,500 population. Invoices \$3,500. Doing a good business. Reason for selling, going West. Address No. 704, care Michigan Tradesman. 704

A TRIAL PROVES THE WORTH

Increase your business from 50 to 100 per cent. at a cost of 2½ per cent. It will only cost you 2c for a postage stamp to find out how to do it, or one cent for a postal card if you cannot afford to send a letter. If you want to close out we still conduct auction sales. **G. B. Johns, Auctioneer and Sale Specialist, 1341 Warren Ave. West, Detroit, Mich.**

Brick hotel, centrally located, all cars pass the door; 40 rooms; modern; completely furnished; wet county. W. C. High, Mt. Clemens, Mich. 705

For Sale—Small general merchandise business, growing town Northeastern Michigan. Low rent, excellent opportunity. Address Symons Bros. & Co., Saginaw, Mich. 703

If you do not earn \$3,000 yearly, our Standard Course in real estate and insurance shows you how. Write for booklet, endorsements, etc. Address American School of Real Estate, Dept. T, Des Moines, Iowa. 698

For Sale—\$2,500 up-to-date grocery. Population 3,200, rural 10,000. Only seven groceries in city. Owner wants retire. Address No. 696, care Michigan Tradesman. 696

Stock of general merchandise wanted. Ralph W. Johnson, Minneapolis, Minn. 624

For Sale—The following property in the village of Legrand, Mich. 80 acres land adjoining village; 40 H. P. sawmill complete; store building, 24x80, good location and storehouse advantages. House and lot, also other personal property. Reason for selling, to settle up an estate. Address correspondence to Geo. S. Ostlander, Admr., Legrand, Mich. 660

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—The best shoe business in the city of Jackson, Mich.—The hustling manufacturing city of 35,000 and growing fast. Good clean up-to-date stock of shoes, hosiery and rubber goods, trunks, bags and suit cases. Stock about \$20,000; cash sales, about \$50,000. The finest and best located store in the city. Must be seen to be appreciated, with a beautiful up-to-date front. Store 22x120 feet. Basement the same with cement floor. Rent \$125 per month. Four years' lease, with the privilege of five years more if desired. I will sell at cost on inventory. This will stand the closest investigation, and is a big snap for any one looking for a business opening, and have the cash. I wish to retire from business. Call or address C. W. Ballard, 125 W. Main St., Jackson, Mich. 693

For Sale—Second-hand store fixtures, all kinds, eight floor and ten counter showcases. One large safe with time lock. Fixtures to equip three large stores. Sold for cash or monthly payments. Write Bishop Bros., Millington, Mich. 681

Will pay cash for shoe stock. Address No. 286, care Michigan Tradesman. 286

Bring Something to Pass

Mr. Merchant! Turn over your "left overs" Build up your business. Don't sacrifice the cream of your stock in a special sale. Use the plan that brings all the prospective buyers in face to face competition and gets results. I personally conduct my sales and guarantee my work. Write me. **JOHN C. GIBBS, Auctioneer, Mt. Union, Ia.**

Plumbing and electrical business for sale. Well-established plumbing and electrical business. Invoices, plumbing \$3,456, electric \$4,126. Address A. B. Bellis, 406 Court St., Muskogee, Okla. 614

Do You Want 100c For Your Stock?—If so, we can realize you more than one hundred cents for your merchandise. We are expert sale conductors and can turn your merchandise into cash at a profit in a short time, doing the work for less than any one following this line. Bank reference and 3,000 merchants for whom we have done the work. Write to-day, Inter State Mercantile Co., 148 E. Washington St., Chicago, Ill. 599

For Sale—In live city in Southern Colorado, grocery and queensware business, annual sales \$125,000. Average profit 25%. Best location in city. Fine climate. Wish to retire. Have made enough. Will sell at invoice price. Address Box 37, Pagosa Springs, Colo. 580

For Sale—10,000 No. 2 cedar railroad ties. R. W. Hyde, Posen, Mich. 574

For coal, oil and gas, land leases, write C. W. Deming Co., Real Estate Dealers, Tulsa, Okla. 542

For Sale—One 300 account McCaskey register cheap. Address A. B., care Michigan Tradesman. 543

Safes Opened—W. L. Slocum, safe expert and locksmith. 147 Monroe street, Grand Rapids, Mich. 104

For Sale—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. 163, Fenton, Mich. 687

For Rent—In Milan, Mich., brick store 47x68, old-established, best store. Modern equipment, complete for general stock, hot air heat, electric lamps 24 hours, sanitary plumbing, city water. A \$12,000 to \$20,000 general stock, will sell \$40,000 to \$60,000 here. Write A. E. Putnam, Sigourney, Ia. 534

For 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

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

HELP WANTED.

Wanted—Salesmen of ability to solicit druggists. Package goods of finest quality and appearance. Large variety Guaranteed under the Pure Foods and Drugs Act. 20% commission. Settlements bi-monthly. Sold from finely illustrated catalogue and flat sample book. Offers you an exceptionally fine side line. Catalogue at request. Henry Thayer & Co., Cambridge-Boston, Mass. Established 1847. 510

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store care Tradesman 242

Want Ads: continued on next page.



Here Is a Pointer

Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

WE ARE ALL ADVERTISERS.

Whether we realize it or not, we are all advertisers. Every move we make, every invoice of goods we receive, every parcel which leaves our store carries with it an impression of some sort. We may fill our space in the morning paper with good advertising and counteract all of its good effects by doing some bad advertising in the transactions of the day. Or we may reverse the process.

Some of us believe in advertising the year round; others affirm that there are slack times when it does not pay. Yet we are all advertising continuously. The fact that we do not realize this fully renders the work none the less potent. In fact, unconscious acts are frequently the most telling.

Said a successful salesman: "We always instruct on the care of our goods. The knack of making a thing wear well adds half to its value." In machinery this is especially true. A separator man who handles high priced goods, after striving in vain to impress upon some the necessity of taking extreme care of the more delicate parts, winds up his argument with the announcement that, "We keep repair supplies always for sale." Yet he much prefers to have the patron get full value out of his goods by giving them the proper treatment. "It is not good advertising for us to have them fall to pieces," he declares.

The question of appropriateness is often one upon which the salesman may direct his thought with profit. Watch your opportunity and volunteer a bit of good advice. It may not be money in your pocket for that immediate purchase; but you will have gained a friend—one who will listen to you next time with no suspicion that your advice is from policy. Advertise by word, look and manner; and do it with an eye to permanent patronage rather to a single shrewd bargain.

MAKE THE PEOPLE SMILE.

Never did poet strike a more human chord! The world is always ready to listen to the humorist. The one who makes us laugh and yet leaves no sting is the one to whom we are always ready to turn a welcome ear.

One firm which advertises largely finds nothing more profitable than the distribution of a little booklet which is irresistibly funny. As the agent soberly distributes it among the crowd he remarks that the only thing asked in return is that you will not smile over the contents. He well knows that the curious will peep in and then laugh heartily before they are out of sight, not because he told them not to laugh but because they can not help it.

The story is intimately connected with the goods handled, the illustrations being fitly chosen and most suggestive. At a glance one can not help seeing that there is something doing. And because it is funny we are sure to investigate. Sermons are all right in their places, but they do not make good advertising matter. The facts which convince may touch, but they do the work more easily and

permanently when lubricated with pure fun. The late O. Henry owed much of his popularity as a writer to this bit of humor which entered into all his works. Mark Twain will be remembered for the laugh which he created long after the sentiment connected with it is forgotten.

If you would attract the public give them something which will make them smile, figuratively and literally, and describe goods which are good bargains with a generous supply of sidelights thrown in gratis. This will serve as a two-fold incentive to patronage; for Americans are fun-loving as well as shrewd.

Exemption in Event of Bankruptcy.

Port Huron, June 28—The United States Court of Appeals at Cincinnati has handed down an opinion of considerable importance to merchants, relating to their right to mortgage exemptions under the law.

The Michigan statutes exempt from forced sale by creditors goods of the value of \$250, to be selected by the debtor or his agent from the business in which the debtor is principally engaged.

Thomas Hastings gave a chattel mortgage to F. Saunders & Co. covering the exempt property then in the possession of Hastings or which might thereafter be acquired by him and appointed Saunders & Co. his agent to select the same. Later Hastings became a bankrupt and refused to select his exemptions. Saunders & Co. attempted to make the selection, which was resisted by the trustee for Hastings on the ground that there was no exempt property until Hastings made the selection and that Saunders & Co. could not do so because exempt property is intended for the debtor only.

The referee allowed the claim of Saunders, which decision was reversed by the United States District Court. The case was appealed to the Circuit Court of Appeals, which handed down an opinion in favor of the grocery company.

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

Buffalo, June 22—Creamery, fresh, 25@28c; dairy, fresh, 22@23c; poor to common, 20@21c.

Eggs—Strictly fresh candled, 21@22c; at mark, 20@20½c.

Live Poultry—Fowls, 16@17c; broilers, 20@25c; ducks, 14@15c; old cocks, 12½c; geese, 11@12c; turkeys, 15@17c.

Dressed Poultry—Iced fowls, 16@17c; iced old cocks, 13@14c.

Beans—Pea, hand-picked, \$2.40@2.45; red kidney, hand-picked, \$3.50; white kidney, hand-picked, \$2.90; marrow, \$3.15@3.25; medium, hand-picked, \$2.40@2.45.

Potatoes—New, \$1.25@2 per bbl. Rea & Witzig.

The National Association for the Study and Prevention of Tuberculosis says that over \$15,000,000 is annually poured into the coffers of "fake" consumption cures. The report states that for this vast sum the victims receive nothing in return, but are often permanently injured and in many cases deprived of the chance for a real cure.

Manufacturing Matters.

Detroit—The Walker Motor Car Co. has engaged in business with an authorized capital stock of \$150,000, of which \$75,000 has been subscribed, \$2,800 being paid in in cash and \$72,200 in property.

Lansing—Christian Breisch & Co. have let the contract for an entire new equipment of flour making machinery for its Pearl mills. The new equipment will greatly increase the capacity of the mill.

Saginaw—The Acme Metal Weather Strip Co. has engaged in business with an authorized capital stock of \$12,000, all of which has been subscribed, \$1,600 being paid in in cash and \$4,000 in property.

Detroit—The Moran-Clark System Co. has engaged in business to manufacture and sell machinery of all kinds. The new company has an authorized capital stock of \$30,000, of which \$15,100 has been subscribed and \$3,100 paid in in cash.

Iron River—The Fisher-Morrison Lumber Co. began operating its new planing mill last week. In the near future a resawmill will be installed and it will be able to manufacture bevel siding. This is the first plant of this character to be opened here.

Sault Ste. Marie—The Soo Flouring Mills Co. has started up again this morning after an idleness of several months. J. C. Taylor, who had charge of the plant under the Musselman regime, is again in full charge and will have the active management of the business.

Wacousta—The Wacousta Milling Co. has completed its new mill to replace the one burned last winter, and started the machinery Monday. The company has also purchased the mills at Mason for the manufacture of flour. These have a capacity of seventy-five barrels per day.

Negaunee—The Consolidated Lumber & Fuel Co., of Ishpeming, has completed its hardwood flooring factory at this place and has placed the plant in operation. The capacity is about 20,000 feet a day and it handles hardwood only. The company is installing a modern matcher.

Detroit—A new company has been organized under the style of the Wolsilcot Mills Co. to manufacture underwear, hosiery and knit goods. The new company has an authorized capital stock of \$1,000, of which \$550 has been subscribed, \$300 being paid in in cash and \$250 in property.

Marine City—The plant of the Marine City Sugar Co. has been bought by the Western Sugar Refining Co. and will resume operations next fall. The purchasing company is said to be a Spreckles concern which, it is understood, terminated its agreement with the American Sugar Refining Co. not to enter the field east of the Mississippi.

Lenox—Within two months this place will have another factory in operation. The organization of the Davidson Manufacturing Co. has been completed, with all of the \$35,000 stock subscribed, and contracts have been let for the erection of the factory building, which will be 50x100 feet, two stories high. The com-

pany will manufacture wood-carved tops and novelties.

Garden—The creamery which has been under construction here for the past five weeks will be ready to go into operation about July 8. This will prove an important date in the history of dairying in this part of Delta county. The farmers and business men of Garden, Fayette and Van's Harbor have shown their interest in the new enterprise by subscribing for stock.

Detroit—The Ideal Furnace Co. has increased its capital stock from \$60,000 to \$100,000. The company was organized about four years ago, manufacturing Ideal furnaces in a small way. The business has practically doubled each year and the factory at Milan now employs about 200 men. The concern has commenced the manufacture of the Radiant hot water and steam boilers.

Lansing—Drury R. Porter, one of the best known of the young business men of the city, has resigned his position in the purchasing department at the Seager Engine Works to become sales manager for the Lansing Auto Wheel Co. Mr. Porter is well up in the game of selling "Lansing made goods," having been connected with the Lansing Spoke Co., during his earlier business career.

Au Sable—Nearly all of the sawmills which went out of commission on the Lake Huron shore a few years ago owned large docks, constructed when timber was of no particular object. The work of dismantling the Hull & Ely dock at this place is in progress. It is calculated that 4,000 piles will be lifted from this dock. The piles will be converted into lumber. A large amount of good lumber is being obtained from this source at old sawmills on the Huron shore.

Eugene Zimmerman, the Cincinnati multi-millionaire, whose ill-gotten gains are a matter of common knowledge, and father of the Duchess of Manchester, regards Roosevelt the most dangerous man in this country. If the mighty hunter should get into the White House again Zimmerman threatens to go to England and become a British subject. He says: "If Roosevelt is elected our next President, this country will have taken the first step towards a dictatorship, and when that happens I will prefer a country that's a liberal constitutional monarchy. Roosevelt to-day is our big national menace. I am a good American citizen," continued Zimmerman, "and I hope the election of Roosevelt will not come to pass. Things are bad enough now. In fact, times are worse than they were. There is too much legislation in Washington."

It's better to have things all wrong when you are right than to have things all right when you are wrong.

It is mighty hard being patient with the man who prates of his patience.

BUSINESS CHANCES.

For Sale—Confectionery, ice cream and tobacco, sales \$200 week, price \$2,200. Established trade. Death reason for selling. Address Box 31, Cass City, Mich.

You Pay for a System Every Few Months

Since you've begun to think about installing The McCaskey System of handling accounts with **ONE WRITING**, you've lost enough through errors, disputes with customers over accounts, forgotten charges, bad accounts and in a dozen other ways, to pay for one.

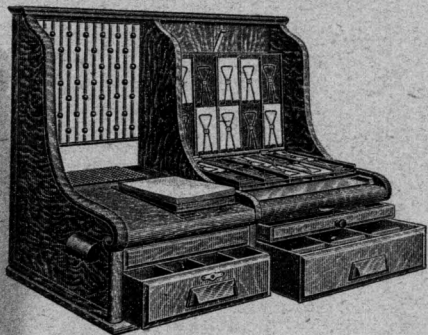
Our customers tell us the System pays for itself in a few months—after that it is all profit.

Will you write for a demonstration or for more information **NOW?**

THE McCASKEY REGISTER COMPANY

The Complete System

ALLIANCE, OHIO



Agencies in all Principal
Cities

FIRST AND STILL
THE BEST

Handle It On Its Record



In all the years "White House" Coffee has been marketed, it has never been allowed to deteriorate in character or in quality. If you have followed its rise to its present top-notch position as the leader, you know we're right. ☞ ☞ ☞ ☞ ☞ ☞ ☞ ☞ ☞ ☞

Dwinell-Wright Co.

Principal Coffee Roasters
BOSTON AND CHICAGO

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.



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

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

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

But what is there to take its place?

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

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

CORN PRODUCTS REFINING COMPANY
NEW YORK



Protect Yourself

You cannot expect your town to furnish an officer whose business it shall be to stand in front of your store every night in order to keep the man with the

Jimmy and the Dark Lantern Out

You must protect yourself and your own property.

A Good Safe Isn't Expensive

and you will feel a heap more comfortable with your money in it than you do by hiding it in a tea chest or bolt of cotton. There are certain chances you can not afford to take and going without a safe is one of them.

Write us today and we will quote you prices.

Grand Rapids Safe Co. Tradesman Building Grand Rapids, Mich.